

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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