

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: NORTH LANARKSHIRE BUSINESS DIRECTORY 1997 - 98
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 28 July 1997	Ref: SC/LC/REP.251	

1 Background

- 1.1 The first edition of the Council's Business Directory was launched at the Civic Centre on 3 June 1997. The event was attended by a broad range of elected Members and Officials of the Council, as well as staff from partner economic development agencies and local business people.

2 Circulation

- 2.1 The Directory has been distributed free of charge to about 4,500 local businesses. This includes the 3,300 businesses listed in the Directory as well as 1,200 retail businesses not in the Directory.
- 2.2 Larger businesses in the area have been offered the opportunity of having multiple copies of the Directory. Those wishing to take up this offer have had boxes delivered to them. Staff working for the Lanarkshire Development Agency and local Enterprise Trusts have also received copies of the Directory. Each of the Council's Departments have also received multiple copies of the Directory.
- 2.3 A charge of £10 is currently being levied to individuals and businesses from outwith the area who request a copy of the Directory. This charge is reduced to £5 in relation to charities and unemployed people from outwith North Lanarkshire. To date a total of 152 have been sold generating revenue of £1,520.

3 Availability

- 3.1 The Economic Development Unit remains the main point of contact for enquiries concerning the Directory. However, in order to make the document more widely available to enquirers from outwith North Lanarkshire - it is now being sold through the 3 Area Planning Officers, the Public Relations Section at the Civic Centre and the 3 local Enterprise Trust offices.
- 3.2 These arrangements will continue in future and ensure that the Business Directory is widely available to the local, and wider, business community.

4. Production

- 4.1 With a project as complex as the Business Directory it was inevitable that a margin of error would be experienced. This has involved companies being omitted or entered incorrectly and a variety of spelling and data errors. While every effort was made to avoid these, understandably some mistakes have occurred. Since the launch of the Directory the Economic Development Unit has been working to rectify these mistakes and will be producing an addendum in the coming weeks. The addendum will outline businesses previously entered incorrectly and new businesses to the area.

- 4.2 While it is difficult to know exactly what the margin of error on the project has been overall, it is estimated that probably about 2% of entries had mistakes. This is based on the businesses that have made particular mistakes known to us. An estimate of the number of businesses omitted completely must also be added to this. This is more difficult to estimate as businesses may have chosen not to be entered, or if they are not entered in the Directory may not have seen a copy and will not know they are omitted. Although every effort has been made to produce a comprehensive Directory it is estimated that about 2% of companies may have been omitted by error. The margin of error for producing the Directory is therefore estimated to be between 3-5%.

5 Recommendation.

That the Committee note the contents of this report.



Stanley C Cook
Director of Planning and Development

For further information, please contact Stephen Cox, Economic Policy Officer.
Telephone : 01236 616281