



**REPORT of
DIRECTOR OF STRATEGY AND RESOURCES**

**to
STRATEGY AND RESOURCES COMMITTEE
23 NOVEMBER 2023**

COMMUNICATIONS, MARKETING AND ENGAGEMENT PLAN

1. PURPOSE OF THE REPORT

- 1.1 To provide an update on the Communications, Marketing and Engagement Plan (the Plan) which was approved by this Committee on 17 October 2019 (Minute No. 469 refers) and is reviewed every four years.
- 1.2 The Plan (attached as **APPENDIX A**) sets out the key methods of communication, marketing and engagement used by the team and highlights some of the latest activity.
- 1.3 The plan underpins the delivery of the Council's Corporate Plan 2023-2027 and supports a number of key Council strategies including the Commercial Strategy, Climate Action Strategy and a number of key strategic projects across the Council.

2. RECOMMENDATION

That the Communications, Marketing and Engagement Plan (**APPENDIX A**) is approved.

3. SUMMARY OF KEY ISSUES

- 3.1 The Communications, Marketing and Engagement function sits within the Strategy and Resources Directorate and includes the centralisation of our digital marketing and strategic tourism approach.
- 3.2 The Communications, Marketing and Engagement team are skilled and experienced communicators who strive for excellence and have been praised for their work by the Local Government Association (LGA) particularly during Covid, for supporting the Covid Community Guide and more recently for work on the Voter ID campaign at the last election.
- 3.3 The Communications, Marketing and Engagement Plan supports the work of the One Maldon District Partnership and our Climate Action Strategy in addition to supporting and advising on a number of cross-Council corporate projects.
- 3.4 Following the Covid pandemic, much work has been done to market the district and encourage visitors to return and hopefully we will see this substantiated when the Volume and Value Tourism report is released (this will be circulated at the end of November).

- 3.5 The establishment of the Tourism Group (T24) has led to a strong partnership being developed with local industry professionals. The group is chaired by James Burrell-Cook from the Queen Victoria Public House, Maldon and includes Councillors J C Stilts and K Jennings who are nominated by the Council.
- 3.6 The recent Saltmarsh Coast Walking Festival, was one of the first initiatives by the Tourism Group, supported by a group of dedicated volunteers. The festival was a resounding success and discussions are already underway about next year.
- 3.7 We want to ensure that our priorities are shared with our residents, workforce, partners, local businesses and stakeholders and we use a number of established channels to execute this including the local media, targeted groups and sector specific newsletters.
- 3.8 This Plan is a living document and sets out a framework for our communications, marketing and engagement. It will reflect the opportunities which arise, such as new technology or initiatives from Members, colleagues or our partners, which is central to the delivery of all Council services and public engagement.

4. CONCLUSION

- 4.1 The plan forms our Communications, Marketing and Engagement approach and will be continuously updated to reflect new insights, decisions, opportunities and challenges. It underpins the priorities as set out in the Council's Corporate Plan 2023-2027.

5. IMPACT ON PRIORITIES AS SET OUT IN THE CORPORATE PLAN 2023 - 2027

5.1 Supporting our communities

- 5.1.1 This Plan supports the work of our Community team and our partners who provide activities and opportunities to support our residents.

5.2 Enhancing and connecting our place

- 5.2.1 This Plan supports the work of our Place Strategy and related partners both at local and County level.

5.3 Helping the economy to thrive

- 5.3.1 The Plan supports the work of the Prosperity team in communicating to local business and promoting the opportunities which become available and our approach to promote Tourism. It also includes supporting the work of our partners such as North Essex Economic Board.

5.4 Smarter finances

- 5.4.1 This Plan supports our digital approach which in turn helps the Council to provide value for money services. This includes highlighting how the Council spends the money it receives.

5.5 **A greener future**

5.5.1 This Plan supports the 'Our Home, Our Future' Climate Action strategy and related matters.

5.6 **Provide good quality services.**

5.6.1 This Plan supports the promotion of our services to residents.

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** – We always consider the most appropriate channel to ensure we are inclusive.
- (iii) **Impact on Risk** – There is risk that we fail to communicate effectively during an emergency crisis, but we endeavour to mitigate this with support from colleagues
- (iv) **Impact on Resources (financial)** – There is a small budget which support the work of the team.
- (v) **Impact on Resources (human)** – The human resources are within existing establishment

Background Papers: None.

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