

APPENDIX VII

EAST AYRSHIRE COUNCIL

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

**MINUTES OF MEETING HELD ON FRIDAY 17 JANUARY 1997 AT 1000 HOURS
IN THE MEETING ROOM, COUNCIL HEADQUARTERS, LONDON ROAD,
KILMARNOCK**

PRESENT: Councillors Drew McIntyre, Irene Reeves, Jim O'Neill and Jimmy Boyd.

ATTENDING: Fiona Lees, Depute Chief Executive; Barbara Haughan, Director of Support Services; Douglas Campbell, Head of Public Relations and Marketing; Tom Harris, Public Relations Manager; Bill Walkinshaw, Principal Administrative Officer; and Jennifer Morrison, Administrative Officer.

APOLOGY: Councillor Kim Nicoll.

CHAIR: Councillor Drew McIntyre, Chair.

PUBLIC RELATIONS AND MARKETING REVIEW

1. There was submitted a report dated 13 January 1997 (circulated) by the Director of Support Services summarising the main public relations and marketing activities undertaken in the period April to September 1996.

It was agreed:-

- (i) that the terms of the report be noted; and
- (ii) that the Director of Support Services submit six monthly review reports on the work of the Public Relations and Marketing Section to the Sub-Committee.

POLICY FOR ACCEPTING ADVERTISEMENTS IN COUNCIL PUBLICATIONS

2. There was submitted a report dated 13 January 1997 (circulated) by the Director of Support Services recommending a set of guidelines for adoption by the Council to govern advertising within Council publications.

It was agreed to recommend:-

- (i) approval of the guidelines for advertising within Council publications as described within the report and as detailed within the Appendix thereto;
- (ii) that responsibility for interpreting the guidelines be delegated to the Head of Public Relations and Marketing in conjunction with the Chair of the Sub-Committee;
- (iii) that the Sub-Committee consider any dispute arising from the implementation of the guidelines which could not be resolved by the Head of Public Relations and Marketing and the Chair of the Sub-Committee; and

- C (iv) that the Scheme of Delegation be amended accordingly.

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COUNCIL NEWSLETTER

3. There was submitted a report dated 13 January 1997 (circulated) by the Director of Support Services outlining the options for future editions of the Council Newsletter and recommending a format and production schedule for same.

It was agreed to recommend:-

- (i) that a Council Newsletter be produced in A4 colour magazine format;
- (ii) that the publication be called "Headlines";
- (iii) that the publication be produced on a quarterly basis as detailed within the report and Appendix thereto;
- (iv) that the Head of Public Relations and Marketing be authorised to recruit advertising support for the publication through an independent advertising sales agency following competitive quotes;
- (v) that full door-to-door distribution services be engaged through Royal Mail; and
- (vi) that the Head of Public Relations and Marketing investigate if the Council would be able to assist in the distribution, throughout East Ayrshire households of an insert from the Crime Prevention Panel and similar organisations and advise Councillor O'Neill accordingly.

STAFF NEWSLETTER

4. There was submitted a report dated 13 January 1997 (circulated) by the Director of Support Services outlining options for future editions of an employees' newsletter and recommending a format and production schedule for same.

It was agreed to recommend:-

- (i) the approval of the production schedule for future editions of staff newsletters as detailed within the report and Appendix thereto; and
- (ii) that the staff newsletter should be supported through advertising.

SPONSORSHIP (Item 3, Page 953)

5. There was submitted a report dated 15 January 1997 (circulated) by the Director of Support Services providing update information on the Council's sponsorship arrangements.

It was agreed:-

- (i) that the contents of the report be noted subject to the inclusion of the following additional information as reported at the meeting by the Head of Public Relations and Marketing:
 - (a) sponsorship of Kilmarnock Seven's Rugby Tournament had been approved, and the event would take place on Easter Sunday, 30 March 1997; and
 - (b) the Scottish Rugby Union had indicated its interests in participating, together with the Council, and the private sector, in a Rugby Development Scheme which would be operated through the Cumnock and Kilmarnock Rugby Clubs working with Schools throughout East

Ayrshire, and further reports on the progress of this initiative would be submitted to the Community Services Committee by the sports development unit within the Community Services Department; and

- (ii) that requests for sponsorship in 1997/98 be considered once the budget for that year had been approved by the Council.

ADVERTISING ARRANGEMENTS

- 6. There was submitted a report dated 13 January 1997 (circulated) by the Director of Support Services proposing a review of the arrangements which the Council had for placing advertisements within local and national newspapers, with a view to maximising discounts and minimising costs.

It was agreed to recommend:-

- (i) that the Director of Support Services be instructed to undertake a review of the Council's advertising arrangements with a view to maximising discounts and minimising costs;
- (ii) that the outcome of the review under (i) be reported to a future Sub-Committee meeting; and
- (iii) that in the meantime, the Head of Public Relations and Marketing be authorised to take any steps available to minimise costs subject to the proviso that those steps did not prejudice any long term actions which the Sub-Committee might agree as a result of the review.

The meeting terminated at 1030 hours.