

Report on	Marketing & Communications Activity Update
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	There report records core activity levels and key areas of recent work undertaken by the Marketing and Communications service, which in recent months has centred on the delivery of pre, during and post event support for Christmas events, delivery of a seasonal recycling campaign, a Christmas campaign for Seamus Heaney HomePlace, together with on-going support for other arts and leisure facilities.
3.2	The service's current input into communications planning for strategic projects is also outlined.
3.3	Headline evaluation figures are also included where applicable.
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