

To: ECONOMIC DEVELOPMENT COMMITTEE SOCIAL WORK COMMITTEE		Subject: COPYRIGHT & COMMERCIALISING ECONOMIC DEVELOPMENT UNIT PUBLICATIONS
From: DIRECTOR OF PLANNING & ENVIRONMENT		
Date: 27 January 2000	Ref: CMcA/DN/REP.638	

1 Purpose of Report

- 1.1 The purpose of this report is to seek committee approval for the protection by copyright of publications produced by North Lanarkshire Council's Economic Development Unit, and in doing so developing opportunities for commercialising publications. This report also seeks approval to market the Redundancy Support Pack produced by the Economic Development Unit and Social Work Department to other local authorities.

2 Sustainability

- 2.1 The commercialisation of some economic development services will reduce duplication of effort and encourage partnership working which will contribute to the sustainable policy adopted by the Council through Local Agenda 21 by addressing Section 11 "Partnership and funding - working in partnership with other departments and agencies."

3 Background

- 3.1 North Lanarkshire Council's Economic Development Unit produces a substantial number of publications each year including 10 issues of Business Focus newsletter, 4 issues of Tourism Matters, 2 issues of Economic Bulletin, a North Lanarkshire Business Directory and others.
- 3.2 Following advice from Legal Services, it was apparent that none of these publications had been protected by copyright, so there is no legal barrier to anyone simply copying the publications.
- 3.3 The Economic Development Unit generates £20-25k of revenue through the sale of advertising in the North Lanarkshire Business Directory publication.

4 Redundancy Support Pack

- 4.1 The Economic Development Unit and Social Work Department jointly produced a redundancy support pack in 1998 and this created interest among other local authorities who wanted to produce the same publication for their area. It was proposed that this was a service that other local authorities could contribute to the development costs of, if they were to benefit from receiving the information contained in the pack. It is intended that North Lanarkshire will continue to update information on redundancy support and will issue regular update bulletins to other local authorities, who buy into this service. Further to discussion with the Department of Administration there appears to be no legal barrier to the Council offering to sell the format of the booklet providing that the following conditions are met.

- (i) The content is believed to have been reasonably accurate at the date when the booklet was produced, but the Council provides no warranty as to accuracy or legality.
- (ii) The document is sold as no more than a template for the preparation of a similar booklet by another public sector body purchaser, who must undertake that their version of the booklet shall contain no reference to North Lanarkshire Council.
- (iii) For each publication it is essential that the Council is acting within its statutory powers in gathering and publishing information, as well as being clear that such documents or ideas may be sold only to other public sector bodies.

4.2 Whilst there is no copyright protection on the current publication, this is not preventive from offering it for sale among other local authorities and it is intended that this is marketed to other Councils and a price agreed in line with market demand.

4.3 Since this is the first effort to commercialise and sell the publications to other local authorities in this way, it is difficult to forecast the value of revenue that could be generated. The Department is currently examining opportunities for commercial activity, as it is acknowledged that it has become a much more important aspect to providing services.

4.4 Any revenue generated through the sale of the Redundancy Support Pack to other organisations would be used in the first instance to recover the production costs of the original publication with any additional revenue being split between the Social Work Department and Economic Development Unit.

5 Conclusion

5.1 It is concluded that all publications produced by the Economic Development Unit should be protected by copyright. The revenue generated from the commercialisation of this and other Economic Development services will be reported to Committee in due course.

6 Recommendation

It is recommended that the Committee:-

- (i) note the contents of the report
- (ii) approve that all Economic Development Unit publications are protected by copyright
- (iii) that the Redundancy Support Publication document is marketed to other Local Authorities at a cost to be agreed in line with market demand.



David M Porch
Director of Planning and Environment



James Dickie
Director of Social Work

Date of Report: 22 December 1999

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