



Our Reference: 3172

12/03/2026

Freedom of Information Act 2000 Enquiry: Digital, CRM & Web Team Structure

Thank you for contacting West Yorkshire Combined Authority ('the Combined Authority') with your request for information, which was received on 13/02/2026.

Your request was:

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

2. Pay Bands

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

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.

4. Costs

Please provide:

Annual staffing budget for digital/CRM/web functions

Annual license/support costs for CRM, website CMS and integration platforms



5. Platforms Used

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

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

This request is being handled under Freedom of Information Act 2000.

We have completed our searches, and I can confirm that the Combined Authority holds information covered by your request. Please find our response below.

1. Team Sizes & Structures

Team / Function	Total FTEs	Manager	Staff	Notes
CRM Development	No dedicated FTEs	0	3 (partial allocation)	Three software developers allocate approx. 30–40% of their time to CRM development and support.
Web Development	No dedicated FTEs	0	5 (partial allocation)	Same three software developers, including web officers, allocate their time to web development and support.
Web Content	3	1	2	Web officers contribute part of their time to content updates.
Digital / UX / Service Design	0	0	0	No dedicated resources.
Design Business	0	0	0	No internal development resources.
Analysts Supporting CRM/Digital	1	0	1*	Provides partial support for CRM/digital activities.
Integration Support (CRM/Web)	No dedicated FTEs	0	3 (partial allocation)	Integration work is undertaken by the same software developers supporting CRM.
CIO / Change / Transformation Support	0	0	0	No dedicated resources allocated.

* All posts within the above teams are permanent except for one within the digital team.



There are currently no vacancies within these teams.

2. Pay Bands

Recruitment for these teams is conducted under the Combined Authority's established grading structure. Typical salary range is as follows:

Role Type	Grade	Salary Range
Software Developers	Grade 8	£46889 – £52466
Web Content Roles: Senior Web Officer Web Content Officers Project Assistant (Temporary)	Grade 8 Grade 7 Grade 5	£46889 – £52466 £41747 – £46889 £34418 – £38301

3. Remit and Responsibilities

CRM & Web Development:

- Partial allocation from software developers.
- Responsibilities include development, support, integrations, and technical enhancements.

Web Content (Media Team):

- Project managing the redevelopment of the organisations' websites.
- Content authoring, publishing, ongoing content management and governance.
- Oversight of website updates and coordination with technical teams.

Project Assistant (CRM/Digital):

- Requirements gathering, process analysis, and supporting CRM/digital initiatives.

Websites & Online Forms

- Websites Managed: Internal teams support six websites, covering both functionality and content. Some sites are externally hosted.
- Online Forms Supported by CRM: Approximately 47 online forms.
- Scope of Work: Content management, development, support, setup, hosting, and infrastructure support.

4. Costs

Cost Category	Estimated Annual Cost	Notes
Staffing Costs (Digital/CRM/Web)	~£120,000	Based on proportion of time allocated to these functions.
Licensing & Support Costs	~£198000	Covers CRM, CMS, and integration platforms.



West
Yorkshire
Combined
Authority

Tracy
Brabin
Mayor of
West Yorkshire

5. Platforms used

The Combined Authority currently uses:

CRM system: Microsoft Dynamics

Website CMS platform: Umbraco

Online forms: AchieveForms Granicus

6. Digital or Customer Strategy

No publicly available Digital or Customer Strategy has been identified at this time.

If you believe that your request for information has not been handled properly, you can ask for an internal review of our decision. Internal review requests should be submitted within two months of the date of receipt of this letter.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

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

Telephone: 0303 123 1113

Website: www.ico.gov.uk

For your information, there is no charge for making an appeal.

Yours sincerely,

Information Governance Officer

freedom.info@westyorks-ca.gov.uk