



WARRINGTON

Borough Council

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Chief Executive

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Assistant Director Customer and
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Quattro 4th Floor
Buttermarket Street
Warrington
WA1 2NH

18th March 2019

Our ref: FOI/CORP/2661

Dear Baptiste,

Freedom of Information Act Request: Customer Relationship Management

Thank you for your email of 19th February 2019 requesting information about the authority, its ICT systems and CRM.

Please see the response to your enquiry outlined below.

Q1. What is the full official name of the Authority?

The official name is [Warrington Borough Council](#)

Q2. How large is the Authority in terms of population?

[Warrington's resident population now stands at 209,700 \(mid-year estimate 2017, rounded to the nearest hundred\). For further information please see the Council's website <https://www.warrington.gov.uk/info/201120/population-facts-and-figures/1072/facts-and-figures-for-warrington>](#)

Q3. How large is the Authority in terms of geographical boundaries?

[It measures 18, 238 hectares in area](#)

Q4. How many information systems / databases does the Authority use?

Q4a. How many of those are stand-alone (i.e. do not interact with any other information system)?

Q4b. How many of those interact with at least one other system (e.g. using API calls)?

Q4c. Are the systems mainly centered around Residents or Properties?



Q5. What services are provided to Residents by the Authority (e.g. Taxi Licensing, Waste, Education, Planning Applications, etc.) Q6a. Does the Authority have an online portal for Residents?

Q6b. If it does, what is the uptake (as a percentage) across the authority?

Q7. What percentage of services in Q4 are accessible to Residents online using Single Sign On (SSO) on the portal?

Q8. What was the Authority's annual spend for 2017-18?

Q9. What was the Authority's annual spend for 2017-18 for software licensing?

Q10. What was the Authority's annual spend for 2017-18 for payroll of employees, agency staff, and contractors?

Q11. Does the Authority use a Customer Relationship Management (CRM) System?

(if Yes answer Q12, if No answer Q13)

Q12. If the Authority has a CRM system:

Q12a. When did the CRM system go Live?

Q12b. How long did the implementation take?

Q12c. What were the main obstacles encountered to the implementation? (See "CRM Challenges" below, please state all that apply) Q13. If the Authority does not have a CRM system:

Q13a. Has the implementation of a CRM ever been considered?

Q13b. If Yes to Q13a., what were the reasons for not proceeding? (See "CRM Challenges" below, please state all that apply)

Q13c. Has the implementation of a CRM ever been planned or undertaken, but subsequently abandoned?

Q13d. If Yes to Q13c, what were the reasons for the failure of the project? (See "CRM Challenges" below, please state all that apply)

Q14. Are the IT systems centred primarily around Residents or Properties?

CRM Challenges

Integration of different data sources into a single system
Training users to effectively use the solution
Participation of different departments within the authority
Integration with existing back-office applications
Promoting Usage
Funding
Other (please specify)

Section 12 of the Freedom of Information Act 2000 (FOIA) allows a public authority to refuse a request if the cost of providing the information to the applicant would exceed the 'appropriate limit' as defined by the FOIA and Data Protection (Appropriate Limit and Fees) Regulations 2004:

"12 Exemption where cost of compliance exceeds appropriate limit

(1) Section 1(1) does not oblige a public authority to comply with a request for information if the authority estimates that the cost of complying with the request would exceed the appropriate limit".

The Regulations provide that the appropriate limit to be applied to requests received by local authorities is £450 (equivalent to 18 hours of work). In



estimating the cost of complying with a request for information, an authority can only take into account any reasonable costs incurred in:

“(a) determining whether it holds the information,

(b) locating the information, or a document which may contain the information,

(c) retrieving the information, or a document which may contain the information, and

(d) extracting the information from a document containing it”.

For the purposes of the estimate the costs of performing these activities should be estimated at a rate of £25 per hour. The Council estimates that the cost of supplying any information would exceed £450 and 18 hours of staff time.

The information which you have requested is not held centrally and in order to answer the majority of your questions, we would need to contact all the individual services and departments within the Council to review their systems, services and use of. To undertake this search, and to review and collate the information in the detail requested as part of this request would take over 18 hours of staff time to do so.

Accordingly, I am refusing your request for information under section 12 of the FOIA.

If you are not satisfied with my response to your request for information, you may ask the Council for an internal review of this decision. You should write to Paul Clisby, Legal Services Manager, Warrington Borough Council, Quattro, Buttermarket Street, Warrington, WA1 1BN, giving details of your complaint. You should do this as soon as possible, or, in any case, within two months of your request being refused.

If, following the outcome of the internal review, you remain dissatisfied with the Council's response to your information request, you have the right under section 50 of the Freedom of Information Act 2000 to appeal to the Information Commissioner at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 0303 123 1113
Fax: 01625 545 510



Email: enquiries@ico.gsi.gov.uk

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Gareth Hopkins', written in a cursive style.

Gareth Hopkins
Assistant Director Customer and Business Transformation