



2. **PRESENTATION: COMMUNICATIONS AND ADVERTISING PROJECT MANAGER**

Grant McSherry, Communications and Advertising Project Manager, with the aid of overheads (attached), led a discussion on branding, and signalled the following objectives:

OBJECTIVES OF A COUNCIL BRAND BUILDING FOCUS

1. Improve citizens' awareness of the role of and services supplied by the Council.
2. Create a consistently improving positive image for the Council, ensuring that the values and direction citizens and customers perceive match the values and directions we have set.
3. Help create a platform from which the Council can facilitate in its role of governance.
4. Assist in raising the self-esteem of staff.

Discussion points included:

- Public unaware of considerable social delivery attended to by the Council.
- Part of our communication should be aimed at citizens knowing Council achievements for the benefit of citizens.
- A team approach across the organisation as a whole.
- Reinforce the areas of success work on the unsuccessful parts.