

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: NORTH LANARKSHIRE BUSINESS DIRECTORY 2000
From: DIRECTOR OF PLANNING & ENVIRONMENT		
Date: 24 AUGUST 2000	Ref: HG/REP717	

1. Purpose of Report

- 1.1 The purpose of this report is to inform the Committee of progress regarding the publication of the North Lanarkshire Business Directory 2000.

2. Background

- 2.1 As members are aware, the first edition of the North Lanarkshire Business Directory was published in June 1997 and it had previously been agreed that the year 2000 would be an appropriate time to produce a new edition of the Business Directory. Since the first edition, there have been significant changes in the local business environment with new businesses locating onto the Enterprise Zones and large-scale investment in the area.
- 2.2 Local market research consultants, TL Dempster, were appointed to comprehensively update the business listings database from which the Business Directory is produced. On completion of the market research, a range of quality control checks (outlined in a report submitted to Committee on 9 March 2000) was carried out.

3. Publication

- 3.1 Straightline Publishing has published the new Business Directory, in line with their contract agreed in 1997 to publish the first two editions. The Economic Development Unit took delivery of the Business Directory on 28 June 2000 and a direct mailing of the directory was undertaken by Scotmail during the week commencing 26 June. This was by far the most cost-effective method of posting a copy of the directory to 3913 North Lanarkshire businesses who had agreed to have their details listed in the North Lanarkshire Business Listings database which forms the basis of the Business Directory.
- 3.2 A copy of the new Business Directory has been sent to the Chief Executive and all Directors; copies have also been forwarded to Member Services for distribution to all elected members. A supply of the Business Directory has been forwarded via the internal mail system to all Council departments to be distributed to appropriate personnel within each department.
- 3.3 Free copies of the Business Directory have also been distributed to: Scottish Enterprise Lanarkshire, Local Enterprise Trusts, libraries, academic libraries, careers offices, job shops etc.

4. Launch

- 4.1 The North Lanarkshire Business Directory 2000 will be officially launched at a photocall to be held at Monklands Area Enterprise on Tuesday 25 July 2000.

5. Sales

5.1 The Directory will be available for sale to the wider business community from the Economic Development Unit and from local planning offices. The pricing structure will be as follows:

- Free - All North Lanarkshire businesses
- North Lanarkshire charities
- North Lanarkshire individuals who collect the directory from Fleming House or from their local planning office.
- £5.00 - Non-North Lanarkshire based charities
- Non-North Lanarkshire based students
- £15.00 - All non-NL based companies
- All non-NL based individuals

5.2 Since the Economic Development Unit took delivery of the Business Directory on 28 June, 51 copies have been sold, generating sales of £715. These sales have been generated from a waiting list of people wishing to purchase the new directory as no direct marketing of the directory has yet been undertaken. The total sales of the first issue of the Business Directory reached £4020 over a three-year period and it is encouraging that 17% of that figure has been raised prior to the official launch of the new Business Directory.

6. Conclusion

6.1 The North Lanarkshire Business Directory 2000 is now available to the North Lanarkshire business community and should provide a useful means of inter-trading between North Lanarkshire companies as well as encouraging business from outwith the area.

7. Recommendation

7.1 That the Committee note the contents of this report.



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18 July 2000

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