

Report on	Marketing & Communications Update
Date of Meeting	7 January 2021
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 2020.
3.2	From October, the service's focus shifted from support for recovery and re-opening to managing COVID-19 communications and the impact of restrictions.
3.3	Digital platforms have continued to be priority communication channels and the Council's Facebook page has shown the highest levels of performance to date, with statistics for November and December showing our posts reached over 700,000 people and engaged almost 67,000 users.
3.4	Significant work to meet new regulatory accessibility standards for web sites resulted in the Council's site achieving an 8.1/10 score in a UK-wide index of councils, ranked 24 th in the UK and 2 nd of the 11 local councils here.
3.5	A bespoke 'culture of compliance' video campaign on social media with the hashtags #BackToBasics #BackToBusiness directly reached 83,521 people (representing approximately 57% of the local population) and engaged 12,730 unique users of Facebook.

3.6	The service developed the #WeLoveLocal concept to support shop local and shop safe messages, delivering a comprehensive and strategic communications plan for a radically different looking Christmas. Particular highlights were the switch-on video which premiered on Facebook and the 12 Gifts of Christmas competition which showcased local retail and achieved substantial reach and engagement over a sustained 12-day period in December.
3.7	Internal communications, at both elected member and staff levels, continued to be a priority in the period.
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