

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: Marketing Assistance Programme (MAP)
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 23 April 1998	Ref: IL/REP397	

1 Purpose of Report

- 1.1 This report seeks to update members on the progress of the 1997/98 Marketing Assistance Programme (MAP).

2 Background

- 2.1 The Marketing Assistance Programme (MAP) is available to North Lanarkshire companies who can demonstrate a need for marketing assistance. The objectives of MAP are: to increase marketing awareness within the North Lanarkshire business community and to encourage individuals to develop their marketing knowledge, enabling them to initiate and implement a marketing plan for their company.
- 2.2 Participants in the programme comprise of managers from wide and varied backgrounds, who need to develop an understanding of marketing, including product development and customer needs, as well as promotion, selling and customer care and how to apply this knowledge to their business.
- 2.3 The programme is highly interactive in order to encourage participants to contribute and exchange ideas and to relate learning points to their individual business requirements. The programme facilitator acts as a 'learning guide' with the aim of enabling the participants to assimilate and develop ideas in the way most appropriate to their background and situation.
- 2.4 The content of the programme consists of:
- Initial consultation / marketing needs analysis; six evening seminars enabling companies to gain awareness of the concepts of marketing and how to apply them to their own situation in order to develop a marketing strategy; three half day seminars, allowing participants to gain a deeper understanding of the aspects of marketing identified during the evening seminars; follow up consultation to progress the implementation of marketing plans and a final consultation session to evaluate the progress of individual companies against the pre-determined outcomes identified for the programme.

3 The 1997/98 Marketing Assistance Programme

- 3.1 The programme, which was available to all business types within North Lanarkshire, attracted enquiries from a range of businesses. The programme, which has recently concluded, was delivered by a recognised marketing consultant on behalf of the Council in the southern area of North Lanarkshire. A total of 13 participants, from nine companies, completed the programme.
- 3.2 Of the nine participating companies, five were from the manufacturing sector and four from the service sector. All participating companies are currently receiving one to one aftercare/consultancy to enable the production of a bespoke marketing plan.
- 3.3 The 1997/98 Marketing Assistance Programme was operated as a group scheme through the Management and Technology Training Grant.

4 1998/99 Marketing Assistance Programme

- 4.1 It is proposed to run MAP in the Central and Northern areas during this year, again, with assistance from the Management and Technology Training Grant.
- 4.2. It is proposed to utilise the Council's Information Technology resources to their optimum in future programmes.

5 Recommendation

- 5.1 It is recommended that the Committee note the contents of this report on the Marketing Assistance Programme.



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