

NORTH LANARKSHIRE
COUNCIL

REPORT

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: NORTH LANARKSHIRE BUSINESS DIRECTORY
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 19 November 1996	Ref: SC/LU/REP.108	

BACKGROUND

A North Lanarkshire business directory is to be produced which will include all manufacturing and service businesses within North Lanarkshire. This will be created from the business database held within the Economic Development Unit. Approval was given for this at the September committee.

THE BUSINESS DIRECTORY

The work was put out to tender and following some consideration the publishing contract was awarded to Straightline Publishing Ltd of Bothwell. Straightline are to produce the directory and finance it by selling advertising space. The income generated from the sale of advertising will cover the costs of production. Any income generated over and above the costs of production will be divided on the basis of 50% payback to North Lanarkshire Council.

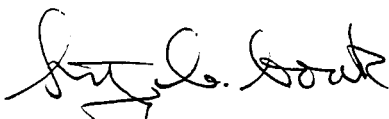
The potential to generate an increased income is possible given the substantial interest among potential advertisers but this requires to be measured against the heavy demand for the publication. All of the directories produced by the previous District Councils are now out of print and the Economic Development Unit receives requests on a daily basis for the new directory and is compiling a list of interested parties who will be sent the directory in due course.

TIMING

The completion date for production of the directory is now expected to be Spring 1997 and a launch is planned for that time.

RECOMMENDATIONS

That the Committee note the contents of the report.



Stanley C Cook

Director of Planning and Development

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