

Report on	Marketing & Communications Update
Date of Meeting	6 June 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 February to April 2019.
3.2	A significant area of work in the period under consideration included media relations undertaken with regard to the Greenvale Hotel tragedy.
3.3	Election planning and preparation was a core focus and PR for village renewal capital projects was also priority, with press and digital coverage delivered for 8 schemes.
3.4	With the beginning of event season, substantial resources have been allocated to marketing and communications campaign development and delivery which to date has included April's 'Wild Adventure Weekend' and the new Parks events calendar.
3.5	Intensive work on the new web site has continued with a go-live date of the end of June 2019.

3.6	Also of note is the 3 rd place success of the Mid Ulster 'Recycling Heroes' campaign in the NI Public Sector Communications award and that the campaign has been shortlisted for the National Recycling Awards.
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