

Title	Lanarkshire Business Week
Local Authority	North and South Lanarkshire Councils
Key Partners	Lanarkshire Business Week (LBW) is a pan Lanarkshire initiative, and although the Council’s take a lead role and commit resources to this week to ensure it is a success, we recognise that we cannot do this in isolation of our external partners: including: Business Gateway Lanarkshire; Scottish Enterprise; Lanarkshire Chamber of Commerce; Lanarkshire College Consortium; and the private sector.
Project Summary	<p>LBW, now in its third year, is a joint initiative with North and South Lanarkshire Councils and was developed to promote Lanarkshire as a successful and attractive business location attracting inward investment to the area. Furthermore the aim was to highlight the business support offering available to existing businesses and to provide local businesses a framework to grow their enterprises.</p> <p>The week is an impressive series of events from seminars and networking sessions to Q&As, culminating in the annual Lanarkshire Business Awards. To ensure that we had a comprehensive calendar of event to offer businesses during the week, we engage and work with our external partner agencies across Lanarkshire. These agencies hosted various events e.g. Meet the Buyer, where businesses had the opportunity to meet those involved in procurement at the Council, Logistics road show, Business Start Up Awareness session, breakfast networking session and green tourism workshop. We held regular meetings with external partner’s delivering events during the week to ensure that our high standard was being maintained.</p> <p>One of the major events for LBW is the Lanarkshire Business Show, with over 80 exhibitors and 500 visitors over the course of the morning, the show has grown year on year since its launch 3 years ago. The event is a morning full of business opportunities, speed networking, seminars and business exhibition. The Council’s work closely with external partners in all aspects of the show to ensure it is a success.</p> <p>The highlight of LBW is the Lanarkshire Business Excellence Awards 2014 dinner, now celebrating its 21st year. The ceremony is an established event and has grown in important and prestige becoming a must date in the business calendar. For the businesses taking part, it can be the key to door of success. The Awards are hosted by North and South Lanarkshire Councils with huge support from public and private sector sponsors.</p>

Resources	<p>With a small budget allocated for LBW it was not possible for the Council's to organise and host all the events. It was therefore vital that we worked with external partners to ensure that established or pre-planned events were incorporated into LBW. External organisations that hold regular business-focused events in Lanarkshire throughout the year were encouraged to host at least one of their regular events during this week when the spotlight was on Lanarkshire for one key week. This also helped gain their buy-in and cement their commitment to LBW, and in turn they then promoted LBW to their business contacts.</p>
------------------	---

Good Practice and Lessons Learned	<p>The awards are recognised as one of the major highlights in Lanarkshire's commercial year, attracting more than 400 business people and reflecting the diversity of enterprises based in the area. And with 10 awards up for grabs, the ceremony added interest this year as it is being held against the backdrop of the Commonwealth Games, Ryder Cup and the Homecoming Celebrations.</p>
--	---

Where to find out more...

Relevant Web Link(s)	<p>http://chooselanarkshire.com/business/lbw15/</p>
-----------------------------	--

Contact	Name: Lynn Gow
	Tel: 01236 638954
	email: GowL@northlan.gov.uk

Date	September 2014
-------------	----------------