

**APPENDIX VII**

**EAST AYRSHIRE COUNCIL**

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

**MINUTES OF MEETING HELD ON 8 APRIL 1998 AT 1120 HOURS IN THE MAIN  
MEETING ROOM, COUNCIL HEADQUARTERS, LONDON ROAD, KILMARNOCK**

**PRESENT:** Councillors Eric Jackson, Gordon McCredie, Jim O'Neill, Kim Nicoll, George Turnbull and James Kelly.

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

**CHAIR:** Councillor Eric Jackson, Chair.

**ADVERTISING IN HEADLINES MAGAZINE**

1. There was submitted a report dated 31 March 1998 (circulated) by the Head of Public Relations and Marketing advising on arrangements to sell advertising space in the Council's Headlines Magazine and seeking approval for future arrangements.

It was agreed:-

- (i) to recommend that the Head of Public Relations and Marketing be authorised to finalise new arrangements to maximise advertising income from future editions of the Headlines Magazine; and
- (ii) otherwise to note the contents of the report.

**GUIDELINES FOR COMMISSIONING PHOTOGRAPHY**

2. There was submitted a report dated 31 March 1998 (circulated) by the Head of Public Relations and Marketing proposing guidelines for adoption to clarify the Public Relations and Marketing section's responsibility for photography.

It was agreed:-

- (i) to recommend approval of the guidelines for commissioning photography as detailed within the report and appendix; and
- (ii) otherwise to note the contents of the report.

**SPONSORSHIP: KILMARNOCK FOOTBALL CLUB SCOREBOARD**

3. There was submitted a report dated 31 March 1998 (circulated) by the Head of Public Relations and Marketing outlining an opportunity that existed for continued sponsorship of the Kilmarnock Football Club scoreboard.

It was agreed:-

- (i) to recommend sponsorship of the electronic scoreboard at Rugby Park at a cost of £10,000 per annum (for three seasons commencing 1998/99);

- (ii) that the Head of Public Relations and Marketing submit a report for consideration to a future meeting, on the proposed advertising features to appear on the scoreboard; and
- (iv) otherwise to note the content of the report.

#### **GIRVAN CYCLE RACE**

4. There was submitted a report dated 31 March 1998 (circulated) by the Head of Public Relations and Marketing providing an update on the arrangements for the 1998 East Ayrshire stage of the Girvan Cycle Race.

It was agreed to note the report and that the Head of Public Relations and Marketing would ascertain the feasibility of future races following alternative routes through East Ayrshire.

#### **EXCLUSION OF PRESS AND PUBLIC**

5. The Sub-Committee resolved that under Section 50A(4) of the Local Government (Scotland) Act 1973, as amended, the Press and Public be excluded from the following Item of Business on the grounds that it involved the likely disclosure of exempt information as defined in Paragraph 9 of Schedule 7A of the Act”.

#### **REVIEW OF ADVERTISING**

6. There was submitted a report dated 31 March 1998 (circulated) by the Head of Public Relations and Marketing updating on progress achieved to date in negotiating new advertising rates for the Council.

It was agreed:-

- (i) to note the progress made to date in negotiating new advertising rates on behalf of the Council;
- (ii) to recommend acceptance of the new package of measures proposed by Scottish and Universal newspapers;
- (iii) to note that the Head of Public Relations and Marketing would continue discussions with Scottish and Universal papers regarding the format and location of East Ayrshire Council adverts within the Kilmarnock Standard's Classified Section; and
- (iv) otherwise the noting of the contents of the report.

The meeting terminated at 1200 hours.