

REPORT OF SERVICE DIRECTOR, COMMUNICATIONS AND MARKETING**INSPIRE COMMUNICATIONS AND MARKETING ACTIVITY PROTOCOL****Purpose of the Report**

1. To inform Members of the Inspire Communications and Marketing Activity Protocol, **attached as Appendix 1**, which details the arrangements that have been agreed by the Communications and Marketing teams from both the County Council and Inspire.

Information and Advice

2. In March the County Council signed a contract with Inspire to provide Culture, Learning and Library services.
3. The Communications and Marketing teams have been working together to establish working protocols which provide clarity on day to day working arrangements for a range of communication and marketing related activities.
4. The Protocol includes the following areas:
 - Media enquiries/Crisis Management
 - Photocalls/Event Invitation
 - Marketing materials
 - Print & Design
 - Website
 - Events listing
 - Social media
 - Promotional emails.
5. A positive working relationship has been established between Inspire's communications team and the County Council's team, who meet monthly. Inspire lead on day to day operational communications and marketing and the Council leading on matters of policy.

Other Options Considered

6. The report is for information only.

Reason/s for Recommendation/s

7. The report is for information only.

Statutory and Policy Implications

8. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

- 1) That Members note the Inspire Communications and Marketing Activity Protocol, attached as **Appendix 1**.

Martin Done
Service Director, Communications and Marketing

For any enquiries about this report please contact:

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Constitutional Comments

9. As this report is for noting only, no Constitutional Comments are required.

Financial Comments (TMR 04/10/16)

10. As this report is for noting only, no Financial Comments are required.

Background Papers and Published Documents

None.

Electoral Division(s) and Member(s) Affected

All.

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