

ANGUS COUNCIL
POLICY & RESOURCES COMMITTEE
Report by Chief Executive
MARKETING AND PROMOTION

SUMMARY

This report recommends the implementation of some short term measures with regard to Marketing & Promotion.

1. RECOMMENDATIONS

It is recommended that the Policy and Resources Committee agrees to the following measures with regard to Marketing and Promotion and instructs the Chief Executive to bring forward a comprehensive report on Marketing and promotion, set against the recommendations of the Best Value Review, in due course:

1. Set up a Marketing and Promotion Co-ordination Group to finalise the production of a Corporate Marketing Strategy based on the terms and recommendations of this Best Value Report.
2. The Coordination Group should:
 - Develop (within the context of the emerging Marketing Strategy) corporate guidance in relation to:-
 - production/issue of information/promotional publications
 - the organisation of promotional or marketing events
 - quality standards for promotional/information activities
 - sponsorship/supported advertising arrangements
 - market research and the evaluation of any marketing activity carried out
 - use of advertising agencies
 - use of media
 - use of electronic media
 - greater collaboration among Council services in relation to marketing activities
 - Consider disseminating to all departments information about current Social Work procedures in relation to the provision of public information;
 - Organise awareness-raising/training sessions.

- Assist in establishing a formal basis for the provision of Marketing advice/guidance by the Economic Development Unit to specific services.

2. BACKGROUND

At their meeting on 10 September 2002, the Monitoring Group gave initial consideration to a Best Value Review on Marketing and Promotion, and were supportive of certain recommendations being implemented in the short term, on the understanding that the Chief Executive should bring forward to Committee a report with detailed recommendations thereafter. This Report identifies these short term measures and seeks authority to implement them.

3. FINANCIAL IMPLICATIONS

There are no financial implications arising from the implementation of this Report.

4. HUMAN RIGHTS IMPLICATIONS

There are no human rights implications arising from the implementation of this report.

5. CONSULTATION

The Directors of Finance and Law & Administration have been consulted on the contents of this Report.

**A B WATSON
CHIEF EXECUTIVE**

Note:

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above report.

ABW
November 2002