



Capture and act on the voice of your community

Public Sector CE

Trusted by 300+ public sector organisations



Llywodraeth Cymru
Welsh Government



Why the public sector chooses us

Public Sector CE brings everything together—accessible consultation design, AI-powered analysis, response management, and public reporting. From planning applications to policy consultations.



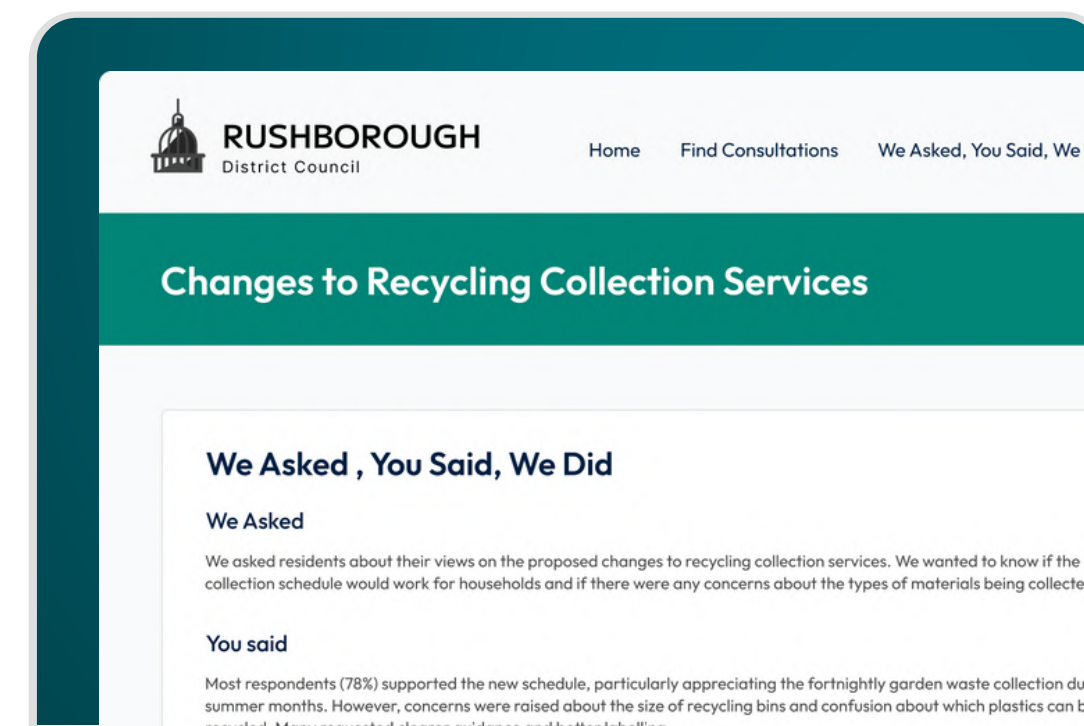
Spot the hidden themes in seconds

Groups thousands of citizen comments into themes in seconds, saving weeks of work. Spots emerging issues early so you can respond before they escalate. Eliminates bias, giving you an objective view of what residents really think.



Inclusivity and compliance

Any citizen can participate regardless of language, device, or accessibility needs. WCAG 2.2 AA compliant. 100% UK data hosting. G-Cloud approved. You own and control all of the data that you capture with Public Sector CE.



Share public insights at scale

Public Sector CE helps you create We Asked, You Said, We Did reports that show citizens what happened with their input. Share findings instantly with stakeholders and the public, turn consultation insights into coordinated decisions, and build trust.

Accessible and inclusive consultations

Works on any device, anywhere

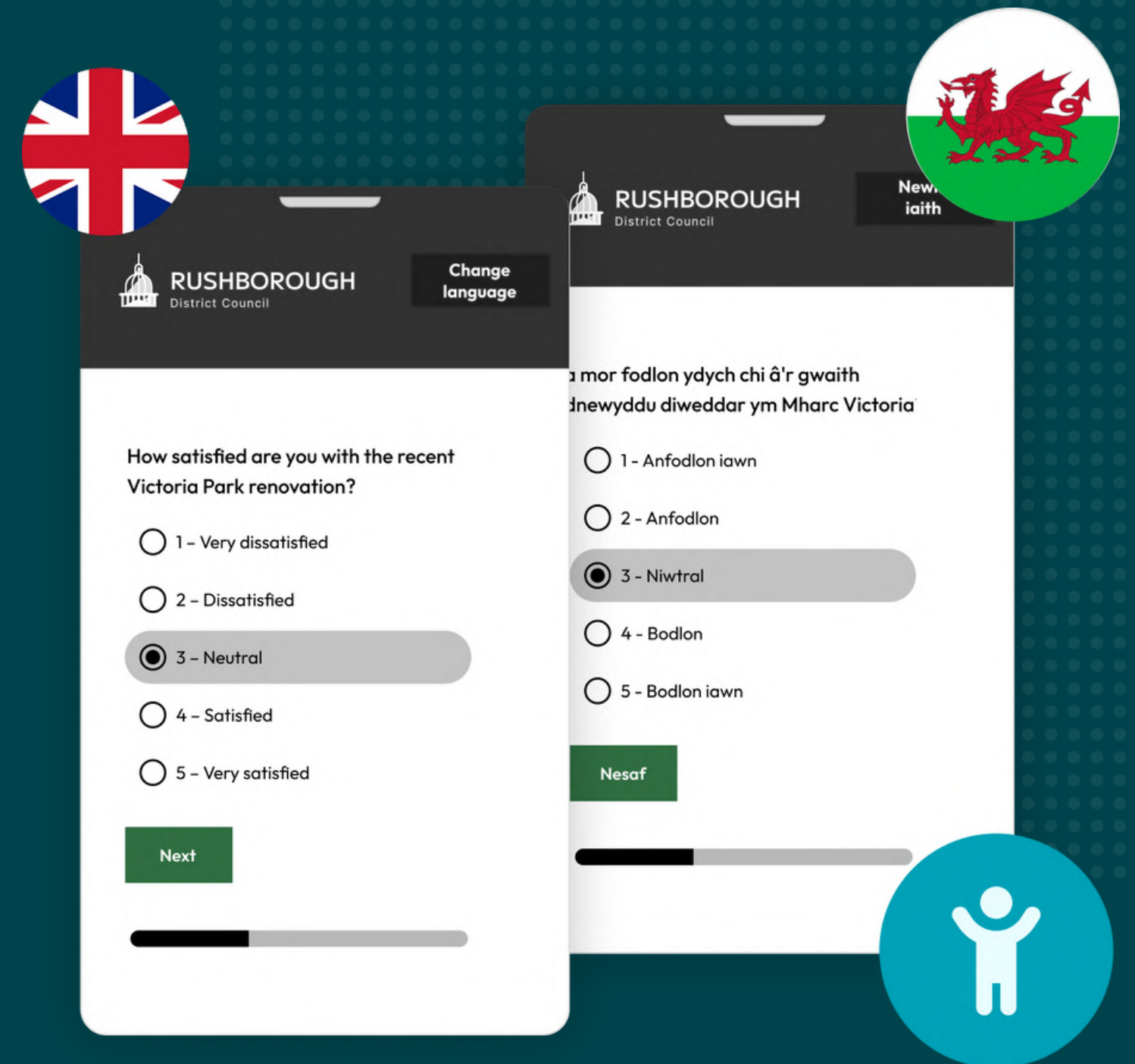
Every survey and consultation is responsive to any device whether it's mobile, desktop, tablet or even offline kiosks.

Automatic translation across 40+ languages

AI translates your consultation into 40+ languages automatically and translates all responses.

WCAG 2.2 AA certified automatically

Independently tested by Digital Accessibility Centre. Screen readers, keyboard navigation, and proper contrast ratios.



AI-powered data analysis features

Categorise thousands of responses instantly

Stop manually reading every comment. Our AI groups similar feedback automatically, highlighting what matters most.

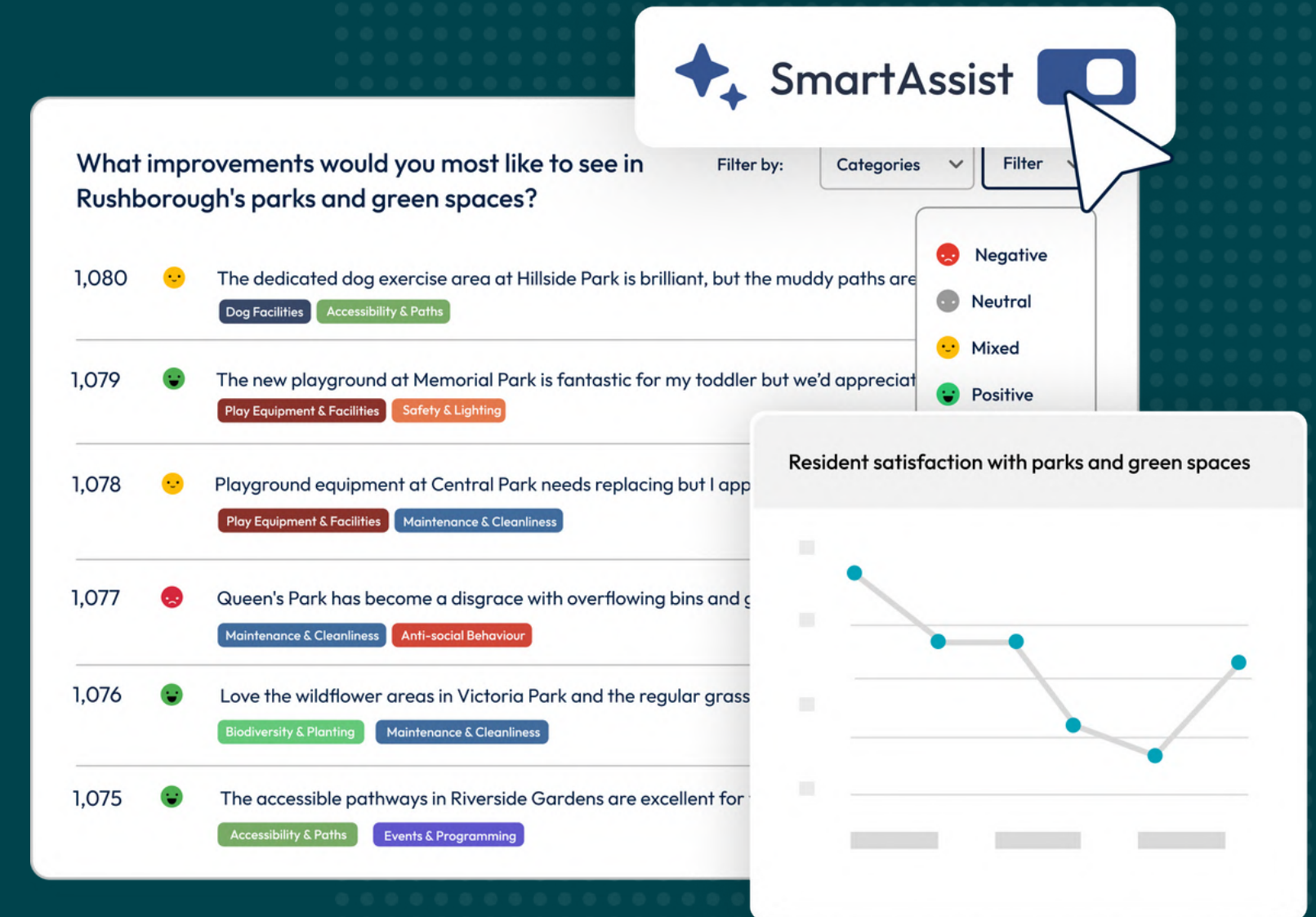
Spot urgent concerns in real-time

Sentiment analysis flags frustrated or positive responses while the survey is still open. Respond to serious issues immediately.

See what matters in real-time dashboards and reports

Customise charts to visualise your way.

Filter by demographics, question responses, or any variable.



Launch consultations faster

From planning to live in days

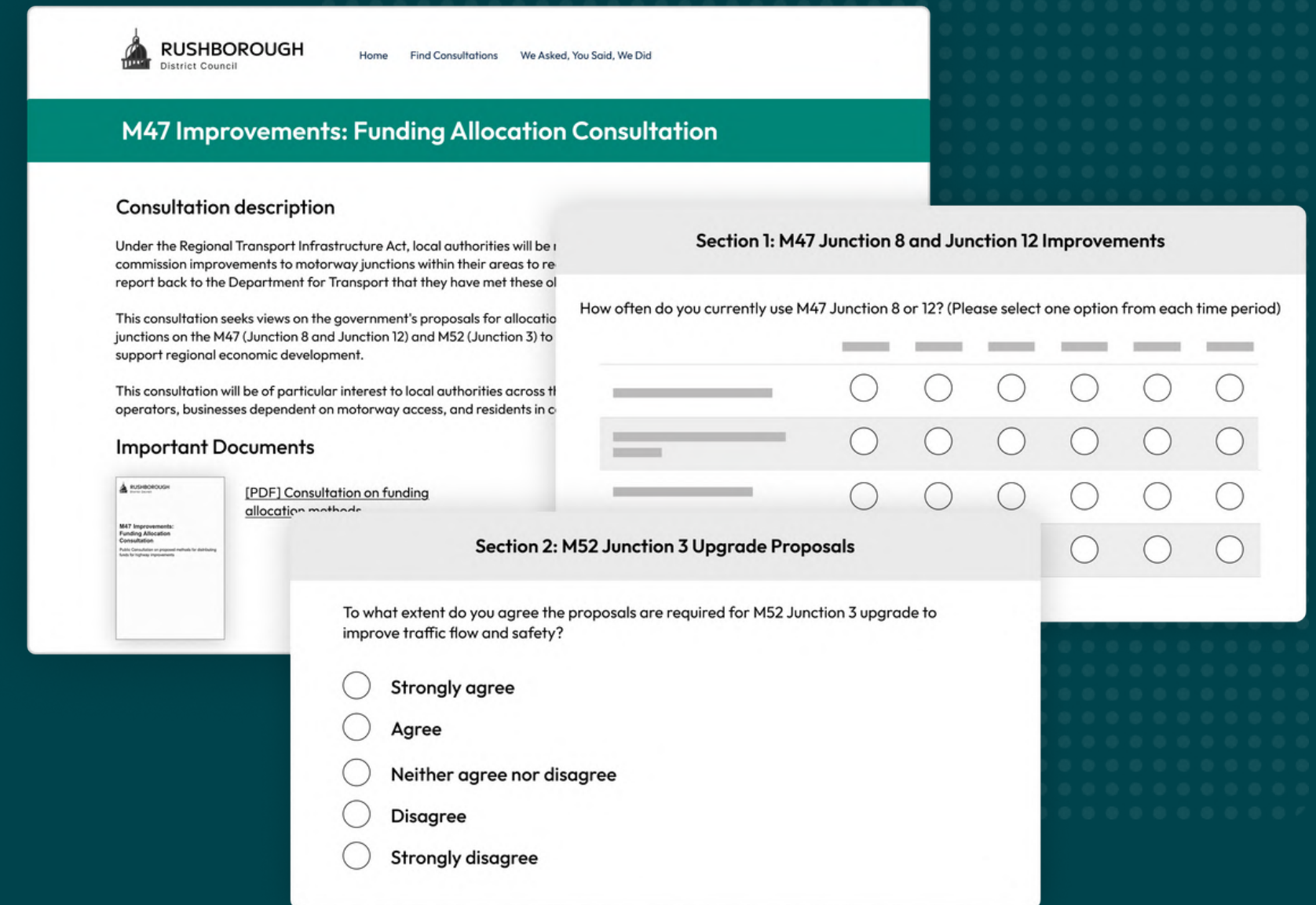
No IT team required. No development work. Design your consultation, add your branding, and publish.

Non-linear survey formats

Break consultations into clear sections for policy areas or questions. Perfect for consultations covering multiple topics.

Save templates for repeat use

Save your survey or consultation questions and settings for continued future use.



RUSHBOROUGH
District Council

Home Find Consultations We Asked, You Said, We Did

M47 Improvements: Funding Allocation Consultation

Consultation description

Under the Regional Transport Infrastructure Act, local authorities will be commissioned to commission improvements to motorway junctions within their areas to report back to the Department for Transport that they have met these objectives.

This consultation seeks views on the government's proposals for allocation of funding to support regional economic development.

This consultation will be of particular interest to local authorities across the region who operate, businesses dependent on motorway access, and residents in the area.

Important Documents

[\[PDF\] Consultation on funding allocation methods](#)

Section 1: M47 Junction 8 and Junction 12 Improvements

How often do you currently use M47 Junction 8 or 12? (Please select one option from each time period)

Time Period	Frequency
Once a week	☐
Twice a week	☐
Three times a week	☐
Four times a week	☐
Five times a week	☐
Six times a week	☐
Seven times a week	☐

Section 2: M52 Junction 3 Upgrade Proposals

To what extent do you agree the proposals are required for M52 Junction 3 upgrade to improve traffic flow and safety?

☐ Strongly agree

☐ Agree

☐ Neither agree nor disagree

☐ Disagree

☐ Strongly disagree

Reach citizens wherever they are

Custom branding on your domain

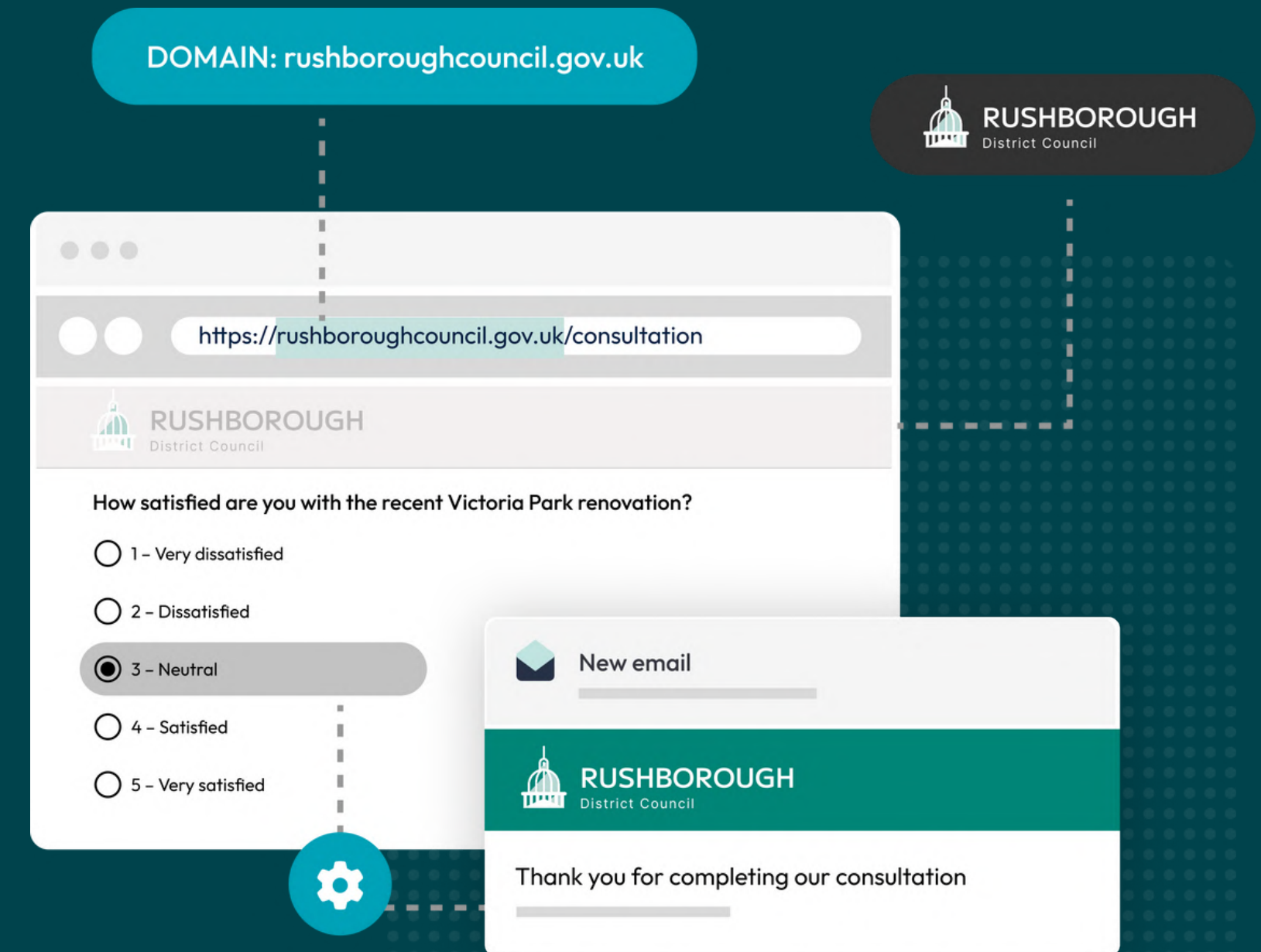
Consultations live at 'consultations.yourdomain.gov', not a third-party platform. Upload your logo, match your color palette.

Multi-channel distribution built in

Web link, email, QR codes, embedded on your website, offline on tablets. Meet citizens where they are. Everything syncs to one platform.

Whitelabel surveys, consultations and consultation hub

Upload your logo, match your colors, set your style. Citizens experience your branding consistently at every touchpoint.



Consultation hub and public reporting

Consultation hub with open and closed listings

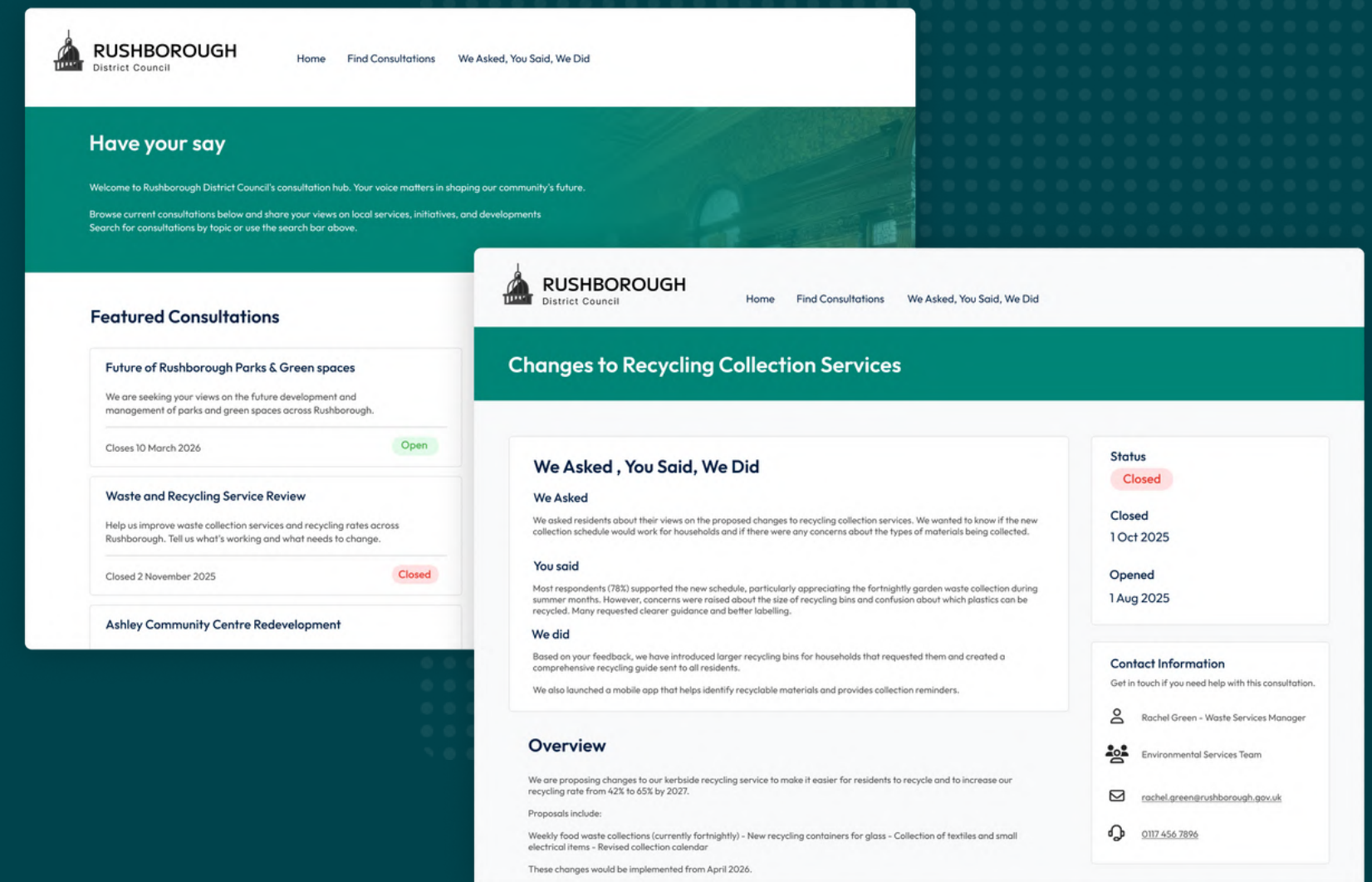
One place showing all your consultations, response counts, and status. Respondents can see what's currently open and review past consultations.

Publish comments transparently

Make free-text responses public where required. Full transparency on what citizens said. Meets legal requirements for consultation visibility.

"We Asked, You Said, We Did" reporting

Create public-facing dashboards showing consultation findings. Pull actual comments into reports. Password-protect internal analysis while making outcomes visible.



Follow-up and close the loop

Turn responses into trackable actions

Click any response to create a follow-up task. Assign to the right team member. Track status from "new" to "resolved." Engagement promises become accountable actions.

Respond directly within the platform

Email respondents back without switching tools. Full conversation history stays attached to their original response. When someone asks "did we follow up?" you'll have the answer.

Get a full audit trail of the follow-up process

Complete audit trail shows who did what and when. Assign cases, add internal notes, email respondents. Prove your engagement promises became accountable actions.

Case created "Parks Safety Concern - Victoria Park Play Area" by Emma Clarke

JD Jodie Tailor 14 November 12:20

Hi Mrs Waddingham, thank you for flagging the safety concern in your consultation response. We've logged this as urgent and our Parks team will inspect the play area today. We'll update you once this has been checked. Thanks, Jodie.

EC Emma Clarke - Internal Note 14 Nov 9:10

Escalating to Parks Maintenance team. This is the third report in 3 weeks. Need urgent site visit today.

SW Sarah Waddingham - Message 14 Nov 12:15

Thank you for taking this seriously and acting so quickly. It's great to know the council listens and takes action on safety concerns. I'll keep you posted.

[Message Respondent](#) [Internal Note](#)

Type message...

Create a New Case

Title

Safety Issue - Victoria Park Play Equipment

Description

Citizen reports loose swing bolts posing safety risk.

Priority **Urgent** ▼

Status **Open** ▼

Assigned to **David Morrison** ▼

[Cancel](#) [Create Case +](#)

Build citizen panels and prevent fatigue

Build and manage your citizen panel effortlessly

Organise panels by interest area, location, or demographic to consult strategically and view their survey engagement history.

Show only relevant questions with smart routing

Skip logic shows questions based on previous answers. Shorter, more focused consultations leading to higher completion rates.

Personalise surveys to feel less repetitive

Carry forward previous responses so citizens don't re-enter information and stay engaged.

Citizen ID 17769135

Quick view

Open responses

Export responses

Edit responses

Rushborough Council - Citizen Panel

Filter

Citizens near Victoria Park

Response ID	Status	Tracking Link Name
177691536	Not completed	Email
177691535	Completed	Council website
177691534	Completed	Email
177691533	Partial	Council website
177691532	Completed	Email

Secure and compliant

At a Glance: GDPR Compliance | ISO 27001 | Cyber Essentials Plus | HIPAA | G-Cloud Supplier | Geolocation restriction | BOT protection

We know your data needs protecting at all costs. That's why we hold ISO 27001 and Cyber Essentials Plus certifications, with regular re-certification to prove we maintain rigorous security standards across the business.

Your data is encrypted during transmission and storage, hosted on secure UK servers to government standards. Built-in geolocation restrictions prevent access from outside the UK, while CAPTCHA protection stops automated spam without making it harder for real people to participate.





Case Studies

Trusted by 300+ public sector organisations

Case Study Spotlight

“We often have to turn surveys around quickly, especially when it's for something high-profile like a consultation. SmartSurvey allows us to **move faster without compromising on quality.**”

SmartSurvey helped East Riding Council replace manual processes and spreadsheets with a secure, centralized platform that maintained GDPR compliance whilst streamlining consultations.

Advanced features like sentiment analysis and real-time dashboards enabled the team to deliver faster, more actionable insights without compromising quality, even under tight deadlines.



[Read the full Case Study >](#)

Case Study Spotlight

“SmartSurvey helps us continue to keep consultation and engagement at the heart of our decision-making processes.”

SmartSurvey transformed how the GMC collects stakeholder feedback, reducing survey creation time whilst adding advanced features like skip logic and mobile optimization that significantly boosted engagement levels.

The platform's real-time reporting and collaboration tools enabled faster analysis across teams, maintaining rigorous quality standards despite the fast-paced regulatory environment. Meeting strict security requirements whilst delivering a password-protected stakeholder portal, SmartSurvey became pivotal to the GMC's policy development and decision-making processes.

General Medical Council

[Read the full Case Study >](#)



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