

<b>Restructuring Principle</b>	<b>(i) Impact on Corporate Priorities and Close to the Community</b>	<b>(ii) Impact on Economic Ambition and Destination Management</b>
Merging the Tourism Team with the Corporate Communications and Marketing Team	Bringing together expertise in marketing and communications strengthens both areas and gives opportunities for knowledge exchange, and a more consistent and co-ordinated approach	Provides an integrated marketing service to Economic + Business Development and a clearer focus on marketing responsibilities within the tourism and destination management disciplines.
Instituting a campaign management approach	The impact of this approach has already been tested and broadly accepted as an improved approach for cross county corporate issues. The specifics of individual campaign approaches will be refined and improved with each campaign. Having a clear responsibility for developing this approach is a key principle in the restructure	Learning from the campaign management approach can be more easily applied for service campaigns. These campaigns can be more targeted to achieve the priority outcomes of our Economic Ambition Strategy, as opposed to individual communications activities which do not have the same focus or impact.
Instituting an account management approach	There is a clear responsibility for corporate marketing activity in the new structure. This is reflected in the Job descriptions and will cater for campaigns such as the recent Dog fouling campaign.	There is a clear responsibility for delivering service led marketing activity, and for ensuring that the services become intelligent clients in terms of setting marketing objectives.
Clear direction for roles in emergency management have been included in Job descriptions	There will be more resilient communications management during emergencies.	
Inclusion of a new more strategic role ( Lead Officer)	Clear direction, prioritisation and transformation to deliver corporate requirements more effectively and to improve the quality of the service	The more strategic role will help to secure regional visibility and share of voice, ensuring funding sources are identified and maximised, ensuring marketing rigour is consistently applied

## Appendix 2

		across the council especially for destination management and economic ambition strategies.
Co-ordination of systems support and administration	Strengthens and deepens the professionalism of both the press office function and the marketing function by introducing a measurement and evaluation function	Provides quality information to the Economic +Business Development team about the effectiveness of marketing interventions, helping to select the most appropriate mechanisms for specific campaigns.
Re-focus of the press office function and provide clearer direction around social and electronic media	The press office function was diluted as the team were asked to deliver many different functions under the guise of corporate communications. The increased focus will ensure that staff are able to deliver a more coherent press office function across the increasing number of media platforms	The press office function will be enhanced to ensure that all media opportunities are maximised. This activity will be more focussed to respond to specific campaign needs and will broaden the range of media utilized to disseminate targeted messages. Particularly for such things as inward investment.
Specific requirements built into a number of JDs in the structure to support the MAGs	There is a clear direction as to the requirements and process for supporting the Member Areas Groups. Ensuring that sound marketing advice is given and that local activity fits with the corporate campaigns.	The joint interaction of the Economic + Business Development Team and Denbighshire's Destination, Marketing and Communication Team with the MAGs is clearly defined to ensure that both teams understand how to best support the economic ambition.
The principle of reviewing and enhancing the brand management approach is taken into account in a number of roles in the new structure	The brand will be more defined and delivered more consistently. Communities will understand how they can capitalise on the Denbighshire brand	A clear brand supports the destination management strategy and helps the Economic + Business Development team to deliver a coherent package for potential business investors
Mirroring the coastal, north, and south split in the Economic + Business	Individual officers will work with specific Member Area Groups to ensure that	This structure gives a clear interface with the team leaders in the

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<p>Development structure in two roles in the new Destination, Marketing and Communications team.</p>	<p>solutions are developed in conjunction with our communities.</p>	<p>Economic+ Business Development team to ensure a consistent approach. This facilitates a matrix management approach across both services.</p>
<p>A strategic approach to event management.</p>	<p>This will ensure that communities capitalise on events that are attracted to Denbighshire.</p>	<p>Strategic co-ordination ensures that the input of all services involved is managed effectively.</p>
<p>Specific responsibilities for the Welsh language policy built into the job descriptions</p>	<p>To ensure that we comply with all statutory requirements and respond effectively to our Welsh Communities</p>	<p>Maximise the cultural and economic benefit derived from the use of the Welsh Language</p>
<p>Merging existing functions into one team to create enhanced performance</p>	<p>Delivering more coherent and coordinated branding, quality, value and impact measurement. This also allows flexibility in deploying staff to the Council priorities</p>	<p>Delivering more coherent and coordinated branding, quality, value and impact measurement. Delivering more consistent messages through engaging members in communication with communities.</p>