

REPORT on a MEETING between THE SCOTTISH POTATO TRADE ASSOCIATION and COLIN LEY CONSULTANTS, held in 25 South Methven Street, PERTH at 3.30 p.m. on Tuesday, 23rd APRIL, 1991.

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PRESENT: Messrs. J.R. McArthur and R. Doig with Colin Ley and with R.D. Hunter (Secretary) and D. Blackmore (Assistant) in attendance.

PRESS ACTIVITIES: Mr. Hunter briefly outlined SPTA experience re press activities, agents, etc. and explained current intention to investigate revival, aims, etc. and whether "pay as you go" or annual retainer fee basis.

Mr. Ley tabled copies his C.V., Client List and Services provided. He explained all clients on annual retainer fee basis, his view being that "pay as you go" reduces incentives on both sides and frustrates continuity and timings. He subsequently stated £250 per month for six months trial period as minimum, allowing both sides to assess practicalities and viability. He enlarged on the services he provides and how he saw various options that could be pursued to SPTA benefit. He stated no way that "bad press" from time to time can be totally avoided, the remedy being to build "positive image" assiduously and persistently through time. He also stated that all material he prepares is submitted to the client for approval before release.

During the ensuing in-depth and wide-ranging discussion it was felt that Mr. Ley's attendance at Council Meetings would be un-economic use of his time, forwarding notes on the salient points to him thereafter for selection being a preferred alternative. The possibility of arranging meetings with the Press at various Shows (Royal Highland, Royal Smithfield, etc.) and Demonstrations was also seen as good introductory and positive image-building re-inforcement opportunities. It was also clear that Mr. Ley's personal acquaintance with and wide knowledge of the individuals and the procedures in the Press world are assets and expertise which SPTA could not hope to emulate "in house".

In conclusion Messrs. McArthur and Doig explained they will report on today's meeting to the next meeting of Council on Thursday, 25th April. They were hopeful that a positive response will ensue and they undertook to contact Mr. Ley again promptly thereafter. The meeting was thereupon concluded.