

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: TOURISM MATTERS
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 31 July 1997	Ref: DW/LC/REP.262	

1 Purpose of the report

- 1.1 This report seeks to provide members with information on the production details of the new quarterly newsletter targeted at the tourism sector, Tourism Matters. At the Council meeting of 3 July 1997 a query was raised regarding the minute of the Economic Development Committee and details of the newsletter's production were requested. This report seeks to provide members with these details.

2 Background

- 2.1 Members will recall that the Economic Development Committee of 12 June 1997 approved the production of a new newsletter. Entitled Tourism Matters, the publication will be targeted at the tourism sector within North Lanarkshire and will be produced on a quarterly basis.

3 Design

- 3.1 The publication will be designed in-house by the Graphic Design Team within the Planning & Development Department. This team is responsible for the design of Business Focus. The newsletter will be produced in the same corporate house colours as Business Focus, and will be a four page publication.

4 Printing

- 4.1 The production of the newsletter was the subject of a competitive tender between five companies. The lowest tender was submitted by J S Burns, the company which has won the previous tenders to print Business Focus and has printed it since its inception. The tender price for printing 1,000 copies of Tourism Matters on a quarterly basis is £586 per issue.

5 Distribution

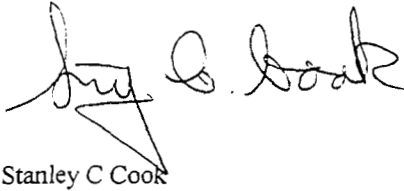
- 5.1 As is the case with Business Focus, it is intended that Tourism Matters will be distributed by direct mail from the printers. This task is undertaken directly by J S Burns, who are responsible for providing the envelopes and ensuring that the publication is despatched in the quickest possible time. Address labels are provided by the Economic Development Unit from the Business Listings Database. The publication will be sent out by 2nd class post, and through the use of a Mailsort number the Economic Development Unit is now able to achieve a saving on the usual 2nd class postage rate. Approximately 400 - 500 local tourism related businesses will be targeted in this way. The remainder of the print run will be made available through the usual channels of the local enterprise trusts, Lanarkshire Development Agency, libraries, Council offices and the Economic Development Unit itself.
- 5.2 Direct mail is used because it has proven to be the most efficient and cost effective way of targeting specific sectors of the local business community. The Economic Development Unit will be carrying out subsequent monitoring to ensure that the publication is meeting the needs of the target market.

6 Funding

- 6.1 The cost of printing and distribution of Tourism Matters will be met through the existing promotions budget held within the Economic Development Unit.

7 **Recommendation**

That member note the contents of this report.

A handwritten signature in black ink, appearing to read 'Stanley C Cook'. The signature is written in a cursive style with a large initial 'S' and 'C'.

Stanley C Cook

Director of Planning and Development

For further information please contact Deborah Willie.
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