

Y PWYLLGOR CRAFFU - POLISI AC ADNODDAU

Rhagfyr 2ail 2020

EFFAITH COVID AR MARCHNATA A'R CYFRYNGAU

Argymhellion a Penderfyniadau yw gwneud :

Derbyn yr adroddiad fel darlun cywir o effaith Covid19 ar y gwasanaeth

Rhesymau:

Mae'r adroddiad yn rhoi braslun i aelodau o effaith Covid ar y gwasanaeth a'r gwaith ddi-ddiwedd sydd wedi ei wneud o fewn y gwasanaeth i ddosbarthu gwybodaeth ddwyieithog i drigolion a busnesau Sir Gar .

Angen cyfeirio'r mater at y Bwrdd Gweithredol / Cyngor er mwyn gwneud penderfyniad: Na

YR AELOD O'R BWRDD GWEITHREDOL SY'N GYFRIFOL AM Y PORTFFOLIO:- Cyng. Emlyn Dole; Cyng David Jenkins

Y Gyfarwyddiaeth
Prif Weithredwr

Awdur yr Adroddiad:

Deina Hockenull

Rheolwr Marchnata a'r Cyfryngau

Rhifau ffôn: 01267 224654

Cyfeiriadau E-bost:
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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 Hockenhull

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