

ANGUS COUNCIL

ECONOMIC DEVELOPMENT COMMITTEE 17 JANUARY 1997

SUBJECT: INDUSTRIAL PROMOTION - NEW DISPLAY EQUIPMENT

REPORT BY DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT

Abstract: This report outlines a proposal to purchase new display equipment and graphics panels for use at exhibitions and for general industrial promotion purposes. This equipment is needed to pursue the Council's aims of promoting the identity of Angus in order to attract inward investment and promote the capabilities of Angus businesses at home and abroad.

1 RECOMMENDATION

It is recommended that the Committee agree:

- (a) to proceed with the purchase of a display system and graphics panels from Scope Exhibitions Ltd at a cost of £5,000; and
- (b) to remit the Director of Planning, Transport and Economic Development, authority to commission the production of photographic and text materials for use on the graphics display panels at a cost not exceeding £1,000.

2 INTRODUCTION

The Economic Development Unit of Planning, Transport and Economic Development represents the Council at a number of exhibitions locally, elsewhere in the United Kingdom and internationally. These can be general business seminars, meetings and exhibitions or industry specific events such as engineering sector exhibitions, oil and gas related exhibitions, (attended in partnership with Dundee and Angus Oil Venture Group and Tayside export Forum), food production/processing and general food exhibitions and other opportunities to promote the identity of Angus (for example through transnational projects).

3 REVIEW OF DISPLAY EQUIPMENT SUPPLIERS

Proposals, demonstrations, and quotations were obtained from three display system suppliers. Each system was considered on the basis of cost and quality. In particular, attention was given to durability, versatility, flexibility and aesthetic design. They were as follows:

	<u>Cost of display equipment</u>	<u>Cost of graphics boards</u>	<u>*Cost of kit conversion</u>
1. Scope Exhibitions Ltd.	£ 3,035	£ 275 per panel	£ 200
2. Nomadic Display	£ 3,828	£ 275 per panel	£ 638
3. Redgate	£ 4,366	£ 300 per panel	£ 588

(* included in cost of display equipment)

A representative of Scope Exhibitions demonstrated a 'pop-up' system, suitable for the Council's requirements. The system comprises two units costing £1541 each less a 7.5 % discount, plus £200 for a 'counter conversion kit' which allows the system's transport and storage case to be used as a leaflet or computer monitor stand.

The total cost, including discounts and the 'counter conversion kit' would be £3,036. This cost is based on the system having a 'front runner' (fabric) type facing which accepts velcro. Individual additional graphic panels may be purchased as required (to highlight industrial sectors e.g. food, engineering, oil-related, and present a corporate image) at £275 each.

It is proposed to acquire a system from Scope Exhibitions comprising two "pop-up" units, conversion kit and seven graphics panels (cost estimated at £5,000). Photographic and text materials will have to be commissioned separately to complete a high standard of design in all of the images used (this will cost an estimated £1,000).

4 FINANCIAL IMPLICATIONS

- 4.1 The total cost of the display system recommended will be £6,000 to be met from the 1996/97 Planning Department budget which allowed for expenditure up to £6,000 for this purpose.

5 CONSULTATION

- 5.1 The Chief Executive and Directors of Law and Administration and Finance have been consulted and are in agreement with the terms of this report.

6 CONCLUSION

The recommended display system is illustrated in the appendix attached. This system is the most cost effective available taking account of price, durability, flexibility and aesthetic design. The purchase of the recommended display system will allow the Economic Development Unit to present a good image of Angus and its businesses, locally, nationally, and internationally with the long-term aim of improving the Economic prosperity of Angus.

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

30 December 1996