

NORTH LANARKSHIRE  
COUNCIL

## REPORT

To: ECONOMIC DEVELOPMENT COMMITTEE	Subject: ENQUIRY HANDLING SYSTEM	
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 20 November 1996	Ref: SC/LU/REP.117	

**BACKGROUND**

A system is being developed which monitors the volume and type of enquiries received by the Economic Development Unit. Quarterly reports will be produced for the Economic Development Committee to outline these. This is the second of these reports, the first previously being presented to the Economic Development Committee in September.

This report incorporates 2 tables of information as follows:-

- Table 1 Enquiries for training and business development schemes.  
Table 2 Enquires for the year to date

The information contained below relates to July - September 1996, but also compares this to April - June 1996.

**Table 1 - Enquiries for Training and Business Development Schemes**

	JULY - SEPTEMBER 1996		
	Enquiries	Responses/ Applications Received	Responses/ Applications Approved
<b>Training Programmes</b>			
Management Technology Training Grant	52	43	36
Training Assistance Grant	45	28	22
Marketing Assistance Programme	20	20	20
Womens Management Development Programme	29	29	29
Youth Employment Training Initiative	7	5	3
<b>Business Development Programmes</b>			
Business Loans	16*	16	8
Boost: Start-up	20*	20	17
Employment Grants Scheme	56*	56	41
International Trade	12*	12	4
	—	—	—
<b>Total Number of Enquiries</b>	<b>257</b>	<b>229</b>	<b>180</b>

\* Enquiries for these schemes come via other agencies and are received by the Council at the formal application stage. The actual number of enquiries is estimated to be much higher. Methods of monitoring these enquiries are currently being investigated.

The volume of enquiries has increased over the 2 quarters to date by 88%. This is as a result of an increased awareness of the location of the unit, the new phone system that has been installed and increased marketing activity.

**Table 2 - Enquiries for the year to date**

<b>Quarters</b>	<b>Total No. of Enquiries</b>
April - June 1996	196
July - September 1996	370
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<b>Total for 1996 - 1997 to date</b>	<b>566</b>

## **PUBLICATIONS**

In addition the Council distributes a number of publications. These are as follow:-

- **Business Focus**

This is distributed to 5,000 businesses on a monthly basis.

- **Service Directory**

This has been widely distributed and is also available through the Enterprise Trust network, the Careers Service and other outlets.

- **Business Directory**

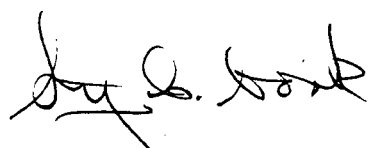
A North Lanarkshire Business Directory is being produced at present. During this quarter 92 enquiries were received for the business directory.

## **FUTURE DEVELOPMENTS**

We are currently developing systems which will collate information/enquiries on the three areas (northern, central and southern) within North Lanarkshire. We intend that we will be in a position to report further on this in the next quarterly report to the Economic Development Committee.

## **RECOMMENDATION**

That the Committee note the contents of this report.



Stanley C. Cook

**Director of Planning and Development**

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