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| **HIGH LIFE HIGHLAND****REPORT TO BOARD OF DIRECTORS****13 DECEMBER 2021** | AGENDA ITEMREPORT No HLH/ /21 |

**UPDATE ON MARKETING, PR AND COMMUNICATIONS SECTION – Report by the Chief Executive**

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| **Summary**The purpose of this report is to provide an update on the Marketing, PR and Communications service as a result of a number of staffing changes since the last update to the Board. It is recommended that Directors note the report and comment on any salient points.  |

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|  | **Business Plan Contribution** |
|  | This report supports the highlighted Business Outcomes from the High Life Highland (HLH) Business Plan:1. Sustain a high standard of health and safety, and environmental performance
2. Implement the Service Delivery Contract with THC
3. **Improving customer engagement and satisfaction**
4. **Improving staff engagement and satisfaction**
5. **Enhance the positive charity image**
6. **Be a trusted and effective partner**
7. **Achieve sustainable growth across the organisation**
8. Develop health and wellbeing across Highland communities
9. **Develop and promote the High Life brand**
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|  | **Background** |
|  | Directors will be aware that the Marketing, PR and Communications (MPRC) section has played an integral role in supporting the charity’s recovery throughout the pandemic period.  |
|  | Since the last report, there have been substantial changes to the MPRC Team which are detailed in this report.  |
|  | The MPRC team has also supported colleagues in all services with:* Promotion and marketing materials
* Development and implementations of advertising campaigns
* Supporting services to be featured in press/media articles
* Assisting with COVID Special Awards
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|  | **MPRC team**  |
|  | Since the last update the previous Marketing and Communications Manager resigned to take up post with another local organisation. Following an internal recruitment process, Alison Bell was appointed into a two-year secondment as Marketing, PR and Communications Manager. Board Directors may be aware that Alison previously held the Marketing Manager (Inverness Castle) position. Although Alison has taken up the new position, transitional arrangements have been agreed with the Castle project whilst the now-vacant post is filled. The new arrangements will see the MPRC functions for Inverness Castle project much more integrated with the wider corporate HLH function.  |
|  | Board Directors will recall the approval to appoint a new MPRC Team, which has now been recruited and in post. These are:**Rachael Allan – Social Media & Digital Officer**Rachael.Allan@highlifehighland.com * Updating and publishing web content
* Manage the charity’s social media content creation, collation and distribution across different platform
* Manage Bulk emailing campaigns
* Create dynamic written, graphic, and video content that promotes audience engagement with the High Life Highland brand highlighting clear calls to action
* Provide social media training and support to colleagues
* Produce / collate / edit video and film for social media use

**Thom Morris – press and media officer**Thomas.morris@highlifehighland.com * Answering press enquiries from journalists
* Writing and sending proactive press releases to local, regional and national press to secure media coverage for High Life Highland
* Liaise with staff across High Life Highland to identify story opportunities for the press
* Organise media coverage for High Life Highland events
* Crisis comms - offer advice and support for media-related issues and prepare statements as necessary

**Jessica Stirling – Marketing Data Officer**Jessica.Stirling@highlifehighland.com* Creating and managing paid campaigns and adverts on social media and Google
* Responsible for Google Analytics accounts across all HLH sites
* Analysing data and performance across social media and websites including trends, user behaviour and conversions
* Producing reports and action plans
* Researching and reviewing potential new systems and platforms
* SEO keyword research and online competitor analysis

**All member of the MPRC team can all also be contacted by emailing:** **marketing@highlifehighland.com** |
|  | Board Directors are asked to note that although responsibilities of the team are outlined in section 3.2 of the report; the MPRC team is part of the wider Corporate Delivery Review – and all portfolios within Corporate Services Team (CST) are currently under consideration and consultation with the relevant CST Senior Managers. In addition, the new MPRC Manager is undertaking a review of responsibilities in order to ensure the post-pandemic requirements of the charity are appropriately served by the team. This review may result in amendments to the share or distribution of duties across the MPRC team.  |

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|  | **MPRC performance since last board meeting** |
|  | At the meeting Board Directors will receive a presentation that will detail:* Press and media coverage
* Online performance analysis
* An overview of MPRC collateral
* An overview of the campaign analysis of the current campaign taking place promoting Inverness Leisure
* Other areas where MPRC has supported the Charity’s recovery
* COVID Special Staff Awards
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|  | **Future planning** |
|  | With the new MPRC Manager transitioning into post and working with a full new team, there will be a period of induction and understanding required. However, support to services will continue and MPRC will continue to play its part in the charity’s recovery.  |
|  | A new Marketing, PR and Communications Strategy has been identified in the charity’s Business Plan; therefore, the MPRC team will be working collaboratively to develop and create a new and refreshed strategy that will be presented to a future Board meeting in 2022.  |
|  | Following analysis of the current campaign at Inverness Leisure, the MPRC team will work with colleagues in sport and leisure to identify key areas to promote the *high****life*** memberships across the Highlands as the charity moves into 2022. It is likely that the marketing aspects of the campaigns will focus on:* Social media
* Online advertising
* Online video content
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|  | As the Inverness Castle project becomes more integrated within the charity’s corporate MPRC remit, the team will work with colleagues on the Castle Project to support the communications (in particular, press and media relations) are maintained and enhanced.  |
|  | It is envisaged there is likely to be an increased MPRC resource required for HLH’s role in delivering the City of Inverness Events and Festivals programme, and this will be incorporated into the future Marketing, PR and Communications Strategy.  |

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|  | **Implications** |
|  | Resource Implications – there are no additional resource implications arising from this report. |
|  | Legal Implications - there are no new legal implications arising from this report. |
|  | Equality Implications – there are no new equality implications arising from this report. |
|  | Risk Implications – there are no new risk implications arising from this report.  |

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| **Recommendation**Directors are asked to note the report and comment on any salient points.  |

Designation: Chief Executive

Date: 1December 2021