

your...

Business Directory

with Burrows





business directory content

Council services to the business community

Assistance, support, Business Link, learning and skills organisations and opportunities, funding, voluntary organisations

Case studies

Showcase example businesses and how the services and support of the authority has assisted in their success.

Sites and premises

Listing of industrial sites/office property.
Trading estates map.

Skills, training and innovation

Colleges, universities, Adult Education and training

How to use the directory

Promotion of other format the directory is available in could also be highlighted here. (if applicable)

Useful contacts

Quotations/'did you know'

Short soundbites of interesting quotes about the area dispersed throughout the editorial.

Directory listings

The directory listing follows the editorial. In some instances the full listings are contained on a CD Rom affixed to the publication dependent upon your particular publishing agreement.

The editorial included in a business directory will vary from authority to authority – so to decide what type of information you would like to include in your guide, here is a list of typical contents which can be edited to suit your guide.

Foreword

Opening words from prominent member of the business community, Council Chief Executive,

Introduction to the area

Intro to the area/quality of life/lifestyle: Topics can include location, population, area (sq km) details of residential/business districts, main towns, industries, demographics, housing, employment, shopping, recreation, environment

Map

Area map showing location, authority boundaries/wards, transport links, trading estates. In addition, a small scale UK map pinpointing your area in relation to other major towns and cities.

Economic profile / facts & figures

Details about no. of households, workforce, industry breakdown, prominent cities and towns within area

Administration

Details of what type of council it is and important contacts

Transport links (communications)

Travel by road, rail, coach, air, sea etc. Map containing distance/travel times to key locations.

Development and regeneration

Brief regeneration and enterprise news and achievements



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