

NORTH LANARKSHIRE COUNCIL

REPORT

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: NORTH LANARKSHIRE BUSINESS LISTINGS/BUSINESS DIRECTORY
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 30 May 1996	Ref: SCJG\REP.026	

Introduction

The Economic Development Unit requires to develop a database which will provide information on companies in the area, and from that produce a North Lanarkshire Council business directory.

Given the volume of work involved in this project, an external market research company is being commissioned to undertake the initial work to develop the database. Ultimately, the database will be managed by the Economic Development Unit but will be accessible to other Council departments.

Background

At present there are business or industrial directories for Cumbernauld new town, Monklands District and Motherwell District. There is no coverage for the 4 wards that were formerly part of Strathkelvin or for those areas of Cumbernauld and Kilsyth District outwith the new town. The information contained within these directories varies in comprehension. Some of the information is only available in hard copy ie there is no computer listing of the information and requires to be data processed again. Both the Cumbernauld and Monklands Directories do not include retail entries or many service businesses unlike the Motherwell database which is the most extensive.

Purpose

The database will provide detailed information on companies in North Lanarkshire and will be updated and maintained by Economic Development Unit staff. The database will be used to produce a business directory for North Lanarkshire: this would be used to stimulate economic growth through:-

- Encouraging a higher degree of inter-trading between North Lanarkshire companies
- Promoting North Lanarkshire companies and their goods and services outwith the area

The database would also have other uses, such as providing a list of potential customers for; economic development programmes, the Council's industrial and commercial property portfolio and other Council services. The information contained in the database would also assist the Economic Development Unit to develop new programmes which are targeted at specific sections of the business community. The information held on the database will include; company name, address, phone number, type of activity, number of employees, standard industrial classification code, whether or not they are an NLC tenant and what type of property they occupy.

It would provide the basis for numerous direct marketing campaigns and provide a useful tool in the consultative process with the business community.

Commissioning the Work

Within the existing directories it is estimated that about 3,220 businesses are covered. For North Lanarkshire it is expected that the listings may cover as many as 5,000 businesses. Due to the scale of the task the work is being put out to tender.

Consultants have been asked to quote prices for 3 different options. The options differ according to the amount of information which will require to be collated. Each option will be considered against cost and usage of information.

A copy of the research brief sent to the consultants invited to tender is attached at Appendix 1. The brief was sent out on 21 May 1996, tenders are due back by 12 June 1996 and the work is expected to be complete by the end of August 1996.

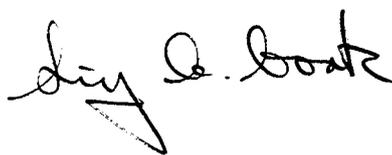
Resource Implications

The cost of this project will be met from within the Economic Development Unit's budget. We have had no indication of costs yet for this project but would anticipate a cost of no more than £15K. (The business directory publication will provide advertising opportunities.) A further report on production of the Business Directory will be presented to Committee at a later date.

Recommendation

That the Committee note the contents of this report and

- (i) Approve a maximum of £15K to be allocated from the promotions budget to this project.
- (ii) Agree executive powers to appoint a consultant to conduct this work subject to the tender process being completed.



S. Cook
Director of Planning and Development

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

**NORTH LANARKSHIRE COUNCIL
ECONOMIC DEVELOPMENT UNIT**

BUSINESS DIRECTORY RESEARCH BRIEF

1: Introduction

At present there is a need for a North Lanarkshire Council-wide Business Directory. There are, in existence, Business or Industrial Directories for Cumbernauld, Monklands and Motherwell. Limited coverage presently exists for areas of Cumbernauld & Kilsyth outwith Cumbernauld New Town and the 4 wards which were formerly part of Strathkelvin District.

Within the 3 existing directories approximately 3,220 businesses are covered. The Cumbernauld directory has about 340 entries, Monklands has about 555 entries and Motherwell has about 2,325 entries. The Motherwell directory includes retail while Cumbernauld and Monklands do not, this explains the greater volume of entries for Motherwell. In addition Strathclyde Region's Business Opportunities Database (BOD) provides a listing of about 2,000-2,500 North Lanarkshire companies. This database was created by Strathclyde Business Development and provides a wide range of information for each company. The categories used in the BOD are as follows:

- Company name, address, phone number, fax number, is it part of a holding company, details of holding company, names of contacts, type of business, if a contractor, major business activity, approximate turnover in last year, description of major business activity, any Industry Standards, if exporter, geographical trade areas, number of employees, details of specialisms, major industrial sectors of operation, where purchase most of goods/services from, interested in licensing/joint venture agreements.

2: Aim of Research Project

The aim of this project is to produce a comprehensive listing for use in a business directory and for other economic development purposes by North Lanarkshire Council. This will build on existing information but will also cover Kilsyth and the 4 former Strathkelvin wards so that comprehensive geographical coverage for North Lanarkshire is available. When the listing is available the Council will use it to produce a business directory which will be of use to the existing and potential business community as well as local economic development agencies.

3: Business Listings Contents

The listings should be laid out to clearly show the following information:

- Alphabetical listing of all businesses included, by name.

- Details of companies by sector; name, address, phone and fax number, contact name, company activity, number of employees, SIC code and type of property occupied (NLC tenant or not; if so - industrial or commercial).
- Listing of companies by SIC code.

Please note that companies providing more than one service may be entered under different categories.

4: Research Requirements

In order to establish the relevance of the existing data sources, it is expected that a telephone survey of the current listings will be required. This will establish:

- (a) If the company/business is still trading.
- (b) If any update to the company's entry is required.

In addition, those areas which have not previously been covered by directories will require field workers to identify location and name of business, followed up by a telephone survey to acquire further information.

All new companies recently moved to North Lanarkshire and any new business start-ups will require to be identified and followed up with a telephone survey. The Council will be able to provide some of this data but other sources of data will require identification.

Telephone numbers for contacting businesses are listed in the existing business directories and databases. Other sources of information which will assist in the identification and updating of the listings should be identified as early as possible.

5: Research Output

The listings should be produced on computer software that is compatible with NLC EDU computer systems. This will require further discussion. A draft copy of the listings will need to be produced for discussion by the EDU. Following discussion and consideration of the draft listings a finalised version of the listings will be produced in a finalised format. Ownership of the finalised listings will rest with North Lanarkshire Council.

The 3 business directories will be provided to the research team in the following formats: Cumbernauld - hard copy, Monklands - hard copy plus computer disc (Dataease for Windows), Motherwell - hard copy plus computer disc (Access for Windows). Additionally, the Business Opportunities Database is on Foxpro for Windows. You will be required to cross-tabulate the various listings to produce one base listing for North Lanarkshire.

6: Timescale

It is envisaged that the project should be completed by the end of July 1996. At all stages of the project the research team should keep the EDU informed of progress and any difficulties they are encountering.

7: Tasks

Those tendering are requested to submit a proposal and costings for each of the following options being considered:

- Option A:

Carry out necessary research to provide a full listing of businesses in the manufacturing and service to business sectors in North Lanarkshire. The information should be compiled in 3 listings so as to relate to the three geographic sectors of North Lanarkshire: North (Cumbernauld & Kilsyth plus 4 former Strathkelvin wards), Central (Monklands), South (Motherwell). The listings should include the information as listed in section 3 above.

- Option B

As for Option A but also include retail for all of North Lanarkshire.

- Option C

As for Option B but in addition update all categories of information contained on BOD.

8: Tender Submissions

Tenders should be marked "Economic Development Unit" and submitted to the address below by 5pm on 12 June 1996:

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North Lanarkshire Council
Fleming House
2 Tryst Road
CUMBERNAULD
G67 1JW