

QUESTION	ANSWER
1. Resident Communication & Digital Notifications This section explores how councils deliver real-time digital updates to residents, including tools used (e.g. email, SMS, app alerts), targeting methods, and performance tracking. It also covers accessibility, language support, and the integration of these systems with wider council services.	
1.1 How are urgent or emergency communications (e.g. flooding, road closures, public health risks) sent to residents?	Via Social Media and Keep Me Posted (email subscription service)
1.2 Are multilingual alerts supported for non-native English speakers? If yes, please specify which languages.	No
1.3 How much did the council spend on marketing, communications, and advertising (excluding recruitment) in the most recent financial year?	Please clarify what costs you require including, for example should staff costs be included?
1.4 What analytics are available for these communications (e.g., open rates, click-through rates, engagement levels)?	Click through rates on 'Keep Me Posted' and engagement level and reach on social media
1.5 How does the council currently communicate with residents during local emergencies or crisis events (e.g. phone lines, website updates, social media)?	Social Media, Keep Me Posted and Press Releases
1.6 Does the council use any form of geographic targeting when communicating during a crisis (e.g. postcode-specific alerts)? If so, which?	No
1.7 What is the estimated cost per inbound call to the council's contact centre?	This information is considered exempt from disclosure under Section 43(2) of the Freedom of Information Act as commercially sensitive as this service is provided by a third party.
1.8 What is the total annual budget allocated to emergency communications or response coordination?	There is no specific budget for this.
1.9 Does the council currently use any third-party tools or platforms for emergency alerts or crisis communication? If so, which?	Granicus UK
1.10 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?	No
1.11 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?	No

1.12 Are analytics currently available to measure the reach or engagement of emergency communications?	Yes, as above
1.13 Does the council segment digital engagement data by demographics (e.g. age, geography)? If so, which demographics?	No
1.14 What is the annual spend on digital engagement tools and analytics (if reported separately)?	None
1.15 How does the council manage statutory notices? What tools does it use, list as appropriate.	Idox Tascomi Microsoft Statutory notices are placed in local papers and on the Council's website www.dover.gov.uk
1.16 What is the budget the council has specifically for issuing statutory notices?	There is no specific budget
1.17 How many statutory notices on average per annum does the council send (data on previous year for example)?	306 notices were issued between the 01/04/2024 and the 31/03/2025 in respect of Environ

QUESTION	ANSWER
2. Call Centre & Resident Support Operations This section looks at how councils manage resident support through call centres or helplines. It includes query volumes, cost, service breakdowns, automation, CRM use, and multilingual support. The goal is to understand operational efficiency and how digital tools enhance service delivery.	
2.1 What is the council's annual budget for its call/contact centre or resident services support?	This service is outsourced as part of a wider supplies and services contract which has a single price. The amount attributable to Customer Services is not separately identified.
2.2 What is the average number of inbound calls per: Month Quarter Year	Month = 7158 (based on FY 2024/25) Quarter Q1 = 7571, Q2 = 7006, Q3 = 6226, Q4 = 7830 (Based on FY 2024/25) Year 90132 (average of FY's 2022/23, 2023/24, 2024/25)

<p>2.3 Please provide a breakdown (total calls or as a %) of calls by topic (or best estimate):</p> <p>Bin collection dates/schedules</p> <p>Missed bin collections</p> <p>Reporting issues (e.g. potholes, fly-tipping)</p> <p>Events or public meetings</p> <p>Local service queries (e.g. libraries, health services)</p> <p>Contacting Local Councillor</p> <p>School Information (Team Dates, Applications, etc.)</p>	<p>Bin collection dates/schedules = 0.5% of contact (based on FY 2024/25)</p> <p>Missed bin collections = 2.2% of contact (based on FY 2024/25)</p> <p>Reporting issues (e.g. potholes, fly-tipping) = Potholes are reported to the unitary authority. Fly-tipping = 0.6% of contact (based on FY 2024/25)</p> <p>Events or public meetings = Minimal contact in relation to this as all information is provided on the website.</p> <p>Local service queries (e.g. libraries, health services) = N/A not a service we provide</p> <p>Contacting Local Councillor = Minimal contact as information provided on website</p> <p>School Information (Team Dates, Applications, etc.) = N/A not a service we provide.</p>
2.4 What percentage of calls are redirected to online services or self-service platforms?	Information not recorded but IVRs signpost to relevant online services and advisors signpost to these as part of normal call handling practice.
2.5 Does the council use any triage or automation tools (e.g. AI chat, IVR) for inbound call routing?	IVRs used
2.6 What CRM or ticketing system is used to log call centre interactions? Is this integrated with other departments?	N/A, we do not have a CRM
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?	Outsourced to a LATCo jointly owned by three councils, including Dover District Council
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

QUESTION	ANSWER
<p>3. Council Website Performance & Maintenance</p> <p>This section focuses on the reach, content, and costs of the council's primary website(s). It covers visitor numbers, most viewed pages, technical management, accessibility standards, and the frequency of updates to assess digital service quality and resource use.</p>	
3.1 What was the total number of website visitors in the past:	

Month Quarter Year	Month – 35k Quarter – 95k Year - 358k
<p>3.2 What are the ten most visited pages / sections on the council's website? For each, please provide:</p> <p>Website Page / Website Section (Bins, Waste & Recycling, Schools, Tax, etc.)</p> <p>Number of visits to each page (month / quarter / year)</p>	<p>Home.aspx Month 5897 Quarter 14341 Year 52695</p> <p>/Recycling--Waste/Bins-Recycling.aspx Month 3754 Quarter 10313 Year 44682</p> <p>/Search.aspx Month 1998 Quarter 5552 Year 23,200</p> <p>/Planning/Planning-Applications/View-Applications--Decisions/View-Applications.aspx Month 2271 Quarter 5362 Year 22,132</p> <p>/CouncilTax/Home.aspx Month 2032 Quarter 5176 Year 19,880</p> <p>/Pay/Online-Payments.aspx Month 2078 Quarter 4282 Year 15368</p> <p>/Contact-us.aspx Month 1160 Quarter 3327 Year 14358</p> <p>/Job-Vacancies/Job-vacancies.aspx</p>

	Month 1053 Quarter 2918 Year 11506 /Planning/Planning.aspx Month 1091 Quarter 2687 Year 10505 /Recycling--Waste/Garden-Waste-Service.aspx Month 592 Quarter 3132 Year 9788
3.3 Does the council operate any standalone websites or microsites for specific services or initiatives? If so, how many?	9
3.4 What is the total annual spend (or latest budget allocation) for: Hosting Maintenance Content updates Technical development	£20,880 annually for all spend
3.5 Does the council use in-house or contracted web developers?	Both
3.6 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)?	£5400
3.7 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.)	Bin collection dates/schedules (not available, hosted by third party) Reporting issues (e.g. potholes, fly-tipping) for /Report/Report.aspx page Month - 366 Quarter - 989 Year - 4290 (actual reporting occurs on third party software) Events or public meetings (not available, hosted by third party) Contacting Local Councillor (not available, hosted by third party) School Information (Team Dates, Applications, etc.) Not part of DDC remit
QUESTION	ANSWER

4. Resident Polling & Community Engagement This section examines how the council gathers public feedback through surveys and consultations. It includes platforms used, response rates, data usage, and CRM integration, aiming to understand how resident input informs services and decision-making.	
4.1 What tools or platforms does the council use to run resident surveys or consultations?	We use Microsoft forms, accessible through links and QR codes
4.2 How frequently does the council conduct public engagement surveys?	It varies from project to project and the needs of the project.
4.3 How is survey data reviewed and actioned by the council?	Use in Cabinet reports and funding bids
4.4 How does the council currently conduct resident surveys or public consultations (e.g. online tools, post, telephone, in-person events)?	It varies from project to project, usually online and in person
4.5 How frequently does the council run resident surveys or polls in a typical year?	It depends on what projects require consultations
4.6 What is the annual budget the council allocates to Resident Polling & Community Engagement	We do not have this information.
4.7 If the council uses third party tools or platforms to run resident surveys or consultations, what are they and what is the annual cost?	We do not have this information recorded separately.

QUESTION	ANSWER
5. Waste & Recycling Services This section looks at how waste services are delivered and communicated, including who operates them, how schedules are shared, and whether digital tools or printed materials are used. It also covers booking systems and data formats available for integration.	
5.1 Which organisation manages household waste and recycling collection?	Dover District Council
5.2 If different, who manages garden waste, bulky waste, or other services?	As above.
5.3 How many household waste and recycling centres (HWRCs) are in the council area?	Three (managed by Kent County Council).
5.4 Do residents need to book visits to HWRCs or can they turn up freely?	Booking required.

5.5 If booking is required, which system or tool is used?	Information not held by Dover District Council. Kent County Council can be contacted for this information at freedomofinformation@kent.gov.uk .
5.6 Does the council send printed bin calendars to residents? If so, what is the annual cost?	No.
5.7 How are changes to bin collection schedules communicated?	Online via the Council's website.
5.8 What is the cost associated with notifying residents about bin changes (e.g. print, phone, digital)?	This information is not held or recorded.
5.9 Does the council maintain a bin schedule database?	No, we use part of the contractor's management system
5.10 If so, does the council offer an open API or ability for an external system to integrate with the bin schedule database?	Not applicable.
5.11 Who manages this service internally (name or role of contact)?	Head of Waste Services.
5.12 How frequently are bin collection schedules changed or updated?	Rarely.
5.13 Does the council offer an app for residents to look up and keep informed about bin schedules?	No.
5.14 If the council has an app, was it built internally or by a 3rd party?	Not applicable.
5.15 If there is an app, what was the a) cost to develop the app and b) annual cost to maintain the app?	Not applicable.

QUESTION	ANSWER
6. Reporting Issues & Digital Workflows This section reviews how residents report issues like potholes or missed bins, and how those reports are processed. It asks about the platforms used, backend workflows, costs, resident feedback, and system integration to assess ease of use and operational efficiency.	
6.1 What platform(s) does the council use to manage resident-reported issues (e.g. potholes, fly-tipping, missed bins)?	Environmental Protection/Crime matters – Tascomi Idox Missed Bins – Council's website (linked to contractor's management system). Potholes – responsibility of Kent County Council
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).	Environmental Protection/Crime matters – Tascomi Idox Missed Bins – provided by waste contractor
6.3 What is the annual cost of any third-party reporting tool(s)?	£50,851.20 (Tascomi Idox)

6.4 How many reports/issues are submitted monthly or annually via these tools?	11,859 (via Tascomi Idox)
6.5 If the tool/platform has an app that can be downloaded, how many downloads does it have for the councils?	Not applicable.
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?)	Manual workflow

QUESTION	ANSWER
7. MP/Councillor Communications & Digital Profiles This section covers how councils support or oversee digital communication by elected officials. It includes whether profiles or tools are provided, the nature of updates, and whether content is moderated to ensure consistent, transparent public engagement.	
7.1 Does the council provide any digital tools or pages for local councillors to share updates with residents? If so, which?	No.
7.2 Does the council monitor councillor communications for compliance with public guidance or party-neutral guidelines?	The Council has issued a guidance on the use of social media to Councillors, which is contained within our Constitution. The Council reserves the right to monitor, intercept and review social media activity, without further notice. This is to ensure that this policy and other relevant Council's ICT policies are being complied with. All councillors must when using council email addresses comply with the Council's acceptable use policy. The Monitoring Officer is responsible for the day-to-day operation of these policies.
7.3 Does the council currently use any platform to manage councillor or MP digital activity? If so, which platform(s)?	No.
7.4 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.	<p>The Council has not had any reputational or compliance issues due to councillor communications on social media in the last 3 years.</p> <p>The Council has received complaints under the Code of Conduct arrangements concerning district councillor social media posts but none of those have resulted in a Hearing Panel finding of a breach of the Code of Conduct. Accordingly, there have been no findings of compliance issues against district councillors on social media.</p>

7.5 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?	No.
7.6 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?	No.
7.7 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?	No.
7.8 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?	No.

QUESTION	ANSWER
8. Technical Infrastructure & CRM This section explores the council's CRM and technical systems, including which departments use them, integration with other services, resident segmentation, and support for open data. It helps assess the adaptability and connectivity of digital infrastructure.	
8.1 What CRM platform(s) does the council use?	Currently no CRM is used
8.2 Does the CRM support dynamic segmentation of residents based on geography or service use? If so, how are residents segmented?	N/A