

ANGUS COUNCIL

ECONOMIC DEVELOPMENT COMMITTEE

27 FEBRUARY 1997

**SUBJECT: ANGUS TRAINING GROUP - SPONSORSHIP OF PROMOTIONAL
BROCHURE**

REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT

Abstract: This report deals with a request from Angus Training Group for assistance in the production of a company brochure to promote the activities of the Training Group and its Member Companies.

1 RECOMMENDATION

The Committee is asked to agree to sponsor the production of a loose leaf brochure to promote Angus Training Group and its Member Companies and as a comprehensive guide on local industry amounting to 50% of the total costs involved, amounting to a total of £2,640, subject to:

- 1) the Angus Council sponsorship and logo being incorporated on the rear of the cover of the company brochure;
- 2) a loose leaf page being incorporated to promote the work of the Council's Economic Development Unit; and
- 3) copies of the brochure being available to the Council for use in promoting the area at appropriate exhibitions, etc.

2 INTRODUCTION

2.1 Following a recent visit to Angus Training Group by the Economic Development Convener, a request for financial assistance has been received to assist the company in preparing a loose leaf brochure. The purpose of the brochure will be to promote the activities of the Training Group and its Member Companies. This will also be a useful comprehensive guide on local industry since the number of companies currently sponsoring Angus Training Group amounts to around 50.

2.2 It is envisaged that Angus Training Group will co-ordinate the project and, in effect, Angus Council is being asked to sponsor the Training Group in carrying out this particular initiative.

3 PROMOTING ANGUS

3.1 In keeping with the Council's key theme of promoting Angus locally, nationally and internationally, this initiative will be significant.

- 3.2 Firstly the training facilities at Angus Training Group are an excellent attraction to inward investors and existing companies alike. This particular initiative gives the Council a welcome opportunity to offer assistance to this high calibre training operation and, at the same time promote Angus widely both internally and externally.
- 3.3 The brochure will be used by the Economic Development Unit in a range of circumstances. It will be extremely useful at exhibitions to provide a guide on the area and to indicate the range of capacities which exist within local industry. The loose leaf brochure approach will incorporate pages giving a profile on each of the 50 Member Companies. These loose leaf pages will be used both individually and collectively and therefore will assist the Council in responding to requests for information about particular expertise or products available locally.
- 3.4 There is also the opportunity to incorporate a page to promote the activities of the Council in terms of its Economic Development Strategy. Finally, the brochure will be an opportunity to incorporate the Council logo and to indicate that the exercise is sponsored by the Council.

4 FINANCIAL IMPLICATIONS

- 4.1 The cost of producing the brochure is:

Design/Artwork	£ 680
Reprographics	£1,780
Print copies (500)	£1,230
Collate and bind (500)	£ 172
Binders (500)	<u>£1,425</u>
Total	<u>£5,287</u> + VAT

It is recommended that a 50% sponsorship package is offered to the Angus Training Group which will cost approximately £2,640. This can be met from the Departmental estimate for assistance to industry. At the time of writing this report it is not certain whether the expenditure will be possible during the current financial year, in which case the cost will be incurred during the 1997/98 financial year.

5 CONSULTATION

- 5.1 The Chief Executive, Director of Law and Administration and Director of Finance have been consulted in the preparation of this report and are in agreement with its recommendations.

6 CONCLUSION

- 6.1 Sponsorship of this company brochure gives the Council an opportunity not only to promote its own activities but also those of an important training operation while, at the same time, promoting the excellence of the engineering capacity existing within Angus. The recommendation contained in this report will contribute significantly to the Council's overall aim of promoting Angus locally, nationally and internationally.

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/DV/MR

10 February 1997

Alex Anderson
Director of Planning, Transport & Economic Development

