

## NORTH LANARKSHIRE COUNCIL

## REPORT

TO: ECONOMIC DEVELOPMENT COMMITTEE		Subject: ECONOMIC DEVELOPMENT UNIT: ENQUIRY HANDLING SYSTEM
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 3 SEPTEMBER 1996	Ref: SC/LMcW/REP-073	

Background

Since April, the Economic Development Unit has been developing a system for logging the enquiries it receives for each of its services. A form has been devised for logging these enquiries, a copy of which is attached. The number of enquires was initially slow as a result of local government re-organisation, new telephones etc, but since May have steadily increased. The system still needs some fine tuning but seems to be working well. The figures outlined below are for April, May and June.

Analysis of Enquiries

In future reports, more detail on the type and nature of enquiry will be available. The figures below relate to enquiries for each particular service.

This system and the analysis of it is meant to complement the ongoing monitoring and analysis of particular schemes carried out by Economic Development staff.

April - June 1996

	Enquiries	Responses/ Applications Received	Responses/ Applications Approved
<u>Training</u>			
Employment Grants Scheme	83	51	51
Management Technology Training Grant	-	32	16
Training Access Grant	-	29	13
<u>Business</u>			
International Trade	-	24	9
Business Loans	30	12	4
Boost: Start-up	-	20	10
<u>Policy</u>			
Business Directory	70	n/a	n/a
Service Directory	13	n/a	n/a
Total Enquiries	196		

An enquiry is logged for the initial contact made with the EDU. Each case which then follows can involve a number of company visits and further enquiries. For a number of the programmes that are offered therefore, much more involvement occurs than the level of enquiries would indicate.

In addition to the programmes listed above, the following programmes have not yet been launched. The expected launch dates below are noted.

- Youth Employment Training Initiative September 1996
- Marketing Assistance Programme September 1996
- Women's Management Development Programme
- Local Enterprise Action Fund July 1996
- Women Mean Business

The system is continually being improved and will develop to record how many enquiries are coming from each of the 3 divisional areas. A monthly summary of enquiries will be kept in the Economic Development Unit. These will be used to produce regular quarterly reports in the future which will be submitted to this Committee.

Recommendation

That the Committee notes the contents of this report.



 Stanley C Cook  
Director of Planning & Development