

Report on	Marketing & Communications Update
Date of Meeting	5 December 2019
Reporting Officer	Ursula Mezza
Contact Officer	Ursula Mezza

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

1.0	Purpose of Report
1.1	The report provides an update on key areas of recent marketing and communications activity.
2.0	Background
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.
3.0	Main Report
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 September to December 2019.
3.2	In the period under consideration, the service has supported 9 strategic events in October and November, with pre-event campaigns and live social media coverage at each.
3.3	The 16 page residents' magazine, Insight, was drafted, edited, designed and distributed to 55,000 homes w/c 11 November 2019.
3.4	Communications planning and delivery has taken place for the launch of Connecting Pomeroy and for Enterprise Week, while work is ongoing to prepare for the roll-out of the cemetery memorial testing programme.
3.5	Brand development for the Davagh Dark Skies has progressed with a new name for the facility and work to develop a web site for the facility has also commenced.
3.6	The service's digital approach continues at a pace, with the performance of the new web site outstripping that of the old platform and the successful launch of an Instagram channel extending our social presence and reach.

4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: N/A
	Human: N/A
	Risk Management: N/A
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
5.0	Recommendation(s)
5.1	That the Committee notes the report.
6.0	Documents Attached & References
	Marketing & Communications Update