



To understand how your organisation structures and resources digital delivery, please provide the following concise information:

1. Team Sizes & Structure

For the following teams, please provide total FTEs and the number of managers vs staff:

- CRM development
- Web development
- Web content
- Digital/UX/Service Design
- Business Analysts supporting CRM/digital
- Integration team supporting CRM/Web integrations
- CIO/Change/Transformation officers supporting CRM/digital/web

Please also confirm:

- Number of permanent vs temporary staff
- Number of current vacancies

Web (Development and Content)

- Total FTE: 6
- Managers 2
- Staff 4

CRM (MyAccount Digital Platform)

- Total FTE: 3
- Managers 1
- Staff 2

Digital Transformation

- Total FTE: 7
- Managers 1
- Staff 6

All roles within the Web and Digital Platform are permanent positions. Digital Transformation roles are all permanent except 1 which is currently being advertised as temporary.

2. Pay Bands

For each of the above teams, please provide the salary band/grade used for recruitment.

Roles within the Web, CRM and Digital Transformation teams are recruited using the Council's standard local government pay grades, aligned to job evaluation outcomes. While the Council does not publish role-specific grades within individual teams, indicative grade ranges are:

Web - £29,540 - £49,282

CRM - £36,363 - £57,379

Transformation - £36,363 - £57,379

3. Remit

For each team, please provide a short summary of responsibilities including websites managed including subsites and how many online forms the CRM supports.

Web (Development and Content)

The Web team is responsible for the development, maintenance and content management of the Council's public-facing website and associated subsites. This includes ensuring accessibility compliance, content governance, and supporting digital service delivery through online content.

CRM – MyAccount Digital Platform

The team supports the configuration, development and ongoing management of the Council's Digital MyAccount Platform. This includes maintaining customer processes, supporting online forms, and enabling digital transactions across services.

It supports 640 forms as at 23.02.2025

Digital Transformation

The Digital Transformation team leads on organisational digital change, service redesign, and the delivery of transformation initiatives. This includes service design, digital improvement programmes, and supporting the adoption of digital ways of working across the Council.

4. Costs

Please provide:

- Annual staffing budget for digital/CRM/web functions
- Annual licence/support costs for CRM, website CMS and integration platforms

The annual staffing budget for the Web, CRM (MyAccount Digital Platform) and Digital Transformation functions is managed as part of the Council's overall staffing budget and is subject to the Council's approved pay structures and establishment controls.

For 2025/2026 – total £732,476

Please refer to [Open data](#)

5. Platforms Used

Please confirm the CRM system, CMS platform, integration platform and online forms tools currently used.

Jadu Connect and Jadu Central

Contensis CMS

If publicly available, a link to any recent Digital or Customer Strategy would also be appreciated.

Current digital strategy which is under review: [Digital strategy](#)