

Policy & Resources Scrutiny Committee

December 2nd 2020

IMPACT OF COVID19 ON MARKETING AND MEDIA

Recommendations / key decisions required:

To accept the report as an accurate account of the impact of Covid19 on the service.

Reasons:

The report provides an overview for Members of the impact of Covid19 on the service and the mammoth task delivered by the team to disseminate bilingual information to all Carmarthenshire residents and businesses.

To be referred to the Executive Board / Council for decision: **No**

EXECUTIVE BOARD MEMBER PORTFOLIO HOLDER:- Cllr. Emlyn Dole; Cllr David Jenkins

Directorate:
Chief Executive's

Report Author:

Deina Hockenull

Designations:

Marketing & Media Manager

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EXECUTIVE SUMMARY
POLICY & RESOURCES SCRUTINY COMMITTEE
DECEMBER 2ND 2020

Impact of Covid19 on Marketing and Media

1. BRIEF SUMMARY OF PURPOSE OF REPORT.

This document demonstrates the Impact of the Covid-19 pandemic and the work undertaken by Marketing and Media to support the whole Authority in communicating their key messages to all residents and businesses.

DETAILED REPORT ATTACHED?

YES

IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report :

Signed: Noelwyn Daniel Head of ICT & Corporate Policy

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
Yes	No	No	Yes	No	Yes	NO

Policy, Crime & Disorder and Equalities

To build on the excellent working relationship that marketing and media have developed with key council services. This will continue to support the council's aim to simplify how customers contact the council and how customers receive clear and concise information on the services in which it delivers.

ICT
 Marketing and media continue to work closely with ICT Services to build on and improve digital communication and to streamline processes within customer services, improving the back office functionality to simplify and easily support customers with their enquiries.

Staff implications

Staff wellbeing throughout the pandemic has remained a priority for the service and we continue to support our staff as the majority continue to work from home.

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: Deina Hockenhuil

1.Local Member(s) - None

2.Community / Town Council - None

3.Relevant Partners - None

4.Staff Side Representatives and other Organisations - No

Section 100D Local Government Act, 1972 – Access to Information

List of Background Papers used in the preparation of this report:

There are none