

**NORTH LANARKSHIRE COUNCIL  
REPORT**

To:	POLICY & RESOURCES (REGENERATION & INFRASTRUCTURE) SUB COMMITTEE	Subject: Lanarkshire Business Week 2017
From:	HEAD OF ENTERPRISE & PLACE	
Date:	2 March 2017	
	Ref	SL/SW

**1. Purpose of Report**

1.1 The purpose of this report is to:

- (i) inform Committee about Lanarkshire Business Week 2017 (LBW) which will take place from Monday 27<sup>th</sup> February – Friday 3<sup>rd</sup> March 2017; and
- (ii) ask Committee to support and promote Lanarkshire Business Week 2017.

**2. Background**

2.1 Now in its 6<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. A full calendar of events is included in Appendix 1.

2.2 LBW will include over 15 business events, including the annual Lanarkshire Business Conference, Lanarkshire Business Show and culminating in the prestigious Lanarkshire Business Excellence Awards Dinner. LBW will raise awareness of all the business events and activities taking place across Lanarkshire during this week. Key partners including Visit Lanarkshire, Scottish Development International, Lanarkshire Business Hub and Skills Development Scotland which will all be hosting business focused events, integrated under the LBW banner.

2.3 One of the highlights of Lanarkshire Business Week is the Lanarkshire Business Show, taking place on Wednesday 1<sup>st</sup> March, 9am – 1pm at Ravenscraig Sports Facility. There will be around 124 exhibitors showcasing the best of business in Lanarkshire, and we plan to build on the 600 visitors who attended the event in 2016. There will be a series of 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. The Lanarkshire Business Show provides an excellent opportunity for businesses to network, make contacts and share working practices, with many past exhibitors reporting having gained work and contracts from attending this event.

2.4 The Business Conference will take place on Thursday 2<sup>nd</sup> March at Crossbasket Castle in Blantyre. The theme for this year's conference is "Business Opportunities in a Changing World" which will explore the challenges and opportunities for stimulating innovation, inward investment, business growth and international trade in today's world. We are delighted to welcome our host for the event, prize winning journalist and broadcaster Sally Magnusson and our Keynote speaker Mike Stevenson. A must see international speaker; Mike will engage the audience with tales of his journey from rough sleeper to award-winning entrepreneur.

2.5.1 The week culminates in the keynote event, the Lanarkshire Business Excellence Awards Dinner on Friday 3<sup>rd</sup> March at Motherwell Concert Hall. The awards are organised and hosted jointly by North and South Lanarkshire Councils. This year's host is Kaye Adams and following dinner, the winners of the eleven categories of the 2017 Lanarkshire Business Excellence Awards will be announced. The event begins at 6.30pm with a drinks reception. Tickets have been on sale since 19 January with 452 tickets sold to date.

### **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 6<sup>th</sup> February in the local and national press and through Radio Clyde. The call to action for the campaign is [www.chooselanarkshire.com/lbw](http://www.chooselanarkshire.com/lbw)

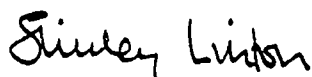
### **4. Financial Implications**

4.1 Funding for the proposals will come from existing budgets (£7,500) within Planning and Regeneration Services and through ticket sales and sponsorship.

### **5. Recommendations**

5.1 Committee is asked to:

- (i) note the content of the report; and
- (ii) support and promote Lanarkshire Business Week.



**Shirley Linton**  
**Head of Enterprise & Place**

Local Government Access to Information Act: for further information on this report please contact Yvonne Weir, Economic Development Manager (Tel: 01236 632864).

APPENDIX 1

	Monday 27th Feb	Tuesday 28th Feb	Wednesday 1st March	Thursday 2nd March	Friday 3rd March
Title	Employability and Skills event	Lanarkshire Business Hub Networking Event	Lanarkshire Business Show	Lanarkshire Business Conference	Lanarkshire Business Excellence Awards Dinner
Time	9am to 12 noon	8am to 10am	9am to 1pm	9.30am to 1:30pm	6.30pm to 11.30pm
Location	CMS Innovation Centre, Cumbernauld	Clydesdale Bank, Business Centre, 19 Stuart Street, The Village, East Kilbride, G74 4NG	Ravenscraig Sports Facility	Crossbasket castle Hotel, Blantyre	Motherwell Concert Hall
Provider	SDS	New College Lanarkshire	NLC and SLC	NLC and SLC	NLC and SLC
Title	Business Start Up - Marketing	How to grow your business out with Scotland	Tourism Innovation Workshop - Accessibility	Developing and implementing your sales Strategy workshop	Economic Strategy workshop
Time	6-8.30pm	12 - 2pm	10am to 3pm	1:30 - 4:30pm	8am to 10am
Location	Atrium Business Centre, North Caldeen Road, Coatbridge, ML5 4EF	Double Tree by Hilton, Strathclyde	Alona Hotel	Barncluith Business Centre, Townhead street, Hamilton, ML3 7DP	TBC
Provider	Business Gateway Lanarkshire	SDI	SE	Business Gateway Lanarkshire	NLC
Title	Mailchimp	Business Start Up - Business Planning	Business Start Up - Marketing	Business Start Up - Finance	SMAS Business Breakfast
Time	9:30am to 1pm	2pm - 4.30pm	2pm - 4.30pm	10am to 12.30pm	8am to 10am
Location	Atrium Business Centre, North Caldeen Road, Coatbridge, ML5 4EF	Barncluith Business Centre, Townhead street, Hamilton, ML3 7DP	Barncluith Business Centre, Townhead street, Hamilton, ML3 7DP	Barncluith Business Centre, Townhead street, Hamilton, ML3 7DP	Hilton Strathclyde, Bellshill
Provider	Business Gateway Lanarkshire	Business Gateway Lanarkshire	Business Gateway Lanarkshire	Business Gateway Lanarkshire	SMAS
Title	Introduction to Social Media Workshop	Environmental Surgeries	Social Enterprise : Start Up Awareness Workshop		
Time	1:30 - 4:30pm		6-8.30pm		
Location	Barncluith Business Centre, Townhead street, Hamilton, ML3 7DP	Atrium Business Centre, North Caldeen Road, Coatbridge, ML5 4EF	Atrium Business Centre, North Caldeen Road, Coatbridge, ML5 4EF		
Provider	Business Gateway Lanarkshire	Business Gateway Lanarkshire	Business Gateway Lanarkshire		
Title		Sensible Risk Assessment Workshop			
Time		9.30-11.30am			
Location		Atrium Business Centre, North Caldeen Road, Coatbridge, ML5 4EF			
Provider		Business Gateway Lanarkshire			
Title		Marketing your Business			
Time		9.30 - 12.30pm			
Location		Barncluith Business Centre, Townhead street, Hamilton, ML3 7DP			
Provider		Business Gateway Lanarkshire			