

NORTH LANARKSHIRE COUNCIL

REPORT

TO: ECONOMIC DEVELOPMENT COMMITTEE		Subject: FEDERATION OF ECONOMIC DEVELOPMENT AUTHORITIES SEMINAR - "INWARD INVESTMENT"
From: HEAD OF ECONOMIC DEVELOPMENT & PROPERTY		
Date: 15 AUGUST 1996	Ref: GS/LMcW	

Introduction

This Seminar was attended by Councillor Kevin McKeown and the Head of Economic Development and Property. The Seminar was succeeded by a meeting of the Organisation, a copy of the papers of which are available in the Members' Library.

Seminar Report

The Seminar Speakers consisted of representatives of companies who had recently located in the United Kingdom - NBNA International Bank - Located at Chester; Kostal UK Limited - Located at Barnsley; Samsung Electronic Manufacturing UK Limited - Located at Hartlepool.

Presentations were also made by Ernst & Young, Location Advisory Consultants and the Marketing Director of the Invest in Britain Bureau - a UK wide organisation similar in its operation to Locate in Scotland.

A number of factors emerged for all of the presentations, which influenced companies and the three companies in particular in their decision to locate where they did. These could be summarised as follows:

- Proximity to Market
- Labour - Quality, Flexibility and Cost
- Infrastructure - Availability of communication, sites etc
- Financial incentives
- Language
- Welcome and Aftercare

The Speakers went into considerable detail in how they had been treated by the Authorities where they had finally located and it became clear that Local Authorities in England played a bigger role in inward investment than appeared to be the case in Scotland. A consistent feature of all presentations was the company attitude to the people that they found in the areas where they located. There were keen to see an enthusiastic approach from the communities and were keen to find labour that was well trained, flexible and available at the right cost.

The Speaker from Ernst & Young made available a survey which his Company had recently carried out on the effectiveness of various inward investment activities. A copy of this document is available from the Planning & Development Department.

The next Study Visit and Seminar, organised by FEDA, takes place on 3 - 6 September at Hartlepool. The Study Visit will provide an opportunity to inspect some of the regeneration projects undertaken by Hartlepool City Council in association with other partners in the North East and will also involve a visit to the Samsung Complex.

The information provided by the Speakers at the Seminar gave an interesting insight into how inward investment decisions are made and it will prove helpful in the future.

A handwritten signature in black ink, appearing to read 'G. B. Smith'. The signature is fluid and cursive, with a prominent initial 'G' and a long, sweeping underline.

Head of Economic Development and Property