

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: BUSINESS FOCUS: RE-DESIGN
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 26 NOVEMBER 1998	Ref: DW/REP495	

## 1 Introduction

- 1.1 This report seeks to update members on the re-designed Business Focus publication.

## 2 Background

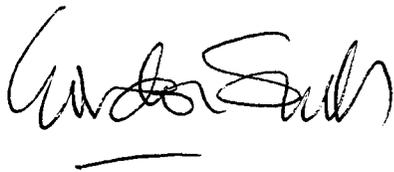
- 2.1 Members will recall that a survey of the Business Focus readership was undertaken earlier this year. This research revealed a high degree of market penetration by the publication, and high customer satisfaction with its content and design.
- 2.2 The editorial team is always mindful of the continuous need to improve the newsletter, however, and recognised that the publication had maintained the same design since its launch in June 1996. Whilst the former design had established a clear and positive identity for the publication amongst the business community and key public sector players, it was felt appropriate to look at options for change in order to accommodate suggestions made by respondents in the survey.
- 2.3 The new design was launched in the October issue (number 24). The four column layout allows greater flexibility in the mix of large and small articles, and gives greater scope for the creative use of photography. The crisp layout is intended to be user-friendly and modern, yet authoritative.
- 2.4 The paper stock has been changed. The new matt paper is environmentally friendly, using wood fibre from sustainable forests and recycled material. It is fully recyclable and biodegradable and is elemental chlorine-free.
- 2.5 Informal consultation amongst the readership is underway, and feedback has been positive. The views of members are now sought, either verbally or in writing.

## 3 Conclusions

- 3.1 Over the last two years, Business Focus has established itself as the market leader in the local business and economic development community. The re-design has been undertaken in order to reflect the needs of the readership, and will be monitored to ensure that it is fulfilling this role.

#### 4 Recommendations

- 4.1 That members note the contents of this report.
- 4.2 That members are requested to forward any comments they may have on the new design to the editorial team.



 Stanley C Cook  
**Director of Planning and Development**

3 November 1998

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