

Report on	Marketing & Communications Activity Update
Date of Meeting	6 December 2018
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 appendix records core activity levels and key areas of recent and pending work undertaken by the Marketing and Communications service.
3.2	Support for Halloween and Christmas events, along with other community planning and civic events are outlined.
3.3	Progress on the implementation of the on-going 2018-2019 recycling campaign 'are you a recycling hero?' is featured, together with an update of work in the areas of leisure and outdoor recreation, and in digital development.
4.0	Other Considerations
4.1	<u>Financial & Human Resources Implications</u> Financial: N/A Human: N/A
4.2	<u>Equality and Good Relations Implications</u> N/A

4.3	<u>Risk Management Implications</u> None
5.0	Recommendation(s)
5.1	That the Committee notes the content of the report.
6.0	Documents Attached & References
	Marketing & Communications Update