

**NORTH LANARKSHIRE COUNCIL  
REPORT**

To: POLICY & RESOURCES (REGENERATION & INFRASTRUCTURE) SUB COMMITTEE		Subject: Lanarkshire Business Week 2016
From: HEAD OF PLANNING AND REGENERATION		
Date: 25 <sup>th</sup> February 2016	Ref 1847/LG	

## 1. Purpose of Report

- 1.1 The purpose of this report is to inform Committee about Lanarkshire Business Week 2016 (LBW), taking place during the week commencing 29 February 2016. This will include 26 high profile events, including a Business Conference, Lanarkshire Business Show and culminating in the now prestigious Lanarkshire Business Excellence Awards, hosted jointly by North and South Lanarkshire Councils. Committee is asked to support and promote the initiative.

## 2. Background

- 2.1 Now in its 5<sup>th</sup> year, Lanarkshire Business Week is building on its previous success and fast becoming one of the highlights in the business calendar in the area. Working with a variety of public and private sector partners, an exciting programme of events, workshops and networking opportunities will be on offer for start up, growing and established businesses. (see Appendix for list of events).
- 2.2 LBW will raise awareness of all business events and activities taking place across Lanarkshire, in part by promotion through the Choose Lanarkshire website. Key external partners including Business Gateway Lanarkshire, Healthy Working Lives, Clyde Gateway, Supplier Development Programme, Lanarkshire Business Hub and Clydesdale Bank will also be hosting business focused events, integrating under the LBW banner.
- 2.3 The Business Conference will, this year, be sponsored by Tunnocks and take place at the Maxim Office Park, Eurocentral on Tuesday 1<sup>st</sup> March. The theme for this year conference will be around supporting the Scottish Government Economic Strategy and what it means for Lanarkshire.
- 2.4 One of the highlights of Lanarkshire Business Week is the Business Show, taking place on 3<sup>rd</sup> March at Ravenscraig Sports Facility. There will be one hundred exhibitors showcasing the best of business in Lanarkshire, and plan to build on the 500+ visitors who attended in 2015. There will be five informative and practical seminars to help businesses to grow and develop; this will also include the very successful speed networking sessions for those who want more contacts. Businesses are encouraged to exchange their business cards and increase their database at the Business Card Corner.
- 2.5 The week culminates in the keynote event Lanarkshire Business Excellence Awards on the Friday night at the Radstone Hotel in Larkhall. The principal sponsor this year is the Clydesdale Bank and this year's host is Kaye Adams. The event is now sold out.

### **3. Target audience**

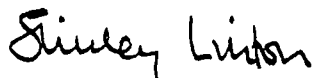
- 3.1 In terms of the audience, the attendance of a broad cross-section of Lanarkshire businesses will be encouraged, from micro businesses to large employers, sole traders to blue chip PLCs. This audience will be reached through targeted mailings, advertising, the website, word of mouth, and social media and through partner organisations. An advertising campaign is planned to commence week beginning 8<sup>th</sup> February in the local and national press and through Radio Clyde. Call to action for the campaign is [www.chooselanarkshire.com/lbw](http://www.chooselanarkshire.com/lbw)

### **4. Financial Implications**

- 4.1 Funding for the proposals will come from existing budgets within Regeneration Services and through sponsorship from the private sector.

### **5. Recommendations**

- 5.1 Committee is asked to:
- (i) Support and promote Lanarkshire Business Week proposed for the week beginning 29 February 2016.



**Shirley Linton**  
**Head of Planning and Regeneration Services**

Local Government Access to Information Act: for further information on this report please contact Lynn Gow, Engagement Officer (Tel: 01236 638954).

	MONDAY 29th FEB	TUESDAY 1ST MARCH	WEDNESDAY, 3RD MARCH	THURSDAY 4TH MARCH	FRIDAY 5TH MARCH
<b>Title</b>	Healthy Working Lives Breakfast event	Networking Breakfast and Tour	Networking Breakfast	EAT Lanarkshire Business Breakfast	Visit Scotland workshops: How to improve your website rating
<b>Time</b>	8:00- 10:00	08:00 - 10:00	08:00- 10:00	08:00- 10:00	10:00- 16:00
<b>Location</b>	Clydesdale Bank offices, East Kilbride	CMS Enviro System	Holiday Inn Express	Ravenscraig O'Donnell Way, Motherwell, ML1 1AD	Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF
<b>Provider</b>	HWL & Clydesdale Bank	Lanarkshire Business Hub	Hamilton BID	NLC/SLC/Scotland Food & Drink	Visit Scotland

<b>Title</b>	Improve your Search Engine Rankings	Completing a PQQ (Pre-Qualification Questionnaire)	SDP / Procurement event	Lanarkshire Business Show	What the Buyer looks for in your tender
<b>Time</b>	1.30pm to 4.30pm	09:00 - 13:00	09:00 - 17:00	09:00- 13:00	09:00 - 13:00
<b>Location</b>	Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF	Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF	Banqueting Suite, Council offices, Alameda Street, Hamilton ML3	Ravenscraig O'Donnell Way, Motherwell, ML1 1AD	Rutherglen Links, Rutherglen
<b>Provider</b>	BG Lan	SDP	Hub South West / SLC	Events for Business/ NLC/SLC	SDP

<b>Title</b>	Start Up : Marketing Workshop	Lanarkshire Business Conference	Trading Standard 1:1 Session	Getting your first Website	Creating a Social Buzz
<b>Time</b>	6pm to 8.30pm	10am to 1pm	All day	09:00- 13:00	09.30- 12.30
<b>Location</b>	Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF	Maxim office park, Eurocentral	Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF	Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF	Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF
<b>Provider</b>	BG Lan	NLC/SLC	Business Gateway	Business Gateway	NLC/BG Lan

<b>Title</b>	Bookkeeping Workshop	Supporting Staff Attendance	Setting up and Selling on Amazon, Ebay and Etsy	SDP: Is the Public Sector For You?	Trading On Line
<b>Time</b>	9.30am to 1.30pm	1.30pm to 4.30pm	09.30- 12.30	11:00 - 12:00	1.30pm to 4.30pm
<b>Location</b>	Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF	Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF	Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF	Ravenscraig O'Donnell Way, Motherwell, ML1 1AD	Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF
<b>Provider</b>	BG Lan	Business Gateway	Business Gateway	SDP	Business Gateway

<b>Title</b>		Networking Event	Sensible Risk Assessment	Managing Health and Safety	Lanarkshire Business Excellence Awards
<b>Time</b>		6pm to 8.30pm	1.30pm to 4.30pm	1.30pm to 4.30pm	18:00-00:00
<b>Location</b>		Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF	Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF	Atrium Business Centre, North Caldeen Road, Coatbridge ML5 4EF	Radstone Hotel
<b>Provider</b>		Business Gateway	Business Gateway	Business Gateway	NLC/SLC

<b>Title</b>		Business Planning Workshop	Business Start Up : Marketing Workshop	Business Start Up: Finance	
<b>Time</b>		2pm to 4.30pm	10am - 12.30pm	2pm to 4.30pm	
<b>Location</b>		Avonbridge Hotel, Carlisle Road, Hamilton	Avonbridge Hotel, Carlisle Road, Hamilton	Avonbridge Hotel, Carlisle Road, Hamilton	
<b>Provider</b>		Business Gateway	Business Gateway	Business Gateway	