

NORTH LANARKSHIRE COUNCIL

REPORT

AGENDA ITEM NO. 5

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: TENDER FOR TRADE / MEET THE BUYER EVENT
From: DIRECTOR OF PLANNING & DEVELOPMENT		
Date: 24 August 2000	Ref: LM/PB/Rep.718	

1. Purpose of Report.

- 1.1 The purpose of this report is to advise committee of the proposed "Tender For Trade" business event, detailing the timetable, structure, aims and objectives of the project. The report will outline the costs incurred in organising and staging the event and seek to gain committee approval for expenditure required meeting these costs.

2. Sustainability.

- 2.1 This programme meets the sustainable development policy adopted by the Council through Local Agenda 21 by addressing elements of Section 3 "Economy and Work" and Section 8 "Social Needs". In particular the scheme addresses the following areas:

- Reducing poverty and low pay
- Increasing employment opportunities for local people
- Helping local and community based business to set up and grow

3. Background.

- 3.1 The Economic Development Unit proposes to develop a project that will encourage and promote good practice in local sourcing initiatives and increase the level of trade between local companies and North Lanarkshire Council. In addition the project will promote the Council as "business friendly" and establish links across the North Lanarkshire business community.
- 3.2 It is proposed that the Economic Development Unit will lead this initiative corporately and by working with other departments, establish new working practices and requirements to implement the project.
- 3.3 The Economic Development Unit and partner economic development organisations will increase awareness among local companies on North Lanarkshire Council purchasing procedures through training, business development services, publications and public relations.
- 3.4 The Economic Development Unit will also encourage local business to outline current barriers to trade with North Lanarkshire Council so that the necessary steps can be taken to addressing these issues. The EDU will also fund, where appropriate, training

projects within local businesses which will increase their capacity and improve quality which can lead to their winning contracts from the local authority and other public bodies. It is expected that training needs within North Lanarkshire businesses will be identified in areas such as Quality Assurance and accreditation, Best Value, public procurement procedures, management accounting, credit control, creditor invoicing and payment procedures.

4. Aims and Objectives.

- 4.1 To increase the level of trade between local companies and North Lanarkshire Council.
- 4.2 To promote within North Lanarkshire companies a culture of "tendering" for business with other large public sector buyers ie. health boards, and with large private sector organisations.
- 4.3 To improve the capacity of local companies to compete for local government contracts.
- 4.4 To improve the supplier/purchaser relationship in line with Best Value.
- 4.5 To encourage other local major purchasers to also source locally.
- 4.6 To identify opportunities for business development ideas.

5. Format.

- 5.1 It is proposed that the event will primarily consist of a conference and an exhibition accompanied by a series of training workshops, which will pull together all the various elements of the project. The conference will target specific sectors and will include speakers from various departments and other major purchasers. The exhibition will include representatives from North Lanarkshire Council Departments, the Authorities Buying Consortium, Lanarkshire Health Board, and other large organisations in the private sector.
- 5.2 The proposed date for this event is February 2001 and a number of local venues are presently being considered. The exact date and venue for the event will be confirmed in due course.
- 5.3 It is proposed that the event will adhere to the following schedule;
 - Introduction and opening speech/address to be made by a high profile local politician.
 - Address by journalist/economist and/or high profile business leader.
 - Address by Director of the Authorities Buying Consortium.
 - Exhibition stands and displays – open session giving delegates an opportunity to network and obtain advice from exhibitors.
 - Workshops / Breakout Sessions – themed workshops on specific topics related to public procurement, these may include:
 - a. Access to approved tendering lists.
 - b. Quality accreditation.
 - c. Training Grant Assistance for achievement of awards enabling tender list eligibility.

- d. Specific tendering procedures for NLC/ABC/Health Board/Private Sector Organisations.
- e. Supplier invoicing and payment procedures.

5.4 Hospitality on the day will take the format of a sandwich lunch, with tea and coffee available throughout the day.

6. Budget.

6.1 The anticipated cost of the project is £20,000. This total reflects the costs to hire the venue and to both organise and promote the event and can be broken down as detailed in the attached appendix A.

7. Sponsorship.

7.1 The Economic Development Unit intends to partially offset the costs of the project by obtaining sponsorship from the business community. Discussions are presently underway with a number of potential sponsors.

8. Marketing and Promotion

8.1 The Marketing team in the Economic Development Unit will undertake a series of carefully targeted programme of marketing and promotional activities in advance of the event in order to generate interest and stimulate attendance.

8.2 These activities will include:

- A series of advertisements and announcements will be made to the local business community via local press and media.
- A promotional flier outlining the programme for the day will be distributed via direct mail using the "Business Focus" newsletter which reaches a target audience of 4000.
- A website promotion for the event on the North Lanarkshire Council internet site.
- A quality publication will be produced to be issued at the event and will be designed as a reference tool for businesses to retain and use after the event.

9. Intended Outcome.

9.1 It is intended that the "Tender for Trade" event will deliver a number of social and economic benefits to the North Lanarkshire economy and its residents.

9.2 Benefits, which will accrue to the local economy, will include increased capacity and competitiveness within local businesses, through the development of new skills in areas such as public procurement, quality accredited supply procedures, tender construction and sales negotiation. Improved performance in these areas will result in increased trading by local businesses with North Lanarkshire Council, other public sector organisations and large private sector companies, both on a local and national basis. This increased business activity will improve the profitability of local businesses and create demand, which will, in turn, lead to the business's development and ability to respond to market change.

9.3 Social benefits will accrue to the North Lanarkshire economy through the creation of new additional job opportunities for local residents. Jobs created will incorporate relevant vocational training and the attainment of individually held transferable skills.

10. Conclusion.

- 10.1 The "Tender for Trade" event will be a high profile, integrated, quality event which will promote North Lanarkshire Council as business friendly and active in assisting the development and improved competitiveness of local companies. This in turn will deliver social benefits to North Lanarkshire residents through assisting and encouraging local companies to create new, additional employment opportunities.

11. Recommendation.

- 11.1 It is recommended that committee note the content of this report and approve expenditure of £20,000 on the organisation and promotion of the "Tender for Trade" Event.



David M. Porch.
Director of Planning and Environment

Date of Report : 21 July 2000

For further information please contact

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Meet the Buyer - Proposed Event Budget			
	Quantity	Details	Cost
Venue			
	1	Hire of Concert Hall Set-up day	£435.00
	1	Hire of Concert Hall Event and Breakdown	£435.00
	1	Hire of Theatre	£250.00
	1	Meeting Room	£50.00
		Miscellaneous on-site equipment hire TBC	£300.00
		Radio Microphones	£100.00
		Technician Fees	£150.00
		Floral arrangements (TBC)	£150.00
		subtotal	£1,870.00
Catering			
	300	Tea/Coffee/Biscuits (AM)	£350.00
	300	Tea/Coffee/Biscuits (PM)	£350.00
	300	Mineral Water/Fruit Juice (Lunch)	£250.00
	300	Finger Buffet Lunch	£1,200.00
		Contingency for Catering	£450.00
		subtotal	£2,600.00
Print & Design			
	4500	Promotional Flier	£637.00
	200	Promotional Posters	£363.00
	2000	Main Event Publication	£1,500.00
	2000	Event Programmes	£500.00
	500	Badges	£350.00
	30	Sponsorship Leaflets	£150.00
		Contingency for Printing	£1,000.00
		subtotal	£4,500.00
Promotion			
		Miscellaneous Display Adverts TBC	£1,500.00
		Clan FM promotion TBC	£1,000.00
		Contingency for promotion	£500.00
		subtotal	£3,000.00
Exhibition			
		Hire of contractor and construction of 20 shell scheme stands TBC	£6,500.00
		Contingency for Lighting / Equipment TBC	£1,500.00
		subtotal	£8,000.00
TOTAL		TOTAL EVENT BUDGET	£19,970.00