

EAST AYRSHIRE COUNCIL**PUBLICITY AND PUBLICATIONS SUB-COMMITTEE OF THE
POLICY AND RESOURCES COMMITTEE**

**Minutes of Meeting held on Tuesday 7 November 1995 at 1545 hrs
in the Meeting Room, London Road Centre, Kilmarnock**

- PRESENT:** Councillors A McIntyre (Chair), K Nicoll, J O'Neill and I Reeves.
- ATTENDING:** D Montgomery, Chief Executive; B Haughan, Director of Support Services; D Campbell, Head of Public Relations and Marketing and A M Carr, Chief Executive's Department.
- APOLOGIES:** Councillor J Boyd.

1. TERMS OF REFERENCE AND QUORUM

There was submitted a report by the Chief Executive (issued) outlining the proposed terms of reference and quorum for the Publicity and Publications Sub-Committee.

It was agreed to adopt the terms of reference as undernoted and that the quorum be set at three members:-

- to co-ordinate and oversee the provision of information, publicity and public relations.

2. RESPONSIBILITIES AND DELEGATION

There was submitted a report by the Head of Public Relations and Marketing (issued) which highlighted the Sub-Committee's key function which will be to approve the Council's first marketing and public relations plan, and which will be updated at appropriate intervals. The report also outlined a proposed method of operation concerning the production of printed publicity material.

It was agreed that the arrangements detailed within the report for fulfilling the Sub-Committee's remit be approved.

3. MARKETING AND PUBLIC RELATIONS PLAN

There was submitted a report by the Head of Public Relations and Marketing (issued) requesting approval for the arrangements for the preparation of East Ayrshire Council's first Marketing and Public Relations Plan.

It was agreed to approve the production of the first draft of the Council's Marketing and Public Relations Plan as detailed in the report.

4. COMMUNITY FIRST (DECENTRALISATION SURVEY)

There was submitted a report by the Head of Public Relations and Marketing (issued) requesting approval for the arrangements for publishing Community First (East Ayrshire Council's Decentralisation Survey).

It was agreed:

- (i) to approve the production of Community First (Decentralisation Survey) as detailed within the report;
- (ii) to delegate arrangements to the Head of Public Relations and Marketing, in consultation with the Chair and the Chair of the Decentralisation Sub-Committee; and
- (iii) that the Head of Public Relations and Marketing should liaise with the Social Work Department to crosscheck those groups/individuals known to be visually impaired against the distribution list for the random Community First Survey and to make appropriate arrangements to meet their needs.

5. STAFF NEWSLETTER

Submitted report by the Head of Public Relations and Marketing (issued) indicating the arrangements for publishing the second edition of "Headlines", East Ayrshire Council's Staff Newsletter and seeking approval for the publication in accordance with the proposed contents as detailed within the report.

It was agreed:

- (i) to approve the production of the second Staff Newsletter as detailed within the report; and
- (ii) to delegate approval of the final copy to the Head of Public Relations and Marketing in consultation with the Chair.

6. EAST AYRSHIRE COUNCIL'S CHRISTMAS CARDS

There was submitted a report by the Head of Public Relations and Marketing (issued) requesting that the Sub-Committee consider the production of East Ayrshire Council Christmas cards.

It was agreed:

- (i) to produce East Ayrshire Council Christmas cards at a likely cost of £200-£300; and
- (ii) to remit arrangements to the Head of Public Relations and Marketing in consultation with the Chair and the Convener.