

ANGUS COUNCIL

ECONOMIC DEVELOPMENT COMMITTEE

17 APRIL 1997

SUBJECT: ANGUS ECONOMIC DEVELOPMENT PROMOTIONAL BROCHURE

REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT

Abstract: This report deals with the production of a new promotional brochure for Angus. This publication 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 publication will cost in the region of £ .

1 RECOMMENDATION

It is recommended that the Committee authorise the Director of Planning, Transport and Economic Development to proceed with the production of this publication.

2 INTRODUCTION

2.1 The Director of Planning, Transport and Economic Development has reviewed the position regarding promotional literature available for general Economic Development enquiries and has concluded that there is a need for a good quality brochure to provide information of a general nature about Angus.

3 DESIGN/PRINTING

3.1 In order to maintain the brand image of the Council's Economic Development Unit it is felt desirable to use the design style adopted on the 'Angus Business Directory' and on car stickers, badges and other promotional material. The copyright on this design is held by Ian Large (Design), who will complete the design, layout, and typesetting and copywriting work in consultation with the Economic Development Manager at a cost of in the region of £1,600. Competitive quotations will be sought for printing including the Council's in-house printer. It is anticipated that the printing costs will be in the region of £6,620 for production of 3,000 brochures.

4 FINANCIAL IMPLICATIONS

4.1 It is anticipated that the cost of the production of 3,000 copies of this publication will be £8,220. This sum can be met from the Economic Development Revenue Marketing Budget 1997/98.

5 CONSULTATION

5.1 The Chief Executive, Director of Law and 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 a high profile for Angus as an effective industrial location, with the aim of attracting Inward Investment and assisting indigenous industries to develop, the Committee is asked to authorise the Director of Planning, Transport and Economic Development to proceed with the production of this publication.

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/DR/LJP

Alex Anderson
Director of Planning, Transport & Economic Development

3 April 1997