

APPENDIX 4**EAST AYRSHIRE COUNCIL****PUBLICITY AND PUBLICATIONS SUB-COMMITTEE OF THE
POLICY AND RESOURCES COMMITTEE****MINUTES OF MEETING HELD ON WEDNESDAY 22 MAY 1996 AT 1400 HRS
IN THE MEETING ROOM, COUNCIL HEADQUARTERS,
LONDON ROAD, KILMARNOCK**

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

ATTENDING: David Montgomery, Chief Executive; Douglas Campbell, Head of Public Relations and Marketing; Bill Walkinshaw, Principal Administrative Officer; and Jennifer Morrison, Administrative Officer.

CHAIR: Councillor Drew McIntyre, Chair.

MARKETING AND PUBLIC RELATIONS PLAN

1. There was submitted a report dated 25 April 1996 (circulated) by the Director of Support Services containing the latest draft version of the Council's Public Relations and Marketing Plan for consideration, and requesting agreement of the Plan and a timetable for its review.

It was agreed to recommend:

- (i) approval of the Marketing and Public Relations Plan as contained in the Appendix to the Director of Support Services' report subject to the incorporation of various minor amendments as agreed by the Sub-Committee;
- (ii) that the Director of Support Services, in conjunction with the Chair, be authorised to initiate formal discussions with Enterprise Ayrshire and the Ayrshire and Arran Tourist Board on a partnership agreement on the marketing of the East Ayrshire area; and
- (iii) that a formal review of the Plan be carried out in six months time.

CHAIR

2. Councillor McIntyre left and rejoined the meeting during the Sub-Committee's review of the draft Plan. During his absence, Councillor Boyd was appointed to the Chair.

SPONSORSHIP OPPORTUNITIES

3. There was submitted a report dated 10 May 1996 (circulated) by the Director of Support Services indicating the sponsorship arrangements which existed in former Authorities and considered outstanding and anticipated sponsorship requests.

It was reported that the Council had received already some requests for sponsorship and could anticipate others on the basis of the sponsorship history of the former Authorities.

The Sub-Committee agreed to recommend:

- (i) that the priorities for sponsorship support in the first year of East Ayrshire Council should be highly visible events which give the Council the opportunity to put its logo on banners and in event programmes;
- (ii) large spectator events rather than more specialised events and sponsorships which link the Council with success and are outwith East Ayrshire boundaries be prioritised; and
- (iii) in addition, sponsorship agreements which have a direct and positive effect on the local economy should receive higher priority.

The Sub-Committee proceeded to consider the undernoted outstanding/anticipated requests for sponsorship in terms of the priorities contained within the Marketing Plan.

Pipe Band Contest and Family Fun Day

It was agreed to recommend:

- (i) to provide sponsorship for this event of between £5,000 and £7,000, dependant on the level of external private funding;
- (ii) to seek additional finance from a private sector sponsor; and
- (iii) to investigate possible venues elsewhere in East Ayrshire for the current and future year's events.

Kilmarnock Volleyball Club

It was agreed to recommend in principle to sponsor the Club and meanwhile that it be remitted to the Head of Public Relations and Marketing to initiate discussions with the Club on its name and about volleyball development, particularly for women.

Girvan Three Day Cycle Race

It was agreed to recommend deferral of a decision on future sponsorship of this event in order that the Head of Public Relations and Marketing might meet with event organisers to discuss how East Ayrshire's profile in the race might be raised.

Councillor Nicoll left the meeting at this point.

Kilmarnock Sprint Triathlon

It was agreed to recommend:

- (i) to sponsor only one triathlon event in East Ayrshire;
- (ii) that this year the Council sponsor the existing triathlon in the south of East Ayrshire on the understanding that it would have Council-wide scope; and
- (iii) that the Andrew McFadzean Trophy previously awarded to the winner of Kilmarnock Sprint Triathlon now be used as the new trophy in respect of an All East Ayrshire Triathlon.

Sports Council Lisburn Visit

It was agreed to recommend not to sponsor this event.

All Scotland Irish Dancing Championships

It was agreed to recommend in principle to sponsor the Championships and that it be remitted to the Head of Public Relations and Marketing in consultation with the Chair to arrange the nature of sponsorship required.

Galleon Centre Cashspiel (Curling)

It was agreed to recommend in principle to sponsor the Cashspiel event this year and that it be remitted to the Head of Public Relations and Marketing in consultation with the Chair to arrange the nature of sponsorship required.

Kilmarnock Rugby Football Club**(i) Declaration of Interest**

Councillor O'Neill declared a non-pecuniary interest in this item in terms of the National Code of Local Government Conduct.

(ii) Consideration of Item

It was agreed to recommend:

- (i) to sponsor the Sevens Tournament this year up to a maximum of £3,000 and that it be remitted to the Head of Public Relations and Marketing to negotiate the terms of the Council's sponsorship deal; and
- (ii) that it be remitted to the Head of Public Relations and Marketing to initiate discussions with Kilmarnock Rugby Football Club and Cumnock Rugby Football Club and involving officers from Community Services and Education about possible rugby development schemes.

Galleon Indoor Bowling Club (Top Team Tournament)

It was agreed to recommend:

- (i) that it be remitted to the Head of Public Relations and Marketing to meet with the Galleon Indoor Bowling Club and Auchinleck Indoor Bowling Club to discuss with them the possibility of organising one East Ayrshire event, using both venues; and
- (ii) pending agreement being reached with both Clubs to proceed on the basis of an East Ayrshire Tournament, in principle, to sponsor the event.

Kilmarnock Football Club

It was agreed:

- (i) to note that Kilmarnock and Loudoun District Council had entered into a three year exclusive sponsorship agreement with Kilmarnock Football Club for their scoreboard and East Ayrshire Council was therefore committed to a further two seasons' sponsorship; and
- (ii) to note that the Head of Public Relations and Marketing would make the necessary arrangements for the scoreboard at Kilmarnock Football Club to be changed for next season to promote East Ayrshire Council and its logo.

Strathclyde Annual Charities Band Association

It was agreed to recommend to sponsor this event to the sum of £500.

Scottish Miners Gala - June 1996

It was agreed to recommend to provide nominal sponsorship of this event to the sum of £100 with the proviso that East Ayrshire Council be mentioned in the event publicity material.

The meeting terminated at 1510 hrs.