

<b>PUBLIC RELATIONS/CIVIC AND CEREMONIAL ACTIVITY</b>	<b>16<sup>th</sup> February 2016</b>
<b>CORPORATE POLICY AND RESOURCES COMMITTEE</b>	
<b>For Information</b>	

<b>Linkage to Council Strategy (2015-19)</b>	
<b>Strategic Theme</b>	Innovation and Transformation
<b>Outcome</b>	Raise the profile of the Council through proactive and timely communication with residents and visitors and enhance Council's reputation
<b>Lead Officer</b>	Liz Johnston
<b>Cost: (If applicable)</b>	n/a

**TABLE: 1**

**Update on PR/Communications Activity  
9 month period April – December 2015**

	<b>April–June</b>	<b>July-Sept</b>	<b>Oct–Dec</b>
Number of media stories in relation to area	<b>1067</b>	<b>1207</b>	<b>1269</b>
Number of media stories relating to Council	<b>971</b>	<b>1460</b>	<b>1262</b>
Number of positive stories relating to Council	<b>720</b>	<b>1130</b>	<b>1220</b>
Number of negative stories relating to Council	<b>177</b>	<b>77</b>	<b>49</b>
Number of media queries received	<b>40</b>	<b>84</b>	<b>63</b>
Number of public notices for design and publication	<b>29</b>	<b>22</b>	<b>32</b>
Number of Social Media queries and responses	<b>24</b>	<b>19</b>	<b>10</b>
Number of requests for filming in the Borough	<b>6</b>	<b>3</b>	<b>3</b>

**TABLE 2:**

**Proactive Promotions on Service Delivery / Key Events  
9 month period April – December 2015 and 2016 focus**

✓ Design and implement social media campaigns to raise engagement
✓ Proactively sourcing opportunities for positive stories and media coverage
✓ Planned filming opportunities for future promotion
✓ Key Events supported: <ul style="list-style-type: none"><li>• 2015 Sports Awards – design, organisation and promotion of event</li><li>• Cornfield project competition – promotion and raising awareness of Council support in community for project. Confirmation of winning £135K</li><li>• NW200 2015 – promotional programme of Council's investment and promotion of the borough</li><li>• Stendhal Festival 2015 – achieved additional promotion and opportunities for event and Limavady town, raising awareness of Council's support and investment.</li></ul>
✓ Key Events focus 2016 <ul style="list-style-type: none"><li>• Belfast Telegraph Sports Awards – nomination put forward (from Coleraine) shortlisted</li><li>• Cornfield project – support for project delivery and promotion</li><li>• Decade of Centenaries programme of events 2016</li><li>• North West 200 marketing support (event launch 23<sup>rd</sup> March 2016)</li><li>• Stendhal Festival 2016 – support promotional strategy</li><li>• Coleraine Goes Country Music Event – Town Centre</li><li>• Event to mark Queen Elizabeth II 90<sup>th</sup> birthday – initial ideas discussed with Mayor and working group established to discuss and take forward.</li><li>• Celebration event for NI Football Team – engagement ongoing with IFA and local football networks re. public event in March 2016</li></ul>
✓ Design and delivery of Marketing/Communication Campaigns 2016 on <ul style="list-style-type: none"><li>a) Dog Order and Anti Dog Fouling</li><li>b) Anti-Litter and Waste Recycling</li><li>c) Food Hygiene</li><li>d) Local Action Group - Strategic and operational promotional support to deliver £9M of funding to borough over five years.</li></ul>

**TABLE 3:**

**Other Communications Support/Activity  
9 month period April – December 2015**

✓ Review of legacy Council's social media sites and websites complete. The default position for both Social Media and Websites is closure unless a case to retain is clearly justified and proper arrangements are in place for editing.
✓ A social media protocol developed to set out the Council's approach to social media and the role and responsibilities of officers.
✓ Roll out of internal communication on new brand. Templates for corporate stationery developed and work in progress on development of implementation programme
✓ Brand guidelines developed to ensure consistent application of the brand.
✓ Working group established to support development of communications/engagement strategy
✓ Review of protocols for film requests, photography and sponsorship
✓ Development of outline concepts for Armorial Bearings for Council. Engagement with College of Arms in connection therewith and progress Borough Charter