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**AGENDA ITEM No. ....**

**NORTH LANARKSHIRE COUNCIL**

**REPORT**

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: MARKETING PROGRAMME (1ST QUARTER)
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 15 APRIL 1996	Ref: CMcA/JG/REPORT.011	

**Introduction**

The aim of this document is to provide a guideline and timetable for marketing the services of the Economic Development Unit in the first three months of operation (April to June). This document serves only as an interim marketing programme whilst the marketing strategy for the North Lanarkshire area is developed. The aim of such a document would be to provide guidance for the development of campaigns and programmes which would improve and enhance the image and reputation of the North Lanarkshire area as a location for new investment.

**Objectives**

- To introduce North Lanarkshire Council's Economic Development & Property services within the business community.
- To explain the procedures and organisational structure to relevant customers;
- To generate enquiries for all economic development services;
- To attract interest and generate quality enquiries in industrial and commercial premises.
- To establish an identity for the North Lanarkshire area as a location for business and the benefits to the business community.
- To achieve awareness of the advantages of a one door approach.

**Target Market**

- Economic Development network (LDA, Local Enterprise Trusts etc);
- Business Assistance network (accountants, solicitors, banks etc);
- North Lanarkshire Business Community.
- Potential Clients (unemployed, women returners, etc);
- Inward Investors.

**Timescale**

It is intended that the marketing activities as listed overleaf will culminate by week beginning May 20th. During that week a series of events and business as detailed overleaf would be held.

**Services Provided**

Below are a list of projects and services which will be offered by the Economic Development & Property Division and which will require substantial marketing.

### Economic Development Services

- Employment Grant Scheme;
- Management Training Technology Grant;
- Youth Employment Training Initiative;
- Seed Capital Fund;
- Local Enterprise Action Fund;
- Strathclyde Business Loans;
- Boost for Business Start Up;
- Boost for Business Growth;
- Marketing Assistance Programme;
- Women Mean Business;
- Women's Management Development Programme;
- International Trade Development Programme;
- A wide range of Urban Programme projects and various other training initiatives.

### Property Services

- Valuation & Technical Services
- Leases
- Asset Management
- Technical Services
- Client Services

### Marketing Activities

#### Newsletter

10 editions of a business newsletter will be written, edited and produced by the Economic Development Unit. This will be a quality colour business publication which will be distributed to all of the District Council's industrial tenants and other businesses in the North Lanarkshire area. The newsletter will be one of the main vehicles used to promote North Lanarkshire Council services and initiatives to the business community.

Cost:- Approximately £10,000

#### Visual Presentation

A datashow presentation detailing all of the services of the Economic Development Unit will be developed. This will be presented to relevant staff in Enterprise Trusts, other Council staff and relevant business groups. The presentation will outline structures, contact points, delivery mechanisms.

Cost:- £200

#### Public Relations

A public relation campaign will commence in May. The campaign will target the business community through national business press, local press through press releases and business journals through press coverage and advertorials. The campaign will cover a range of topics including the range of economic development and property services available, the advantages of a one door approach, decentralisation issues and the introduction of local teams through personal profiles.

Cost:- £2,000

#### Service Directory

A publication listing the economic development services available from North Lanarkshire Council will be developed, designed and produced for May 20th. This directory will list page by page, in detail all of the programmes. It will also include a tear-off, freepost coupon reply service to request further information. These directories will be distributed to relevant businesses and will also be available from points of information such as Planning & Development area offices, Enterprise Trusts.

Cost:- Approximately £5,000

### Advertising Campaign

#### **Property**

An advertising campaign entitled "Unbelievably Good News from North Lanarkshire" series was launched the week beginning the 15th of April. The campaign advertises industrial sites and units at Excelsior Park in Wishaw, Calder Street and East Shawhead at Coatbridge. The campaign features a billboard campaign in Glasgow, supported by quarter page advertisements in the property sections of the Glasgow Herald, insertions in the Daily Record as well as insertions in all of the Lanarkshire local press including the Hamilton Advertiser, Airdrie & Coatbridge Advertiser, Rutherglen Reformer, Wishaw Press, East Kilbride News, Motherwell Times, the Bellshill Speaker.

The design and production costs for this campaign were paid for by Motherwell District Council. The remaining cost is for the media schedule.

Total Cost:- £27,284

### Economic Development

An advertising feature is planned for the local press. The campaign will coincide with the launch of other publicity material week beginning May the 20th. The advertising features will provide details again of all of the services and contact points for the Economic Development & Property Division.

Cost:- Approximate estimate - £2,500

### Conclusion

The activities as outlined above will generate enquiries for all economic development and property services. The funding for the above marketing activities is available from existing budgets. Planning and/or implementation for many of these projects is now underway.

### Recommendation

The Committee notes the contents of the report.



 S. Cook  
Director of Planning and Development

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