

<b>Report on</b>	Marketing & Communications Activity Update
<b>Reporting Officer</b>	Ursula Mezza
<b>Contact Officer</b>	Ursula Mezza

<b>Is this report restricted for confidential business?</b>	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	x

<b>1.0</b>	<b>Purpose of Report</b>
1.1	The report provides an update on key areas of recent marketing and communications activity.
<b>2.0</b>	<b>Background</b>
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.
<b>3.0</b>	<b>Main Report</b>
3.1	The appendix to the report records core activity levels and key areas of recent work undertaken by the Marketing and Communications service.
3.2	Evaluation of events and campaigns which have received substantial support from the service are featured, including for International Women's Day, the World Butchers' Challenge and the Hong Kong Trade mission.
3.3	A comprehensive evaluation of the 2017-2018 recycling campaign evaluation is also included, highlighting how the service's work has contributed to the 4.5% increase in composting and food recycling.
3.4	On-going work on strategic projects, internal communications and core activity levels are also detailed.
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b><u>Financial &amp; Human Resources Implications</u></b>  Financial: N/A  Human: N/A
<b>4.2</b>	<b><u>Equality and Good Relations Implications</u></b>  N/A

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