

APPENDIX IX

EAST AYRSHIRE COUNCIL

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

**MINUTES OF MEETING HELD ON TUESDAY 20 JANUARY 1998 AT 1500 HOURS
IN THE MAIN MEETING ROOM, COUNCIL HEADQUARTERS, LONDON ROAD,
KILMARNOCK**

PRESENT: Councillors Eric Jackson, Irene Reeves, Jim O'Neill and James 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 Lesley-Ann Wallace, Administrative Assistant.

APOLOGIES: Councillor Kim Nicoll.

CHAIR: Councillor Eric Jackson, Chair.

PUBLIC RELATIONS AND MARKETING WORK REVIEW

1. There was submitted a report dated 14 January 1998 (circulated) by the Director of Support Services summarising the main Public Relations and Marketing activities undertaken in the period from October 1996 to 1997, together with details of future activities for implementation under the Support Services Action Plan.

Having noted minor typographical amendments in Appendix 2 of the report;

It was agreed:-

- (i) to receive further reviews by the Director of Support Services on the work of the Public Relations and Marketing Section; and
- (ii) to note the terms of this report.

PUBLIC RELATIONS AND MARKETING INITIAL CUSTOMER SURVEY

2. There was submitted a report dated 13 January 1998 (circulated) by the Director of Support Services summarising the findings of an initial survey of the principal customers of the Public Relations and Marketing Section.

It was agreed:-

- (i) to note the result of the Section's initial customer survey, as detailed within the report;
- (ii) to recommend approval of the priorities for improvement and action as detailed below, viz:-
 - increasing response time to media enquiries;
 - identifying and eliminating any duplication of information;

- constantly reviewing effectiveness of advertisements and publications;

- improving distribution of “Eastwords”;
 - increasing the profile of “Headlines” magazine;
 - improving forward planning between departments and the Section; and
- (iii) to recommend approval of the regular survey of the section’s customers in line with the Council’s commitment to achieving Best Value.

COUNCIL PUBLICATION

3. There was submitted a report dated 13 January 1998 (circulated) by the Director of Support Services providing production schedules and themes for forthcoming issues of “Headlines” and “Eastwords”.

It was agreed:-

- (i) to recommend that “Eastwords” and “Headlines” be produced in line with the undernoted production schedules:-

“Eastwords” in 1998:-

Issue 3	Copy Deadline - 22 January	Distribution Week Beginning (W/B) - 26 January*
Issue 4	Copy Deadline – 6 March	Distribution W/B – 16 March
Issue 5	Copy Deadline – 8 May	Distribution W/B – 25 May
Issue 6	Copy Deadline – 7 August	Distribution W/B – 24 August
Issue 7	Copy Deadline – 27 November	Distribution W/B – 14 December

* Special Budget Issue;

“Headlines” in 1998:-

March 1998	Copy Deadline – 5 March	Distribution from 23 March
June 1998	Copy Deadline – 5 June	Distribution from 22 June
September 1998	Copy Deadline – 11 September	Distribution from 28 September
December 1998	Copy Deadline – 30 October	Distribution from 16 November

- (ii) to recommend that the main themes for the publication are provisionally as undernoted:-

Eastwords

Council Budget; Business Excellence Model Update; Best Value Update; and Survey Results.

Headlines

Council Budget; Here Comes The Summer; What Do You Think Of Us (And What We Are Doing About It); and Millennium Homes Project.

Any later changes to be confirmed with the Chair of the Sub-Committee; and

- (iii) to note the efforts being undertaken to secure effective distribution of both publications and to maximise income and minimise costs as detailed within the report.

ADVERTISING ARRANGEMENTS

- 4. There was submitted a report dated 14 January 1998 (circulated) by the Director of Support Services summarising the progress made in reviewing arrangements for the placing of advertising within local and national newspapers, and to propose areas for further investigation that will help maximise discounts and minimise costs.

It was agreed:-

- (a) to note the progress made to date in maximising discounts for the Council in relation to advertising spend; and
- (b) to recommend:-
 - (i) that an advertising agency be sought, through competitive tender and in conjunction with the Department of Personnel, to place national recruitment advertising on behalf of the Council.
 - (ii) that the Head of Public Relations and Marketing investigate, with all Departments, the feasibility and implications of moving the Council's main statutory advertising to a different section within Scottish and Universal titles;
 - (iii) that the Head of Public Relations and Marketing investigate the implications of using Ayrshire Leader titles for statutory advertising; and
 - (iv) that the Director of Support Service submit a report on a further review of progress.

SPONSORSHIP ISSUES – EAST AYRSHIRE STAGE OF GIRVAN CYCLE RACE

- 5. There was submitted a report dated 13 January 1998 (circulated) by the Director of Support Services highlighting a current sponsorship opportunity in relation to the East Ayrshire stage of the Girvan Cycle Race for consideration.

It was agreed to note the report and recommend:

- (i) that the Council sponsor the East Ayrshire stage of the Girvan Cycle Race 1998; and
- (ii) that responsibility for negotiating the sponsorship amount and making detailed arrangements be remitted to the Head of Public Relations and Marketing in consultation with the Chair of the Sub-Committee.

The meeting terminated at 1545 hours.