

TAYSIDE AND CENTRAL SCOTLAND TRANSPORT PARTNERSHIP

REPORT TO EXECUTIVE COMMITTEE

3 DECEMBER 2007

PROMOTIONAL DVD AND COMMUNITY ROADSHOWS

Report by Director

This report seeks the Executive Committee's approval of expenditure on the production of a promotional DVD and associated participation in a series of Community Roadshows to be held in early 2008.

1 RECOMMENDATION

- 1.1 That the Executive Committee approves expenditure of £10,000 on the production of a promotional DVD and associated participation in a series of Community Roadshows to be held in Dundee and Perth during early 2008.

2 DISCUSSION

- 2.1 The Partnership Board has previously raised and supported the need to increase public awareness of the Partnership and its activities. The development of an ongoing Communications Strategy is to be the subject of a report to the Partnership's next meeting on 18 December 2007.
- 2.2 An opportunity to raise public awareness has arisen through an approach received from media communications company, LBV Television, who are coordinating a series of Community Roadshows in main Shopping Centres in the TACTRAN region during early 2008, as follows:-
- (i) Overgate Centre, Dundee – 26th January to 1st February
 - (ii) Wellgate Centre, Dundee – 4th February to 10th February
 - (iii) St Johns Centre, Perth – 4th February to 10th February
- 2.3 The company has indicated that they are in discussions to hold a similar event in the Thistle Shopping Centre, Stirling at a future date.
- 2.4 The centres in Dundee each have a weekly footfall of between 200,000 – 250,000 and the centre in Perth around 120,000, providing an opportunity to raise public awareness of the Partnership and its activities with a significant proportion of the region's 475,000 population.
- 2.5 Each roadshow involves the display of a professionally produced promotional DVD on an 18-screen high definition plasma video-wall in the main concourse of the Shopping Centres, with the DVD running a minimum of 500 times at each location. In addition LBV Television staff will be on hand to distribute promotional material and undertake any market research that may be required by clients throughout the week.

- 2.6 Following discussion with LBV Television, a package for the production and display of a 60-second promotional DVD in all 3 events, at the discounted price of £10,000 (exc. VAT), has been negotiated, broken down as follows:-
- (i) Initial production of 60-second promotional DVD and display at one Roadshow venue - £6,000
 - (ii) Display of promotional DVD at two further venues - £3,000
 - (iii) Production of CD-ROM and High Definition DVD and Copyright of same - £1,000
- 2.7 The above price of £10,000 includes subsequent extension of the initial 60-second promotional DVD to 90 seconds in length, to take account of the anticipated approval of the Regional Transport Strategy. This compares favourably with the company's standard, discounted price of £7,000 for production and display of a 90-second commercial at one site, plus a further £3,500/site and £850 for ownership and copyright of a single "shoot", totalling £14,850 for the 3 sites concerned.
- 2.8 The promotional DVD will also be used to enhance the Partnership's website and for other promotional/media events, including any subsequent Roadshow at the Thistle Centre, Stirling.
- 2.9 LBV Television's deadline for scripting and production of promotional DVD's for the events in January/February 2008 requires a commitment to purchase by 7th December 2007.

3 RESOURCE IMPLICATIONS

- 3.1 The costs of this proposal can be accommodated from the projected underspend of £150,000 in the Partnership's Core Revenue Budget, as reported to the Partnership Board on 23 October 2007 (Report RTP/07/32 refers).
- 3.2 The Executive Committee is asked to agree to suspend Financial Regulation 22 and approve expenditure of £10,000 as outlined above.

4 CONSULTATIONS

- 4.1 The proposal has been the subject of consultation with the Chair, who is supportive subject to seeking the approval of the Executive Committee.

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Director

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