

**NORTH LANARKSHIRE COUNCIL  
REPORT**

<b>To:</b> POLICY & RESOURCES (REGENERATION & INFRASTRUCTURE) SUB COMMITTEE		<b>Subject:</b> Promoting North Lanarkshire
<b>From:</b> HEAD OF PLANNING & REGENERATION		
<b>Date:</b> 20th February 2014	<b>Ref:</b> 1761/YW	

**1. Purpose of the Report**

1.1 The purpose of this report is to seek the approval from Committee to release £80,000 from the North Lanarkshire Regeneration Fund towards the promotion of North Lanarkshire as a successful business location.

**2. Background**

2.1 At the Special Meeting of North Lanarkshire Council on 14<sup>th</sup> February 2013, it was agreed that a one-off £1m regeneration fund would be established to support the aim of regenerating our local economy and communities.

2.2 A combined request for £80,000 is submitted for the marketing of North Lanarkshire to develop and deliver a strategic marketing and communications strategy to promote the area as a successful, attractive business location, and to support the promotion of Fusion Assets development sites.

2.3 As well as supporting an integrated marketing and communications strategy, the funding would also contribute to the redevelopment of the Lanarkshire.com website as a vibrant portal to promote the area's full business offering to both the local business community and potential investors/re-locators to the area.

**3. Financial and Resource Implications**

3.1 The Business Services Team within Planning and Regeneration Services will co-ordinate the development of the website and marketing and communications strategy through existing staff resources and contracting, as appropriate.

**4. Conclusion**

4.1 This activity will positively contribute to the economic growth of North Lanarkshire by raising the profile of the area, encouraging business growth and inward investment, leading to the creation of new and additional jobs.

**5. Recommendations**

It is recommended that Committee:

Approves the £80,000 contribution from the North Lanarkshire Regeneration Fund towards the promotional activity outlined in the report.

A handwritten signature in black ink that reads "Shirley Linton". The signature is written in a cursive, slightly slanted style.

**Shirley Linton**  
**Head of Planning & Regeneration**

Local Government Access to Information Act: for further information please contact Yvonne Weir, Regeneration & Infrastructure on 01236 632864