

REPORT

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: INDUSTRIAL MARKETING CAMPAIGN
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 1 MARCH 1996	Ref: GS/JM/REPORT.008	

Introduction

The Economic Development and Property Division for the Council of North Lanarkshire Council has responsibility for the marketing of industrial accommodation, sites and locations. The purpose of this report is to seek approval for expenditure for a marketing campaign for industrial units and sites on the Lanarkshire Enterprise Zone.

At April 1st North Lanarkshire Council will have the following sites and units available for sale or let;

Excelsior Park, Wishaw:	10 acres available for sale and development.
East Yett, Excelsior Park, Wishaw:	2 units remain on this industrial development totalling 13,000 sq ft.
North Bank, Calder Street, Coatbridge:	8 factory units remain totalling 42,500 sq ft.
East Shawhead Enterprise Park, Coatbridge	7 units totalling 85,000 sq ft. are expected to be completed and handed over in May 1996 in this joint venture between North Lanarkshire Council and Nig Skandia.

Campaign

It is proposed to launch a high profile marketing campaign for the accommodation outlined above. The objectives of the campaign are:

- (i) to establish the area of North Lanarkshire as an entity in terms of industrial location;
- (ii) to clearly associate North Lanarkshire with the Enterprise Zone sites;
- (iii) to generate enquiries for the sites and units currently available.

The campaign will start in mid-April and run until the end of May. Press advertising and poster sites have been selected across central Scotland to enable the campaign to achieve maximum impact in the wider business community and also specifically target those interested in industrial accommodation during this period.

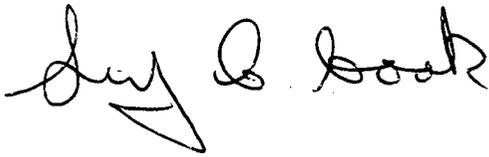
The main proposition of the campaign will be to promote the Enterprise Zone benefits, namely rates free accommodation until 2003 and 100% allowance on capital expenditure for companies locating to industrial accommodation or purchasing land to build their own development. This proposition will be supported with strong references to the locational advantage that North Lanarkshire can offer to companies wishing to access major UK and international markets. The campaign will be reinforced with public relations activity in the business and trade press.

It is proposed to spend £30,000 on this campaign in the 6 week period outlined above. This marketing activity will provide an opportunity to re-start the momentum that has been built up over the last two years around the Lanarkshire Enterprise Zone Sites. While the Lanarkshire Development Agency have supported the Enterprise Zones with a range of effective public relations activity there is a need to promote specific sites and developments in the year ahead to ensure an acceptable level of sales and lettings.

It is important that North Lanarkshire Council establishes itself as a major player in the area of property development. This Enterprise Zone campaign will provide a strong reminder to surveyors, developers and potential tenants that North Lanarkshire Council still has sites available on the Enterprise Zone and a range of industrial units available for rent.

Recommendation

That the Committee notes the contents of this report and approves the expenditure of £30,000 for the proposed Enterprise Zone campaign subject to the promotions budget being approved.

A handwritten signature in black ink, appearing to read 'S. Cook', written in a cursive style.

S. Cook
Director of Planning and Development

For further information contact G Smith, Head of Business Development and Property.