

NORTH LANARKSHIRE COUNCIL

REPORT

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: NORTH LANARKSHIRE COUNCIL'S ECONOMIC DEVELOPMENT SERVICES PRESENTATION
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 30 May 1996	Ref: CMcA/JG/REP.033	

Introduction

As part of the quarterly marketing plan outlined at the previous Economic Development Committee, it was agreed that a presentation outlining North Lanarkshire Council's Economic Development Services be developed. This has now been generated and was presented by the Chair of Economic Development Committee at the Launch event held on the 29th May 1996 at Colzium House.

Content

The presentation provided details of services provided by the Economic Development Unit, an overview of the economic strategic process and an outline of short-term priorities. The presentation was supported by the following slide visuals:-

- Introduction
- Financial Assistance to Businesses
- Employment & Training Initiatives
- International Trade
- Tourism
- Town Centres
- Marketing North Lanarkshire
- Partnerships

Launch Event

At the Economic Development Unit Launch event guests included North Lanarkshire Council elected members and departmental representatives, Chief Executive and Chairpersons from the range of economic development agencies, Chambers of Commerce, Business Groups, commercial bank institutions and Job Centres. The intention of the event was to introduce the Economic Development Unit and its services at a senior level to organisations across North Lanarkshire.

'Roadshow'

It is now intended that the presentation will be taken around the various agencies, groups and communities of North Lanarkshire by senior officials of the Economic Development Unit. The Economic Development Unit relies on many of these agencies to refer clients and/or deliver services on behalf of them, it is therefore important that they are fully informed of the new Unit's services.

In addition, the presentation provides opportunities for feed-back on the services, providing an opportunity for many at the delivery end to influence future project development and project reviews.

Cost

The cost of the production of the presentation is minimal, with the main costs being staff time in preparation and eventually in delivery.

Recommendation

That the Committee notes the contents of the report and

- (i) Approves the continuation of the delivery of the presentation across North Lanarkshire.

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

Stanley C Cook

Director of Planning and Development

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