



**REPORT of  
DIRECTOR OF STRATEGY, PERFORMANCE AND GOVERNANCE**

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**to  
STRATEGY AND RESOURCES COMMITTEE  
17 OCTOBER 2019**

**MARKETING AND COMMUNICATIONS STRATEGY**

**1. PURPOSE OF THE REPORT**

- 1.1 To present to Strategy and Resources Committee the Marketing and Communications Strategy (**APPENDIX 1**) that will underpin the delivery of the Council Corporate Plan and support our three Thematic Strategies and Commercial Strategy.

**2. RECOMMENDATIONS**

That the Marketing and Communications Strategy (**APPENDIX 1**) is approved.

**3. SUMMARY OF KEY ISSUES**

- 3.1 The Communications, Marketing and Engagement function sits within the Strategy, Performance and Governance Directorate and includes the centralisation of our emerging digital tourism approach.
- 3.2 The Marketing and Communications Strategy (the Strategy) sets out a framework for our Marketing and Communications which is central to the delivery of all Council services and public engagement.
- 3.3 We want to ensure that our priorities, objectives, values and ambitions are shared with our residents, workforce, partners, local businesses and stakeholders.
- 3.4 Our communications and engagement will be outcome led and support channel shift - modernising our digital approach with partners and customers.
- 3.5 A good standard of communications is the responsibility of everyone involved in the Council's work including Councillors, staff and partners.
- 3.6 This strategy is a living document and will reflect the opportunities to develop as the team is fully in place.
- 3.7 The current performance and targets where missing, will be included as this information becomes available.

#### **4. CONCLUSION**

- 4.1 This strategy is a working document and will be continuously updated to reflect new insight, decisions, opportunities and challenges. It underpins the work of the thematic strategies, Commercial strategy and the Council's Corporate Plan.

#### **5. IMPACT ON STRATEGIC THEMES**

- 5.1 This strategic approach to Marketing and Communications supports the work detailed in our overarching Corporate Plan and our thematic strategies.

#### **6. IMPLICATIONS**

- (i) **Impact on Customers** – It is important to ensure that our internal and external stakeholders have the right perception of the Council and that we communicate in one voice, as one organisation.
- (ii) **Impact on Equalities** – None.
- (iii) **Impact on Risk** – None.
- (iv) **Impact on Resources (financial)** – None.
- (v) **Impact on Resources (human)** – None.
- (vi) **Impact on the Environment** – None.

Background Papers: None.

Enquiries to:

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