



BROMLEY CIVIC CENTRE, STOCKWELL CLOSE, BROMLEY BRI 3UH

TELEPHONE: 020 8464 3333

CONTACT: Kerry Nicholls  
*kerry.nicholls@bromley.gov.uk*

DIRECT LINE: 020 8313 4602

FAX: 020 8290 0608

DATE: 13 April 2010

To: Members of the  
**BROMLEY ECONOMIC PARTNERSHIP**

Councillor Julian Benington (Chairman)

London Borough of Bromley

Malcolm Brabon

Business Link London

Kevin Dewick

Local Businessman

Robert Goddard

Thackray Williams Solicitors LLP

Fergus Grant

Jobcentre Plus

John Hayes

Chamber of Commerce

Adrian Hollands

Chamber of Commerce

Marc Hume

LBB Renewal & Recreation

Peter Jones

Bromley College

Mary Manuel

LBB Renewal & Recreation

Liz McNaughton

Treval Engineering

Kevin Munnelly

Town Centre Development

Howard Oldstein

The Glades

Tony Petim

Federation of Small Businesses

Steve Price

Mytime

Chandra Sharma

Federation of Small Businesses

A meeting of the Bromley Economic Partnership will be held at Bromley Civic Centre  
on **WEDNESDAY 21 APRIL 2010 AT 4.00 PM** \*

**\*PLEASE NOTE STARTING TIME**

Copies of the documents referred to below can be obtained from  
*<http://sharepoint.bromley.gov.uk>*

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**4 UPDATE FROM SUB GROUPS**

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### **BROMLEY ECONOMIC PARTNERSHIP 4.00pm, Monday 7<sup>th</sup> December 2009**

Present: Councillor Julian Benington (Chairman)

Kevin Dewick – Local Businessman  
Neil Hawkins – LBB Renewal & Recreation  
Adrian Hollands – Chamber of Commerce  
Marc Hume – LBB Renewal & Recreation  
Peter Jones – Bromley College  
Mary Manuel – LBB Renewal & Recreation  
Liz McNaughton – Treval Engineering  
Kerry Nicholls – LBB Democratic Services  
Laurie Taylor – The Glades  
Ailsa Whitmarsh – Jobcentre Plus

Also Present: Andrew Favell – LBB Corporate Strategy

#### **1. APOLOGIES FOR ABSENCE**

Apologies had been received from Howard Oldstein – The Glades, Malcolm Brabon – Business Link London and John Hayes – Chamber of Commerce.

#### **2. MINUTES OF THE MEETING HELD ON 13<sup>TH</sup> OCTOBER 2009 AND MATTERS ARISING**

Peter Jones asked that the minutes be amended at 3(A) to reflect that Bromley College had bid for a range of other businesses and redundancy/unemployment support programmes and that they would be delivered in partnership with other agencies.

Ailsa Whitmarsh confirmed that the Jobcentre Plus 'Top Ten' vacancy lists would be circulated to all members of the Economic Partnership shortly.

The minutes of the meeting were agreed.

#### Matters Arising

1. The Chairman reported that the Managing Partner of Thackray Williams Solicitors had expressed interest in joining the Economic Partnership.

2. Adrian Hollands agreed that representatives of the Chamber of Commerce would volunteer to take on the position of Vice Chairman of the Economic Partnership.

**RESOLVED that the minutes be agreed.**

### **3. UPDATE FROM SUB-GROUPS**

#### **A) Skills and Employment**

The Chairman, Peter Jones, reported that the Sub-group had not had a further meeting since the last meeting of the Economic Partnership, but that the key areas of focus around business and redundancy support programmes and closer working with Jobcentre Plus were developing well.

#### **B) Inward Investment & Marketing**

There was no update provided on the Inward Investment and Marketing Sub Group.

#### **C) Business Competitiveness**

Mary Manuel reported on behalf of the Chairman, that the latest meeting of the Sub Group had been held in Orpington, and additional businesses had been invited. A key area for discussion was around how the opening of the Tesco's in Orpington had affected local businesses. It was considered that a survey of local businesses might be effective in measuring the impact of the new supermarket, but that this would require consideration as the programme of public realm improvements to Orpington High Street would start (subject to Members approval) in January 2010 and this would also affect local trade.

The Chairman suggested that an initial survey of local businesses be repeated when public realm improvements had been completed to identify how the improvements to the High Street had benefited local traders.

Mary Manuel reported that a large scale business event was planned for March 2010 to provide a range of information and support to businesses across the Borough.

**RESOLVED that progress be noted.**

### **4. UPDATE FROM DIRECTOR OF RENEWAL AND RECREATION**

The Director of Renewal and Recreation gave an update on economic activity across the Council.

The Bromley Town Centre Area Action Plan had recently been submitted to the Secretary of State for consideration. Progress had been seen across a

number of sites in the Area Action Plan. Site K, the Westmoreland Road Car Park was likely to be the first site to be developed. Consideration had also been given to the future development of the Pavilion Leisure Centre in partnership with Bromley Mytime, and Bromley North.

Final approval for the proposed investment in Orpington public realm improvements would shortly be considered by Executive, and support would be subject to additional funding from Transport for London. The proposed relocation of Orpington library and other town centre improvements were also being considered.

Recent staff absence had impacted the Town Centre Management team. However a planned restructure would support the delivery of Town Centre Management in town centres across the Borough.

Following a meeting with key employers within the Borough, the Director reported that key issues for larger employers were parking and transport connections and the availability of local hotel and conferencing facilities. Bernie Ecclestone had also been approached regarding the potential development of the West Camp site in Biggin Hill to support business usage.

**RESOLVED that the update be noted.**

#### **5. LOCAL AREA AGREEMENT: PROGRESS TOWARDS WORKLESSNESS TARGET**

Mary Manuel provided an update on progress towards achieving the worklessness target in the Local Area Agreement. As of November 2009, 67 clients of the People into Employment project had completed 13 weeks of sustained employment of more than 16 hours per week against a target of 100 to be achieved by 31<sup>st</sup> March 2010.

The Chairman noted the strong partnership working across the project and highlighted the importance of continuing to support people who had experienced long term unemployment back into work. Mary Manuel confirmed that research from London Councils had highlighted Bromley's People into Employment Project as an example of best practice.

The future sustainability of the project was considered. Peter Jones suggested that a mapping exercise around other support into employment provision across Bromley be undertaken to identify any alternative support for people experiencing long term unemployment.

**RESOLVED that progress be noted.**

## **6. LONDON PLAN AND TRANSPORT STRATEGY**

The Economic Partnership considered an overview of the draft London Plan and proposed Mayor's Transport Strategy to 2031. These strategies identified Outer London as a key growth area for the economy and projected growth of 4% in Bromley's population and 4.5% in employment within the Borough by 2031.

The Economic Partnership welcomed the emphasis on Outer London within the London Plan and supported the recognition of the inclusion of Bromley Town Centre as an Opportunity or Intensification Area and the identification of Biggin Hill as a Strategic Outer London Development Centre.

The Economic Partnership also supported the proposed strategic transport policies which included the potential extension of the Bakerloo Line to Hayes and Tramlink to Bromley. The Director highlighted the importance of identifying Bromley's own strategic priorities to support the case for future developments within the Borough.

The availability of office space across Bromley was considered. The Economic Partnership discussed what requirements Bromley businesses might have in future years and emphasised the importance of identifying the needs of both small and medium-sized enterprises and larger businesses. A key element of providing high demand office space was to ensure strong transport links were provided and the Economic Partnership discussed the need to consider transport provision across the Borough in more detail. The Chairman would liaise with the Portfolio Holder for the Environment to ensure the strong links between transport and the local economy were recognised.

**RESOLVED that response be noted.**

## **7. RISING TO THE CHALLENGE: THE MAYOR'S ECONOMIC DEVELOPMENT STRATEGY FOR GREATER LONDON**

A report reviewing the Mayor's draft Economic Development Strategy was considered by the Economic Partnership. This strategy provided a range of general objectives to strengthen London's economic productivity and competitiveness into the future.

The Chairman was pleased to note that the strategy identified economic development as central to the future growth of London.

Members of the Economic Partnership emphasised that the Economic Development Strategy, London Plan and Transport Strategy should be joined-up. Mary Manuel highlighted the importance of Bromley promoting its own requirements and asked that partners share their responses to the Economic Development Strategy consultation with her.

**RESOLVED that the draft Economic Development Strategy be noted.**

**8. BROMLEY'S ECONOMIC DEVELOPMENT STRATEGY CONSULTATION**

Mary Manuel informed the Economic Partnership that Bromley's draft Economic Development Strategy was now out for consultation and asked members of the Economic Partnership to provide feedback and promote the e-questionnaire to other businesses they worked with. The closing date for the consultation was 14<sup>th</sup> December 2009.

**RESOLVED that the consultation be noted.**

**9. ECONOMIC RECESSION OVERVIEW AND ACTIVITY**

The Economic Partnership considered a report providing an overview and activity report on the economic recession. The Business Competitiveness Sub-Group had particularly identified a range of activities that the Council and partners could undertake to support local business and employment, including a reference leaflet around business support measures, 'Boost your Business' events and the promotion of Small Businesses Rate Relief, which was now claimed by nearly 100% of eligible businesses across the Borough. An Enterprise Expo around starting a new business had also been held, giving advice and guidance to 90 local residents. Finally a bi-monthly e-bulletin had been introduced in January 2009 to provide information about local initiatives, events and opportunities and now reached over 2,500 businesses.

Mary Manuel confirmed that the Local Economy Service had seen a significant increase in access to business web pages and in businesses contacting the service for support. Indicators showed that unemployment and shop vacancies had increased across Bromley. The Economic Partnership discussed the importance of ensuring people accessed the range of services offered by Jobcentre Plus. Ailsa Whitmarsh confirmed that Jobcentre Plus was developing an Executive Plus Group to support professional people back into work. This group had suffered high unemployment during the economic downturn and the pilot scheme would offer seminars and linkages to other agencies around routes back into work.

The Economic Partnership discussed the importance of ensuring businesses were undertaking robust planning for coming out of the recession, as this was often a more challenging time for businesses than during the recession due to diminished resources. Adrian Hollands also highlighted the importance of understanding the needs of larger employers and identifying the issues they faced.

**RESOLVED that the range of economic activity be noted.**

**10. PARTNERSHIP RISK MANAGEMENT**

Andrew Favell advised the Economic Partnership on the need to identify a range of risks and risk management strategies that impacted the Economic Partnership. The Local Strategic Partnership Executive would consider a central Risk Register around joint and common risks across the Thematic Partnership, and each Partnership would then hold a Risk Register identifying their own particular risks. Risks would be those held by the Economic Partnership as a whole, not by individual partners.

Mary Manuel agreed to circulate notes from a workshop around risk management held in July 2009.

**RESOLVED that the risks impacting the Partnership be considered.**

#### **11. ANY OTHER BUSINESS**

The Chairman noted that the work streams of the Inward Investment and Marketing and Business Competitiveness Sub Groups had been considering similar themes, and suggested that these two Sub Groups be combined to drive forward a joint agenda. This was generally agreed by the Economic Partnership.

The amended Terms of Reference were considered by the Economic Partnership and the changes noted. Andrew Favell confirmed that an information sharing protocol was being developed to ensure that the information needs of the Economic Partnership were supported.

**RESOLVED that amendments to the Terms of Reference be noted and the Terms of Reference be agreed by the Economic Partnership.**

#### **12. DATES OF FUTURE MEETINGS**

The Chairman noted the next meeting was 4.30pm on Monday 8<sup>th</sup> March 2010.

The Chairman thanked everyone for attending - the meeting ended at 6.30pm.

## BROMLEY ECONOMIC PARTNERSHIP

**Meeting:** Economic Partnership  
**Date:** 21<sup>st</sup> April 2010  
**Subject:** Bromley's Economic Framework  
**Authors:** Mary Manuel, Head of Local Economy and Regeneration  
[mary.manuel@bromley.gov.uk](mailto:mary.manuel@bromley.gov.uk) , 020 8313 4303  
Neil Hawkins, Policy and Projects Officer  
[neil.hawkins@bromley.gov.uk](mailto:neil.hawkins@bromley.gov.uk) , 020 8461 7842

### 1. Recommendations.

The Partnership is asked to:-

- 1.1 Consider the draft Economic Framework and endorse the 3 Strategic Priorities for 2010 -13.
- 1.2 Request that the Business Competitiveness and Investment Sub Group develop, manage and monitor an Action Plan for Strategic Priority 1.
- 1.3 Request that the Skills and Employment Sub Group develop, manage and monitor an Action Plan for Strategic Priority 3.
- 1.4 Give consideration to the mechanism to develop, manage and monitor Strategic Priority 2.
- 1.5 Note the timetable in section 6 and request that the Sub Groups submit completed Action Plans and an updated version of the Economic Framework is provided for its next meeting.

### 2. Background

- 2.1 The Council and partners started the preparation of an Economic Development Strategy for the borough in 2009 to deliver the 'Prosperous and Thriving' theme of Bromley 2020 (the borough's Sustainable Community Strategy). However, following the consultation period in the Autumn the approach has evolved to a lighter touch strategic Economic Framework accompanied by three delivery plans.
- 2.2 The Prosperous and Thriving theme already sets the vision for the borough's Economic Framework as "one of the most, prosperous, thriving and skilled boroughs in London".

It also identifies five outcomes:-

- Vibrant Town Centres
- An improved skills base
- Improved employment opportunities for local residents

- Sustaining and growing local businesses, and minimising 'red tape' or other obstacles
- Increased inward and local investment in the borough

2.3 Following discussions at the June 2009 Economic Partnership meeting, a report was prepared for the Council's Renewal and Recreation Policy Development and Scrutiny Committee (R&R PDS July 8<sup>th</sup> 2009). This proposed that the Prosperous and Thriving five outcomes form the Strategic Priorities for the draft Economic Framework and suggested a timetable and consultation programme.

2.4 The September 2009 Economic Partnership meeting received a progress report and noted the consultation process. During the development it was decided to combine the five outcomes to create three Strategic Priorities, reflecting existing areas of focus within the Renewal and Recreation Portfolio Plan.

**The three strategic priorities are:**

- **Sustaining and growing business and investment**
- **Vibrant and thriving town centres**
- **Improving employment opportunities for residents**

2.5 The consultation ran from the 25<sup>th</sup> November to the 22<sup>nd</sup> December 2009 and included using the business e-bulletin, Council website and letters to traders' groups and business organisations.

2.6 During Autumn 2009 and early 2010 the Partnership's Sub-Groups discussed the draft Framework focusing on the Strategic Priorities most relevant to their remit.

2.7 At the 14<sup>th</sup> January 2010 R&R PDS, the Portfolio Holder noted the feedback from the consultation and agreed the three Strategic Priorities. It was agreed that officers and partners would prepare 3 year rolling Action Plans for 2010-13 to implement the priorities within the Economic Framework.

**3. Economic Framework and developing the Action Plans**

3.1 The Strategic Priorities, objectives and outcomes broadly supported in the consultation form the basis of the Economic Framework for Bromley. This allows prioritisation of activities and focusing of resources while remaining light touch and less bureaucratic than an Economic Development Strategy.

3.2 The Economic Framework will be overseen by the Economic Partnership to ensure partners' ownership and implementation of the priorities.

3.3 The intention is for the framework to be accompanied by 3 year rolling Action Plans for each of the Strategic Priorities. These will identify key projects and activities, the lead agency or partner, other key players, milestones and outcomes, resources and timescales. Each Action Plan will be owned and managed by the relevant Sub Group.

**4. Delivering the Priorities**

4.1 Delivery of the Action Plans will require contributions from across partners. The Council, Job Centre Plus, Business Link for London and local Colleges among others have substantial budgets and services. Local businesses, the third sector

and the broader local community all have an important role to play together with the Greater London Authority and its family (Transport for London and the London Development Agency).

- 4.2 Each Action Plan will, by their design, include activities and projects led and delivered by different partners. They will include or make reference to activities across the borough and to other plans and strategies where they contribute to the economic priorities. All LBB departments and their Chief Officers will be consulted on the draft Action Plans to ensure they are as comprehensive as possible. Partners will need to undertake appropriate consultation within their own organisations to ensure appropriate approvals and adequate resources are secured to deliver the Action Plans.
- 4.3 It is important that the Action Plans are endorsed by the overall Economic Partnership and part of its regular agenda to ensure delivery against the Economic Framework.
- 4.4 The R&R PDS from 2010/11 has a scrutiny role of the Economic Partnership and will seek to hold the Portfolio Holder (as Chair of the Economic Partnership) to account.

## 5. Monitoring and performance management

- 5.1 The delivery of each of the Action Plans will be monitored and reviewed by the Sub Groups and reported regularly to the Economic Partnership, which in turn will report to the Local Strategic Partnership on an annual basis.

## 6. Timetable

- 6.1 The proposed timescale for the preparation of the Framework and Action Plans is set out below:

Economic Partnership	April 2010	Consideration of Economic Framework and request for Sub Groups to prepare Action Plans
Sub Groups	April – June 2010	Development and agreement of Action Plans
Economic Partnership	July 2010	Consideration/endorsement of Sub Groups Action Plans
Sub Groups. Economic Partnership.	Ongoing Ongoing	Managing and monitoring Action Plans. Receiving and reviewing monitoring reports
Economic Partnership	Ongoing	Report to Local Strategic Partnership against overall Framework
Sub Groups	Jan/Feb 2011	Update Action Plans for 2011-14

- 6.2 A copy of the Economic Framework is attached as Appendix 1 and an indicative template for the Action Plans forms Appendix 2. At this stage the Economic Framework includes objectives (which were agreed following consultation), an initial list of partners and indicative key measures. However, these will all need to be revisited in light of Action Plan development by the Sub Groups.

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**Strategic Priority 1 - Sustaining and growing business and investment**

Objective	Lead, partners, delivery and responsibility	Key Measures
<ul style="list-style-type: none"> <li>Maintain Bromley's high quality of life as a key competitive advantage</li> </ul>	Local Strategic Partnership (LSP)	Are We On Track (AWOT) CAA Performance rating School Achievement Crime levels/ Safer neighbourhoods Place Survey results
<ul style="list-style-type: none"> <li>Raise Bromley's profile as a place to invest and do business</li> </ul>	<b>LBB</b> Action Plan - Economic Partnership; Business Competitiveness & Investment Sub-Group. Business Link, South London Business, Colleges	Number of searches on the Property Database by businesses based outside the borough (quarterly). Accessibility of key sites Number of inward investment enquiries
<ul style="list-style-type: none"> <li>Encourage provision of a wide range of premises to meet the needs of employers</li> </ul>	Landowners/Developers, <b>LBB</b> Action Plan - Economic Partnership; Business Competitiveness & Investment Sub-Group. Property Agents Forum. South London Business	Employment floorspace (m sq) brought into use (new or reused)
<ul style="list-style-type: none"> <li>Encourage investment and development in the borough's key commercial and industrial areas including town centres, the Cray Corridor, Biggin Hill and Sydenham/Penge.</li> </ul>	Landowners/businesses, <b>LBB</b> Action Plan - Economic Partnership; Business Competitiveness & Investment Sub-Group.	NI 171: VAT registration rate Net Business stock Level of new build/refurbishment & investment Level of vacancies in these areas
<ul style="list-style-type: none"> <li>Encourage self-employment and business start ups</li> </ul>	Business Link, Business Focus, <b>LBB</b> Action Plan - Economic Partnership; Business Competitiveness & Investment Sub-Group. Mencap, Mind, Job Centre Plus (JCP).	NI182: Satisfaction of businesses with local authority regulatory services. Take up of funded support by Bromley businesses - Business Link (or successor services). Proportion of council spend (contracts over £1,000pa) with businesses based in the borough (annually - September). NI 172: Percentage of small business in an area showing employment growth. Number of start-ups/self employment through partner programmes

<ul style="list-style-type: none"> <li>Encourage provision of high quality accessible business support services to local businesses, in particular support for high growth and key employment sectors</li> </ul>	Business Link, <b>LBB</b> , Business Focus, LDA. Action Plan - Economic Partnership; Business Competitiveness & Investment Sub-Group. LSP Bromley North businesses and partners	Bromley business take-up of Business Link support services. Number of business support signposting enquiries through the Council, Business Link & Partners. Percentage take-up of small business rate relief.
<ul style="list-style-type: none"> <li>Promotion of low carbon/green businesses</li> </ul>	London Development Agency, <b>LBB</b> News Shopper, Glaxo Smithkline	Green Business Award July 2010. Nomination to regional Green Guardian awards (Jan 2011). No. of local business travel plans. Percentage of businesses with over 100 staff with green commuter plans. No. of businesses receiving energy audits.

## **Strategic Priority 2 - Vibrant and thriving town centres**

<b>Objective</b>	<b>Lead, partners, delivery and responsibility</b>	<b>Key Measures</b>
<ul style="list-style-type: none"> <li>Promote and facilitate the development and competitiveness of Bromley and Orpington town centres.</li> </ul>	<b>LBB</b> Town Centre Working Group/Business Forum	Delivery of Bromley AAP – progress made Bromley Business Forum established Delivery of Orpington Masterplan – progress made No. of TCM events. Effective delivery of TCM programme of events 10% modal shift reduction in journeys by car in Bromley Town Centre. Town Centre health checks undertaken quarterly.
<ul style="list-style-type: none"> <li>Promote and facilitate the vitality of the borough's other town centres.</li> </ul>	<b>LBB</b> Trader groups	Effective delivery of TCM programme of events. Town Centre health checks results. Market occupancy rate
<ul style="list-style-type: none"> <li>Implement the improvement programmes set out in the Bromley Town Centre Area Action Plan and Orpington Town Centre Masterplan.</li> </ul>	<b>LBB</b>	Orpington High Street works completed July 2010. Refurbishment of Orpington College completed Orpington Library located

### Strategic Priority 3 - Improving employment opportunities for residents

Objective	Lead, partners, delivery and responsibility	Key Measures
<ul style="list-style-type: none"> <li>Develop and maintain high quality progression into employment for residents</li> </ul>	<b>LBB</b> JCP , Prospects, Colleges, 14-19 Collaborative	Number of apprenticeships training in work.
<ul style="list-style-type: none"> <li>Improve residents' access to and awareness of opportunities in the local and wider labour market.</li> </ul>	<b>LBB</b> JCP Voluntary and Community Sector (Mind/ Shaw Trust/Mencap, Oxleas and PCT. Education Business Partnership/ 14-19 Collaborative	Take-up of services through partners No. of referrals. No. of events
<ul style="list-style-type: none"> <li>Improve the economic performance and employment levels in the borough's more deprived communities.</li> </ul>	<b>LBB</b> , JCP/LE&R, Colleges. Economic Partnership; Skills & Employment Sub-group	Index of multiple deprivation data Economic Activity rate of deprived areas.
<ul style="list-style-type: none"> <li>Increase the proportion of businesses involved in training their employees.</li> </ul>	<b>LBB</b> , JCP/LE&R, Colleges. Economic Partnership; Skills & Employment Sub-group	No. of businesses involved in training their employees.
<ul style="list-style-type: none"> <li>Improve the types of training to meet the needs of employers.</li> </ul>	<b>LBB</b> , JCP/LE&R, Colleges. Economic Partnership; Skills & Employment Sub-group	Survey of businesses on training needs No. of businesses engaged in feedback on training needs.
<ul style="list-style-type: none"> <li>Increase the level of residents qualified to at least NVQ level 2.</li> </ul>	<b>LBB</b> Bromley Education Business Partnership.	Percentage of the population (working age) qualified to NVQ Level 2.
<ul style="list-style-type: none"> <li>Increase the proportion of residents with higher level skills.</li> </ul>		Percentage of the population (working age) qualified to NVQ Level 4 or higher.

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**Strategic Priority 1 - Sustaining and growing business and investment**

Objective	How? – Proposed Actions	Lead, partners, delivery and responsibility	Measure/Performance Indicator, baseline & data cost	Funding	Timescales	Outcomes
<ul style="list-style-type: none"> <li>Maintain Bromley's high quality of life as a key competitive advantage</li> </ul>	<ul style="list-style-type: none"> <li>Implementation of Bromley 2020.</li> </ul>	LSP	AWOT CAA Performance rating School Achievement Crime levels Safer neighbourhoods Place Survey results			
<ul style="list-style-type: none"> <li>Raise Bromley's profile as a place to invest and do business</li> </ul>	<ul style="list-style-type: none"> <li>Work with partners to produce a borough prospectus and high quality marketing material.</li> <li>Property Agents Forum.</li> <li>Using the Local Investment Plan (LIP) and transport improvements to improve accessibility of key investment locations/opportunity sites.</li> <li>Build reputation of business friendly and supporting new and inward investment businesses.</li> <li>Engage with major employers in order to help retain their continued investment.</li> </ul>	Action Plan (Economic Partnership; Business Competitiveness & Investment Sub-Group)  <b>LBB</b>  <b>LBB</b> , Business Link/SLB/Colleges	Number of searches on the Property Database by businesses based outside the borough (quarterly)  Accessibility of key sites			
<ul style="list-style-type: none"> <li>Encourage provision of a wide range of premises to meet the needs of employers</li> </ul>	<ul style="list-style-type: none"> <li>Promote greater use of Commercial Property Database.</li> <li>Working with property agents, landowners and developers to understand supply and demand issues.</li> <li>Identify key opportunity sites/buildings e.g. West Camp, key buildings in industrial areas to bring into use.</li> <li>Sector specific engagement initiatives, e.g.</li> </ul>	Landowners/developer, <b>LBB</b> , SLB, Action Plan (Economic Partnership; Business Competitiveness & Investment Sub-Group) Property agent forum <b>LBB</b>	Employment floorspace (m sq) brought into use (new or reused)			

	<ul style="list-style-type: none"> <li>manufacturing/retail.</li> <li>Targeted work with LDA/Business Link.</li> <li>By continuing with the boroughs existing employment land designations in the LDF.</li> </ul>					
<ul style="list-style-type: none"> <li>Encourage investment and development in the borough's key commercial and industrial areas including town centres, the Cray Corridor, Biggin Hill and Sydenham/Penge.</li> </ul>	<ul style="list-style-type: none"> <li>Assist businesses to overcome barriers to growth, especially in key commercial centres, the Cray Corridor, Biggin Hill and Lower Sydenham/Penge (as identified by research).</li> <li>Take forward key commercial sites by undertaking identification and feasibility work.</li> <li>Work with existing businesses to support investment in the area.</li> <li>Promotion of accommodation at Anerley Business Centre.</li> </ul>	Landowners/businesses, Action Plan (Economic Partnership; Business Competitiveness & Investment Sub-Group)				
<ul style="list-style-type: none"> <li>Encourage self-employment and business start ups</li> </ul>	<ul style="list-style-type: none"> <li>Promote availability and access to support programmes e.g. JCP self employment programme and LDA programmes.</li> <li>Work with partners to develop projects to provide SME's with training, advice and information required to survive and grow.</li> <li>Promotion of social enterprise and start-up businesses.</li> <li>By increasing engagement with business support partners (start-up, pre-start and post-start).</li> <li>By increasing access to procurement opportunities amongst small businesses, information and meet the buyer type of events.</li> <li>By developing an enterprise</li> </ul>	Business Focus, Business Link, <b>LBB</b> , Mencap, Mind, JCP, Action Plan (Economic Partnership; Business Competitiveness & Investment Sub-Group)	NI 171: VAT registration rate Business survival rate - 12 months Business survival rate - 3 years			

	<ul style="list-style-type: none"> <li>• culture.</li> <li>• By promoting affordable business start-up facilities.</li> </ul>					
<ul style="list-style-type: none"> <li>• Encourage provision of high quality accessible business support services to local businesses, in particular support for high growth and key employment sectors</li> </ul>	<ul style="list-style-type: none"> <li>• By increasing business awareness about the range of business support available from the Council and partner organisations.</li> <li>• Improve information, support and accessibility to businesses through high quality information and signposting via the 'Business' section on the Council's website and the business e-bulletin.</li> <li>• Promote and encourage local procurement by restructuring selected contracts.</li> <li>• Make contracts and procurement processes small business friendly.</li> <li>• Host procurement related events.</li> <li>• Lobby the LDA and others to ensure publicly funded business support is designed and delivered for maximum impact on potentially high growth businesses and sectors.</li> <li>• By improving referral links between providers of business support services.</li> <li>• Develop a business strategy for Bromley North.</li> </ul>	<p>Business Link, <b>LBB</b>, Business Focus. Action Plan (Economic Partnership; Business Competitiveness &amp; Investment Sub-Group)</p> <p>LSP</p> <p><b>LBB</b>, Bromley North businesses and partners</p>	<p>NI182: Satisfaction of businesses with local authority regulatory services. Take up of funded support by Bromley businesses - Business Link (or successor services). Number of business support signposting enquiries through the Council, Business Link &amp; Partners. Number of page views on all business-related pages on Bromley website. Proportion of council spend (contracts over £1,000pa) with businesses based in the borough (annually - September). NI 172: Percentage of small business in an area showing employment growth.</p>			
<ul style="list-style-type: none"> <li>• Promotion of low carbon/green businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Bromley Environment Awards - Business Category</li> <li>• By increasing business awareness and take-up of environmental and resource efficiency schemes.</li> <li>• By continuing to promote travel plans.</li> </ul>	<p>LDA, <b>LBB</b>, News Shopper, Glaxo Smithkline</p>	<p>Green Business Award July 2010. Nomination to regional Green Guardian awards (Jan 2011).</p>			

