

<b>Report on</b>	Marketing & Communications Update
<b>Date of Meeting</b>	4 June 2020
<b>Reporting Officer</b>	Ursula Mezza
<b>Contact Officer</b>	Ursula Mezza

<b>Is this report restricted for confidential business?</b> If 'Yes', confirm below the exempt information category relied upon	Yes	
	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 update report records core activity levels and key areas of recent work undertaken by the Marketing and Communications service during the period March and April 2020.
3.2	The service's focus during the period was almost entirely concentrated on communications activity related to the COVID-19 pandemic, moving from immediate, reactive and time-pressured work through a period of greater stability as service delivery and community response mechanisms remained unchanged, allowing a greater degree of planned, proactive and more positive communications' activity.
3.3	The full report at Appendix 1 notes the primacy of digital channels during the period under review, with web traffic and customer information needs shifting to mirror the new external context, and social media channels, notably the Council's Facebook page showing the highest ever levels of reach and engagement.
3.4	Marketing and Communications also led the content planning and delivery for the leisure-related social media channels. Despite the closures of the facilities, analysis indicates that engagement was either maintained, or in the cases of 5 of the 7 centres, increased.

3.5	The service also experienced the highest ever volume of media enquiries, with 32 enquiries managed in the last week of March alone and coordinated responses to a total of 69 in April.
3.6	Internal communications, for elected members and employees, was also prioritised during the period via a system of regular briefs to ensure timeliness and accuracy in presentation of the Council's response to the pandemic.
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial: N/A
	Human: N/A
	Risk Management: N/A
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	That the Committee notes the report.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
	Marketing & Communications Update