

FINAL REPORT: MARKETING AND PROMOTION

Item OS 21/22 referred from Overview and Scrutiny Committee of 7 October 2021

Further to the Scoping report presented to the Committee on 11 March 2021, the report of the Chief Executive brought forward a revised protocol for marketing and promotion across the Council.

RECOMMENDED: That

- (1) the proposed charging structure for billboards in respect of commercial organisations, as set out at section 1.4 to the report, be endorsed and no charge be made in respect of charity events;
- (2) the move to promotional and marketing materials to be made available in digital formats only (in all but a limited number of exceptions) be endorsed;
- (3) the use of design agents to develop a corporate style and brand for the Council be endorsed; and
- (4) further evaluation be undertaken to better integrate the Council's communication channels, looking at the possibility of future marketing and promotion to go via the Head of Communications. Findings to be reported to the relevant Advisory Board.

*** Referred to Cabinet**