



THE LONDON BOROUGH
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DATE: 28 October 2010

To: Members of the
BROMLEY ECONOMIC PARTNERSHIP

Councillor Julian Benington (Chairman)

London Borough of Bromley

Adrian Hollands (Vice-Chairman)

Chamber of Commerce

Kevin Dewick

Local Businessman

Robert Goddard

Thackray Williams Solicitors LLP

John Hayes

Chamber of Commerce

Marc Hume

LBB Renewal & Recreation

Mary Manuel

LBB Renewal & Recreation

Liz McNaughton

Treval Engineering

Kevin Munnelly

Town Centre Development

Ruth Nightingale

Business Link in London

Howard Oldstein

The Glades

Sam Parrett

Bromley College

Tony Petim

Federation of Small Businesses

Steve Price

Bromley Mytime

Prathiba Ramsingh

Jobcentre Plus

Chandra Sharma

Federation of Small Businesses

A meeting of the Bromley Economic Partnership will be held at Bromley Civic Centre
on **TUESDAY 9 NOVEMBER 2010 AT 4.00 PM** *

***PLEASE NOTE STARTING TIME**

Copies of the documents referred to below can be obtained from
www.bromley.gov.uk/meetings

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 - 4.00pm, Monday 17th January 2011
 - 4.00pm, Monday 18th April 2011

Agenda Item 2

BROMLEY ECONOMIC PARTNERSHIP

Minutes of the meeting held on 6 July 2010

Present:

Councillor Julian Benington (Chairman)
Adrian Hollands, Chamber of Commerce (Vice-Chairman)
Robert Goddard, Thackray Williams Solicitors LLP
Marc Hume, LBB Renewal & Recreation
Mary Manuel, LBB Renewal & Recreation
Liz McNaughton, Treval Engineering
Kevin Munnely, Town Centre Development
Howard Oldstein, The Glades
Martin Pinnell, LBB Renewal and Recreation
Prathiba Ramsingh, Jobcentre Plus

Also Present:

Councillor Sarah Phillips, Chairman, Renewal and Recreation PDS Committee

1 APOLOGIES FOR ABSENCE

Apologies had been received from Peter Jones – Bromley College.

The Chairman noted that Peter Jones would shortly be retiring and thanked him for the excellent contribution he had made to the Partnership.

2 MINUTES OF THE MEETING HELD ON 21st APRIL 2009 AND MATTERS ARISING

The minutes of the meeting were agreed.

Matters Arising

1. The public realm works in Orpington High Street had now been completed and the proposed survey around how the opening of Tesco's in Orpington had affected local businesses would go forward in Spring 2011. The Chairman was delighted to announce that Prince Edward, Earl of Wessex would be opening the Biggin Hill Memorial Library and Pool at 11.00am on 14th July 2010. Boris Johnson would be opening the improvements to Orpington High Street at 10.00am on 20th July 2010.
2. With regards to Item 10: Partnership Risk Management from the meeting of 7th December 2010, the Partnership agreed that the Chairman would work directly with Officers to ensure the Risk Register for the Partnership was updated as required.

3. In relation to Item 4: Update from Sub Groups, the Chairman confirmed that internet bookings had now opened for Bromley Adult Education College courses starting in September, and there was evidence of increased demand.
4. With regard to developments in Bromley Town Centre, the Chairman confirmed that a Bromley Town Centre Business Forum had been established since the last meeting of the Economic Partnership. The Inspector's report for the Bromley Town Centre Area Action Plan was also expected on 23rd July 2010.

RESOLVED the minutes be agreed.

3 IMPLEMENTING BROMLEY'S ECONOMIC FRAMEWORK

A report on implementing Bromley's Economic Framework was considered by the Economic Partnership.

A Building a Better Bromley 2020 Vision had previously been developed and provided a comprehensive strategy to improve the economic, social and environmental wellbeing and health of people who live and work in Bromley. Within this were eight vision statements, including an aim to ensure Bromley was 'Prosperous and Thriving'.

The Economic Framework had been developed as a practical means to deliver the 'Prosperous and Thriving' vision statement, and three strategic priorities had been identified within it:

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

At its meeting on 21st April 2010, The Economic Partnership had endorsed the three Strategic Priorities and requested the Business Competitiveness and Investment Sub Group and the Skills and Employment Sub Group develop, manage and monitor Action Plans for Strategic Priorities 1 and 3 respectively. Since that meeting discussions between the Director of Renewal and Recreation, Howard Oldstein and other key business leaders agreed that a group bringing together town centre business forums and trader group chairmen on a regular basis would provide the steering group for Strategic Priority 2.

Mary Manuel asked that the three action plans for the Economic Framework be considered by the Partnership.

RESOLVED that the three action plans for the Economic Framework be considered.

4 BUSINESS COMPETITIVENESS AND INVESTMENT SUB-GROUP

The Chairman, Howard Oldstein gave an update on the progress of the Business Competitiveness and Investment Sub-Group. The Inward Investment brochure would be available from the end of July 2010. The content of the Bromley Council website business pages and e-bulletins was also under review. It was important that organisations and businesses worked together in providing information to businesses moving into the borough to ensure that the benefits of doing business in Bromley were well communicated.

The Economic Partnership considered the draft Action Plan for Strategic Priority 1: Sustaining and Growing Business and Investment. The importance of raising Bromley's profile as a place to invest and do business was emphasised, with a range of proposed actions including a programme of business lunches and other networking events. Howard Oldstein underlined the importance of promoting "good news stories" to attract businesses to the borough. In terms of encouraging provision of a wide range of premises to meet the needs of employers, the Commercial Property Database was highlighted as an example of best practice. The West Camp, Biggin Hill site and the former GlaxoSmithKline site were also emphasised as key opportunities for inward investment.

The need to encourage self-employment and business-start ups was underlined. The Chairman highlighted that the Renewal and Recreation Portfolio had recently expanded to include the property owned by the Council, and there was potential to encourage start-up businesses by utilising long term vacant properties and offering short term leases

In terms of encouraging provision of high quality accessible business support services to local businesses, a key action would be to increase awareness of support available. Business Link in London would take a lead in providing targeted business support to SMEs with high growth potential and those with over 10 employees. There was also a need to improve access to public sector procurement opportunities for small and medium-sized enterprises, particularly for Council-tendered work.

The Chairman underlined the need to make representations to London-wide organisations such as the Greater London Authority and regional business support organisations to ensure that the needs of Bromley businesses were championed. There were also a number of 'green' actions, such as participation in the Green Business Awards within the draft Action Plan.

RESOLVED that:

- 1) the action plan for Strategic Priority 1: Sustaining and Growing Business and Investment be noted;**

- 2) **any additional activities that partner organisations are planning or considering that could contribute to the action plan be identified;**
- 3) **that the Business Competitiveness and Investment Sub-Group report progress against their action plan on a quarterly basis to the Economic Partnership;**
- 4) **that the timetable for implementation and the need for the Business Competitiveness and Investment Sub-Group to manage and monitor their action plan on an ongoing basis be noted.**

5 VIBRANT AND THRIVING TOWN CENTRES

The Chairman, Howard Oldstein gave an update on the new Town Centres' Forum and underlined the importance of bringing together a range of representatives from town centre groups across the borough with Town Centre Managers to share best practice and expertise. There were currently three Town Centre Managers and the Council was in the process of recruiting a more senior Town Centre Manager who would have responsibility for Bromley Town Centre and manage the Town Centre Management Team.

The Economic Partnership considered the draft Action Plan for Strategic Priority 2: Vibrant and Thriving Town Centres. In terms of the aim to promote and facilitate the development Bromley town centres, Kevin Munnelly explained that the Bromley Area Action Plan was awaiting agreement. The first phase was likely to include the development of the Westmoreland Car Park site and improvements to Bromley South Station and Bromley North Village.

Concerning Orpington, £40m had been invested in a range of developments across the town centre over the past two years. Key areas for future development included the delivery of a new library, finalising options for a new museum and a possible development opportunity with the former police station. The Chairman noted that Penge was also an area of interest with potential for a smaller Masterplan incorporating the proposal to build a new library.

Operational elements of the new action plan included providing high quality town centre management, delivering Christmas lights displays and events programmes, and the relocation and re-launch of the Charter Market in Bromley Town Centre.

Kevin Munnelly highlighted the importance of ensuring the right data was collected to allow the impact of any investment to be evaluated. Howard Oldstein also underlined the need to deliver an offer to all customer profiles to maximise the use of all town centres.

RESOLVED that:

- 1) **the action plan for Strategic Priority 2: Vibrant and Thriving Town Centres be noted;**

- 2) **any additional activities that partner organisations are planning or considering that could contribute to the action plan be identified;**
- 3) **that the group of main and local town centre business forums and trader group chairman report progress against their action plan on a quarterly basis to the Economic Partnership;**
- 4) **that the timetable for implementation and the need for the group of main and local town centre business forums and trader group chairman to manage and monitor their action plan on an ongoing basis be noted.**

6 SKILLS AND EMPLOYMENT SUB-GROUP

Mary Manuel gave an update on the progress of Skills and Employment Sub-Group. In April 2010 the sub-group agreed the Interim Work and Skills Plan for the borough which was required by the previous government with a full Work and Skills Plan to be submitted by April 2011. Changes to the Skills Funding Agency and the closure of the Learning and Skills Council would have an impact in the area of skills and employment, however a number of Learning and Skills Council officers were now employed by the Local Authority and had significant expertise. The Chairman asked how skills and training would be funded in the future. Prathiba Ramsingh confirmed that Jobcentre Plus was still waiting for details of new schemes but the Future Jobs Fund had ceased. A new single programme was likely to be introduced in Spring 2011 and would replace the New Deal.

The Economic Partnership considered the draft Action Plan for Strategic Priority 3: Improving Employment Opportunities for Residents. Mary Manuel gave an overview of the plan, highlighting the need to develop and maintain high quality progression into employment for residents through local employment projects. The need to improve the access of Bromley residents to opportunities in the local and wider labour market was noted, particularly amongst younger residents, who had limited work experience, and those who were over 50 who might face additional barriers into employment. An action had been identified around improving the economic performance and employment levels in the borough's more deprived communities and Mary Manuel highlighted the need for a range of different partners to work to engage residents in training and skills activities and to take advantage of the new borough-wide credit union service.

The aim to increase the proportion of businesses involved in training their employees was highlighted. Employment opportunities within the borough tended to generate a lower income than elsewhere in London. By encouraging businesses to train employees, the borough workforce would become better skilled and businesses would become more competitive. The types of training available should also be improved to meet the needs of businesses. There was an ongoing objective to increase the level of residents qualified to at least NVQ level 2, but there was also a new emphasis on higher

level skills, providing opportunities for adults to achieve higher level qualification and improving the recognition of the value of higher skills in the Bromley labour market.

The Chairman asked whether it would be possible to provide remote links to Jobcentre Plus vacancies in the Council's Cotmandene Centre, Mottingham Community and Learning Shop and local libraries. Prathiba Ramsingh confirmed that all Jobcentre Plus vacancies were accessible via the Jobcentre Plus website.

The proposal to carry out an employee survey to establish base line data around the number of businesses involved in training their employees was highlighted and it was suggested that it be linked to the business competitiveness survey.

RESOLVED that:

- 1) the action plan for Strategic Priority 3: Improving Employment Opportunities for Residents be noted;**
- 2) any additional activities that partner organisations are planning or considering that could contribute to the action plan be identified;**
- 3) that the Skills and Employment Sub-Group report progress against their action plan on a quarterly basis to the Economic Partnership;**
- 4) that the timetable for implementation and the need for the Skills and Employment Sub-Group to manage and monitor their action plan on an ongoing basis be noted.**

7 UPDATE FROM DIRECTOR OF RENEWAL AND RECREATION

The Director of Renewal and Recreation gave an update on economic activity across the Council. The Government's Comprehensive Spending Review was due in October 2010 and it was expected that there would be a significant impact on public sector funding. There would be an emphasis on generating efficiencies and Members would have to make some tough decisions. There was a potential move towards localism, which would emphasise the need for partners to work closely together, sharing resources to maximise value. The Mayor for London was also considering whether a range of London-wide services, such as parks, might be managed centrally to generate economies of scale. There was also a need to make the strongest representations to ensure that Bromley and Orpington retained their status as opportunity areas and areas for intensification in the London Plan to attract future investment.

With regard to the Economic Framework, the Director noted that the agreement of the action plans was a crucial step in supporting increased prosperity across the borough, and underlined the importance of the working groups taking ownership of their plans to move forward effectively.

In terms of developments across the borough, the Town Centre Management team had now been brought together with the Business Support Services team which reflected the value placed on business support within the borough. The Orpington Public Realm works had also been completed. It was hoped that the recent improvements would increase footfall in the High Street. Bromley Mytime had recently agreed a scheme to refurbish the Pavilion Leisure Centre. Bromley Council had invested £5.5m in the scheme which would include additional facilities, such as ten-pin bowling and would be completed in 2012.

The Chairman noted that a fellow Bromley Councillor was working to identify a tourism offer for the borough. This would be further supported if Darwin was granted UNESCO status as a World Heritage Centre in Summer 2010.

RESOLVED that the update be noted.

8 DATES OF MEETINGS FOR 2010/11

Meeting dates for the remainder of the municipal year were agreed as follows:

4.00pm, Thursday 14th October 2010
4.00pm, Monday 17th January 2011
4.00pm, Monday 18th April 2011

9 ANY OTHER BUSINESS

There was no other business.

The Meeting ended at 5.45 pm

Chairman

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BROMLEY ECONOMIC PARTNERSHIP

Meeting: Economic Partnership
Date: 9th November 2010
Subject: National and Regional Changes: Update
Authors: Neil Hawkins, Planning Policy Officer
neil.hawkins@bromley.gov.uk , 020 8461 7842

1. Recommendations.

The Partnership is asked to:-

- 1.1 Note the updates provided on national and regional changes.

2. Background

- 2.1 This report outlines the key updates in national and regional changes in relation to the work of the Economic Partnership.

3. Local Enterprise Partnerships and the Regional Growth Fund

- 3.1 In May 2010, the Coalition Government announced the abolition of England's Regional Development Agencies (RDAs), signalling the end of the regional tier of government and the emergence of a renewed local approach.
- 3.2 In June, the Government wrote to all English local authorities inviting them to submit proposals around the development of Local Enterprise Partnerships, referred to as LEPs.
- 3.3 LEPs are partnerships between local government and business to carry out local economic development activities, taking over some functions of the RDAs. These partnerships will provide strategic leadership to set out local economic priorities. They will help "rebalance the economy towards the private sector" by creating the right environment for business growth.
- 3.4 It was widely assumed that London boroughs (or groups of boroughs) could not submit LEP proposals, because of London's regional governance arrangements and could not access the Regional Growth Fund (RGF) to support LEP activities.
- 3.5 It was later confirmed that London boroughs could submit LEP proposals, albeit after the original deadline for LEP submissions. There was a lack of clarity on the function, transition arrangements, timescales and funding for LEPs. It was suggested that funding could come from local authorities pooling their resources in addition to coming from the budgets of the abolished RDAs.

- 3.6 Given the confusion over the situation in London, Bromley aligned itself with the existing South London Sub-region. This approach did not deviate from past arrangements and there is an existing framework in place through South London Partnership and South London Business.
- 3.7 South London Partnership submitted an Expression of Interest LEP proposal covering the South London region comprising of Bromley, Croydon, Kingston, Merton, Richmond, Sutton and Wandsworth.
- 3.8 Bromley Council are currently in talks with South London Partnership about developing a full LEP proposal along with the South London boroughs mentioned above. There will be discussion on the roles, structure, accountability, funding and governance. It is expected a proposal will be drawn up for early November. Partners will be consulted on the proposal. An updated briefing note on LEPs will be produced when discussions/proposals have developed.
- 3.9 In June the Government launched the RGF - a £1 billion fund operating in 2011/12 and 2012/13, to provide support for projects that offer significant potential for sustainable economic growth and can create new private sector employment. The fund will particularly help areas and communities currently dependent on the public sector make the transition to private sector led growth and prosperity.
- 3.10 The recent Spending Review announced additional funding for the RGF- increased to £1.4 billion over 3 years, to help promote economic regeneration. However in comparison, the Regional Development Agencies budget was £2.3 billion a year.
- 3.11 LEPs will play an important role in bringing together bids for the RGF, working with key partners such as universities and Chambers of Commerce. Private sector companies and other public-private partnerships will also be invited to bid independently for the fund.

4. Local Economic Assessment (LEA)

- 4.1 Part 4 of the Local Democracy, Economic Development and Construction Act 2009 requires unitary authorities, including London boroughs, to undertake an assessment of the economic conditions within their locality - referred to as 'Local Economic Assessments' (LEAs).
- 4.2 LEAs should provide a comprehensive picture of the local economy. Their primary purpose should be to provide local authorities and partners with a robust analysis of local economic conditions, which in turn, should inform economic policies and interventions.
- 4.3 LEAs will help underpin local strategies such as the statutory Local Development Frameworks (LDFs), local transport plans and housing strategies. The assessment will complement other information in providing a useful source of evidence in considering the performance of local economies and the effectiveness of local partners' actions in support of sustainable economic growth.
- 4.4 In order to help local authorities meet their new requirements, the previous Government produced statutory guidance setting out what LEA's should contain in broad terms. Since the change of Government, the statutory guidance has been removed, thus freeing up local authorities to decide locally how they undertake their

assessments and monitor their local economy. The duty to undertake the assessment remains.

- 4.5 Further details on the LEA duty and its role in economic development are expected to emerge from the Decentralisation and Localism Bill, which is due to be announced in late November 2010. Officers will update Partners in due course regarding any developments on the LEA.

5. Devolution in London

- 5.1 In July 2010, the Mayor of London, the London Assembly and London Councils wrote a joint letter to Eric Pickles, the Secretary of State for Communities and Local Government, proposing a devolution package for London.
- 5.2 The proposals aim to achieve significant savings for the taxpayer through streamlined and more efficient government structures. Within this context, the Mayor, Assembly and London Councils put forward the case for a select transfer of functions and responsibilities from Central Government, accompanied by a sufficient and appropriate transfer of resources.
- 5.3 It is important to note that at this stage there is general consensus among the three bodies to devolve power, particularly in several key areas, but a number of issues will require further discussion.
- 5.4 The priorities for the Mayor are the transfer of Homes and Communities Agency London and London Development Agency functions and resources to the Greater London Authority and the establishment of the Olympic Park Legacy Company as a Mayoral Development Corporation. The priority for the Assembly is to see that robust transparency and accountability arrangements are embedded in any devolution package. The Assembly's powers should be strengthened, particularly in relation to the Mayor's strategies and budget. The priorities for London Councils are to bring resources and decisions as close to Londoners as possible. This will be reinforced by greater borough representation on pan- London bodies.
- 5.5 It is anticipated that the forthcoming Decentralisation and Localism Bill will affect a number of the proposals. In light of this, it is inevitable further discussions will be pursued by all parties concerned.

6. Mayor of London's Economic Development Strategy (EDS)

- 6.1 The Economic Development Strategy sets out the Mayor's vision with respect to the London economy, and how it can be realised. The Mayor's ambitions are for London to be the World Capital of Business, and to have the most competitive business environment in the world; to be one of the world's leading low carbon capitals, for all Londoners to share in London's economic success and for London to maximise the benefits of the 2012 Olympic and Paralympic games.
- 6.2 Following the public consultation in the autumn of 2009, the Mayor has published a final version of the EDS for London. The final version does not differ notably from the public consultation draft, with the main aims and objectives remaining the same. The Strategy is a 'high-level' document, with details on spending to emerge in the future.

- 6.3 An implementation Plan will be published in autumn 2010, which will set out how the Mayor will work with partners to deliver his vision for London and to champion the Capital. This Plan is expected to provide more detail than the Strategy and officers will update Partners on any relevant developments.

7. The London Plan

- 7.1 The Examination in Public (EiP) of the Replacement London Plan took place at City Hall over the summer of 2010 and concluded recently in late October. Structured discussions took place before an independent panel on selected matters arising from the panel's consideration of the draft Replacement London Plan and of responses to the consultation. Bromley Council participated in a number of discussions, including housing and Strategic Outer London Development Centres (SOLDs).
- 7.2 The panel will write a report to the Mayor recommending changes to the draft Plan, which the Mayor can accept or reject. Following this, the Mayor sends a final version of the Plan to the Secretary of State, who decides whether any further changes are needed. It is expected the Mayor will publish a final version in 2011.

8. Comprehensive Spending Review

- 8.1 The Chancellor of the Exchequer, the Rt. Hon. George Osborne MP, revealed details of the Spending Review on 20 October 2010, covering the four years from 2011-12 to 2014-15. Highlights of the Spending Review are set out in paragraphs 8.2 – 8.12.
- 8.2 Ring-fencing of all local government grants (with the exception of schools grants and a public health grant from 2013) will end in 2011-12.
- 8.3 Local Area Agreement (LAA) Reward Grant has been stopped. There will be no further payments of LAA Reward Grant against the 2008-11 LAA targets in the next Spending Review period. All designations of local improvement targets in local authority LAAs have been revoked and local authorities are free to amend or withdraw targets from LAAs as they see fit. Those targets which remain within LAAs will not be monitored by CLG.
- 8.4 The Government has announced that councils choosing to freeze their local council tax levels in 2011-12 will receive funding equivalent to a 2.5% increase in council tax for that year for the entire Spending Review period (£700m has been set aside to fund this policy each year). Spending on Council Tax Benefit (CTB) is to be reduced by 10% and CTB to be localised from 2013-14.
- 8.5 Funding for adult apprenticeships (25 year olds plus) will be increased by £250 million a year by 2014-15 equating to around 75,000 more adult apprenticeships nationally. The Government will continue to fund basic skills provision and will protect and reform Adult Community Learning. Within Further Education (FE), individuals will now have to contribute to fund Level 3 qualifications via student loans to meet tuition fees (repayment levels varying with income). The Government confirms that it will move to an all-age career service (currently there is Connexions for young people and the Adult Advancement and Careers Service).

- 8.6 Capital spending reduction is in line with the previous government plans. It is prioritising economic infrastructure supporting growth, the transition to a low carbon economy and private sector investment in infrastructure e.g. plans for a Green Investment Bank.
- 8.7 The Regional Growth Fund will be extended from 2 to 3 years. This means an extra £0.4 billion in 2013/14. The total fund now stands at £1.4 billion. The government will also reform the way it delivers European Regional Development Funding (ERDF) linking it with the RGF in future and reinvesting revenue from its assets. This could have implications for London's share of ERDF in the longer term but it is too early to tell.
- 8.8 Further detail on Tax Increment Financing (TIF) and future incentives to boroughs to promote economic growth will be set out in a White Paper on local growth later in the year.
- 8.9 Business Support: The government will provide £200 million a year by 2014-15 to support manufacturing and business development and will continue the Enterprise Finance Guarantee scheme for small businesses.
- 8.10 Draft legislation on a Bank Levy will be published and should be in place by end of the year. This will generate around £2.5 billion of annual revenues. London-based banks will be large contributors to this. The government will also take forward a Financial Activities Tax on profits and remuneration with international partners.
- 8.11 The banks will also establish a £1.5 billion Business Growth Fund to provide capital to small businesses.
- 8.12 As previously mentioned, Local Enterprise Partnerships (LEPs) are to take over the role of the Regional Development Agencies (RDAs), providing strategic leadership to set out local economic priorities and grow the local private sector.

9. Localism Bill

- 9.1 Since the change of Government there have been numerous outline proposals and policies, but a lack of detail and clarity on their implementation. It is anticipated the forthcoming Decentralisation and Localism Bill, along with a White Paper on economic growth (both due November 2010), will provide details on planning, housing, localism, LEPs and economic powers.
- 9.2 Any changes impacting on the work of the Partnership will be reported in due course.

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BROMLEY ECONOMIC PARTNERSHIP

Meeting: Economic Partnership
Date: 9th November 2010
Subject: Local Economic Assessment (LEA)
Authors: Neil Hawkins, Planning Policy Officer
neil.hawkins@bromley.gov.uk , 020 8461 7842

1. Recommendations.

The Partnership is asked to:-

- 1.1 Note the requirement for the Council to undertake a Local Economic Assessment (LEA).
- 1.2 Consider the information being collected/researched as set out in Appendix 1 and identify other relevant data/information sources that could be considered for inclusion.
- 1.3 Give consideration and comment on a mechanism of consultation with businesses, including the role of business in contributing to an assessment and how they should be involved.

2. Background

- 2.1 The previous Government's review of Sub-National Economic Development and Regeneration (July 2007) stated that local authorities should play a more central role in local economic development. It proposed that a duty should be placed on upper tier and unitary local authorities to assess the economic circumstances of their area.
- 2.2 The proposed economic assessment duty has now been formalised by the Local Democracy, Economic Development and Construction Act 2009.

3. The Local Economic Assessment Duty

- 3.1 Part 4 of the Local Democracy, Economic Development and Construction Act 2009 requires unitary authorities, including London boroughs, to undertake an assessment of the economic conditions within their locality - referred to as 'Local Economic Assessments' (LEAs).
- 3.2 The Act states LEAs should provide a comprehensive picture of the local economy. Their primary purpose should be to provide local authorities and partners with a robust analysis of local economic conditions, which in turn, should inform economic policies and interventions.

- 3.3 According to the duty, LEAs should spatially map economic conditions including:
- the comparative strengths, weaknesses, opportunities and threats facing the local economy;
 - local economic links and how the local market fits in with the wider sub regional and regional markets;
 - an analysis of the local causes of worklessness;
 - a review of the regeneration challenges of the area;
 - the impact of local economic development on the environment.
- 3.4 Assessments should be kept up to date and fit for purpose to enable local authorities to keep their Sustainable Community Strategy up to date. Assessments should ideally be reviewed annually and fully refreshed every 3 years.
- 3.5 LEAs should also underpin other local strategies such as the statutory Local Development Frameworks (LDFs), local transport plans and housing strategies.
- 3.6 LEAs will complement other information in providing a useful source of evidence in considering the performance of local economies and the effectiveness of local partners' actions in support of sustainable economic growth.
- 3.7 Bromley's assessments will inform local, sub-regional and the Mayor of London's suite of strategies - the London Plan, Economic Development Strategy, and Transport Strategy. London Councils will work to ensure that LEAs, particularly those undertaken by groups of boroughs, influence the London Development Agency's (LDA) spatial investment plans and the development of their programmes. This should ensure that policy making at all levels is based around a shared understanding of local economic challenges and geography and help to ensure that the economic interventions of different partners are aligned and complementary.
- 3.8 The duty came into force on 1st April 2010 and in order to help local authorities meet their new requirements, the previous Government produced statutory guidance setting out what LEA's should contain in broad terms. Since the change of Government, the statutory guidance has been removed, thus freeing up local authorities to decide locally how they undertake their assessments and monitor their local economy. The duty to undertake the assessment remains.
- 3.9 Further details on the LEA duty and its role in economic development are expected to emerge from the Decentralisation and Localism Bill, which is due to be announced in late November 2010. Officers will update Partners in due course regarding any developments on the LEA.

4. Memorandum of Understanding with the Greater London Authority group

- 4.1 London Councils has been working with the Greater London Authority (GLA), the London Development Agency (LDA), London boroughs and sub-regional partnerships to agree a common evidence base for all London borough assessments and to make best use of the analytical capacity held within London.

4.2 A Memorandum of Understanding (MoU) has been agreed, setting out 14 core indicators that should be part of each individual LEA and will enable London boroughs to benchmark their position against other boroughs. The MoU only identifies the core data to be included within each of the assessments. It is not intended to be a comprehensive list of data. It is expected boroughs will augment this data with evidence particular to their economic conditions and to reflect their own strategic priorities. The core data set is as follows:

- Resident population (both ONS mid-year estimates and GLA projections)-ONS, GLA
- Employment rate of working age population -APS
- Unemployment rate (both claimant and ILO) -ONS
- Number of jobs (workplace based) by broad industry group-ABI
- % of the working age resident population qualified to degree level or above-APS
- % of the working age resident population with no qualifications-APS
- % of the working age resident population qualified to at least Level 2 or higher-APS
- % of the working age resident population qualified to at least Level 3 or higher-APS
- % of the working age resident population qualified to at least Level 4 or higher-APS
- New business registration data-ONS
- Count of deaths of enterprises -ONS
- % of small businesses in an area showing employment growth (IDBR)-ONS
- % of Super Output Areas (SOAs) in the 20% most deprived in England (Index of Multiple Deprivation 2007) -CLG
- Public transport accessibility levels (ATOS) -TfL

5. Bromley's Local Economic Assessment

5.1 The intention is to prepare a full assessment in 2010/11 to meet the duty with the next full assessment due in 2013/14 to coincide with the availability of substantial new information from the 2011 census (detailed census information should be available from 2013). As mentioned in 3.9 above, future LEAs are subject to any changes in legislation in the Localism Bill.

5.2 London boroughs are currently preparing their assessments and are at varying stages of completion. However, given the removal of the statutory guidance and shifting political landscape, officers deemed it wise to wait and learn from other authorities and sub-regional colleagues that have commenced preparation early. Bromley's LEA will build on economic profiles prepared by the Council in previous years, but the duty requires further information regarding the local population, housing, young people as well as business, skills and employment.

5.3 Officers are working across Council departments and with partners to identify where existing data requires updating and any additional requirements to meet the new duty. The Council will require the approval of the Executive to draw down funds to use for commissioning any studies or data that is identified as being essential to the LEA. The potential to undertake a borough based business survey (complementing the latest SLB survey) and other identified gaps in evidence to support borough priorities is being considered.

5.4 A key component in producing the LEA will be engaging and consulting with businesses. The Council will want to make sure it has a clear understanding of

what is necessary for business to flourish locally and for people to take advantage of economic opportunities.

- 5.5 Consultation with businesses could involve the use of the Council website, articles in the e-bulletin and communications with businesses via the Business Support and Town Centres Team. Feedback could also include consultation with key partners such the South East Chamber of Commerce and Business Link.
- 5.6 London Councils has been actively encouraging boroughs to work together on sub-regional assessments, in addition to undertaking their own local assessments. There are a number of advantages to sub-regional assessments; economic links and local markets rarely fall wholly within local administrative boundaries and a sub-regional analysis is more likely to reflect spatial trends. Sub-regional assessments will also be easier to translate into the Mayor's strategies and will be more effective in influencing LDA investment.
- 5.7 South London Partnership and Kingston University have produced a draft sub-regional economic assessment which covers the seven London Boroughs of Bromley, Croydon, Royal Borough of Kingston upon Thames, Merton, Richmond upon Thames, Sutton and Wandsworth. This assessment includes a SWOT (strengths, weaknesses, opportunities and threats) analysis of the sub-region and looks at some of the wider strategic issues facing the boroughs. The draft is available at: <http://lms.kingston.ac.uk/bbcswebdav/users/ku09656/SREA>
- 5.8 Bromley's LEA will highlight various key issues for the borough and will assist the Economic Partnership in identifying new issues to be examined. The LEA will also aid the Economic Partnership in reviewing its Economic Framework and inform any changes to their objectives and outcomes.
- 5.9 In addition to the core London Council indicators, Bromley is considering including the data set out in Appendix 1. The original guidance set out by Government was extensive and there is doubt as to how useful the full range of data would be. Sources such as the Joint Health Needs Assessment will be used as appropriate.

Appendix 1 - Potential data/information for Bromley's LEA

LEA Theme	Data/Indicator description	Source
Demography		
Functional Economic Area	Define Bromley's 'Functional Economic Area'	Local
Sub-regional context	Decide on comparison boroughs/sub-region and national/London comparisons	See SLP Sub-regional assessment
Population/Population Growth	Current resident population	ONS: Mid-Year Population Estimates, ONS: Neighbourhood statistics. GLA
	Resident population (both ONS mid-year estimates and GLA projections)	
	Population as proportion of region	ONS: Mid-Year Population Estimates, ONS: Neighbourhood statistics
	Historic population change	
	Historic age structure by broad group change	
Population Projections	Population Projections	ONS: Sub-national population projections & GLA figures
Population Structure	Population Structure by m/f	ONS: Mid-Year Population Estimates, ONS: Neighbourhood statistics
	Population Structure by broad age groups	ONS: Mid-Year Population Estimates, ONS: Neighbourhood statistics
	Population Density	ONS: Mid-Year Population Estimates, ONS: Neighbourhood statistics
	Population structure by ethnic group	ONS: Population estimates by ethnic group
	Population by country of birth and nationality	APS
	NI allocations to overseas nationals	DWP
	Gypsy and Traveller population	CLG
Net migration	Population change by net migration, net change and total additional residents	ONS: Mid-Year Population Estimates, ONS: Neighbourhood statistics
No. of households		
Deprivation	% of resident population in deprived areas. Mapped	
Social marketing categories/Lifestyle typeologies	Acorn, Output Area Classification (OAC)	LBB intranet. Local Futures for OAC
Skills		
Qualification levels	Proportion of working age population with no qualifications	DIUS: Annual Population Survey
	Proportion of working age population qualified to at least level 2 or higher (NI 163)	DIUS: Annual Population Survey
	Proportion of working age population qualified to at least level 3 or higher (NI 164)	DIUS: Annual Population Survey
	Proportion of working age population qualified to at least level 4 or higher (NI 165)	DIUS: Annual Population Survey
	% of the working age resident population qualified to degree level or above	
	School attainment levels (5 GCSEs)	
	Job-related training in the last 13 weeks	ONS: NOMIS from APS
Skills Gaps	Skills gaps in the current workforce (NI 174)	National Employer Skills Survey
NEETS	Percentage of 16-18 yr olds not in education, training or employment (NI 117)	DCSF: Connexions
Apprenticeships	Apprenticeships completions	formerly LSC
Location and patterns of H/FE		
	Numbers of higher education students	
	Graduates employed in local area	
Recruitment issues	National Employer Skills Survey	
HE Destinations and Leaver Destinations		

LEA Theme	Data/Indicator description	Source
Employment		
Economic activity rates	Economic Activity rate (working age)	ONS: NOMIS from APS
	Economic Inactivity rate (working age)	ONS: NOMIS from APS
Employment rates	Employment rate (working age)	ONS: NOMIS from APS
	Employment rate (working age) m/f	ONS: NOMIS from APS
	Employment rate of over 50 year olds	ONS: NOMIS from APS
	Bromley share of jobs in S. London	
Job density	Job density	ONS: NOMIS, jobs density
Employment by status (full/part time self employed)	Employee jobs full-time and part-time	
Migrant Workers		
Self employment	Proportion of self-employment (working age)	ONS: NOMIS from APS
Unemployment	Unemployment Claimant Count	ONS: NOMIS
	Unemployment m/f	ONS: NOMIS
	Unemployment by age groups	ONS: NOMIS
	Unemployment by duration of claim	ONS: NOMIS
	Working age people on out of work benefits (NI 152)	JCP
	Working-age client group - key benefit claimants	DWP: benefit claimants
	Job Centre Plus vacancies	JCP
Earnings (resident v work base)	Earnings - Workplace based (median of full-time workers gross weekly pay)	ONS: NOMIS from Annual Survey of Hours & Earnings
	Earnings - Residence based (median of full-time workers gross weekly pay)	ONS: NOMIS from Annual Survey of Hours & Earnings
	Median earnings of employees in the area (NI166)	
	Income differences between wards	CACI paycheck data
	Comparison of full time and part time weekly earnings in Bromley (by workplace analysis and by residential analysis)	
Employment by Occupation; Residents and Workforce	Employment by Occupation	ONS:APS
Home working		
Commuting patterns	Commuting by place of residence and place of work	ONS: NOMIS, Census 2001
	Method and distance of travel to work	ONS: NOMIS, Census 2001
	Proportion of workers in Bromley who are also residents	
	Work location of Bromley residents	
Overall economic competitiveness	Gross Value Added per employee	
	Gross Value Added £ per head	

LEA Theme	Data/Indicator description	Source
Enterprise		
Sectoral breakdown	IDBR business structure: local industry by broad industry (SIC) and employment size	ONS: IDBR
	ABI Employment by broad industry (SIC) code	ONS: Annual Business Inquiry
	Number of jobs (workplace based) by broad industry group	ONS: Annual Business Inquiry through NOMIS
	GVA by broad industry sector	
Sector growth/decline	NI 172 - % of small businesses in an area showing employment growth (IDBR)	
Employment by sectors over time	Proportion of employees by industry (latest figures) and also over time	
Employment growth by key sectors		
Employment in knowledge intensive sectors and high growth sectors	Percentage of firms in knowledge intensive industries	NOMIS
Public/private sector split	Employees employed in the public sector	NOMIS
Workplace size (employee band)	workplace analysis - business units	ABI
Sub-analysis of key small business sectors		
Economic growth (GVA per head)	Output/Productivity (GVA) per worked hours	ONS: Statbase
VAT registered businesses per 10,000 resident population	VAT registered businesses	BIS: VAT regs.deregs by industry
	New business registrations (VAT and PAYE)	
Enterprise births and deaths	NI 171 – New business registration data	ONS: Business Demography
Survival rate for business	Count of deaths of enterprises	ONS: Business Demography
	VAT deregistrations	
	Business survival rate 1 year	BIS
	Business survival rate 3 years	BIS
	Company bankruptcy and insolvency petitions	Ministry of Justice
Commercial and Industrial Property vacancy statistics	SLB Property database	
	Shop vacancy monitoring	Local TCM's
	Supply v demand on commercial property database	
	Map - change in commercial and industrial floorspace	
	Office floorspace availability and annual average take up	GVA Grimley studies
	Age of office stock (as a % of total floorspace)	GVA Grimley studies
Low carbon businesses		
Innovation		
Inward investment		
Exports	Export businesses in Bromley	
Business needs	Local Business Survey data	SLB Business Survey data (results for Bromley) Local to be commissioned? (e.g. Kangley Bridge rd and Bromley North survey)
Rural / urban relationship		
Leisure destinations/tourism	Footfall in key town centres	Local
	Proportion of tourism related employment	
	Value and volume of tourism for Bromley	
	Overseas tourism expenditure in Bromley	
	Tourism study?	
Demand for business support	no. of business support enquiries	Local
	Business Link data	Local
Employment Floorspace by key sectors		Valuation Office Agency

LEA Theme	Data/Indicator description	Source
Economic Inclusion		
Economic activity rates	Economic Activity Rates, (working age)	ONS NOMIS
Employment rate by group and by age		
Ethnic groups by occupation and sector		
Benefit claimants	Working age people on out of work benefits (NI 152)	JCP
Incapacity benefit	IB Claimants	ONS, NOMIS. Borough, Ward
Household income levels		
Index of Multiple Deprivation (IMD)	% of Lower Super Output Areas (LSOAs) in the 20% most deprived in England (Index of Multiple Deprivation 2007)	IMD, NOMIS
	Households below average income	
NEET	NEET figures, but age and sex	
Participation in formal education and work based learning		CYP Needs Assessment
Half days missed in secondary schools		CYP Needs Assessment
Child poverty		CYP Needs Assessment
Fuel poverty		
Barriers to participation		
Health	Life expectancy (at birth)	ONS
	Infant mortality rate	
Smoking prevalence		
Adult Obesity		
Child Obesity		
Carers		
Accessing Mental Health Services		
Volunteering		
Access to services		
Disability	Working age population by disability	ONS: NOMIS from APS
Crime levels	Overall Crime rate	Home Office: British Crime Survey
	Specific Crime rate	

LEA Theme	Data/Indicator description	Source
Housing, Planning & Connectivity		
Housing market assessment	Housing stock	
	Median house prices and indexed to England average over time	Land Registry
Affordability (prices v wages)	Ratio of median house price to median earnings	Land Registry
	Net additional homes provided (NI 154)	
Growth / trajectories	CLG household projections	
Builds completed and started		
Household composition	Household type breakdown	
Demand		
Gypsy and travellers sites (pitches)		Local. Ref. London Plan
Current stock by tenure	Dwelling stock by tenure 2008	Neighbourhood Statistics
Vulnerable households		
Vacant dwellings		
Number of affordable housing completions	Number of affordable homes delivered (NI 155)	
Temporary accommodation		
Homelessness		
School travel and catchment areas		
Rental value		
Land values		
Brown field sites		
Employment land	Employment land take up and use	
	proportion of commercial floorspace devoted to retail	
Employment Land Under Construction		
Potential developments - Employment outstanding planning permissions		
Key business land/premises	Employment by Land use class under SIC code	ABI and Land class defined by SIC
	Major development sites	
Commercial market assessments		
Employment land reviews	GVA Grimley's conclusions and recommendations	
Planning restrictions		Local
Heritage & historic environment		Local
Mode of transport	Public transport accessibility levels	
	Bus and rail journeys	
Distance to services		
Car ownership		
Traffic congestion		
Road casualties	Road accident data	DfT
Expenditure on roads		
Freight movement		
Broadband	Digital inclusion?	
Environment		
Air pollution quality		
Natural resources		
Energy production		
Energy consumption		
Waste disposal - sent to landfill	Percentage of municipal waste to landfill (NI193)	DEFRA: through waste data flow
Waste production		
Water quality	River water quality	
Pollution incidents		
Flood risk		
Biodiversity (SSSI)		
Rights of way / open access land		
Carbon emissions	Per capita reduction in CO2 emissions (NI 186)	DEFRA,
	CO2 emissions by industry/commercial, domestic and transport	Department of Energy and Climate Change (DECC)
Emission targets		
Protected areas	Map of protected areas	Local
Green belt	Map of Green Belt areas	Local
Farm land	Map of Farm land	Local

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BROMLEY ECONOMIC PARTNERSHIP

Meeting:	Economic Partnership
Date:	9 th November 2010
Subject:	Bromley's Economic Framework
Authors:	Mary Manuel, Head of Local Economy and Regeneration mary.manuel@bromley.gov.uk , 020 8313 4303

1. Recommendations.

The Partnership is asked to:-

- 1.1 Endorse the changes to the objectives under each of the Strategic Priorities proposed by the Sub-Groups as part of the Economic Framework for 2010 -13 as set out in Appendix 1.
- 1.2 Consider the process for using the Economic Framework in the development of partner organisations' forward plans.

2. Background

- 2.1 At its April meeting the Economic Partnership endorsed the three Strategic Priorities within the Draft Economic Framework.
 - SP1 Sustaining and growing business and investment
 - SP2 Vibrant and thriving town centres
 - SP3 Improving employment opportunities for residents
- 2.2 The Partnership asked the two existing sub-groups: Business Competitiveness and Investment, and Skills and Employment to develop, manage and monitor an action plan for Strategic Priorities 1 and 3 respectively and for consideration to the mechanism to develop, manage and monitor Strategic Priority 2. The Partnership also agreed that an updated version of the Economic Framework should be provided to a future meeting together with regular updates on the individual action plans.
- 2.3 Subsequently a Town Centres Sub-Group was established, chaired by Howard Oldstein to take forward Strategic Priority 2. This priority has seen the greatest changes to its delivery plan, in particular, further work clarifying and refining its objectives. The Town Centres Sub-Group has met on two occasions since its establishment. The sub-group was made up of chairs of business and traders groups from across the borough. Although there was some interest in meeting together to discuss practical ways to develop the groups in each of the areas represented and to share good practice there was considerably less engagement

with the process of monitoring and implementing the Strategic Priority 2. Howard Oldstein has now resigned chairmanship of this sub group and the remit and make up of the group will be subject to a review led by Town Centre Management, with a view to a possible re-launch in early 2011. It may be that any re-formed group could act as an advisory or sounding board for town centre issues for the Economic Partnership, but will not play the role of a formal sub-group. In the light of these changes, delivery of the action plan for Strategic Priority 2 will now come under the oversight of the Business Competitiveness and Investment Group which is also responsible for Strategic Priority 1.

- 2.4 An update regarding each of the Strategic Priority delivery plans form part of the items 8 and 9 on this agenda.

3. Using the Economic Framework in preparing for 2011/12

- 3.1 The Economic Framework provides the basis for the Council and partners to assess economic activities and their fit with the strategic priorities for the borough. The Council will in the next few months develop its Renewal and Recreation Portfolio Plan for 2011/12. This will include identifying how and where it can contribute to the Economic Framework's priorities and objectives. Partners are asked to consider how their can include the Economic Framework in their forward planning.

*Bromley 2020 - The Prosperous and Thriving theme sets the vision
 ‘Bromley is one of the most prosperous, thriving and skilled boroughs in London’.*

Strategic Priority 1 - Sustaining and growing business and investment

Original Objective	Revised Objective
1. Maintain Bromley’s high quality of life as a key competitive advantage	
2. Raise Bromley’s profile as a place to invest and do business	
3. Encourage provision of a wide range of premises to meet the needs of employers	
4. Encourage investment and development in the borough’s key commercial and industrial areas including town centres, the Cray Corridor, Biggin Hill and Sydenham/Penge.	
5. Encourage self-employment and business start ups	
6. Encourage provision of high quality accessible business support services to local businesses, in particular support for high growth and key employment sectors	
7. Promotion of low carbon/green businesses	

Strategic Priority 2 - Vibrant and thriving town centres

Objective	Revised Objective
1. Promote and facilitate the development and competitiveness of Bromley and Orpington town centres.	Promote and facilitate the delivery of Bromley town centre
2. Promote and facilitate the vitality of the borough's other town centres.	Promote and facilitate the delivery of Orpington town centre
3. N/A	Maintain and improve the appearance, tidiness and overall quality of the borough's town centres
4. Implement the improvement programmes set out in the Bromley Town Centre Area Action Plan and Orpington Town Centre Masterplan.	Monitoring the performance of town centres

Strategic Priority 3 - Improving employment opportunities for residents

Objective	Revised Objective
1. Develop and maintain high quality progression into employment for residents	
2. Improve residents' access to and awareness of opportunities in the local and wider labour market.	
3. Improve the economic performance and employment levels in the borough's more deprived communities.	
4. N/A	Increase the proportion of businesses involved in training their employees
5. Improve the types of training to meet the needs of employers.	Promote and improve the types of training to meet the needs of employers.
6. Increase the level of residents qualified to at least NVQ level 2.	
7. Increase the proportion of residents with higher level skills.	Increase the proportion of residents to at least NVQ level 4.

BROMLEY ECONOMIC PARTNERSHIP

Meeting:	Economic Partnership
Date:	9 th November 2010
Subject:	Update report on work of Business Competitiveness and Investment and Town Centre Sub-Groups and on Strategic Priorities 1 and 2.
Author:	Martin Pinnell, Head of Town Centre Management and Business Support. Tel: 020 8313 4457. Email: martin.pinnell@bromley.gov.uk

1. Recommendations.

The Partnership is asked to:-

- 1.1 Note the recent work of the Business Competitiveness and Investment Sub-Group and future proposed work.
- 1.2 Note the recent work of the Town Centres Sub-Group.
- 1.3 Agree changes to these sub-groups.
- 1.4 Note progress to date and planned activities under the Economic Framework's Strategic Priorities 1 and 2.

2. Work of the Business Competitiveness & Investment Sub-Group

- 2.1 Since the last Economic Partnership meeting in July there has been one meeting of the Business Competitiveness and Investment (BC&I) sub-group. This took place on 15 September and was attended by representatives from Business Link, Bromley College (Business Focus), Treval Engineering, News Quest Group and the Council. The meeting was chaired by Howard Oldstein of the Glades.
- 2.2 Items for discussion included a review of the Business E-Bulletin and the Council's Business pages, the revamped Welcome Pack and town centre activity – including the new Town Centre Management team arrangements. However, the main focus of the meeting was on progress against targets on Strategic Priority 1 and a discussion of how best to monitor progress in the future, including identifying suitable performance

indicators. Selected performance indicators and other economic statistics were circulated at the meeting – and it was agreed that further work was required to refine these and their presentation. Also under discussion were proposals for inclusion in the Council’s business support programme, which due to budget restraints will be much reduced and more dependent on support from partners for its delivery.

- 2.3 The next meeting of the BC&I sub-group is planned for 14 December. In addition to the monitoring of the Strategic Priorities, and related monitoring data, members also intend to undertake a review of available communication channels for joint communications to businesses. Interest has also been expressed in looking at BIDs and a suitable speaker on this subject will be invited to a future meeting.
- 2.4 Subject to agreement from the Economic Partnership the remit of the BC&I sub-group will be broadened to include oversight and delivery of Strategic Priority 2. In the light of this, the membership of this sub-group will be reviewed to ensure sufficient representation from town centre businesses or organisations.

3. Work and current status of the Town Centres Sub-Group

- 3.1 Since the last Economic Partnership meeting in July there has been one meeting of the Town Centres sub-group, on 16 July. This was the 2nd meeting of the group to take place and was attended by representatives from Bromley Creative Community, BNI Bromley, Bromley Business Club, Biggin Hill Traders Group, BCX Bromley, Federation of Small Businesses, Orpington Business forum, BNI Crofton group, 12-30 Womens company, Bromley Business forum and the South East London Chamber of Commerce . The meeting was chaired by Howard Oldstein of the Glades.
- 3.2 Items for discussion included the remit of the sub-group and its role in relation to the Economic Partnership and the rest of the Local Strategic Partnership. Meeting also introduced members to the Strategic Priority 2 Action Plan, and updates were also heard on the Bromley Area Action Plan, Town Centre Management, the Council’s town centre events programme and also news was shared about the activities of the various groups represented.
- 3.3 Although members of the sub-group were asked for comments and contributions to the Strategic Priority 2 Action Plan – very few responses were received. There was also little take up of the offer to reconvene the group on 15 October – which resulted in the cancellation of this planned meeting.

4. Proposed changes to the Business Competitiveness and Investment and Town Centres sub-groups.

- 4.1 Although there was some interest amongst the business group chairs in meeting together to discuss practical ways to develop the groups in each of the areas represented and to share good practice there was considerably less engagement with the process of monitoring and implementing Strategic Priority 2.
- 4.2 Howard Oldstein has now resigned chairmanship of this sub group and the remit and make up of the group will be subject to a review led by Town Centre Management, with a view to a possible relaunch in early 2011. It may be that any re-formed group could act as an advisory or sounding board on town centre issues for the Economic Partnership, but will not play the role of a formal sub-group.
- 4.3 In the light of these changes, it is proposed that delivery of the action plan for Strategic Priority 2 will now come under the oversight of the Business Competitiveness and Investment Group which is also responsible for Strategic Priority 1. The membership of this group, to ensure adequate representation of town centre businesses, will also be reviewed.

5. Update on Strategic Priority 1: Sustaining and growing business and investment

- 5.1 A full update of the Strategic Priority 1 Action Plan is provided as Appendix 1. However, key highlights are summarised below.
- 5.2 Activity by members of the partnership during the past quarter include revision of text and graphics for inward investment prospectus; the Mayor's business lunch for key employers; an SLB networking event at the Churchill Theatre attended by 50 local businesses; Boost Your Business event at Orpington College by the Council, in partnership with BLIL; discussions and site visit with English Heritage to develop proposal for West Camp (Biggin Hill); SLB submitted joint proposal with South London Partnership for a Local Enterprise Partnership to support businesses across South London in line with the government proposal that LEP's replace other forms of business support in the UK; BLIL adviser service focussed on growth businesses from Sept 2010 to include IDB offer and account management for selected clients showing high growth potential; and Bromley Environment Awards presented (9/7/10) to Croft Teas Rooms, Harris HospisCare and Warren Evans Beds.
- 5.3 Planned activities for the current quarter and beyond include delivery of inward investment prospectus; BLIL focussing adviser service on established growth businesses and piloting an account management model of support for key Bromley firms; Programme of growth focussed workshops being offered with planning for Q4 with local delivery partners;

Council working with agents to deliver commercial property event in November; SLB is developing plans for an awards programme in Bromley, with a launch planned in January, the main sponsor being Biggin Hill Airport. Also in this quarter a successful Boost Your Business event was delivered by the Council for Bromley North, in partnership with BLIL.

6 Update on Strategic Priority 2: Vibrant Thriving Town Centres

- 6.1 A full update of the Strategic Priority 2 Action Plan is provided as Appendix 2. However, key highlights are summarised below.
- 6.2 Activity during the past quarter include agreement signed with a developer for re-development of Westmorland Road Car park; Old Town Hall marketed for re-development; Pre-Tender Qualification stage for development of Pavilion Leisure Centre to include family entertainment centre; Orpington Public Realm works completed; New Orpington Library construction works started; 5 successful town centre events took place in Bromley, Beckenham Orpington during this quarter; and new improved Christmas lights contract procured.
- 6.3 Planned activities for the current quarter and beyond include adoption by Full Council of the Bromley Area Action Plan; up to 10 events in town centres planned for this quarter including very high profile Poppy Appeal launch (6 Nov); Delivery of lights schemes in 4 main town centres, and support for business-led initiatives in some smaller centres and preparation for relocation of the Bromley Charter Market (including advance publicity).
- 6.4 It should be noted that key monitoring data related to both Strategic Priority 1 and 2, and statistics of recession are also provided as appendix 3 to this report.

Strategic Priority 1 - Sustaining and growing business and investment – Update for 2nd Quarter 2010/11

Objective	How? – Proposed Actions	Lead (in bold), partners, delivery and responsibility	Funding	Timescales	Outcomes	RAG	Progress against Actions (July – Sept 2010)	Planned actions in next quarter (Oct – Dec 2010)
1) Maintain Bromley's high quality of life as key competitive advantage	1.1 Implementation of Bromley 2020.	LSP			Bromley remains an attractive place to run a business		N/A	
2) Raise Bromley's profile as a place to invest and do business	2.1 Work with partners to produce and distribute high quality inward investment promotional material, including prospectus.	LBB (R&R); SLB, Property Agents, Think London	LBB & commercial sponsorship	Produce first edition of prospectus in summer 2010; 2 nd edition in summer 2011	Increased number of businesses investing in Bromley	A	- Prospectus text and graphics revised	- Delivery of prospectus expected by end November. (LBB / SLB) - Prospectus to be distributed and promoted through business and inward investment media (LBB)
	2.2 Maintain dialogue with key employers to help retain continued investment, through initiatives such as Mayors lunches (LBB), Celsius Club (SLB), and networking events.	All LBB, SLB, JCP, Business Focus, Chamber of Commerce, Business Link in London	All partners	2010/11	Employers retain investment in the borough	G	Mayor's lunch 23 September – 11 guests attended. BLIL has provided intensive support to 8 businesses employing more than 50 employees in the 12 months to June 2010 BLIL is developing an account management model of support for key Bromley firms.	Comments from Mayor's event to be followed up (LBB) BLIL focussing adviser service on established growth businesses and piloting an account management model of support for key Bromley firms.

Objective	How? – Proposed Actions	Lead (in bold), partners, delivery and responsibility	Funding	Timescales	Outcomes	RAG	Progress against Actions (July – Sept 2010)	Planned actions in next quarter (Oct – Dec 2010)
							2nd July- SLB held a networking event at the Churchill Theatre with over 50 local businesses attending. We had stands from a number of key companies in Bromley including the Federation of Small Business, Bromley Council and Business Link.	
3) Encourage provision of a wide range of premises to meet the needs of employers	3.1 Promote improved awareness and take up of vacant commercial property, through Commercial Property Database, and sharing information on supply and demand, opportunities and best practice between agents, landowners, developers and LBB.	LBB (R&R); SLB, Property Agents	LBB core budgets, Property Agents and SLB. All partners' time.	2010-2013	A wide range of commercial space maintained and taken up.	G	<p>- Property database promoted on the Council website and at summer events</p> <p>- Agents meeting arranged for 21 Sept – joint working to improve marketing of vacant property and encourage inward investment.</p> <p>SLB held a stand promoting the database service at Boost Your Business event in Orpington on 28th September and attended South East London Chamber event on 8th September with Bromley businesses in attendance.</p>	- Commercial Property Event to take place jointly organised with agents and LBB, with SLB support.

Objective	How? – Proposed Actions	Lead (in bold), partners, delivery and responsibility	Funding	Timescales	Outcomes	RAG	Progress against Actions (July – Sept 2010)	Planned actions in next quarter (Oct – Dec 2010)
	3.2 Work with landowners and partners to bring West Camp into commercial use and the GSK site to be re-used for business/employment activities	LBB (R&R); Property Agents Forum, Landowners, Developers	LBB core budgets	2010-13	Maintain or Increase availability of space to meet future growth.	A	Discussions and site visit with English Heritage and landowners at West Camp – outline proposal being developed. GSK marketed site and shortlisted tenderers working up detailed proposals to landowner.	
	3.3 Ensure that the preparation of the LDF and core strategy in particular, reflects the needs for employment land to support economic prosperity.	LBB (R&R)	LBB core budgets	2010-13	Maintain or Increase availability of space to meet future growth.	A	Work to identify evidence base required and assessment of current information sources, ie property database, business rates and business surveys.	
4) Encourage investment and development in the borough's key commercial and industrial areas	4.1 Assist businesses to overcome barriers to growth and survival.	Business Link in London LBB ; Colleges; Business Forums; Safer Bromley Partnership	BLiL and partners	2010-12	Businesses in key commercial centres assisted to tackle barriers to growth / survival	G	Baseline 12 months to end June 2010: 5233 businesses in contact with BLL (Market Penetration); 264 supported intensively.	New business model for BL adviser service now in operation focussing support on growth businesses. Programme of growth focussed workshops being offered with planning for Q4 with local delivery partners.

Objective	How? – Proposed Actions	Lead (in bold), partners, delivery and responsibility	Funding	Timescales	Outcomes	RAG	Progress against Actions (July – Sept 2010)	Planned actions in next quarter (Oct – Dec 2010)
including town centres, the Crays, Biggin Hill and Sydenham/Penge.	4.2 Use inward investment promotional material and information (e.g. on websites) to highlight key areas / sites for inward investment.	LBB (R&R); SLB, Think London	LBB core funding; commercial sponsorship	2010-13	Key sites and employment areas have increased inward investment	A	Inward investment prospectus to be published in autumn 2010	
5) Encourage self-employment and business start ups	5.1 Promote availability and access to information on support programmes applicable to Bromley start ups, including social enterprises, through websites and joint events.	Business Link in London; LBB, Business Focus, Mencap, Mind, JCP, Business Link in London, Community Links Bromley	All partners	2010-11	Increased take up of support programmes to assist new businesses by Bromley residents	A	IDB offer available for Bromley businesses. Monthly numbers for referrals and brokerage for Bromley businesses provided: 342 referrals of Bromley businesses made April to July 2010 – although a limited number of these are referred back to Bromley-based agencies. New Social Enterprise Business Planning tool launched by BLiL	IDB offer available for Bromley businesses. Update to Sept 2010 for brokerage and referrals of Bromley business is 424 from April 2010.
	5.2 Deliver projects (including Start up workshops and Intensive start up support) to	Business Link in London Business Focus, LBB, Community Links Bromley	BLiL + partners	2010-12	Increased number of start ups, and improved growth and survival rates for start ups	A	Delivery of initial stage start up workshops across London available for Bromley pre-starts and direct referrals through to Business London. Future funding of start	Delivery of initial stage start up workshops across London available for Bromley pre-starts and direct referrals through to Business London until mid Dec.. BLiL collating available services from partners

Objective	How? – Proposed Actions	Lead (in bold), partners, delivery and responsibility	Funding	Timescales	Outcomes	RAG	Progress against Actions (July – Sept 2010)	Planned actions in next quarter (Oct – Dec 2010)
	provide start up businesses, including social enterprises with training, advice and information required to survive and grow.						up support in doubt beyond Jan 2011. Business Focus are planning self-funded programme for local entrepreneurs.	for referrals to following completion of Business London programme. BLIL online portal for Start up Support – www.businesslink.gov.uk/london/startingup
6) Encourage provision of high quality accessible business support services to local businesses, in particular support for high growth and key employment sectors	6.1 Increase awareness and take up of support available from all partners by improving access to information – via websites, e-bulletins and shared events (e.g. ‘Boost Your Business’) – and through improved data sharing and development of evidence base on needs and take up of support.	Business Link in London LBB, Business Link in London, Colleges, SE London Chamber of Commerce, FSB	BLiL, LBB core funding + other partners staff time	2010-12	Increased awareness and take up of support services by Bromley businesses	G	- Business pages on website updated with fresh information - Business e-bulletin issues sent in July and Sept - Boost Your Business Local events in Sept and Oct - Proposal for borough wide BYB event but need to charge IDB offer available for Bromley businesses utilising BLIL’s database of available support	- Re-designed e-bulletin to be launched in November (LBB); Boost Your Business Bromley North to be held 19 Oct (LBB) BLIL IDB continued to be offered to Bromley businesses. BLIL developing an Account Management offer for selected high growth businesses involving local support for peer networks etc. Pilot commenced in Oct. BLIL supported Boost Your Business events in Sept and Oct

Objective	How? – Proposed Actions	Lead (in bold), partners, delivery and responsibility	Funding	Timescales	Outcomes	RAG	Progress against Actions (July – Sept 2010)	Planned actions in next quarter (Oct – Dec 2010)
	6.2 Improve access to public sector procurement opportunities for SMEs, through restructuring of selected contracts, provision of information, 'fit to supply' training and support and work with other public sector partners.	LBB (for Council contracts); Supply London; Business Link in London; SE London Chamber, LSP Public Sector Partners	LBB core funding; Supply London		Increasing number of local SMEs involved in public sector supply chain.	A	- LBB Proposed projects in preparation – including potential collaboration with 3 other SE London boroughs Winning Public Sector Contracts section on BLIL website Business Focus encourages participation in "Compete For" for tendering opportunities.	- Work with other SE London boroughs to develop joint procurement event for delivery in Q4
	6.3 Lobby Government, GLA and others to ensure business support is relevant to Bromley businesses and designed / delivered for maximum impact on potentially high growth businesses / sectors.	SE London Chamber of Commerce and FSB; LBB; Colleges	Chamber / FSB and partners	2010-13	Business support that addresses the needs of local businesses.		The Chamber has been lobbying on the following: Crossrail, improved business support, increased funding for enterprise agencies, and new ferry options as a makeshift relief for the Blackwall Tunnel until a new bridge or tunnel can be built. SLB submitted joint proposal with SLP for a Local Enterprise Partnership to support businesses across South London in line with the government	Continued campaigning to improve business support provision and Woolwich Ferry Crossings.

Objective	How? – Proposed Actions	Lead (in bold), partners, delivery and responsibility	Funding	Timescales	Outcomes	RAG	Progress against Actions (July – Sept 2010)	Planned actions in next quarter (Oct – Dec 2010)
							proposal that LEP's replace other forms of business support in the UK. SLB undertook a business survey to businesses across south London to gauge support for the proposal.	
	6.4 Provide targeted business support (including events, diagnostics and coaching) to SMEs with high growth potential and those over 10+ employees.	Business Link in London; LBB, Business Forums, Business Focus, Baker Tilly	BLiL; LBB	2010-12	Growth experienced by businesses supported.	G	BL adviser service focussed on growth businesses from Sept 2010 to include IDB offer and account management for selected clients showing high growth potential. Baseline to June 2010 provided Working with BakerTilly to develop targeted account management support	New BLiL Adviser support now LIVE Bromley businesses supported by BL Advisers 12 months to Sept 2010 is 252.
7) Promotion of low carbon/green businesses	7.1 Bromley Environment Awards - Business Category	LBB (Env); News Shopper, Glaxo Smithkline	LBB core funding; commercial sponsorship	2010-11; Annual	Best practice in environmental management celebrated / shared	G	Bromley Environment Awards presented (9/7/10) to Croft Teas Rooms, Harris HospisCare and Warren Evans Beds. Environment and efficiency section on BLiL website	Promoting Bromley Environment Awards (BEAs) won by businesses on council web site Promoting entries for BEAs 2011 (entries requested by end March 2011. Awards to be held 15 July 2011) SLB is developing plans for an awards programme in Bromley,

Objective	How? – Proposed Actions	Lead (in bold), partners, delivery and responsibility	Funding	Timescales	Outcomes	RAG	Progress against Actions (July – Sept 2010)	Planned actions in next quarter (Oct – Dec 2010)
								with a launch planned in January, the main sponsor being Biggin Hill Airport, and dinner planned for June at present details still to be finalised. There is potential for there to be a green category.
	7.2 Increase business awareness / take-up of environmental and resource efficiency schemes, through partnership working (specifically through the Environmental Working Group – with major employers), use of the LBB website and e-bulletin.	LBB (Env) ; Business Focus, Baker Tilly, Environmental Working Group	LBB staff time + partners.	2010-11	Increased number of businesses are managing resources more efficiently	G	Scoping Workshop for Environment Working Group (including Bank of America, Churchill Insurance & Glades Shopping Centre) held 18 June to determine environmental impacts, scope and possible projects. Business Focus have been delivering Inspire South London programme in Bromley which includes helping businesses adopt environmental standards and improve resource efficiency.	Bromley Environment Partnership (BEP) meeting 4 October 2010 First joint projects being developed with business partners Planning for Spring 2011 BEP meeting
	7.3 Promote travel plans for businesses and encourage greater	LBB (Env) ; SELTRANS, TfL	TfL, LBB	2010-11	Reduction in carbon footprint for businesses	G	29 organisations including Bromley Hospitals; Capita Registrars; Orpington College; and The Glades have engaged voluntarily in the travel	

Objective	How? – Proposed Actions	Lead (in bold), partners, delivery and responsibility	Funding	Timescales	Outcomes	RAG	Progress against Actions (July – Sept 2010)	Planned actions in next quarter (Oct – Dec 2010)
	choice of transport modes in the borough – to include walking, cycling & public transport use by businesses and their staff / customers – through the Local Implementation Plan (LIP).						<p>planning process in the past 2 years.</p> <p>42 travel plans have been assessed through the development control process with stringent target setting and monitoring requirements in place during the past 2 years.</p>	

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Strategic Priority 2 - Vibrant and thriving town centres

Objective	How? – Proposed Actions	Lead, partners, delivery and responsibility	Measure/ Performance Indicator, baseline & data cost	Funding	Time scales	Outcomes	RAG Status	Progress against Actions (June – Sept 2010)	Planned actions in quarter 3
<ul style="list-style-type: none"> Promote and facilitate the development of Bromley town centres 	<ul style="list-style-type: none"> By Adopting the Bromley Area Action Plan (BAAP). Work with landowners and developers to bring forward development of key opportunity sites. 	<p>LBB (Strategy and Renewal)</p> <p>LBB (Strategy and Renewal/Property Divisions)Land Owners</p>	<p>Adoption by Full Council of the BAAP</p>	N/a	2010	Ensure that development proposals are consistent with BAAP.	G	Full Council is due to adopt the AAP on 25 th October 2010	
			<p>Ensure that all Opportunity sites in Phase 1 (2010 -2015) are progressed to RIBA Workstage B including</p> <ul style="list-style-type: none"> Finalising a development agreement for the redevelopment at the Westmoreland Road Car Park 	LBB/Development Partners/HCA	2010 - 2013	<p>Delivery of Key Sites and Renewal of the Town Centre</p> <p>Delivery of a comprehensive redevelopment scheme.</p>	G	Development Agreement signed Sept 10	
			<ul style="list-style-type: none"> Market the Old Town Hall for redevelopment for offices/hotel/conference centre 	LBB	Autumn 2010	Property sale/secure developer partner	G	Town Hall Marketed for redevelopment Sept 10	
			<ul style="list-style-type: none"> Complete a Memorandum of Understanding with development partners on the redevelopment of Bromley North Station 	LBB / Developers	2010	Clarity and agreement of development for the site	A	Ongoing	

Objective	How? – Proposed Actions	Lead, partners, delivery and responsibility	Measure/ Performance Indicator, baseline & data cost	Funding	Time scales	Outcomes	RAG Status	Progress against Actions (June – Sept 2010)	Planned actions in quarter 3
			<ul style="list-style-type: none"> Commence the development of the Pavilion Leisure Centre to include a family entertainment centre including 10 pin bowling Commence the appointment of a development partner for Site G (West of the High Street) In consultation with Network Rail commence the update of passenger and pedestrian facilities at Bromley South Station 	<p>LBB</p> <p>LBB</p> <p>Network Rail</p>	<p>2012</p> <p>2010</p> <p>2010 /2011</p>	<p>Enhanced leisure provision for all ages</p> <p>Development partner/ delivery mechanism established</p> <p>Improved facilities for passengers and visitors</p>	<p>G</p> <p>A</p> <p>A</p>	<p>Pre tender qualification complete – tender documents released – due back on the 17th December 2010. Award of contract early 2011</p> <p>Preparing to procure Development Advisor from the HCA Framework panel</p> <p>Ongoing</p>	
	<ul style="list-style-type: none"> Develop and Implement a Renewal Strategy and Improvement 	LBB (Strategy and Renewal) Bromley North Traders Group/Bromley	Adoption of Strategy and Improvement Plan by LBB	TfL/LBB/Local Businesses	Nov 2010	Agreed improvement and implementation plan	G	Basis of strategy has been tested via the development work undertaken	

Objective	How? – Proposed Actions	Lead, partners, delivery and responsibility	Measure/ Performance Indicator, baseline & data cost	Funding	Time scales	Outcomes	RAG Status	Progress against Actions (June – Sept 2010)	Planned actions in quarter 3
	Plan for Bromley North Village	Business Forum and partners						in support of the Public Realm Plans. The results and recommendations will now be consulted on with partners.	
• Promote and facilitate the development Orpington town centre	• Develop a Programme to deliver Phase 1 of the Orpington Masterplan	LBB (Strategy and Renewal/ Culture and Leisure) Orpington Business Forum, Local Businesses and Partners	Completion of the Orpington Public Realm Improvements.	LBB/ TfL	July 2010	Enhance public realm	G	Completed.	
			Relocation of Orpington Library	LBB	March 2011	Delivery of a new library building	G	Construction works on schedule – due for completion March 2011	
			Finalise options for Bromley Museum at the Priory Orpington	LBB	2010	Completed options appraisal.	G	Consultation completed – report to the Executive 9/12/10	
• Maintain and improve the appearance, tidiness and overall quality of the borough's	• Support and promote Bromley Business forum.	Local Businesses	Monthly meetings/Action Plan	Local Businesses	Monthly Meetings	Increased involvement of businesses in town centre activities.	A	A meeting of the 'Love Bromley' group (the Bromley Business Forum) took place during July – and was well attended by businesses wishing to engage on town	A quarterly meeting of Love Bromley took place early Oct but was poorly attended. Further promotion of this group is

Objective	How? – Proposed Actions	Lead, partners, delivery and responsibility	Measure/ Performance Indicator, baseline & data cost	Funding	Time scales	Outcomes	RAG Status	Progress against Actions (June – Sept 2010)	Planned actions in quarter 3
town centres	<ul style="list-style-type: none"> Deliver a Town Centre Management (TCM) and promote programme of events to attract people to the town centres. Implement Christmas Lights Schemes across Bromley, Beckenham, Orpington and 	<p>LBB (Culture and Leisure) & Local Businesses</p>	<p>Annual Events Programme 10 events in Bromley Town Centre Four events in Orpington Three events in Beckenham Two events in Penge Effective marketing</p>	<p>LBB/Business Forums Businesses 2010/11</p>	<p>Events to be delivered throughout 2010/11</p>	<p>Improved footfall and attractiveness of town centre to shoppers/retailers and visitors.</p>	G	<p>centre environmental and community safety issues.</p> <p>5 successful events took place in Bromley, Beckenham Orpington during this quarter</p>	<p>required.</p> <p>The Boost Your Business local event took place in October – was reasonably well attended and included discussion of plans to improve Bromley North.</p> <p>Around 10 events will be held in town centres, supported by businesses and LBB, including a very high profile event to launch the Royal British Legion Poppy Appeal</p>
		<p>LBB (Culture and Leisure), Local</p>	<p>Christmas Lights in Place</p>	<p>LBB/ Businesses</p>	<p>Dec 2010</p>	<p>Successful Christmas Lights</p>	G	<p>Christmas Lights contract for 4 main towns let</p>	<p>Delivery of lights schemes in 4</p>

Objective	How? – Proposed Actions	Lead, partners, delivery and responsibility	Measure/ Performance Indicator, baseline & data cost	Funding	Time scales	Outcomes	RAG Status	Progress against Actions (June – Sept 2010)	Planned actions in quarter 3
	Penge, and support local parades in developing their schemes	Businesses and Partners						and arrangements made for a number of smaller towns	main town centres, and support for business-led initiatives in some smaller centres
	<ul style="list-style-type: none"> Relocate and relaunch the Charter Market in Bromley High Street and integration with improve the quality of the offer to shoppers. 	LBB (Strategy & Renewal / Street Services) / Culture & Leisure)	In year one to maintain current market stall holder numbers.	S106 Town Centre Development Fund	Relocate Autumn 2010	Increased trading by market holders and increased offer to shoppers	G	Report prepared for Renewal & Recreation and Environment PDS to formally approve relocation, rules and fees.	Prepare for relocation with publicity and additional infrastructure .
<ul style="list-style-type: none"> Monitoring the performance of town centres 	<ul style="list-style-type: none"> Planning and monitoring the town centre performance/health checks quarterly. 	LBB (Culture & Leisure) Local Businesses	Detailed vacancy and activity data (Baseline and target TBC)	LBB	2010/11	Effective monitoring of trends and policy interventions	G	Vacancy data updated and provided for Q1 monitoring. Additional footfall count commissioned.	Work to identify 'gaps' in data on town centre vitality.

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Bromley's draft Economic Framework Action Plan

SP 1 - Sustaining and growing business and investment

Objective	Performance Indicator	Oct 09 - Oct 10						Commentary
2. Raise Bromley's profile as a place to invest and do business	No. of searches on Property Database by businesses based outside the borough	236						283 businesses searched the Bromley database during this period 83% of which are based outside of the borough.
		Jul - Sep '09	Oct - Dec '09	Jan - Mar '10	Apr - Jun '10	Jul - Sep '10		
	No. of enquiries to Business Support Team	208	160	98	49	72		The number of enquiries to the business support team were increased in 2009/10 due to Boost Your Business events. Fewer of these events have taken place in 2010/11 - so enquiry volumes have been lower.
		2008/09	2009/10	2010/11 (Apr - Sep 2010)	2009/10 (Apr - Sept 2009)			
	No. of new occupiers on NNDR database	1,712	1,655	634	931			There was a 3.3% reduction in new occupiers between 2008/09 and 2009/10. In the current year to end September number of new occupiers is down 30% on same period last year. This is an indicator of lower activity in the Commercial Property market.
	No. of closures on NNDR database	1,684	1,599	654	891			There was a 5% reduction in closures between 2008/09 and 2009/10. In the current year to end September number of closures is down 26.5% on same period last year. As above is an indicator of lower activity in the Commercial Property market.
Net change in NNDR occupiers	28	56	-20	40			Shows the number of new occupiers minus the number of closures on the NNDR (Business Rates) database. In 2008/09 and 2009/10 there was a modest increase, but in the latest 6 months to end Sept 2010, there has been a modest net loss of occupiers.	
3. Encourage provision of a wide range of premises to meet the needs of employers		2006	2007	2008	2009	2010(up to Sep)		
	No. of searches on commercial property database	38,085	36,019	26,083	18,734	25,233		Searches for Bromley properties on the Commercial Property Database declined during the period from 2006 to 2009, but appear to have recovered somewhat in the current year (to end of Sept 2010). This is potentially due to more concerted promotion of the database by South London Business.
		Nov-08	Nov-09	Jul-10	Oct-10			
Vacancy rate from NNDR records	12.4%	13.7%	13.9%	13.8%			NNDR vacancy rate has remained stable since Nov 2008, with a slight decrease in vacancies between Jul and Oct 2010.	

		Bromley (BR1 1)	Orpington (BR6 0)	Beckenham (BR3 1)	Cray Corridor (BR5 3)	Biggin Hill (TN16)	Sydenham / Penge (SE20 / SE26)	
4. Encourage investment and development in the borough's key commercial and industrial areas including Town Centres, the Cray Corridor, Biggin Hill and Sydenham / Penge	NNDR Vacancies (Oct 10)	25.4%	11.8%	8.6%	12.5%	14.2%	16.8%	Bromley (BR1 1) is currently experiencing the highest level of NNDR vacancies which can perhaps be explained by the level of office units in the town centre.
5. Encourage self-employment and business start ups		2008	2009	2009 (to end Sep)	2010 (to end Sep)			
	BankSearch start ups	2,512	2,607	2,017	2,411			A slight increase in business start ups was experienced between 2008 and 2009, but the total of new businesses for 2010 to end of September has nearly reached total for whole of 2009. This represents a 19.5% increase on same period last year - which is higher than the increase seen across England (approx 14%). This increase may be attributable to more people losing employment as a result of recession and becoming self-employed.
		2005	2006	2007				
	Net Business Stocks (VAT registrations/de-registrations)	9,630	9,830	10,200				In 2007 stocks had increase by 5.6% since 2005. Given this is the latest data available it is difficult to assess the current level and how the recession might have had an impact.
	Take up of funded support by Bromley Businesses	June 09 - June 10 Business Link: 264	2008 Business Focus: 250	2009 Business Focus: 350	2010 Business Focus: 500*			*Inclusive of year end projected figures.
	NI 172: % of small business in an area showing employment growth	2006/07 12.5%	2007/08 11.7%					
		2008	2009	2009 (to end Sep)	2010 (to end Sep)			
No. of visits to business section of LBB website	79,121	50,527	58,356	72,656			No of visits are up by 20% for 2010 compared to the same period for 2009.	
6. Encourage provision of high quality accessible business support services to local businesses, in particular support for high growth and key employment sectors	No. of business support signposting enquiries through the council / Business Link / Business Focus	June 09 - June 10 LBB: 515 / Business Link: 5,233	2008 - 2010 Business Focus: 700-1,000pa (approx)					Business Focus figures are an approximation based on all of the business enquiries received by them and the college itself.
7. Promotion of low carbon / green businesses		last 2-3 years						
	No of local business travel plans: voluntary / statutory	28 / 42						
		2010						
	% of businesses with over 100 staff with green commuter plans	8.7%						

SP 2 - Vibrant and thriving town centres

Objective	Performance Indicator		Apr-08	Apr-09	Apr-10			
Maintain and improve the appearance, tidiness and overall quality of the borough's town centres	Footfall figures	Bromley	101,214	140,556	140,676			Figures for Bromley indicate a sharp rise from 08 - 09 which has remained static in 2010.
		Orpington	42,026	40,321	38,514			Due to public realm improvement works Orpington footfall decreased from 09 - 10, figures are expected to recover since the high st reopened in June 10.
		Beckenham	23,664	23,580	26,214			There has been a 10% rise in footfall in beckenham from 09 - 10.
Monitoring the performance of town centres	Commercial Vacancy Rates	Bromley (primary frontage only)	1.95%	5.4%	4%			Improved vacancy rates demonstrate a recovery of Bromley town centre economy - although this masks higher rates in areas outside primary frontage.
		Orpington	13.1%	11.2%	9%			Improved vacancy rates demonstrate a recovery of Orpington town centre economy.

Statistics of Recession

	Sep-08	Sep-09	Sep-10					
Bromley Claimant Count (Job Seekers Allowance)	1.9% (3,435 people)	3.4% (6,302 people)	2.7% (5,274 people)					Claimants peaked in Sep 09 and have seen a steady decrease since.
Bromley Job Centre Plus (JCP) Vacancies	Aug-08	Aug-09	Aug-10					JCP Vacancies were at there lowest in Aug 09 but now appear to be recovering demonstrating an improvement to the Bromley jobs market.
	1,193	884	1,122					
No of attendances at Bromley mytime leisure centres	baseline 2005-6	2006-07	2007-08	2008-09	2009-10			Attendances at Bromley MyTime facilities have declined since a peak in 2007/08 (which was 17.9% up on 2005-06) and in latest full year has been back to 2005/06 levels.
	100%	113.86%	117.92%	112.12%	102.79%			
No of people visiting the Churchill Theatre	100%	87.19%	98.94%	90.93%	89.98%			Audiences at Churchill Theatre have declined 10% since 2005-06.

Area	Jan-08		Aug-10		Sep-10		Difference (Aug10-Sep10)	
	Number	Rate %	Number	Rate %	Number	Rate %	Number	Rate %
Crystal Palace	301	3.6	486	5.8	477	5.7	-9	-0.1
Penge and Cator	309	2.7	599	5.2	586	5.1	-13	-0.1
Cray Valley East	233	2.6	394	4.3	407	4.5	13	0.2
Cray Valley West	246	2.5	400	4.1	405	4.2	5	0.1
Mottingham and Chislehurst North	150	2.3	271	4.2	264	4.1	-7	-0.1
Plaistow and Sundridge	194	2.0	337	3.5	355	3.7	18	0.2
Orpington	165	1.8	273	3.0	274	3.0	1	0.0
Clock House	191	1.8	317	3.0	316	2.9	-1	-0.1
Bromley Town	162	1.6	272	2.6	273	2.6	1	0.0
Bromley Common and Keston	142	1.6	234	2.6	229	2.5	-5	-0.1
Copers Cope	134	1.3	260	2.6	250	2.5	-10	-0.1
Bickley	78	0.9	161	1.8	172	1.9	11	0.1
Biggin Hill	56	0.8	115	1.7	123	1.9	8	0.2
Kelsey and Eden Park	71	0.7	177	1.8	181	1.9	4	0.1
Chislehurst	70	0.8	170	1.9	158	1.8	-12	-0.1
Hayes and Coney Hall	78	0.8	163	1.7	177	1.8	14	0.1
Shortlands	47	0.8	98	1.7	97	1.7	-1	0.0
West Wickham	65	0.7	135	1.5	140	1.6	5	0.1
Darwin	13	0.4	45	1.5	44	1.5	-1	0.0
Farnborough and Crofton	63	0.7	127	1.5	127	1.5	0	0.0
Chelsfield and Pratts Bottom	81	0.9	137	1.5	117	1.3	-20	-0.2
Petts Wood and Knoll	70	0.8	111	1.3	108	1.3	-3	0.0
Croydon	5,011	2.2	9,567	4.2	9,551	4.2	-16	0.0
Bexley	2,184	1.5	4,404	3.0	4,490	3.1	86	0.1
Bromley	2,914	1.5	5,273	2.7	5,274	2.7	1	0.0
Sutton	1,705	1.4	3,293	2.6	3,283	2.6	-10	0.0
Merton	2,116	1.5	3,665	2.5	3,696	2.6	31	0.1
London	131,201	2.5	214,293	4.0	215,481	4.0	1,188	0.0
Ranked by Sep '10 rate - from Nomis on 20th October								

Percentage of Working Age Population claiming Jobseekers Allowance to Date

Date	Bromley	London	Great Britain
January 2004	2.2	3.4	2.5
February 2004	2.3	3.5	2.6
March 2004	2.2	3.4	2.5
April 2004	2.2	3.4	2.4
May 2004	2.1	3.4	2.3
June 2004	2.1	3.3	2.2
July 2004	2.0	3.3	2.2
August 2004	2.1	3.3	2.3
September 2004	2.0	3.3	2.2
October 2004	2.0	3.2	2.2
November 2004	2.0	3.2	2.2
December 2004	2.0	3.2	2.2
January 2005	2.1	3.2	2.3
February 2005	2.2	3.3	2.3
March 2005	2.2	3.3	2.4
April 2005	2.2	3.3	2.3
May 2005	2.2	3.3	2.3
June 2005	2.2	3.3	2.3
July 2005	2.3	3.3	2.3
August 2005	2.3	3.3	2.3
September 2005	2.3	3.3	2.3
October 2005	2.2	3.3	2.3
November 2005	2.1	3.3	2.3
December 2005	2.2	3.3	2.4
January 2006	2.2	3.4	2.5
February 2006	2.2	3.4	2.6
March 2006	2.3	3.4	2.6
April 2006	2.1	3.4	2.6
May 2006	2.1	3.4	2.6
June 2006	2.0	3.4	2.5
July 2006	2.0	3.4	2.5
August 2006	2.0	3.3	2.5
September 2006	1.8	3.3	2.5
October 2006	2.0	3.4	2.5
November 2006	1.9	3.3	2.5
December 2006	1.9	3.2	2.4
January 2007	1.9	3.2	2.5
February 2007	1.9	3.2	2.6
March 2007	1.9	3.1	2.5
April 2007	1.9	3.0	2.4
May 2007	1.8	3.0	2.3
June 2007	1.7	2.9	2.3
July 2007	1.7	2.8	2.3
August 2007	1.7	2.8	2.3
September 2007	1.7	2.8	2.2
October 2007	1.7	2.7	2.2
November 2007	1.6	2.6	2.1
December 2007	1.5	2.6	2.1
January 2008	1.6	2.6	2.2
February 2008	1.6	2.6	2.2
February 2008	1.7	2.6	2.2

Date	Bromley	London	Great Britain
March 2008	1.7	2.6	2.2
April 2008	1.6	2.6	2.2
May 2008	1.6	2.6	2.2
June 2008	1.6	2.6	2.2
July 2008	1.7	2.6	2.3
August 2008	1.8	2.7	2.4
September 2008	1.9	2.8	2.5
October 2008	1.9	2.8	2.5
November 2008	2.1	3.0	2.8
December 2008	2.3	3.1	3.0
January 2009	2.6	3.3	3.4
February 2009	3.0	3.7	3.8
March 2009	3.1	4.0	4.0
April 2009	3.3	4.1	4.1
May 2009	3.3	4.2	4.1
June 2009	3.2	4.2	4.1
July 2009	3.3	4.3	4.1
August 2009	3.4	4.4	4.2
September 2009	3.4	4.5	4.2
October 2009	3.4	4.5	4.1
November 2009	3.2	4.4	4.1
December 2009	3.1	4.3	4.1
January 2010	3.0	4.2	4.1
February 2010	3.0	4.3	4.1
March 2010	2.9	4.2	4.0
April 2010	2.8	4.2	3.9
May 2010	2.7	4.1	3.7
June 2010	2.6	4.0	3.6
July 2010	2.6	4.0	3.6
August 2010	2.7	4.0	3.6
September 2010	2.7	4.0	3.5

Rates for local authorities from 2010 onwards are calculated using the mid-2009 resident population aged 16-64.

Rates for regions and countries from 2010 onwards are calculated using the mid-2009

Percentage of Working Age Population claiming Job Seekers Allowance from Jan 04 to Date



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BROMLEY ECONOMIC PARTNERSHIP

Meeting: Economic Partnership
Date: 9 November 2010
Subject: Progress report on the work of the Skills and Employment sub group
Authors: Michael Wheeler, Principal Bromley Adult Education College
michael.wheeler@bromley.gov.uk Tel No 020 8 460 0020

1. Recommendations.

The Partnership is asked to:-

- 1.1 Note the recent work of the Skills and Employment sub group
- 1.2 Note the appointment of Simon Norton, Principal Orpington College, as the new Chairman

2. Background

- 2.1 There have been two meetings of the Skills and Employment sub group since the Economic Partnership met on 6 July. These were held on 16 July at Bromley Adult Education College and on 1 October at Orpington College. At the October meeting the Group agreed that it has a continuing role and has taken steps to sharpen its focus/capacity and also to improve its representation.
- 2.2 Items for discussion have included revisiting the terms of reference
 - The main role of this Group is to:
 - develop the skills and training for residents within the Borough
 - improve 'employability'- across all age groups
 - encourage all employers to be involved in training and re-training of staff
 - improve links with colleges and, in the future, schools.
 - improve links with the voluntary sector and develop opportunities in this sector
- 2.3 The production of an action plan to contribute to Bromley's Economic Framework 2010-13 (attached as appendix one). The group agreed that this should remain a strategic high level document and be subject to regular review.
- 2.4 Current Skills and Employment Issues. Jobcentre plus agreed to provide key statistics on medium term trends on unemployment, unfilled job vacancies and vacancies sought by unemployed people.
- 2.5 Progress report on Lifelong Learning projects
- 2.6 Apprenticeships within the local authority

3. Timetable

3.1 The sub group is next due to meet on 14 January 2011 at Bromley College.

Strategic Priority 3 - Improving employment opportunities for residents

Objective	How? – Proposed Actions	Lead, partners, delivery and responsibility	Measure/Performance Indicator, baseline & data cost	Funding	Timescales	Outcomes
<ul style="list-style-type: none"> • Develop and maintain high quality progression into employment for residents • Improve residents' access to and awareness of opportunities in the local and wider labour market. 	<p>Use local employment projects to maximise progression for local people into local jobs.</p> <p>Investigate feasibility of establishing a central website with LBB to signpost Job Search Websites.</p> <ul style="list-style-type: none"> • Increase number of additional employers signing up to LEP • Maximise promotional activities to increase networking and raise awareness • Engage local press in the promotion of local job opportunities • Looking at ways of promoting worthwhile volunteering as a stepping stone to employment. • Have updated Census information available • Investigate relevant benchmarking data with Sutton, Croydon and Bexley Boroughs <p>14 – 18</p> <ul style="list-style-type: none"> • Promote work related learning and apprenticeships in 	<p>LBB Officers</p> <p>Employment and Skills Team</p> <p>JCP/LBB</p> <p>Employment and Skills Team</p> <p>Community Links</p> <p>LBB</p> <p>Employment and Skills Team</p> <p>Bromley Education Business Partnership and Colleges</p>	<p>Number of jobs created for local people</p> <p>Establishment of Website</p> <p>Number of employers who have signed up</p> <p>Identify appropriate local press representative to join Skills and Employment Group</p> <p>Increase in the number of 16-18 year old Apprentices. Assess current numbers from NAS and EBP</p>	<p>Government Developers</p> <p>LBB</p> <p>N/A</p> <p>LBB commissioning and NAS</p>	<p>Ongoing</p> <p>December 2010</p> <p>Annually</p> <p>December 2010</p> <p>December 2010</p> <p>Ongoing</p>	<p>Local jobs prioritised for local people</p> <p>Number of people accessing website.</p> <p>Improved coverage of local job opportunities</p> <p>An increase in the number of 16-18 Apprentices</p>

	<p>Schools and Colleges</p> <ul style="list-style-type: none"> • Work with Connexions Service to maximise activity in Bromley. • Working closer with Schools to prepare people for job applications and interviews. • (Close liaison with schools to promote career opportunities in and out of Borough) 	<p>Bromley 14-19 Collaborative National Apprenticeship Service (NAS) Library Services, Children Centres, JCP and Next Steps. Bromley Education Business Partnership</p>	<p>Number of interventions with Connexions Service and number of successful referrals.</p>			and in the rate of employment
	<p>18 – 24, 25 - 49</p> <ul style="list-style-type: none"> • Promote work related apprenticeships. • Develop job information points at appropriate venues, such as Libraries and Children Centres. • Work with Adult Advancement Careers Service to maximise their activity in Bromley.. • Develop working relationships with JCP to promote their services to that age group 	<p>Employment and Skills Team JCP</p>	<p>Number of IAG interventions in relation to work based learning</p> <p>Number of information points set up</p>	<p>SFA</p> <p>JCP</p> <p>JCP</p>	<p>Ongoing</p>	<p>Number of people using the information points</p>
	<p>50+</p> <ul style="list-style-type: none"> • Promote Age Concern's Employment 50+ project. 	<p>Employment and Skills Team</p> <p>Employment and Skills Team</p> <p>JCP, Age Concern, Employment and Skills Team</p>	<p>Identify appropriate projects</p>	<p>Project funding</p>	<p>Ongoing</p>	<p>Increase in rate of employment of people aged 18 – 49</p> <p>Increase In rate of employment of people aged 50+ and those furthest away from the labour market</p>

<ul style="list-style-type: none"> • Improve the economic performance and employment levels in the borough's more deprived communities. 	<ul style="list-style-type: none"> • Identify resources to promote and coordinate targeted services at Cotmandene, Penge, Biggin Hill and Mottingham Outreach Centres to deliver surgeries to disadvantaged communities. • Delivery of training and skills in isolated and deprived areas. • Encourage local recruitment and the use of JCP services. <p>Promote the use and development of a borough-wide Credit Union and debt/money management support.</p>	<p>LBB, JCP, Colleges (Economic Partnership; Skills & Employment Sub-group), Gypsy Traveller Group, Somali Community Association, Affinity Sutton.</p> <p>Use of extended services/childcare centres. Library Services, Children Centres, JCP and Next Steps. Lewisham Plus</p>	<p>Identify appropriate project funding</p> <p>Use of NOMIS data</p> <p>Number of people using the service and the level of funding to measure the value for money</p>	<p>Project funding</p>	<p>Ongoing</p>	<p>Increase in rate of employment of people further away from labour market</p>
<ul style="list-style-type: none"> • Promote and improve the types of training to meet the needs of employers. 	<ul style="list-style-type: none"> • To review labour market information to review and identify training needs • Colleges to continue to actively improve employer engagement, adult training and business support activities. Align to employers in the local economy. • By increasing awareness of future employment requirements within education and training establishments in order to match skills to business needs. • Encourage the National Apprenticeship Service to target Bromley employers to increase the number of apprenticeship places. 	<p>LBB, Employment and Skills Team, JCP, LSEB</p> <p>Colleges and Training Providers</p> <p>Bromley EBP</p> <p>NAS</p>	<p>Local training needs Identified</p> <p>Number of apprenticeship places in Bromley</p>	<p>SFA / Employers</p> <p>SFA/Employers</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Local training needs met</p> <p>Increase in business training/ apprenticeships</p>

<ul style="list-style-type: none"> • Increase the level of residents qualified to at least NVQ level 2. 	<ul style="list-style-type: none"> • Bromley 14-19 Collaborative, including Bromley Education Business Partnership to increase the proportion of young people achieving level 2 qualifications, and support/encourage them to progress to higher skills programmes. • Improving performance in Schools • Providing opportunities for adults to achieve level 2 qualifications. 	<p>LBB, Bromley EBP</p> <p>LBB 14-19 Collaborative</p> <p>Colleges and training providers</p>	<p>Percentage of young people leaving school with 5 A-C GCSE Grades</p> <p>Use targets for school improvement as baseline</p> <p>Identify how many Level 2 places available across the borough</p>	<p>LBB</p>	<p>Ongoing</p>	<p>Increase in local residents qualifications at Level 2</p>
<ul style="list-style-type: none"> • Increase the proportion of residents to at least NVQ level 4. 	<ul style="list-style-type: none"> • Work with young people and adults to raise aspirations and recognition of the role of higher skills in the labour market. • Provide opportunities for adults to achieve the qualifications required for entry to higher education. • Expand the local higher-level vocational training provision, including advanced apprenticeships and foundation degrees. • Develop Bromley as the place of choice to live and work for people with higher level qualifications. 	<p>Aim Higher, 14-19 Partnership</p> <p>Colleges</p> <p>Colleges and Universities</p>	<p>Number of Level 3 places available for adults</p> <p>Number of Level 4 places available in Bromley</p>	<p>LBB</p> <p>LBB</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Increase in local residents qualifications at Level 3</p> <p>Increase in local residents qualifications at Level 4</p>