

Report on	Marketing & Communications Update
Date of Meeting	7 March 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.
3.2	The first formal evaluation of the recycling campaign to reduce recyclable materials in black bins has been completed and key results, including positive engagement levels and positive impact on waste tonnages, are presented.
3.3	Other current work of significance is also outlined, including the creation of a new litter campaign, an update on digital developments and on-going support for key programmes and projects.
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