

ANGUS COUNCIL**PLANNING AND TRANSPORT POLICY COMMITTEE****27 FEBRUARY 1997****SUBJECT: ADVERTISING SCHEDULE 1997/98****REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT**

Abstract: This report deals with the advertising schedule for 1997/98. This programme is intended to work towards the Council's aim of stimulating industrial development and economic prosperity in Angus by raising the profile of Angus locally, nationally and internationally. The proposed programme will be at a cost of £20,003.

1 RECOMMENDATION

It is recommended that the Committee authorises the Director of Planning, Transport & Economic Development to proceed with the advertising schedule outlined in this report.

2 INTRODUCTION

- 2.1 The Committee is referred to Article 6 of the Economic Development Committee meeting on 30 May 1996 which records the decision to proceed with the advertising schedule for 1996/97 outlined in report 366/96. This report considers a proposed schedule for 1997/98.

3 MEDIA

- 3.1 Local business publications have been selected to keep the Angus and Tayside industrial sector informed of property and development opportunities in Angus. This is intended to ensure that local businesses are kept informed of the opportunities for expansion within Angus.
- 3.2 The Scottish Business Press has been targeted with the emphasis on issues concerning relevant features to ensure that the Scottish Business Market is kept aware of the potential available in Angus.
- 3.3 Local press advertising has proved successful in attracting businesses to enquire about and occupy the Council's smaller industrial properties.
- 3.4 Sectoral publications - The Oil and Engineering Sector is one of the most important in the Angus economy, employing around 3,000 people.

It is considered that there is significant potential to attract new oil and gas related businesses to Angus. For this reason a number of publications in the Oil and Engineering sector have been targeted. The issues selected have been chosen to

coincide with maximum distribution timings related to major exhibitions or features of particular relevance.

- 3.5 Local radio advertising - Local radio has proved successful in generating enquiries for Council properties of various sizes and is an effective way of stimulating interest in the Council's properties and land development opportunities.
- 3.6 The food sector is also very important to the Angus economy and is growing nationally. It would be desirable to attract new food processing businesses to Angus. Very few food sector publications have been targeted previously although even this minimal cover bore some success. It is therefore proposed to investigate and select food sector publications for advertising trials during 1997/98.
- 3.7 Special events and opportunities which cannot be predicted will occur. A small sum has been set aside for such contingencies.

4 FINANCIAL IMPLICATIONS

- 4.1 It is anticipated that the cost of the advertising schedule (Appendix 1) will be in the region of £20,003. This sum can be met from the economic development revenue budget for advertising in 1997/98.

5 CONSULTATION

- 5.1 The Chief Executive, Director of Law & Administration and the Director of Finance have been consulted in the preparation of this report.

6 CONCLUSION

- 6.1 In the light of the need to maintain and increase the profile of Angus as an effective industrial location with the aim of attracting inward investment and indigenous industry development the Committee is asked to authorise the Director of Planning, Transport & Economic Development to proceed with the attached advertising schedule.

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.

10 January 1997

AA/DR/MR

Alex Anderson
Director of Planning, Transport & Economic Development

ADVERTISING SCHEDULE 1997/98

APPENDIX 1

<u>Local Business Press</u>	
"Business Leader", monthly	2400
"Taysider", page, quarterly	1400
"Business & Finance in Scotland", full page	
May (Construction, Developers, Business start-ups, electronics)	800
July (Business services)	800
August (Surveyors & Property Consultants)	800
September (Conferences)	800
November (Exporting, Commercial Lending)	800
March (Housing Market)	800
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(with 55% discount from usual rate of £1,800 each (£10,800 total))	4800
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<u>Local Press (property)</u>	1600
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<u>Sectoral Publications</u>	
"Engineering"	
May (Regional Development), "Showcase"	190
November (Manufacturing Week), "Showcase"	190
December (regional Development, "Showcase"	190
September (Engineering in Scotland) display	545
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(1996 prices)	1115
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"Offshore Engineer"	
April (OCT) "Showcase"	340
July "Showcase"	340
December (NE Scotland) "Showcase"	340
August (Offshore Europe) display	630
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(1996 prices)	1650
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"Offshore Oil International"	
March (Oil Day)	200
September (Offshore Europe)	200
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	400
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April (OCT)	395.25
August (Offshore Europe)	395.25
September (Offshore Europe, roundup)	395.25
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	1165.75
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<u>Food Industry Publications</u>	2000
<u>Reactive/special events advertising</u>	1000
<u>Radio</u>	
Radio Tay 6 x one week campaigns (20 secs)	2472
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TOTAL	<u>20003</u>

