

REPORT

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| To: ECONOMIC DEVELOPMENT COMMITTEE | | Subject: NEW LANARKSHIRE LIMITED - PROJECT FUNDING |
| From: DIRECTOR OF PLANNING & DEVELOPMENT | | |
| Date: 4 September 1996 | Ref: MMCC/JG/REP.078 | |

New Lanarkshire Limited has been in existence for almost 5 years and brings together representatives of the public and private sector for the purposes of promoting civic pride in Lanarkshire. This is done through the Supercounty Campaign which has been running in Lanarkshire for almost 5 years.

The Supercounty Campaign is actively involved across a number of activity areas including sponsorship of district based events, financial support to social projects, financial support to civic pride brand projects, physical projects and the marketing of the Supercounty slogan. North Lanarkshire Council is permitted to have 3 representatives on the Board of New Lanarkshire Limited. The company are awaiting the Council's nominations for membership to be ratified at the next Board meeting.

The Economic Development Unit Manager attends board meetings as an observer.

Funding

In the past New Lanarkshire Limited received core funding from Motherwell, Monklands and Strathclyde Regional Councils which in the 1995/96 period amounted to £30,000. As North Lanarkshire Council has moved away from funding any external body through core funding New Lanarkshire Limited was informed that any financial assistance in the future would have to be linked to project funding. At a recent meeting with Terry Currie, the Chief Executive of New Lanarkshire Limited, he highlighted two specific projects relating to the Lanarkshire Supercounty Campaign for which he seeks financial support from this Council:-

1. Lanarkshire Business Awards

This event seeks to recognise the efforts of Lanarkshire's business community across a range of categories. Businesses are nominated from the local authority, enterprise trusts and financial institutions to be considered by a panel for an award. The award ceremony itself has grown in stature over the past few years to the extent that it is now recognised as a key business event on the Lanarkshire social calendar. The event attracts media coverage from the quality business press and helps to focus on the quality and the diversity of the companies in the Lanarkshire economy. A request for £5,000 has been made to support this project from both North and South Lanarkshire Councils.

2. Lanarkshire Supercounty Calendar

With the demise of the Clyde Valley Tourist Board the Supercounty project has decided to continue with the highly popular calendar which features scenes from throughout Lanarkshire. 7,000 calendars will be produced, some of which will be distributed free of charge as promotional items and some will be sold to the public through newsagents across Lanarkshire. The previous calendar has been very well received and has served to promote Lanarkshire at both a national and international level. A request for sponsorship of £2,000 for the calendar has been made to North and South Lanarkshire Councils.

As both these initiatives are important for the area, particularly from the standpoint of image and marketing which is a crucial issue to be addressed by all agencies working in the field of economic development, these requests should be regarded favourably. South Lanarkshire Council has confirmed funding as requested for both projects.

3. Supercounty Sponsorship

Over the past years the Supercounty project has sponsored a number of events in North Lanarkshire. These have ranged from school safety initiatives to the Wishaw Christmas Gala Evening which has been very successful over the last 2 years. The following projects are currently under discussion with the Chief Executive of New Lanarkshire Limited with a view to securing Supercounty sponsorship:-

- (a) Wishaw and Bellshill Christmas Gala events which are held to launch the Christmas festivities in both towns.
- (b) Fireworks Display at Strathclyde Country Park.
- (c) Village signage project to be piloted across North and South Lanarkshire.
- (d) Hanging baskets and a tree planting scheme for selected town centres throughout North Lanarkshire.
- (e) Child safety equipment loan scheme.
- (f) Schools awareness to danger project (MASK).

Initial discussions indicate that up to £17,000 will be allocated in support of these projects.

Recommendation

Members are asked to approve the following financial support to Lanarkshire Supercounty Campaign:-

- (i) Lanarkshire Business Awards - £5,000
- (ii) Lanarkshire Supercounty Calendar - £2,000
- (iii) Agree a more detailed report be submitted to a later Committee outlining financial support from Lanarkshire Supercounty Campaign to North Lanarkshire Council.




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Director of Planning and Development

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