

Activities	Efficiencies	Economies	Effectiveness	Comments
Press & PR	Frees up some staff time – reduces checking		Consistent approach	Some immediate efficiency savings
Websites	Reduces duplication	Saving from multi-site hosting costs	Consistent approach Develop/share skills	An area with big potential for improvement and efficiency across all areas if it can be resourced . Also enables council to deliver information in formats customers regularly experience and expect
e-marketing	Frees up resources associated with paper distribution	Cross cutting savings across other areas	Improved targeting across other areas	
Newsletters	Freeing staff time for service delivery, reduces duplication	Better procurement and replacement by e-news	Improves quality	Links with both of comments above
High volume, short life print	Freeing staff time for service delivery. May lead to reduction in range of productions, reduces duplication	Wholesale picture of current production and purpose. Enables review of that. Better procurement	Better design/quality Consistent approach. Ensures consistency of corporate branding	Significant efficiency and cost savings, but some budgets may be concealed
High quality, long life print	Reduces duplication Opportunity for more joined up marketing – cross council	Savings achieved from replacement with websites where possible	Review need for this	This is part of options 2 and 3

Creative advertising		Savings achieved from progression to web/e-marketing	e-marketing likely to be more effective	Not widely used
Partnership marketing (shared campaigns)	Pooled creativity and sharing out of resources	Opportunities for cost and resource sharing	Opportunities to achieve more this way	Already have examples where this has delivered good value for money
Information adverts	Freeing staff time for service delivery	Possible savings from more use of e-marketing and other options?	Review need	Council still spends a lot on this activity without monitoring its effectiveness. Often other cheaper, even free routes
Events/festivals	Freeing staff time for service delivery. Shared expertise to support other event activities. Skills can support other marketing activities	Unknown at this stage	Better targeting through e-marketing, and better sponsorship. Facilitates more joined up marketing of appropriate council activities	There is some strong expertise within this section that could benefit council marketing activities as a whole
Sponsorship		Potential income for wide range of council activity and assets	Development of expertise and corporate approach	Would initially require a resource
Consultation	Less duplication and more joined up approach		Consistent approach and development of skills, sharing of knowledge	

Photo library	Would provide a central source of images, reduce officer time spent sourcing	Reduces spend on sourcing	More impact from better quality images	Current problems about storage of council images on personal drives. Photos not held by corporate library. Staff still commissioning and retaining images
Relationship marketing				Relies on contacts/relationships within individual services?
Market research/evaluation	Greater understanding of needs	Potential to change or remove marketing channel	More consistent and effective approach	Barely done at all in some services
Merchandise/gifts	Central knowledge of product and suppliers	Potential procurement opportunities	More consistent and effective approach Strengthens corporate identity	Not a significant activity

Appendix B