

ANGUS COUNCIL**ECONOMIC DEVELOPMENT COMMITTEE - THURSDAY 16 JANUARY 1997****SUBJECT: INDUSTRIAL PROPERTY - RADIO TAY ADVERTISING CAMPAIGN****REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT**

Abstract: This report deals with a proposal to mount a week long campaign on Radio Tay advertising the Council's smaller units in Carnoustie, Brechin and Arbroath at a cost of £560.

1 RECOMMENDATION

It is recommended that the Committee agrees to contract with Radio Tay for a week long advertising campaign to market the Council's property portfolio at a cost of approximately £560.

2 INTRODUCTION

The Council has a number of smaller industrial units in Carnoustie, Brechin and Arbroath which are currently vacant. In order to maximise potential income from these units, it is proposed that committee authorise a week long advertising campaign on Radio Tay.

3 RADIO TAY ADVERTISING SCHEDULE

Previous experience has shown Radio Tay to be an effective medium for generating property enquiries locally. The purpose of the proposed advertising campaign is to promote the availability of the Council's vacant industrial units to prospective tenants throughout Tayside and North East Fife. The proposed campaign consists of 26 x 20 second commercials broadcast over a five day period on Radio Tay AM and Tay FM. All advertisements would be broadcast between 0700-2000 hours. The costs are £19.20 per advertisement of which there are 26 making a total cost of £560 including a production fee. The proposed schedule of one week consists of six advertisements on Monday, five on Tuesday, five on Wednesday, five on Thursday, and five on Friday.

4 FINANCIAL IMPLICATIONS

- 4.1 The cost of the proposed advertising campaign will be £499.20. When added to the £60.00 production fee, this makes a total of £559.20 which can be contained within the 1996/97 Economic Development revenue budget.

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

If the Committee approves the proposal to run the advertising campaign outlined in this report it is intended that the campaign be run in the last week of January. The proposed campaign will promote the availability of the Council's vacant smaller industrial units throughout the Radio Tay listening area of Tayside and North East Fife.

This should generate enquiries which will lead to finding tenants for these empty units, thus maximising the Council's rental income from its properties.

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

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30 December 1996

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