

RESPONSE PROVIDED

East Midlands Combined County Authority
Northern Gateway Enterprise Centre
Saltergate
Chesterfield
S40 1UT

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Freedom of Information Request – Ref: FOI 60

The East Midlands Combined Authority (EMCCA) is a strategic authority. EMCCA was set up by the four local authorities for Nottingham City, Derby City, Nottinghamshire and Derbyshire. The government devolved various powers and funding to EMCCA so we can work with councils and partners to make collective decisions for the region and devolve funding to projects and areas for the betterment of the region.

EMCCA does not replace the existing local authorities, and we are not a council, hence we do not look after services such as education, social service, or waste disposal. We also do not have councillors, there is one democratically elected Mayor that oversees the organisation and acts as the accountable person. For this reason many of the questions below are not applicable, however, we have answered the questions that we are able to:

1. Resident Communication & Digital Notifications

1.1 What tools or systems does the council currently use to send digital communications to residents? (e.g. CRM-based email tools, SMS platforms, in-app notifications)

Mailchimp

1.2 Are these systems managed in-house or provided via third-party platforms? If third party platforms, which ones?

In-house

1.3 Does the council segment residents to target notifications (e.g. by postcode, ward, vulnerability, or service use)? Please provide a breakdown of segmentation by notification type.

N/A

1.4 How are urgent or emergency communications (e.g. flooding, road closures, public health risks) sent to residents?

N/A

1.5 Are multilingual alerts supported for non-native English speakers? If yes, please specify which languages.

N/A

1.6 Are these alerts accessible to residents with disabilities? (e.g. screen reader compatible, text-to-speech options)

N/A

1.7 How often are digital notifications used across different service areas (e.g. waste, events, public health)?

N/A

1.8 Is there a CRM or back-end system that integrates and tracks these notifications? If so, please specify the platform.

N/A

1.9 How much did the council spend on marketing, communications, and advertising (excluding recruitment) in the most recent financial year?

N/A

1.10 Can residents choose the types of updates or topics they want to receive? If so;

We do not currently have a resident newsletter.

i. What are the topics residents can select from?

N/A

ii. What are the frequently chosen topics?

N/A

1.11 What analytics are available for these communications (e.g., open rates, click-through rates, engagement levels)?

N/A

1.12 Has the council identified any challenges in achieving public engagement or awareness for resident-facing initiatives in the last 12 months? If so, what challenges?

N/A

1.13 Does the council track adoption rates (e.g. sign-ups, attendance, participation) following promotion of its initiatives?

N/A

Examining how local authorities coordinate crisis communications, the methods used to reach residents, and the systems in place to support timely and effective emergency response;

1.14 How does the council currently communicate with residents during local emergencies or crisis events (e.g. phone lines, website updates, social media)?

N/A - Emergency planning sits with councils, not combined authorities.

1.15 Does the council use any form of geographic targeting when communicating during a crisis (e.g. postcode-specific alerts)? If so, which?

N/A

1.16 How does the council monitor or assess the effectiveness of its current crisis communications?

N/A

1.17 What are the most common types of crises for which the council issues public communication (e.g. severe weather, public health, road closures)?

N/A

1.18 Has the council identified any difficulties in reaching residents quickly or reliably during recent crisis events? If so, what difficulties?

N/A

1.19 What is the average number of resident enquiries (calls/emails) the council receives during a typical local crisis event?

N/A

1.20 What is the estimated cost per inbound call to the council's contact centre?

N/A

1.21 Has the council evaluated the cost or impact of crisis communications on internal resources (e.g. staff time, media spend)? If so, what are these costs?

N/A

1.22 What is the total annual budget allocated to emergency communications or response coordination?

N/A

1.23 Has the council faced reputational or operational issues due to delays or gaps in emergency communication in the past 3 years? If so, what were they?

N/A

1.24 Does the council currently use any third-party tools or platforms for emergency alerts or crisis communication? If so, which?

N/A

1.25 Are crisis alerts or updates integrated into the council's website or mobile tools? If so, how?

N/A

1.26 Does the council operate or plan to operate a dedicated emergency communication system or interface (e.g. SMS alerts, mass notification platforms)? If so, which systems or interfaces?

N/A

1.27 Does the council have access to a system that allows for geo-targeted notifications (e.g. by ward or postcode)? If so, what is it?

N/A

1.28 Are analytics currently available to measure the reach or engagement of emergency communications?

N/A

1.29 Does the council segment digital engagement data by demographics (e.g. age, geography)? If so, which demographics?

N/A

1.30 Does the council currently track resident engagement with digital services (e.g. website, social media, online forms)? If so, which are tracked?

We track engagement and views on the website and social media posts.

1.31 What metrics are currently used to evaluate the success of resident-facing digital campaigns or initiatives?

This is specific to each campaign and what the campaign is trying to achieve, there isn't a general set of metrics that apply to all.

1.32 How frequently does the council review resident interaction data to inform service delivery or campaign planning?

N/A

1.33 Does the council generate reports on resident engagement with digital services? If so, how often?

N/A

1.34 What challenges has the council encountered in measuring ROI for digital services or campaigns?

N/A

1.35 Are there any examples where resident usage data has led to changes in service delivery, strategy, or budget allocation? If so, please provide referenced examples?

N/A

1.36 What is the annual spend on digital engagement tools and analytics (if reported separately)?

N/A

1.37 What personally identifiable information is stored about residents and their communication mechanisms, through what mechanism or tools is this information stored

This question is too broad, information is held by multiple departments for various purposes, this is outlined in our privacy notice which can be found on our website: [Our Privacy Policy - East Midlands Combined County Authority](#)

1.38 Are there any form of SLAs that the council must provide in terms of timing of emergency notifications?

N/A

1.39 How does the council manage statutory notices? What tools does it use, list as appropriate.

This requires some clarification on what is meant by statutory notices. Agendas, forward plans, urgency notices, general exception notices etc, can all be categorised as statutory notices. We use a committee management system called Modern.Gov to produce and publish all these documents.

1.40 What is the budget the council has specifically for issuing statutory notices?

Without the clarification as mentioned above, we cannot answer this question.

1.41 How many statutory notices on average per annum does the council send (data on previous year for example)?

We do not keep a record of how many of these documents are published in any given year, but all of them are published on the EMCCA website, hence this information is already in the public domain.

2. Call Centre & Resident Support Operations

We do not currently have a call centre, hence N/A to all questions in this section.

2.1 What is the council's annual budget for its call/contact centre or resident services support?

N/A

2.2 What is the average number of inbound calls per:

N/A

- Month
- Quarter
- Year

2.3 Please provide a breakdown (total calls or as a %) of calls by topic (or best estimate):

N/A

- Bin collection dates/schedules
- Missed bin collections
- Reporting issues (e.g. potholes, fly-tipping)
- Events or public meetings
- Local service queries (e.g. libraries, health services)
- Contacting Local Councillor
- School Information (Team Dates, Applications, etc.)

2.4 What percentage of calls are redirected to online services or self-service platforms?

N/A

2.5 Does the council use any triage or automation tools (e.g. AI chat, IVR) for inbound call routing?

N/A

2.6 What CRM or ticketing system is used to log call centre interactions? Is this integrated with other departments?

N/A

2.7 Does the council track average resolution time or cost per resident query? If so, what is it?

N/A

2.8 Does the council operate its own call/contact centre or is it outsourced?

N/A

2.9 Are multilingual support services offered through the call centre? If so, how many languages and what percentage of calls use this service?

N/A

3. Council Website Performance & Maintenance

3.1 What was the total number of website visitors in the past:

- Month **9,377 (May 25)**
- Quarter **33,898 (Mar 25 - Jun 25)**
- Year **28,830 (Jan 24 - Dec 24)**

3.2 What are the ten most visited pages / sections on the council's website? For each, please provide:

- Website Page / Website Section (Bins, Waste & Recycling, Schools, Tax, etc.)
- Number of visits to each page (month / quarter / year)

Ten most visited pages:

Last month (May 25)

- Meetings, agendas and decisions (governance) - 8,055 views
 - Home page – 4,491 views
 - Careers – 2,756 views
 - Election results – 1,477 views
 - News – 1,319 views
 - The Mayor – 1,183 views
 - Leadership team (who we are) – 882 views
 - UKREiiF (what we do) – 758 views
 - Contact us – 564 views
 - What we do – 525 views

Quarterly (Jan 25 to Mar 25)

Meetings, agendas and decisions (governance) – 46,323 views
 Home – 15,200 views
 Careers – 8,829 views
 News – 4,058 views
 The Mayor – 2,526 views
 Leadership Team (who we are) – 3,131 views
 What we do – 2,406 views
 Contact us – 2,014 views
 Governance – 1,956 views
 The Inclusive Growth Commission (what we do) – 1,645 views

Year (Jan 24 to Dec 24)

Home – 23,411 views
 Careers – 11,684 views
 The Mayor – 5,974 views
 Leadership Team (what we do) – 4,993 views
 What we do – 4,926 views
 Meetings, agendas and decisions – 4,725 views
 News – 4,587 views
 Meetings and decisions (governance) – 4,309 views
 Contact us – 3,364 views
 Governance – 2,987 views

3.3 Does the council operate any standalone websites or microsites for specific services or initiatives? If so, how many?

EMCCA Careers: [East Midlands Combined County Authority - East Midlands Combined County Authority](#)

Investment Prospectus: [Invest East Midlands](#)

EMCCA Growth Hub – is awaiting publication

3.4 What is the total annual spend (or latest budget allocation) for:

- Hosting
- Maintenance
- Content updates
- Technical development

The EMCCA website cost £15,000 to build as a one off cost. The annual hosting fees are £864.00 plus VAT per year.

3.5 How frequently is the main website content updated?

The website and web pages are continuously updated with the latest information and updates by members of the Communications team at EMCCA.

3.6 Does the council use in-house or contracted web developers?

The website was developed by Purpose Media.

3.7 What platform/CMS is used for the council's primary website?

The platform utilised is Wordpress.

3.8 Are digital accessibility standards (e.g. WCAG 2.2) tracked and enforced?

Accessibility plug-ins are used and run through accessibility checkers. We are in the process of considering procurement for a full accessibility package.

3.9 What was the total amount spent in the last three financial years on developing and maintaining standalone websites or microsites for resident-facing initiatives (excluding the main council website)?

Answered above

3.10 What was the total number of visitors (by month, quarter, year) for the following categories:

- Bin collection dates/schedules
- Reporting issues (e.g. potholes, fly-tipping)
- Events or public meetings
- Local services (e.g. libraries, health services)
- Contacting Local Councillor
- School Information (Team Dates, Applications, etc.)

Answered above for the ones that are relevant to EMCCA. The rest do not apply as we are not a Council.

4. Resident Polling & Community Engagement

We have not had to conduct any statutory consultations yet.

4.1 What tools or platforms does the council use to run resident surveys or consultations?

N/A

4.2 How frequently does the council conduct public engagement surveys?

N/A

4.3 What is the typical response rate for resident surveys?

N/A

4.4 How is survey data reviewed and actioned by the council?

N/A

4.5 Are any consultation platforms integrated into your website or CRM? If so, which?

N/A

4.6 How does the council currently conduct resident surveys or public consultations (e.g. online tools, post, telephone, in-person events)?

N/A

4.7 What proportion of council surveys or consultations are delivered through each method (e.g. percentage split)?

N/A

4.8 How frequently does the council run resident surveys or polls in a typical year?

N/A

4.9 What are the most common purposes for these surveys (e.g. planning, service feedback, policy input)?

N/A

4.10 How does the council ensure equal opportunity for residents to participate in consultations or surveys (e.g. accessibility, demographic outreach)?

N/A

4.11 How are residents informed of the results or outcomes of surveys they participated in?

N/A

4.12 How are insights from resident behaviour currently used to influence council decision-making?

N/A

4.13 What is the annual budget the council allocates to Resident Polling & Community Engagement

N/A

4.14 If the council uses third party tools or platforms to run resident surveys or consultations, what are they and what is the annual cost?

N/A

5. Waste & Recycling Services

We do not look after waste and recycling services as we are a Combined County Authority.

5.1 Which organisation manages household waste and recycling collection?

N/A

5.2 If different, who manages garden waste, bulky waste, or other services?

N/A

5.3 How many household waste and recycling centres (HWRCs) are in the council area?

N/A

5.4 Do residents need to book visits to HWRCs or can they turn up freely?

N/A

5.5 If booking is required, which system or tool is used?

N/A

5.6 Where can residents find information about HWRC opening hours?

N/A

5.7 Who operates the HWRCs (council or contractor)?

N/A

5.8 Does the council send printed bin calendars to residents? If so, what is the annual cost?

N/A

5.9 How are changes to bin collection schedules communicated?

N/A

5.10 What is the cost associated with notifying residents about bin changes (e.g. print, phone, digital)?

N/A

5.11 Does the council maintain a bin schedule database?

N/A

5.12 If so, does the council offer an open API or ability for an external system to integrate with the bin schedule database?

N/A

5.13 Who manages this service internally (name or role of contact)?

N/A

5.14 How are collection schedules formed, i.e. by the council or by the service provider?

N/A

5.15 Is content about waste collection managed by the service provider or by the council? E.g. when looking up your bin collection day.

N/A

5.16 Are there any contract agreements with the supplier(s) in terms of time of pickup? How are they enforced?

N/A

5.17 Is there any real time information about where waste collection services are? If so, what information and how is it communicated?

N/A

5.18 What is the process for managing changes to bin collection schedules?

N/A

5.19 How frequently are bin collection schedules changed or updated?

N/A

5.20 How far in advance are bin collection schedules planned, e.g. are the next schedules and routes for the next 12 months already decided (subject to changes)?

N/A

5.21 Does the council offer an app for residents to look up and keep informed about bin schedules?

N/A

5.22 If the council has an app, was it built internally or by a 3rd party?

N/A

5.23 If there is an app, what was the a) cost to develop the app and b) annual cost to maintain the app?

N/A

6. Reporting Issues & Digital Workflows

We do not look after council services such as potholes or missed bins etc.

6.1 What platform(s) does the council use to manage resident-reported issues (e.g. potholes, fly-tipping, missed bins)?

N/A

6.2 Is the reporting tool an in-house system or a third-party provider? If third party, what platform(s)? E.g. in house, FixMyStreety (<https://www.fixmystreet.com/>), LoveClean Street (<https://lovecleanstreets.info/>), other (please specify).

N/A

6.3 What is the annual cost of any third-party reporting tool(s)?

N/A

6.4 How many reports/issues are submitted monthly or annually via these tools?

N/A

6.5 If the tool/platform has an app that can be downloaded, how many downloads does it have for the councils?

N/A

6.6 What is the backend process once a report is submitted? (e.g. does it route into a CRM, issue tracking, or manual workflow?)

N/A

6.7 Are residents updated on the status or resolution of their report? If so, at what stages (e.g. only when resolved, or at finer granularity?)

N/A

6.8 Are reporting tools accessible via mobile devices or embedded in the main council website? If so, which ones?

N/A

7. MP/Councillor Communications & Digital Profiles

We do not have councillors, we have a single democratically elected Mayor.

7.1 Does the council provide any digital tools or pages for local councillors to share updates with residents? If so, which?

N/A

7.2 Are councillor profiles published on the council website? If so, what information is included?

N/A

7.3 Are councillors permitted or supported to publish updates on behalf of the council (e.g. emergency comms, event notices)? If so, which type of updates are they permitted to post?

N/A

7.4 Does the council monitor councillor communications for compliance with public guidance or party-neutral guidelines?

N/A

7.5 Does the council currently use any platform to manage councillor or MP digital activity? If so, which platform(s)?

N/A

7.6 How do councillors and MPs within the council area currently manage their digital communications (e.g. personal social media, council-supported platforms)?

N/A

7.7 Does the council provide any formal guidance or training on social media use to councillors? If so, is this internally or externally delivered? If external, which supplier(s) or platform(s) are used?

N/A

7.8 Has the council experienced any reputational or compliance issues due to councillor communications on social media in the past 3 years? If so, please provide details.

N/A

7.9 Are councillors required to follow any internal approval or oversight process when posting public-facing content related to council matters? If so, what is that process?

N/A

7.10 Does the council currently pay for any social media management tools or content platforms to support councillors or communications teams? If so, which and what is the annual cost?

N/A

7.11 Has the council encountered instances where inappropriate or unauthorised posts by councillors led to complaints, formal investigations, or legal challenges? If so, please provide details.

N/A

7.12 What internal resource (e.g. staff hours) is typically spent reviewing, managing, or responding to councillor digital communications each month?

N/A

7.13 Does the council provide dedicated communications staff to support elected representatives? If so, how many and what is the cost of this support annually?

N/A

7.14 Has the council evaluated the benefits or risks of centralising or standardising councillor communication workflows? If so, what were the findings?

N/A

7.15 Does the council currently use any tools for managing or monitoring official social media accounts or those of elected representatives (e.g. Hootsuite, Sprout Social)? If so, which tools?

N/A

7.16 Are there any systems in place for archiving councillor or MP posts for transparency, audit or FOI compliance purposes? If so, which systems or processes?

N/A

7.17 Does the council maintain a public-facing directory or listing of councillors' contact details and official pages? If so, please provide a link and the source of the information.

N/A

7.18 Is there a digital workflow or content approval process used for councillor announcements (e.g. press releases, campaign updates)? If so, what is that workflow or process?

N/A

7.19 Does the council provide councillors with a council email or digital ID that is used for resident communications?

N/A

8. Technical Infrastructure & CRM

We do not currently operate a CRM or have any infrastructure to support one

8.1 What CRM platform(s) does the council use?

N/A

8.2 Which departments use this system (e.g. waste, customer service, planning)?

N/A

8.3 Is the CRM integrated with the council website, resident self-service portal, or digital notification systems?

N/A

8.4 Does the CRM support dynamic segmentation of residents based on geography or service use? If so, how are residents segmented?

N/A

8.5 Does the council support open data standards (e.g. APIs) for external integrations? If so, which ones and how are they accessed?

N/A

8.6 Are any public dashboards currently available that show service performance or engagement metrics? If so, where can they be found?

N/A

8.7 What tools does the council use to measure website or online service usage (e.g. Google Analytics, CMS reports)?

N/A

8.8 Are data exports or scheduled reporting currently automated within the council's systems? If yes, please provide details.

N/A

8.9 What standards or frameworks does the council follow to ensure GDPR compliance when storing or exporting resident interaction data?

N/A

8.10 Is any technical infrastructure that is built and/or maintained by the council (including products, internal services and databases) hosted on prem, or use of a cloud provider? If applicable, what is the cloud provider?

N/A

8.11 Have the council platforms ever been penetration tested? If so, please provide 3 of the latest reports (sensitive information may be redacted)

N/A

8.12 Have the council platforms ever been stress/load tested? If so, please provide 3 of the latest test reports

N/A

8.13 Does any of the online services offered by the council make use of rate limiting for external users?

N/A

8.14 If using multiple systems to provide digital services, how is authentication and authorisation managed across all services (e.g. SSO, AD-backed RBAC, MFA requirements etc).

N/A

I hope this satisfies your request.

If you are dissatisfied with this decision, you may write to request an internal review. The internal review will be carried out by someone who did not make the original decision, and they will re-assess how the Department handled the original request.

If you wish to request an internal review, please write or send an email to the Information Governance Team within two months of the date of this letter, at the following address:

Information Governance Team
East Midlands Combined County Authority
North Enterprise Gateway
Saltergate
Chesterfield
S40 1UT
e-mail: FOI@eastmidsdevo.org.uk

Please remember to quote the reference number above in any future communications.

If you remain dissatisfied after an internal review decision, you have the right to appeal to the Information Commissioner's Office. You can find further details on how to do this via Information Commissioner's Office website: [FOI and EIR complaints | ICO](#).

Regards

Information Governance Team

East Midlands Combined County Authority