

NORTH LANARKSHIRE COUNCIL

REPORT

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: NORTH LANARKSHIRE BUSINESS LISTINGS/BUSINESS DIRECTORY
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 29 August 1996	Ref: SC/JG/REP.068	

Background

North Lanarkshire Business Listings is a project to develop a database of all manufacturing, service-to-business and retail businesses in North Lanarkshire. A report was submitted to the Committee in June 1996 outlining the rationale for undertaking this project and the approach to be adopted.

The Business Listings

A maximum budget of £15,000 was allocated to undertake the business listings work. Five companies were invited to tender for the work, four of which tendered. Of these only two came within budget. Forgewood Market Research Ltd (FMR) were eventually selected to undertake the work.

The database is now complete and housed within the Economic Development Unit. It was originally envisaged that 5,000 businesses may be included, the actual figure is 4,875 (1,023 of which are retail).

The overall cost payable to FMR for undertaking this work is expected to be £14,224 + VAT. The business listings database has therefore been produced within budget.

The Business Directory

The business listings database will be extremely useful in assessing characteristics of the local company base, and tailoring programmes to meet the needs of the local business community. Additionally, the database will form the basis for the production of a North Lanarkshire business directory.

The business directory would act as a promotional document for North Lanarkshire. It would also serve to:

- Encourage a higher degree of inter-trading between North Lanarkshire companies.
- Promote North Lanarkshire companies and their goods and services outwith the area to companies such as the Authorities Buying Consortium (ABC).

The publication will include details of companies in the manufacturing and service to business sectors. Retail is to be excluded from this directory for a number of reasons including:-

- Different markets ie a retail directory would be targeted at the domestic consumer and not the business to business sector.
- Prohibitive size of the directory. Approximately 4,000 entries have been identified exclusive of retail.

In considering the publishing of this business directory, two companies have submitted proposals to date. The proposal which provides the Council with the best solution is from The British Publishing Company. This company produces the majority of this type of publication for local authorities. Their proposal is as follows:-

- To design and publish 6,000 copies of A4 size business directories free of charge.
- The publishing costs will be funded entirely through advertisements.

Further negotiation with a number of publishing companies will take place to ensure the Council receive the highest quality publication at no cost, in the agreed timescale required.

Timing

The completion date for this publication is expected to be December 1996. This date depends greatly on the sale of advertising but the Economic Development Unit is optimistic that companies will want to be associated with the publication.

Recommendations

That the Committee agrees the production of a business directory for manufacturing and the service to business sector for North Lanarkshire, financed through advertising in the manner outlined above.



 Stanley C Cook
Director of Planning and Development

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