

AGENDA ITEM NO. 9

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: NORTH LANARKSHIRE DRIVING FORWARD PUBLICATION
From: DIRECTOR OF PLANNING & ENVIRONMENT		
Date: 23 rd November 2000	Ref : DR/REP747	

1 Purpose of Report

- 1.1 The purpose of this report is to inform the Committee of the production of an inward investment brochure - North Lanarkshire Driving Forward (this was previously referred to in Report entitled "Services to Business Pack" submitted to Committee on 4 March 1999).

2 Sustainability

- 2.1 The North Lanarkshire Driving Forward publication meets the sustainable development policy adopted by the Council through Local Agenda 21 by addressing elements of Section 3 "Economy and Work".

3 Background

- 3.1 The Council often receives enquiries from inward investment companies, property developers and other similar organisations seeking up to date information on the North Lanarkshire area as a location for business.
- 3.2 This has led the Economic Development Unit to identify a requirement for a publication that promotes the key locational advantages of North Lanarkshire in a format that will allow potential inward investors to make an informed choice and signpost them to the appropriate economic development organisations for further assistance.

4 North Lanarkshire Driving Forward publication

- 4.1 The North Lanarkshire Driving Forward publication is designed to aid and encourage inward investment in North Lanarkshire and to complement the efforts of the principal inward investment agencies in Lanarkshire.
- 4.2 The full colour publication highlights the key strategic advantages of North Lanarkshire, for example, the superb communications network, the wide choice of business property and development sites, and the excellent level of business support provided by the local economic development organisations.
- 4.3 The key message that North Lanarkshire is a competitive location for business is reinforced within the publication by testimonials from senior directors from some of the area's leading companies.
- 4.4 The publication also features a list of useful contacts within the Council and partner agencies that are involved in attracting inward investment to North Lanarkshire.

5 Consultation

- 5.1 The economic development agencies that work alongside the Council to attract inward investment potential to Lanarkshire - Locate in Lanarkshire and South Lanarkshire Council - were consulted during the production process and their comments have been incorporated within the publication.

6 Budget

- 6.1 With the targeted nature of this publication, and the production costs associated with a high quality colour format, an initial print run of 1000 copies has been produced at a cost of less than £5000. All costs have been funded from existing resources

7 Distribution

- 7.1 Copies of the publication will be distributed from Planning and Environment and other appropriate Council offices on a selective basis in response to enquiries from businesses and other organisations seeking to either expand their existing premises in North Lanarkshire, relocate their business operations in the area or establish a new business venture here.
- 7.2 Copies of the publication will be forwarded to Scottish Enterprise Lanarkshire, Scottish Enterprise National and other partner organisations that work to bring inward investment to the local area. The publication will also be presented at the next meeting of the Locate in Lanarkshire partnership.

8 Recommendations

- 8.1 It is recommended that the Committee note the contents of this report.



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Director of Planning and Environment

For further information please contact David Rodger, Marketing Officer, Tel: 01236 616367.

27th October 2000