

Committee Name and Date of Committee Meeting

Overview and Scrutiny Management Board – 18 July 2018

Report Title

Communications and Marketing update

Is this a Key Decision and has it been included on the Forward Plan?

No

Strategic Director Approving Submission of the Report

Shokat Lal, Assistant Chief Executive

Report Author(s)

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Ward(s) Affected

Borough-Wide

Report Summary

In November 2017, OSMB requested an update on the progress being made with the new Communications and Marketing strategy.

This report and presentation provide an update and overview of some of the major milestones that have been achieved so far and on those currently being worked on.

List of Appendices Included

None

Background Papers

None

Consideration by any other Council Committee, Scrutiny or Advisory Panel

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Council Approval Required

No

Exempt from the Press and Public

No

Communications and Marketing update

1. Key Issues

- 1.1 The new approach addresses the need for an overarching marketing plan, focussing on the major issues the council wants to promote to residents over the coming year.
- 1.2 To ensure the council provides an efficient response to media enquiries, giving a good service to the media organisations.
- 1.3 Focussing on ensuring that the key messages in the Council Plan are communicated through all media channels where possible.
- 1.4 Progress already made:
 - Developed a plan to use email to reach our residents, with a regular email update now going out that will be developed further to send targeted news and information to people
 - Improved our communications with members by making improvements to the content and consistency of the Member Email newsletter
 - Introduced a sensible and robust media enquiry sign-off system that has meant a more efficient service in our dealings with the media outlets
 - Identified the need and the structure for a proper 'marketing plan' which will prioritise how we promote the town, the borough and the role of the Council in making it a better place

Some of the things currently being worked on are:

- Establishment of an effective evaluation system so that we can monitor our performance more accurately on social media
- Producing the full marketing calendar, which will identify the real key priorities that council wants to talk about for the year ahead
- Updating and improving the Council's brand guidelines for design
- Communications and Marketing playing a key role in the improvements to the internet and intranet and the longer term project behind that

2. Options considered and recommended proposal

- 2.1 Not applicable

3. Consultation on proposal

- 3.1 No consultation has taken place externally.

4. Timetable and Accountability for Implementing this Decision

- 4.1 OSMB are asked to note the content of the report and the progress being made.
- 4.2 Chris Burton, Head of Communications and Marketing, is the accountable officer for the Communications and Marketing service.

5. Financial and Procurement Advice and Implications

5.1 There are no financial implications associated with this report.

6. Legal Advice and Implications

6.1 There are no legal implications associated with this report.

7. Human Resources Advice and Implications

7.1 There are no HR implications associated with this report.

8. Implications for Children and Young People and Vulnerable Adults

8.1 There are no implications for children, young people and vulnerable adults arising from this report.

9. Equalities and Human Rights Advice and Implications

9.1 There are no direct impacts on equalities or human rights arising from this report however our communications and marketing campaign will ensure that consideration is given to the public sector equality duty and equalities legislation.

10. Implications for Partners

10.1 There are no implications for partners arising from this report.

11. Risks and Mitigation

11.1 No risks associated with the report.

12. Accountable Officer(s)

Chris Burton, Head of Communications and Marketing

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