

APPENDIX 1

EAST AYRSHIRE COUNCIL

**PUBLICITY AND PUBLICATIONS SUB-COMMITTEE
OF THE POLICY AND RESOURCES COMMITTEE**

**MINUTES OF MEETING HELD ON WEDNESDAY 20 MARCH 1996 AT
1430 HOURS IN THE MEETING ROOM, LONDON ROAD CENTRE,
KILMARNOCK**

PRESENT: Councillors Drew McIntyre, Irene Reeves and Kim Nicoll.

ATTENDING: David Montgomery, Chief Executive; Fiona Lees, Depute Chief Executive; Barbara Haughan, Director of Support Services; Douglas Campbell, Head of Public Relations and Marketing and James Lally (Support Unit).

APOLOGIES: Councillors Jim O'Neill and Jimmy Boyd.

CHAIR: Councillor Drew McIntyre, Chair.

MARKETING AND PR PLAN

1. There was submitted a report (circulated) by the Director of Support Services containing the draft of East Ayrshire Council's Public Relations and Marketing Plan which was to be the subject of consultation with departments before being submitted for approval at the next meeting of the Sub-Committee.

A number of minor amendments to the draft Marketing and Public Relations Plan were proposed by members of the Committee and it was agreed:

- (i) to note that the first draft Marketing and Public Relations Plan as detailed in Appendix 1, with the amendments proposed, would be the subject of consultation with departments;
- (ii) that it be remitted to the Director of Support Services in consultation with the Chair to arrange a further meeting of the Sub-Committee in April to approve, or otherwise, the final Marketing and Public Relations Plan; and
- (iii) that once approved an initial review of the Marketing and Public Relations Plan should be carried out after six months.

COAT OF ARMS

2. There was submitted a report dated 14 March 1996 (circulated) by the Director of Support Services indicating the outcome of the consultation exercise on a Coat of Arms for East Ayrshire Council and making proposals for submitting a design to the Lord Lyon of Scotland for formal approval.

(Copies of suggestions for Coat of Arms received following the public consultation exercise and various other options for Coat of Arms, based on the suggestions received, were tabled at the meeting).

The Committee identified their preferred option for a Coat of Arms for East Ayrshire Council from the options available and it was agreed:

- (i) to forward the option agreed for approval by the Lord Lyon King of Arms;
- (ii) that authority be delegated to the Chief Executive, in consultation with the Chair and the Convener of the Council to make any alteration to the Coat of Arms which may be required by the Lord Lyon; and
- (iii) to approve the necessary expenditure, as detailed in the report, necessary to confirm the Coat of Arms.

SPONSORSHIP REQUEST: GIRVAN CYCLE RACE: 6-9 APRIL 1996

3. There was submitted a report dated 13 March 1996 (copy enclosed) by the Director of Support Services advising of a request for sponsorship of the Girvan Cycle Race to be held during the Easter Weekend 1996.

It was agreed:

- (i) that the sum of £500 be contributed towards the sponsorship of this year's Girvan Cycle Race; and
- (ii) that detailed arrangements for ensuring recognition of the Council's contribution be remitted to the Head of Public Relations and Marketing in consultation with the Chair of this Sub-Committee.

STAFF NEWSLETTER

4. There was submitted a report dated 14 March 1996 (circulated) by the Director of Support Services containing the framework for the third staff newsletter and seeking approval for its publication.

It was agreed that the third staff newsletter be produced as detailed within the report and that approval of the final copy of the newsletter be remitted to the Head of Public Relations and Marketing in consultation with the Chair of this Sub-Committee.

The meeting terminated at 1450 hours.