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| HIGH LIFE HIGHLAND REPORT TO BOARD OF DIRECTORS18 June 2015 | AGENDA ITEM REPORT No HLH /15 |

## **MARKETING AND COMMUNICATIONS PLAN 2015 to 2019 - Report by Chief Executive**

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| **Summary**The purpose of this report is to present the Marketing and Communications Plan for 2015 to 2019.It is recommended that Directors note and comment on the new plan. |

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| **1.** | **Business Plan Contribution** |
| 1.1 | This report supports the highlighted Business Outcomes from the High Life Highland (HLH) Business Plan:1. **To advance sustainable growth and financial sustainability**
2. Deliver the Service Delivery Contract with THC
3. Improving staff satisfaction
4. **Improving customer satisfaction**
5. **A positive company image**
6. **Services designed around customers and through market opportunities**
7. Sustain a good health and safety performance
8. A trusted partner
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| **2.** | **Background** |
| 2.1 | The Board approved the first Marketing and Communications Plan for HLH on 20 June 2013. Following the development of the second company Business Plan for 2015 to 2019, the Marketing and Communications Plan has been updated to reflect the strategic priorities of the company for the same period. |
| **3.**  | **Marketing and Communications Plan – 2015 to 2019** |
| 3.13.2 | The Marketing and Communications Plan for 2015 to 2019 is presented in **Appendix A**. The Marketing and Communications Manager will provide Directors with an overview of the key changes to the plan at the meeting. The Marketing and Communications Manager will provide Directors with an update on progress in implementing the plan twice yearly, in September and March. |
| **4.** | **Implications** |
| 4.14.24.34.4 | Resource Implications – the resources associated with the delivery of the Marketing and Communications Plan have been approved within the 2015/16 budget.Legal Implications – there are no legal implications associated with this report.Equality Implications – there are no new equality issues associated with this report.Risk Implications – there are no new risks associated with this report. |

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| **Recommendation**It is recommended that Directors note and comment on the new plan. |

Signature:

Designation: Chief Executive

Date: 1 June 2015