

ANGUS COUNCIL**ECONOMIC DEVELOPMENT COMMITTEE****27 FEBRUARY 1997****SUBJECT: UPGRADING OF PRESENTATION SYSTEMS FOR INWARD INVESTMENT
CASES****REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT****Abstract: This report recommends a fundamental review of the presentation systems used in trying to "sell" Angus to potential inward investors, and authorises the Director of Planning, Transport & Economic Development to spend up to £12,000.****1 RECOMMENDATION**

It is recommended that the Committee authorises the Director of Planning, Transport & Economic Development to spend up to £12,000 upgrading presentation systems. Subject to match funding from Scottish Enterprise Tayside.

2 INTRODUCTION

- 2.1 Since Local Government reorganisation there has been liaison with Locate in Scotland and Scottish Enterprise Tayside in order to maximise the number of inward investment enquiries and successful inward investment cases in Angus. The number of enquiries has been encouraging but by their nature they often involve presentations to prospective investors and the production of presentation material - often at short notice. It is essential that a professional approach is adopted to all presentations and this requires the use of up-to-date technology.

3 REVIEW OF PRESENTATION SYSTEMS

- 3.1 Following a review of the present arrangements, the following needs have been identified to ensure that the quality of Angus presentations is as good as the best local authorities in Scotland:
- professional advice is required to develop a "house" design style for use in all inward investment presentations;
 - a new colour laser printer is required to enable the Department to produce high quality, high volume colour copies at short notice;
 - a new, powerful, full colour laptop is required to do computer based presentations;
 - new desktop publishing and design software packages are required;
 - a digital camera is required to enable the unit to insert pictures of factories, locations etc into computer based presentations without waiting for films to be processed;

- a multi-media projection system is required to replace the present overhead projector based system, giving a high intensity image;
- the existing slide collection requires to be converted to CD-ROM format;
- a CD-ROM writer is required to allow the preparation of presentations incorporating photos of factory units which could then be sent to potential inward investors;

3.2 The Director of Information Technology will be consulted in the specification and purchase of the computer equipment above which will also be available for other activities within the Department and possibly of use to other Departments.

3.3 Scottish Enterprise Tayside has given an indication that it is willing to consider financial support for Angus Council to upgrade its presentation system. Although this has not yet been confirmed, it is likely that 50% of the costs incurred in this upgrading exercise will be borne by SET.

4 FINANCIAL IMPLICATIONS

4.1 Officers of the Council are currently finalising the specification for the various items identified above and final costings. At this stage it is anticipated that a budget of up to £12,000 will be required for this exercise. This can be met from the 1996/97 marketing budget.

4.2 It is likely that expenditure by the Council will be matched by Scottish Enterprise Tayside on a pound for pound basis.

5 CONSULTATION

5.1 The Chief Executive, Director of Finance, Director of Information Technology and the Director of Law and Administration have been consulted during the preparation of this report.

6 CONCLUSION

6.1 As competition for inward investment projects increases each year, it is vital that Angus has the professional inward investment presentation systems to ensure that the Council has the best possible chance of securing successful projects from the inward investment leads generated by the Council itself; Scottish Enterprise Tayside and Locate in Scotland.

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.

AA/RP/MR

19 February 1997

Alex Anderson

Director of Planning, Transport & Economic Development

