

<b>Report on</b>	Marketing & Communications Update
<b>Date of Meeting</b>	5 September 2019
<b>Reporting Officer</b>	Ursula Mezza
<b>Contact Officer</b>	Ursula Mezza

<b>Is this report restricted for confidential business?</b>	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	x

<b>1.0</b>	<b>Purpose of Report</b>
1.1	The report provides an update on key areas of recent marketing and communications activity.
<b>2.0</b>	<b>Background</b>
2.1	The Marketing & Communications service works corporately as well as across departments and services, to develop and deliver effective external and internal marketing and communications activity which supports the Council's vision, values and strategic direction.
<b>3.0</b>	<b>Main Report</b>
3.1	The update report records core activity levels and key areas of recent work undertaken by the Marketing and Communications service and covers the period May to August 2019.
3.2	The development of the Council's new web site, which went live on 5 August 2019 represents more than 6 months of substantial work and initial feedback and analytics are extremely positive with an increase in first time active users (+36%) and page views (+40%).
3.3	In the period under consideration, the service supported 6 strategic events in June and August, with pre-event campaigns and live social media coverage at each.
3.4	The 16 page residents' magazine, Insight, was drafted, edited, designed and distributed to 55,000 homes w/c 5 August 2019.
3.5	Communications planning has continued with plans developed in outline or full for Seamus Heaney Trails Experience Pre-launch; Connecting Pomeroy; 3 leisure-related campaigns; Cemetery memorial testing programme.

3.6	Brand development for the Davagh Dark Skies has reached initial naming and concept stages and web development work on a project-specific web site has begun.
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial: N/A
	Human: N/A
	Risk Management: N/A
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	That the Committee notes the report.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
	Marketing & Communications Update