

## **BROMLEY ECONOMIC PARTNERSHIP**

Minutes of the meeting held at 3.30 pm on 23 January 2024

### **Present:**

Councillor Yvonne Bear (Chairman)  
Katy Woolcott, London Biggin Hill Airport (Vice-Chairman)  
Ose Akpom, Economic Development Manager  
Elena Diaconescu, Bromley Adult Education College  
Christopher Evans, Community Links Bromley  
Frances Forrest, Your Bromley BID Company  
Gary Hillman, N. Hillman & Sons  
Michael Humphries, Handelsbanken  
Lorraine McQuillan, LBB Place Shaping & Local Economy  
Manager  
Daniel Murray, LBB Head of Economic Development  
Chandra Sharma, Federation of Small Businesses  
Liz Timms, Treval Engineering Ltd  
Chris Travers, Orpington 1st BID Company  
Bruce Walker, Lansdown Asset Management

### **Also Present:**

Zoe Carr, Penge SE20 BID Company (*via conference call*)  
Neil Coates, London South East College  
Bethan Doran, LBB SEND Team  
Liz Lake, London South East College  
Linda Oulton, Bromley Adult Education College  
Hannah Phoenix, London South East College  
Nina Sian, London South East College

## **21 WELCOME AND APOLOGIES**

Apologies for absence were received from Mark Haynes – The Glades, Mike Lewis – Michael Rogers LLP, Robert Sargent – Cobalt Ltd, Clare Searle – Greener and Cleaner, Caroline Tatchell – Splash Damage and Lee Thomas – Fairlight Group.

Apologies for lateness were received from Michael Humphries – Handelsbanken.

## **22 QUESTIONS FROM COUNCILLORS AND MEMBERS OF THE PUBLIC ATTENDING THE MEETING**

No questions had been received.

**23 MINUTES OF THE MEETING HELD ON 7TH NOVEMBER 2023  
AND MATTERS OUTSTANDING**

The Chairman noted that there were no matters outstanding.

**RESOLVED that the minutes of the meeting held on 7<sup>th</sup> November 2023 be agreed.**

**24 DANIEL MURRAY, HEAD OF ECONOMIC DEVELOPMENT -  
INTRODUCTION**

The Chairman welcomed Daniel Murray, the new LBB Head of Economic Development, to the meeting and introductions were made.

The LBB Head of Economic Development noted that potential future areas of work would include a refresh of the Economic Strategy and the development of a Growth Plan to support it. The importance of understanding (and engaging with) the borough's large and high growth businesses, and the need to help them address any growth challenges faced, was emphasised. Other areas of focus would include an analysis of emerging/innovative sectors; inward investment; commercial space requirements/availability; and skills and employment.

**RESOLVED that the update be noted.**

**25 BEP SURVEY FINDINGS**

The LBB Place Shaping & Local Economy Manager provided a summary of the findings from the BEP survey (attached at Appendix A).

The LBB Place Shaping & Local Economy Manager advised that the survey had been sent to all 28 Members of the Partnership in early December 2023, and 9 responses had been received. The responses indicated that a 4.00pm start time was preferred with the meetings lasting for a duration of 1 hour 30 minutes. Members would like the Partnership meetings to be held in person on a quarterly basis. The elements that Members would particularly like included in the meetings were Council updates, partner updates and open discussion. A number of respondents had also considered that relevant subgroups could be established.

In terms of the general comments received about how the BEP could evolve, Members said they would prefer the meetings to be less formal, and more dynamic and interactive. Members would also like themed meetings with open discussion, opportunities to have more collaboration on projects and better engagement with a wider variety of participants.

The Chairman noted that Members wanted more discussion to take place during the meetings. It was proposed that the meetings would be themed, with this meeting focussed on employment and skills and creating a discussion forum. They would try to ensure there was time for partner updates/feedback

to be provided, however these may also need to be themed. Christopher Evans – Community Links Bromley suggested that themes could also include digital inclusion, external speakers on the skills and training agenda and inward investment.

The LBB Place Shaping & Local Economy Manager highlighted that this was an evolving process and Members were encouraged to submit any further feedback.

**RESOLVED that the update be noted.**

## **26 BROMLEY BUSINESS GROWTH PROGRAMME**

The LBB Economic Development Manager provided an update on the four UK Shared Prosperity Fund programmes to support local business – Growth Builder programme (Goldsmiths, University of London); Supply Bromley programme (Newable); StartUp Bromley programme (GLL); and Bromley Business hub programme (SOS Creativity). A copy of the presentation is attached at Appendix B.

In response to questions from the Chairman, the LBB Economic Development Manager advised that the Growth Builder programme would be delivered locally at different venues, including businesses premises, and would be needs led. With regards to the targets stated for each programme, it was highlighted that these were the minimum targets.

In response to a question from Bruce Walker – Lansdown Asset Management, the LBB Economic Development Manager advised that a quarterly report was submitted to the GLA based on the evidence/audit trail provided in relation to the new jobs created. The data reported was the actual number of jobs created and did not account for any fall off.

Chandra Sharma – FSB/StartUp Bromley asked for further information regarding the Meet the Buyer events. The LBB Economic Development Manager advised that the next event would take place in March 2024. It was noted that these events would be more focussed, with particular institutions invited and matched up with buyers. Mr Sharma informed the Partnership that he was the new Business Support Manager for StartUp Bromley and confirmed that the support provided was measured. They were required to submit a quarterly report – this included the number of jobs created, jobs safeguarded, and the new sectors entered into.

**RESOLVED that the update be noted.**

## **27 EMPLOYMENT AND SKILLS THEME**

The Chairman welcomed Neil Coates – LSEC Deputy Principal Apprenticeships, Adults and Higher Education (“Deputy Principal”), Liz Lake – LSEC Group Strategic Director for Projects and Partnerships (“Group Strategic Director”), Nina Sian – LSEC Director of Employer Engagement and

Innovation and Bethan Doran – LBB SEND Employment Project Officer to the meeting to deliver a presentation covering the local labour market, Good Work Bromley and employment and skills (attached at Appendix C). Further information regarding the Good Work Bromley Exchange Launch is attached at Appendix D.

In response to a question from Christopher Evans – Community Links Bromley regarding the quality of jobs created, the Deputy Principal advised that this could be looked at in further detail as it could be measured by median wage data within the borough and sector roles. *ACTION: LSEC*

It was noted that in addition to getting people into work, there was a need to get people better jobs and provide them with more skills and experience – as well as employers getting more staff which allowed them to become more productive and widen their offer.

Gary Hillman – N. Hillman & Sons asked where jobs were advertised. The Deputy Principal advised that online platforms such as LinkedIn, Indeed and Reed were used to advertise jobs, as well as Jobcentre Plus. Christopher Evans – Community Links Bromley highlighted that recruiters needed to give consideration as to where adverts should be placed. It was noted that a separate issue to consider related to the London Living Wage and in-work poverty. The Group Strategic Director noted that a key performance indicator (KPI) of the work should be to measure the number of ‘good’ jobs, which met the London Living Wage.

The Group Strategic Director informed the Partnership that the Bromley People & Skills Programme (2023-25) focussed on Good Work Bromley, supporting care leavers into employment and the Special Educational Needs and Disabilities (SEND) programme. The programme was funded by Local London, through the GLA – it would identify people who were on the margins of employment and find the labour market required by employers. The LBB SEND Employment Project Officer advised that the SEND programme was a collaboration with partners including Good Work Bromley Exchange, Bromley Mencap and CASPA to support young people with SEND or an Education, Health and Care Plan (EHCP) into employment. The Group Strategic Director noted that the work was also focused on care leavers and those not in education, employment, or training (NEET).

The Group Strategic Director advised the Partnership that the Good Work Bromley Exchange was based at The Hive, LSEC Orpington Campus. The team received client referrals through the LSEC website ([lsec.ac.uk](https://lsec.ac.uk)) – their needs were assessed during a 1-2-1 meeting and the relevant pathway was identified. As part of the universal pathway, LSEC delivered Sector Work-Based Academy Programmes (SWAP). In response questions from the Chairman, the Group Strategic Director said that LSEC would work in partnership with employers that had vacancies to fill – the SWAP was a 5-week programme with a guaranteed interview at the end. The Director of Employer Engagement and Innovation noted that the people who participated in the SWAPs were close to the job market – they were eager to work and just wanted the opportunity to have an interview. The employer attended the

SWAP during the second week to provide an overview of their business and meet the candidates that had been identified as wanting to work in that sector. The Deputy Principal highlighted that, as per the economic modelling, the largest proportion of job vacancies in Bromley were no/low-skilled and this was what the SWAPs were focussing on – preparing candidates for interviews and helping them get back into work. The Group Strategic Director said the vacancies were for lower skilled jobs – there was a proportion of the borough's population that were economically inactive. The programme focussed on identifying these people and getting them to fill the vacancies. Christopher Evans – Community Links Bromley suggested that volunteering could be considered as an element of the pathways.

In response to a question from Michael Humphries – Handelsbanken regarding the targets for the year, the Deputy Principal advised that the project had funded targets, but they aspired to exceed these figures. The funded targets included engaging with 79 economically inactive people; demonstrating that 25 people were more employable; getting 25 people into work; and getting 5 people into 'good' work by March 2025. In response to a question from the Chairman, the Group Strategic Director advised that around 6% of the borough's working age population were unemployed. Some of these people would never enter into employment, however since the pandemic there had been a government push to get those that retired early back into work – the whole 6% should be seen as an opportunity.

In response to a question from Bruce Walker – Lansdown Asset Management regarding the work with schools, the Group Strategic Director advised that the Good Work Bromley Exchange had officially launched earlier that day. A Multi-Academy Trust was part of the LSEC group, and the schools included Pupil Referral Units (PRU). These children had a high level of need and families had been identified, but they would like to speak with other Trusts to market the programmes. In response to a question from the Chairman, the Group Strategic Director said that the College had 650 learners with EHCPs and SEND support. It was noted that the more able students often went on to Sixth Form, while LSEC's learners did not meet the criteria – many learners had additional needs, and they worked closely with them to boost their morale. The LBB SEND Employment Project Officer said that the SEND school population was growing and noted that from Year 9 pupils should discuss careers/employment as part of their EHCP. The Director of Employer Engagement and Innovation said that LSEC were also looking at a programme for NEET learners, Routes into Work. This was still at the development stage, and they would be happy to receive suggestions from employers regarding the skills needed.

Elena Diaconescu – Bromley Adult Education College said that the College would like to collaborate more closely with the LSEC initiatives, and she would contact the Group Strategic Director following the meeting.

Members of the Partnership were advised that any questions could be directed to: [goodworkbromley@lsec.ac.uk](mailto:goodworkbromley@lsec.ac.uk) and employers interested in offering support to candidates, developing a SWAP programme or sharing

current vacancies could contact: [employers@lsec.ac.uk](mailto:employers@lsec.ac.uk). It was suggested that further discussions take place at a future meeting or consideration be given to setting up an Employment and Skills subgroup.

*ACTION: LBB Economic Development Team*

The Chairman thanked the LSEC Deputy Principal Apprenticeships, Adults and Higher Education, LSEC Group Strategic Director for Projects and Partnerships, LSEC Director of Employer Engagement and Innovation and LBB SEND Employment Project Officer for their presentation to the Partnership.

**RESOLVED that the update be noted.**

## **28 PARTNER UPDATES**

Chandra Sharma, representing the Federation of Small Businesses (FSB), advised that an FSB networking event would be taking place on 20<sup>th</sup> February 2024 at Clockwise. With regards to StartUp Bromley, Members of the Partnership were encouraged to refer anyone who was looking to get into business, as a huge amount of support was available – a leaflet providing information on courses and events was tabled.

Gary Hillman – N. Hillman & Sons said that the 3G pitch at Cray Wanderers Football Club had been completed and floodlights installed. The first official game on the pitch would be the women's team playing on 4<sup>th</sup> February 2024. There were currently 35 youth teams with an aspiration to expand to 45 next year.

Katy Woolcott – London Biggin Hill Airport said that business continued to be good – it had not been quite as strong as 2022, but was well ahead of 2019. The on-site hotel had been operating for a year and continued to perform well, investment had been made into a taxiway which allowed aircrafts to get to the runway in a more efficient way, and they were in the process of installing air sensors.

Futures Week would be taking place at the Airport between 12<sup>th</sup>-16<sup>th</sup> February 2024, providing 15 young people, aged 15-18 years, the opportunity to experience the roles available within aviation.

The Airport had completed their report to be fed into the Local Plan and it was highlighted that it was the ideal opportunity to have the people with the required skills living locally. The response to the Local Plan suggested that a broader view was taken within certain areas in order to create business opportunities. Discussions were still ongoing in relation to establishing an aviation academy.

Nina Sian – LSEC informed Members that Apprenticeship Week would be taking place between 5<sup>th</sup>-9<sup>th</sup> February 2024. On the Tuesday, parents could come and meet the Apprenticeship Team to find out more information – 169 bookings had already been received. On the Thursday, an event for

employers would be held to provide information on apprenticeships and T-Levels. On the Friday, a 'Take Me On' event would be held which allowed employers to advertise their apprenticeship vacancies and interview candidates.

**RESOLVED that the updates be noted.**

**29 ANY OTHER BUSINESS**

The Chairman extended her thanks to London South East College for hosting the meeting at their Orpington Campus.

**30 DATES OF FUTURE MEETINGS**

4.00pm, Tuesday 26<sup>th</sup> March 2024

The Meeting ended at 5.13 pm

Chairman

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# Bromley Economic Partnership Survey

- Sent to 28 members of the BEP, completed by 9 respondents
- 100% would like BEP to continue
- 1 hour 30 minutes was preferred duration with preferred timeslot 4pm.
- Preferred frequency was quarterly with 100% of respondents preferring the meeting to be in person.
- There was an even split on the preferred location of the meeting (4 choosing the Council Offices, 4 choosing various locations and 1 person choosing both)

- Most important element of the meetings was Council updates, followed by partner updates and open discussion.
- 5 respondents said relevant sub-groups should be established, suggestions included:
  - IT Infrastructure
  - High Street Regeneration
  - Employment and skills
  - Planning
  - Property
- General comments about how BEP could evolve:
  - Less formal, more dynamic and interactive
  - Themed meetings with open discussion and opportunities to have more collaboration on projects
  - Better engagement with a wider variety of participants

# UK Shared Prosperity Fund (UKSPF) Supporting Local Business

## Bromley Business Growth Update

Bromley Economic Partnership Meeting  
23<sup>rd</sup> January 2024



# Bromley Business Growth

*(UK Shared Prosperity Fund programmes to Support Local Business)*

- ▶ Growth Builder programme  
(Goldsmiths, University of London)
- ▶ Supply Bromley programme  
(Newable)
- ▶ StartUp Bromley programme  
(GLL)
- ▶ Bromley Business hub programme  
(SOS Creativity)



**£75k** budget over 18 months – to provide 1:1 advice and support existing businesses to grow

**£75k** budget over 18 months – to open up supply chain and procurement opportunities to access new markets

**£80k** budget over 2 years – to re-instate 1:1 advice and support from a Business Advisor to support entrepreneurs & startup businesses

**£80k** budget over 2 years – to re-instate full service delivery of online business support hub delivery

# Growth Builder programme - Offer

- ▶ **Diagnostic** – a diagnostic toolkit to identify business need and tailored action plans
- ▶ **Virtual Business Clinics** - a two-hour fortnightly opportunity for 1-2-1 advice
- ▶ **Online and remote support** - A virtual learning environment with access to resources & toolkits and support on questions
- ▶ **1-2-1 Business Mentoring** – SMEs with growth potential will receive 1-2-1 mentoring with a dedicated business advisor for up to a 12-week period
- ▶ **Academic consultancy** – bespoke consultancy support where complex growth barriers are identified (e.g. supervised placement plus academic support).
- ▶ **Signposting** – referral to alternative business support provision

## Goldsmiths Deliverables

- **150+ enterprises receiving non-financial support**
- **5+ Jobs created**
- **75+ Jobs safeguarded**
- **15+ Enterprises adopting new or improved products or services**

# Supply Bromley programme - Offer

- ▶ **Business Support** – 1-2-1 support (up to 12 hours) provided by Procurement Advisers in business areas related to supply readiness\*
- ▶ **Skills development** - including Supplier Readiness Workshops covering Bid-writing, Social Value, Joint-tendering, Pitching etc.
- ▶ **Supply Chain Opportunities** - identification of tender opportunities in the public/private sectors across multiple tender platforms
- ▶ **Meet the buyer events** – opportunities for ‘ready-to-supply’ SMEs to meet with organisations with potential supply chain opportunities

## Newable Deliverables

- **50+** enterprises receiving non-financial support
- **10+** Jobs created
- **30+** Jobs safeguarded
- **20+** Number of enterprises engaged in new markets

# Start Up Bromley programme - Offer

- ▶ 1-2-1 Business Adviser for start-up (taking ideas and translating them into a business idea, trading legally, marketing, insurance, IP)
- ▶ Mentoring programme
- ▶ Entrepreneurship week
- ▶ Specialised 1-2-1 business support
- ▶ Start Up Bromley food festival and Business week
- ▶ Admin staff support
- ▶ Networking or showcase events

## GLL Deliverables

- **400+ Entrepreneurs & Enterprises assisted**
- **6+ Jobs created**
- **21+ Jobs safeguarded**
- **64+ New enterprises created**
- **102+ Number of enterprises adopting new or improved products or services**
- **80+ Number of enterprises engaged in new markets**

# Bromley Business Hub programme - Offer

- ▶ Marketing and promotion of the Bromley Business Hub website
- ▶ Content management system (CMS)
- ▶ Recruitment/vacancies
- ▶ Events/training
- ▶ Business Directory
- ▶ Blogs/news
- ▶ Business Support Resources

## SOS Creativity Deliverables

- **200+ enterprises receiving non-financial support**
- **Online enterprise hub services providing added value to promote local businesses, inward investment and general business support available.**
- **Areas supported include:**
  - **Recruitment/Jobs**
  - **Events/training**
  - **Business Directory**
  - **Blogs & News**
  - **Business Resources**



# Bromley Business Growth

## Promotion

- ▶ Bromley Business Growth Drop-in Launch Event
  - Tuesday 30 January, 10.30 - 14.30 @ Bromley Central Library
- ▶ **Additional Promotion includes:**
  - E-mails to business databases & Stakeholders (Cllrs, BEP, BIDs, FSB, Chambers, Shared Workspaces, Glades, Introducers etc)
  - Websites & social media promotion
  - Press release and Articles (e.g The Masthead, Life in Bromley & Orpington),
  - Posters, Leaflets, Billboards
  - *(Almost 100 registrations recorded via Eventbrite last week with more expected)*

## **Drop-in Launch Event**

- Networking, Presentations, Workshops, F2F Advice & Support, Start Up Bromley Entrepreneur Market

### **In Attendance:**

- Cllr Yvonne Bear (Portfolio Holder for Renewal, Recreation & Housing)
- Local delivery partners - Newable, Goldsmiths, SOS Creativity, GLL, including Council Service teams and LSEC (Good work Bromley)
- Pan-London delivery partners - London Business Partnership (Property Advice Service), Grow London Local (Single Point of Access Support), South East Enterprise (e-Business project)

### **For more information:**

- Visit: [www.bromley.gov.uk/bromleybusinessgrowth](http://www.bromley.gov.uk/bromleybusinessgrowth)
- Or email: [business@bromley.gov.uk](mailto:business@bromley.gov.uk)

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# **BROMLEY ECONOMIC PARTNERSHIP**

**Neil Coates, Deputy Principal Apprenticeships, Adults and Higher Education**

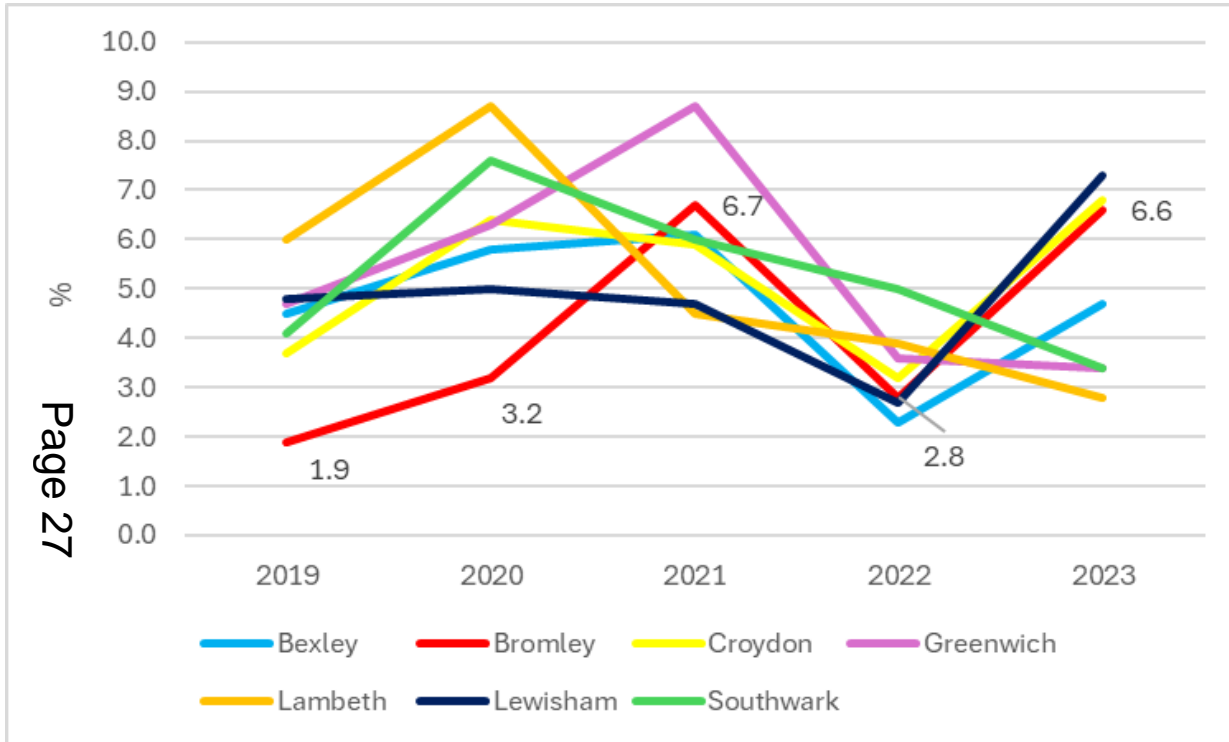
**Liz Lake, Group Director of Strategic Projects and Partnerships**

LONDON   
SOUTH EAST  
COLLEGES

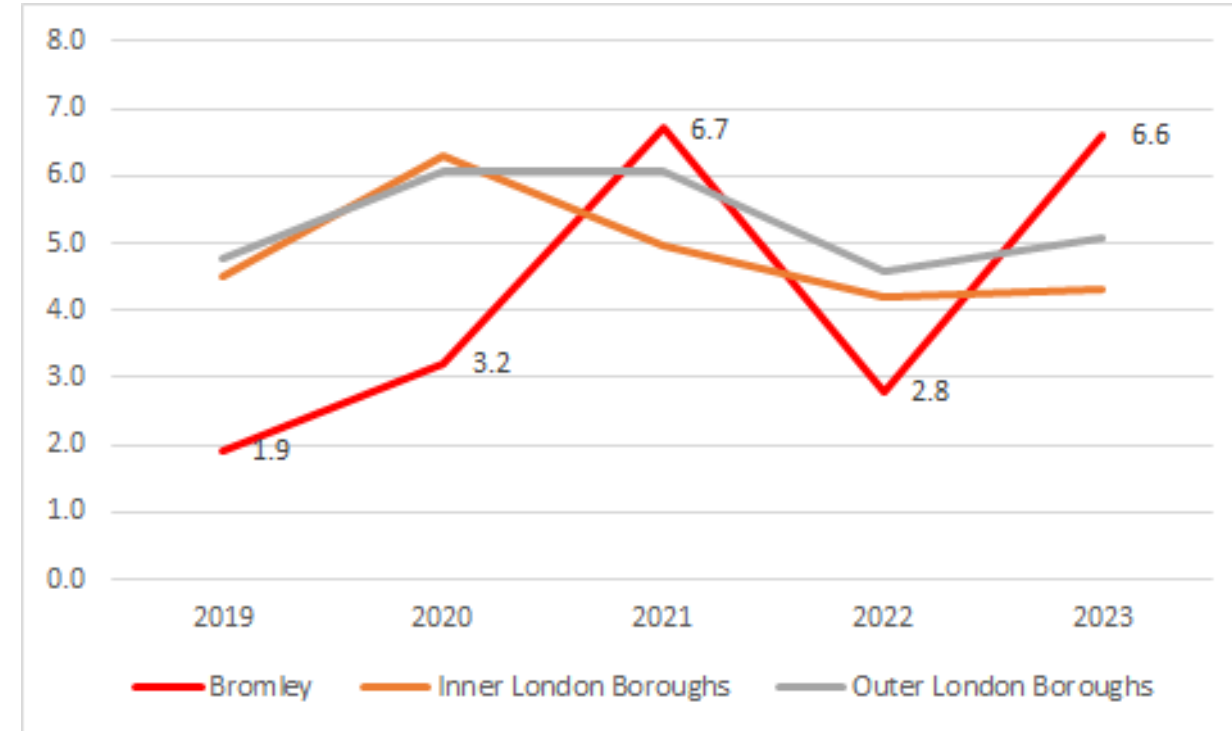
# Unemployment Rate (%)

- ◆ Bromley has an older population (18%). Retired population and those looking to return to work face further barriers (e.g. mental and physical health, transport, and skill gaps).

**Unemployment rate (% Aged 16-64), LB Bromley and neighbouring authorities (2019-2023)\***



**Unemployment rate (% Aged 16-64), LB Bromley, Inner and Outer London Boroughs (2019-2023)\***



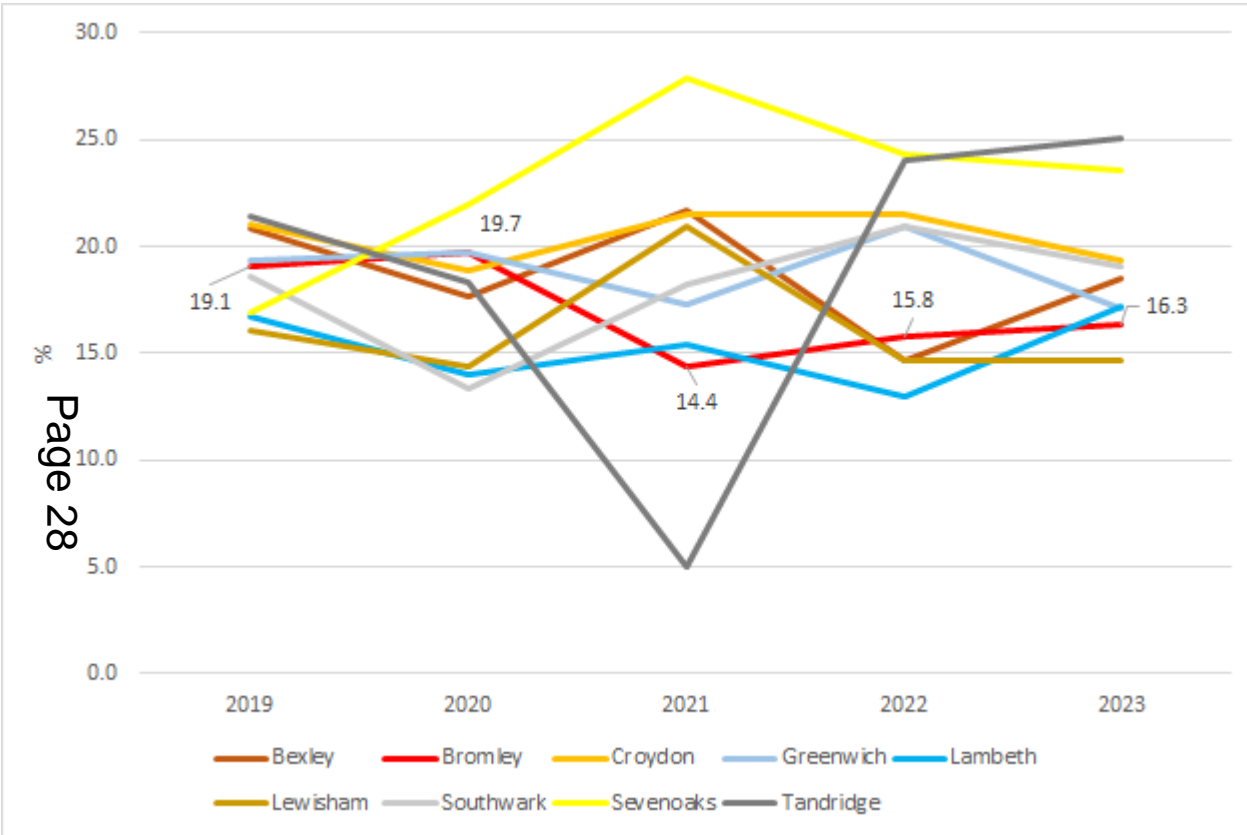
Source: ONS Annual Population Survey, 2023  
\*2023 figures up to Quarter 3

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\*2023 figures up to Quarter 3

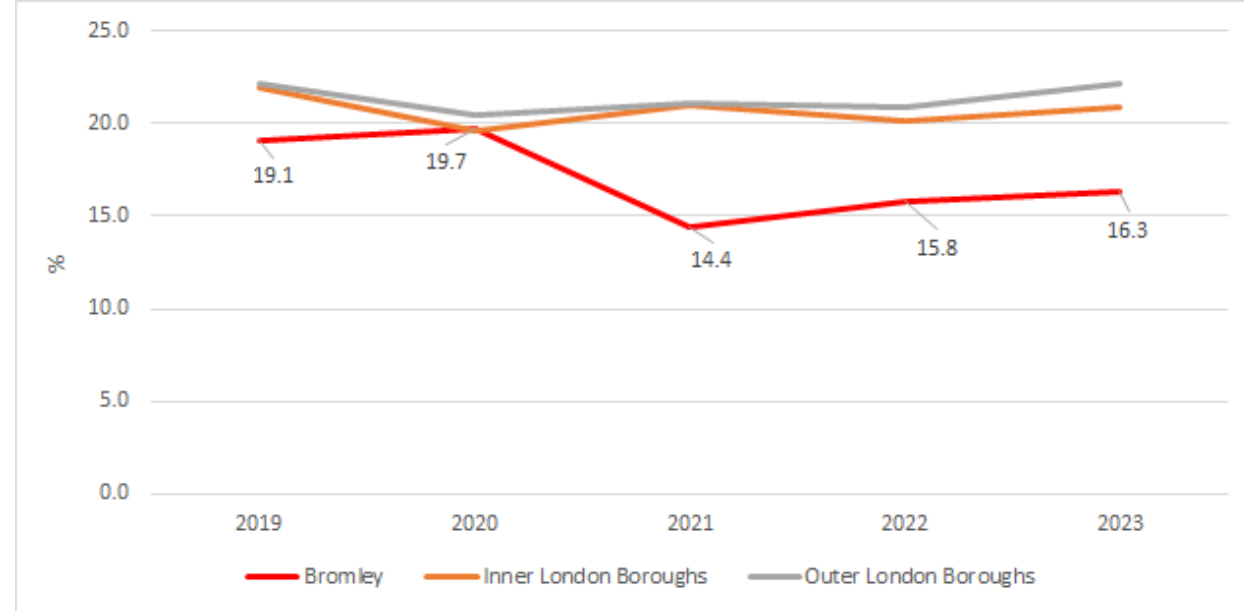
# Economic Inactivity (%)

- 21% of working age population in Bromley is unemployed or economically inactive.
- More economically inactive Bromley residents want to work (30%) compared to London (15.8%) and Great Britain (17.5%).

**Economic inactivity (% Aged 16-64), LB Bromley and neighbouring authorities (2019-2023)\***



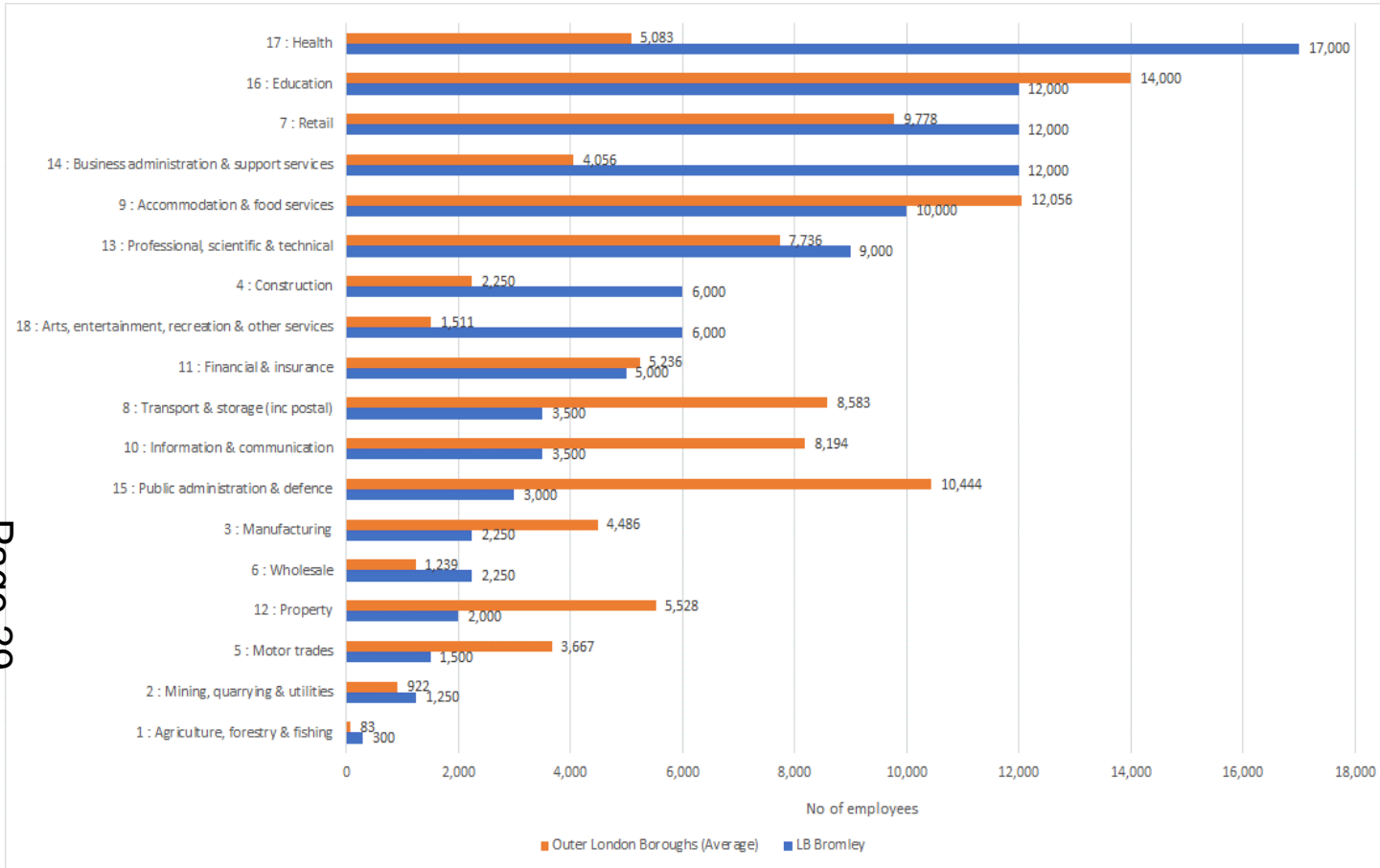
**Economic inactivity (% Aged 16-64), LB Bromley, Inner and Outer London Boroughs (2019-2023)\***



Source: ONS Annual Population Survey, 2023  
\*2023 figures up to Quarter 3

# Employment by Sector

Employment by sector (LB Bromley, Outer London Boroughs, 2022)



Source: Business Register and Employment Survey, 2022

- ◆ The sectors that employed the most in Bromley was human health and social work (17k employees). This sector has successfully recovered after the pandemic (4% growth in job placements).
- ◆ Good Work Bromley Exchange deliver a SWAP with the NHS, both a clinical and non-clinical pathway (no. 1 employer in the borough).
- ◆ In other sectors, most businesses (92.6%) in Bromley are micro sized (0 to 9 staff).
- ◆ Good Work Bromley Exchange will also work with SMEs to support their growth and recruitment pipeline.

# Bromley's Prominent Employers



# Job Posting Trends in Bromley

- ◆ 2nd Local Authority with the most job vacancies in 2023 in Local London (9,018 unique postings).
- ◆ The first half of 2023 was good for the labour market in Bromley.
- ◆ The main challenge is to meet employer needs – every post is reposted 4 times to fill a vacancy making the recruiting process longer and more costly.
- ◆ Sectors with hard to fill vacancies
  - Human health activities (7:1)
    - i.e. Staff nurses (13:1)
  - Residential care activities (6:1)
  - Retail trade (5:1)

Unique Postings Trend

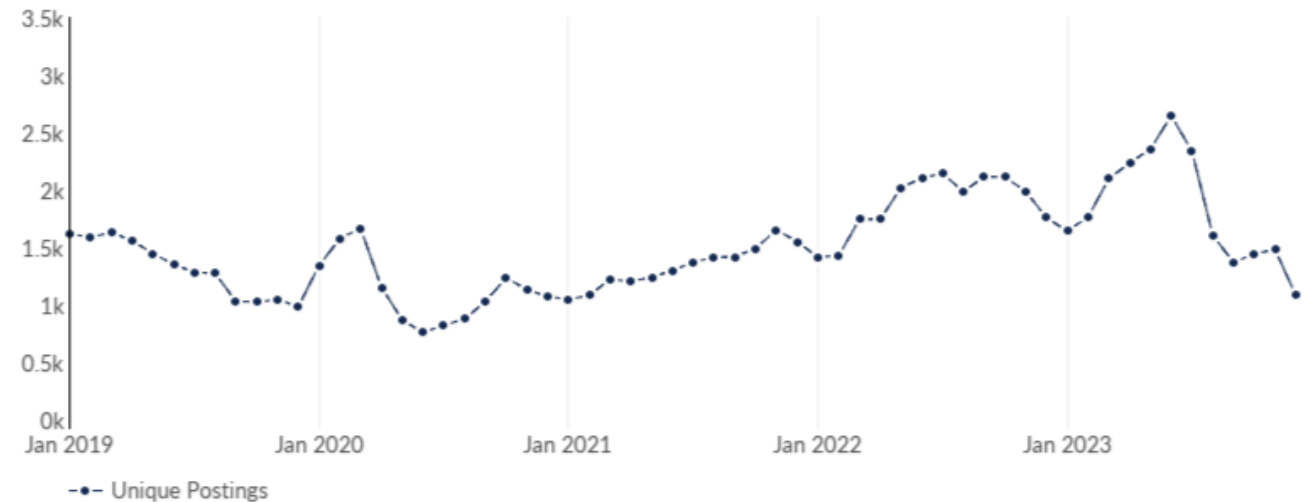
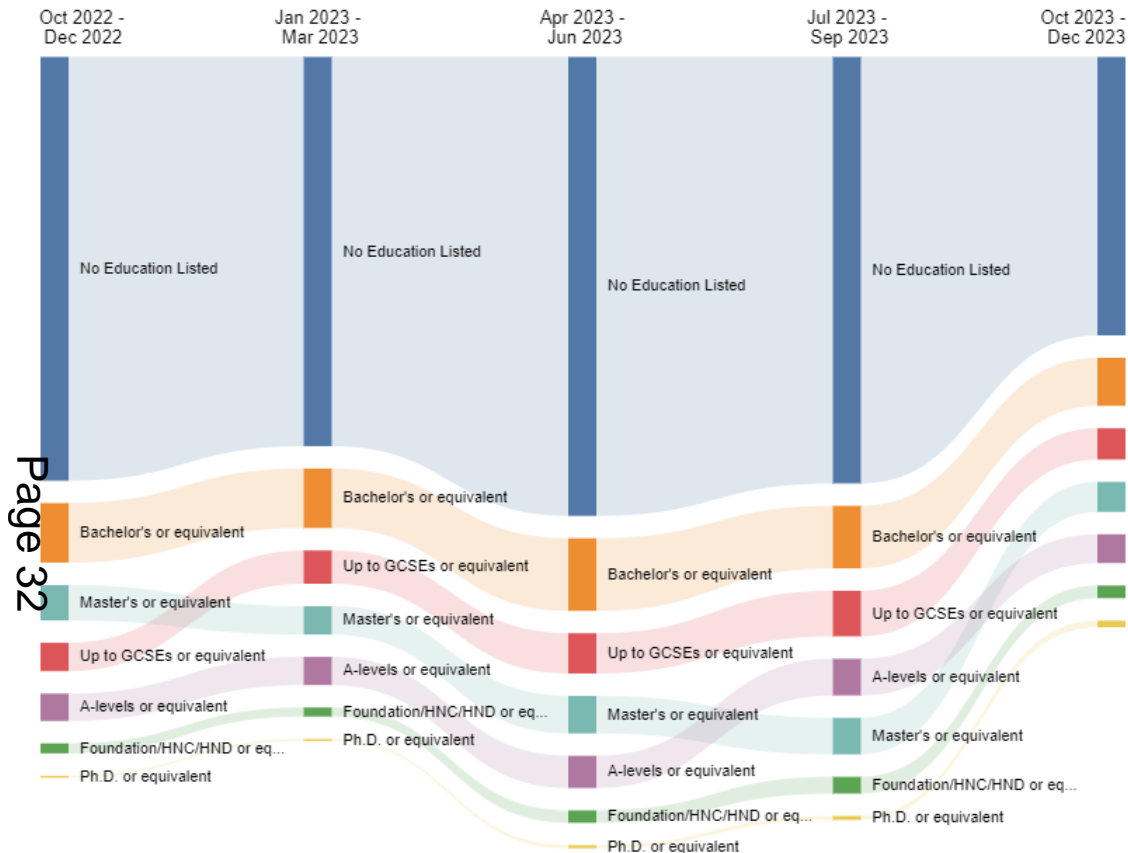


Image: [Lightcast - A Global Leader in Labor Market Analytics](#)



# Bromley's Jobs Demand-Supply Mismatch

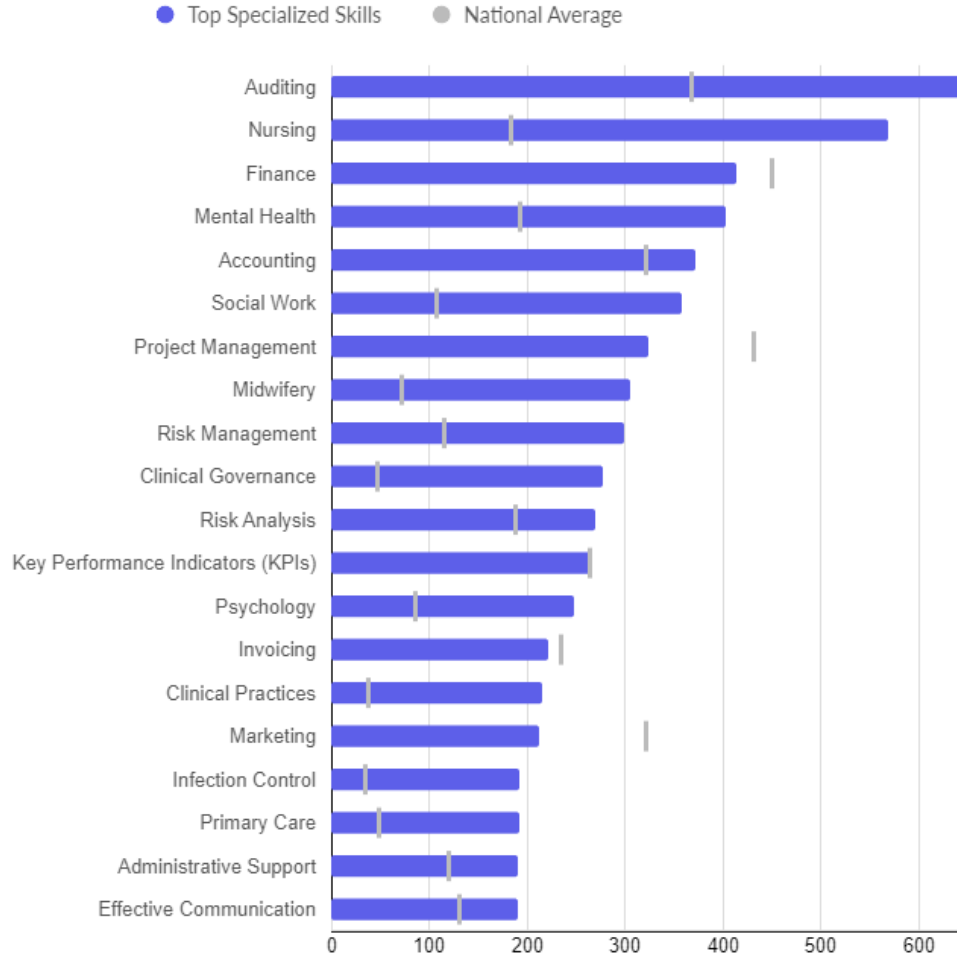
Education Requirement Trends in job postings in Bromley 2023



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- Most job vacancies in Bromley between Oct-Dec 2023 did not specify education level (64%) requirements, a minority ask for Level 4 or above (22%).
- Bromley has a skewed distribution towards higher end qualifications. 42.8% of residents have achieved HE-level qualifications.
- Bromley residents commute outside of the borough to fill in managerial and professional occupations.
- Education levels and occupational structure of Bromley residents do not match the skill needs of employers in the borough.
- Qualifications offered by Good Work Bromley Exchange can bridge the gap between employers and job seekers.

# Skills Demand in Job Postings in Bromley



- ◆ The specialised skillsets that were the most required in job postings in Bromley for 2023 were auditing, nursing and finance.
- ◆ The specialised skillsets that employers in Bromley need more than the national average are:
  - Nursing
  - Mental Health
  - Social Work
  - Clinical governance and practices
- ◆ Our SWAP and Work Skills Programmes focus on digital and transferable skills.

# Top Recruiters in Bromley

## NHS No.1 recruiter in Bromley

9% job postings in 2023

Top recruiters by job postings in Bromley 2023

1. NHS
2. Bromley Healthcare
3. Bromley Council
4. Wayman Education
5. Prospero Teaching
6. Mytime Active

Good Work Bromley Exchange is working with these employers to increase local recruitment.



### Teaching Agencies



# Bromley UKSPF Programme (2023-25)

## UK SPF INVESTMENT PRIORITIES

### 1. Communities and place

West Wickham Library Project

Employment Land and Space Study

### 2. Supporting local business\*

Growth Builder Programme

Supply Bromley Programme

Bromley Business Hub Programme

Start-Up Bromley

### 3. People and skills

Good Work Bromley

Supporting care leavers into employment

SEND Programme

Projects currently being delivered...

# Bromley People & Skills Programme (2023–25)

	Good Work Bromley	Supporting care leavers into employment	SEND Programme
Overview	<ul style="list-style-type: none"><li>• Establish Employment and Skills Centre (Good Work Bromley Exchange) to support economically inactive Bromley residents transition into employment, education or training.</li><li>• Working in partnership with local employers to deliver a range of personalised support to facilitate the best progression pathways for the referred customers.</li></ul>	<ul style="list-style-type: none"><li>• The programme will support young care leavers to establish healthy and meaningful connections, build a strong peer-community network and find the confidence and support needed to move into sustainable employment, training, and education.</li><li>• It will be delivered by Drive Forward in partnership with LB Bromley's Leaving Care Team</li></ul>	<ul style="list-style-type: none"><li>• The programme will embed a sustainable SEND employment offer to support young adults, aged 16-25 with additional needs into internships, employment and training by end of March 2025.</li><li>• LB Bromley (Education and Adult Social Care) will work in partnership with Bromley Mencap, Caspa and LSEC to increase the numbers of people with SEND into employment.</li></ul>
Outputs & Outcomes	<ul style="list-style-type: none"><li>• Economically inactive people engaging with keyworker support services</li><li>• People engaged in job searching following support</li><li>• People in employment, including self-employment, following support</li><li>• People reporting increased employability through development of interpersonal skills</li><li>• Good work jobs</li></ul>		

# Working in Partnership with GWBX – Bethan Doran, SEND LBB

- Collaboration allows for a more comprehensive approach to community development, leveraging the strengths of both LBB and Good Work Bromley Exchange.
- UKSPF's financial support amplifies the impact of joint initiatives, enabling scalability and sustainability.

## **Tailored Support for Employment Initiatives:**

- UKSPF provides tailored funding to support employment initiatives, aligning with the goals of Good Work Bromley Exchange.
- This collaboration ensures that resources are directed towards programs specifically designed to meet the employment needs of the Bromley community.

## Benefits for SEND Individuals

- Personalised training and skill development
- Increased opportunities for inclusive employment
- Strengthening community integration for SEND individuals

## Supporting care leavers into employment:

- Support and advice for young care leavers to overcome barriers to employment
- Targeted support focusing on employability skills and confidence building
- 2 Young Person Advisors within London Borough of Bromley recruited

Department of Work and Pensions  
 Maximus  
 Reed Partnership

Bromley Council (Housing, SEND, Leaving Care, BCP)  
 Local Housing Associations

Bromley Mencap  
 CASPA

London South East Colleges  
 London South East Academies Trust  
 Local Education Providers  
 Parents of above institutions

Local Charities  
 Local Advice & Support Services  
 Voluntary & Community Organisations  
 Successful Mums

Self-Referral

Referral is through LSEC's Website ([lsec.ac.uk](http://lsec.ac.uk)); by phone (020 3954 4699) or email ([goodworkbromley@lsec.ac.uk](mailto:goodworkbromley@lsec.ac.uk)); book an appointment at our physical space at The Hive, Orpington Campus

**Good Work Bromley Exchange, located in Orpington**

Key Roles include:

- Project Manager
- Training and Employment Advisor
- Community Outreach Advisor
- Digital Marketing Apprentice

Main Tasks include:

- Proactive outreach in the community - awareness and referral recruitment
- Establish and maintain stakeholder and employment support
- Welcome referrals and candidates - identify support required and appropriate programme
- Delivery of programmes
- Reporting, monitoring and evaluation

Specialist Pathway

Universal Pathway

Targeted Pathway

Bromley Mencap  
 Supported Internship Programmes

LSEC

- SWAP (Sector Work Based Academy Programmes):
- Civil Service, NHS (Clinical and Non-Clinical) and Work Skills
- Apprenticeships
- Prince's Trust
- ESOL
- Maths & English

CASPA  
 Mental Health, Housing teams, other charities

Reporting, monitoring and evaluation:

- Return to Bromley Council, Local London and Department for Education
- In house evaluation lead and delivered by LSEC's Policy Team



# GOOD WORK BROMLEY EXCHANGE

23 January 2024

# Today's Agenda

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**10:00** Breakfast

**10:15** Welcome

*Stephen Howlett CBE DL, Group Chair  
Dr Sam Parrett CBE, Group Principal & CEO*

**10:20** Background and Current Landscape

*Daniel Murray, Head of Economic Development at Bromley Council*

**10:30** Wider Overview

*Neil Coates, Deputy Principal HE, Apprenticeships, Employer Engagement & Innovation*

**10:35** Project Overview

*Liz Lake, Group Director of Strategic Projects and Partnerships*

**10:40** Workshop Breakouts

- Hive Tour and Learner Discussion
- Employer Talk
- LMI Discussion

**11:40** Networking and Discussion

**12:00** Close

# **Good Work Bromley Exchange: Background**

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## **COLLABORATIVE PROJECT**

Good Work Bromley Exchange has been created by London South East Colleges in collaboration with Bromley Council and stakeholders. Its launch marks two years' work in progress.

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## **NEW FUNDING**

The Exchange is being delivered by London South East Colleges in partnership with Bromley Council. This is in connection with its UK Shared Prosperity Funding, which is part-funded by the UK government.

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## **FIRST OF ITS KIND**

Working in partnership with Bromley Council, London South East Colleges has launched an Employment and Skills service. This project is a coordinated, inclusive vision to support all people on the margins of employment.

# Our Key Delivery Partners

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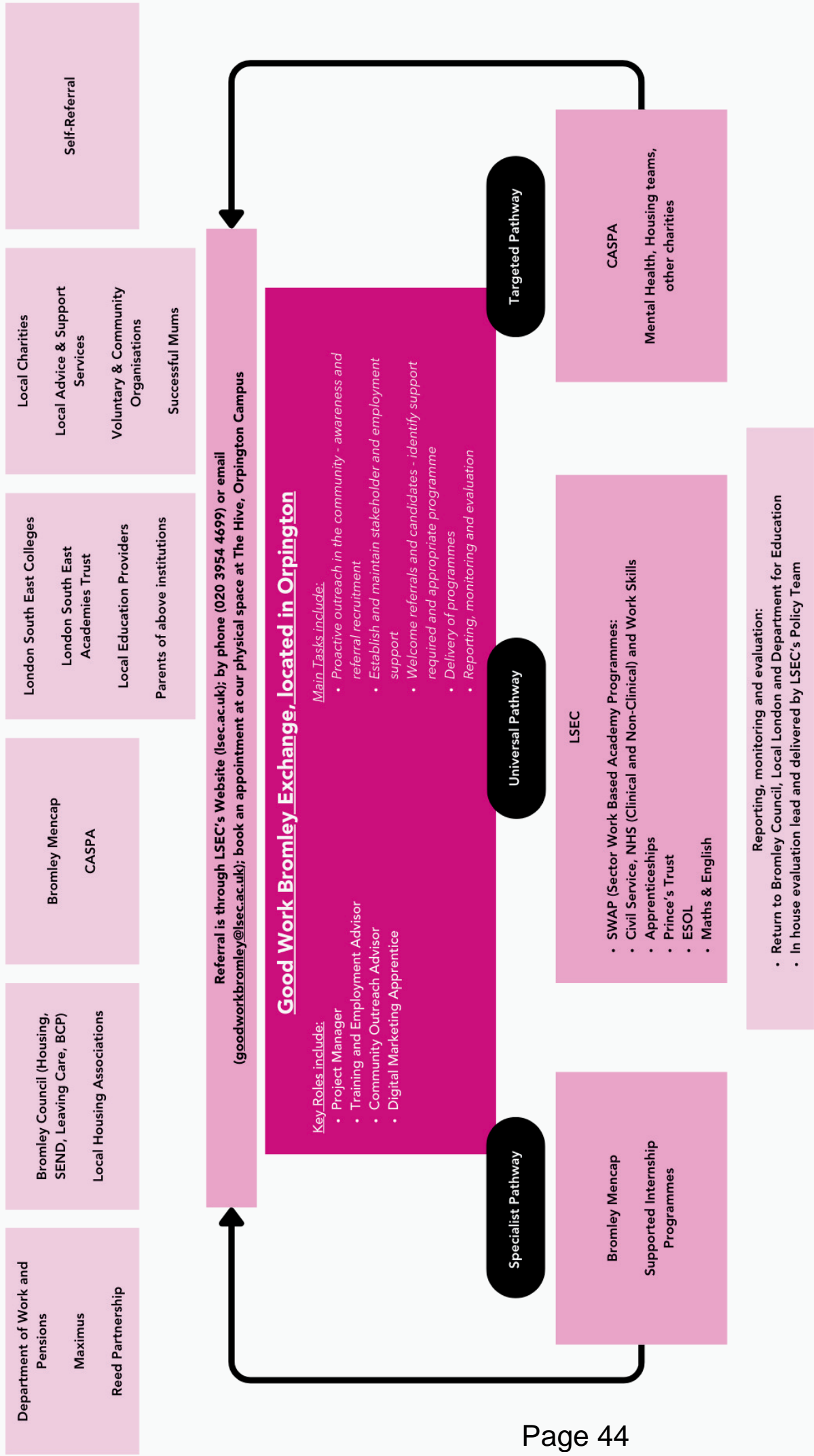
Incorporating Bromley Scope

Bromley Mencap is an award-winning, independent, self-funded charity working with disabled people, families and carers based in Bromley. It provides a range of services and activities for disabled people, and their parents and carers and campaign on issues of interest which impact the lives of disabled people.



CASPA provides social clubs, holiday activities, residential trips and independent living skills workshops for children, young people and families affected by autism. Set up in 2002, CASPA is a rapidly growing charity based in Bromley which currently works with around 500 children and young people every week from Bromley and neighbouring boroughs.

# Our Learner Journey



# Employability led programmes

Our sector-based work academy programmes (SWAPs) and work skills programmes help prepare people who are economically inactive and those receiving unemployment benefits to learn, upskill and apply for jobs. Our programmes support candidates by equipping them with the industry knowledge they need to excel in their work environment. Ultimately, our goal is to ensure that the learners gain skills that enhance their employability.

The Sector-Based Work Programme is run over a period of four to five weeks. The training involves a mix of tutor-led hours, practical sessions, and self-learning modules. The tutor-led hours are designed to provide direct instruction and guidance, while the self-learning modules allow learners to explore topics at their own pace.

**PRE-EMPLOYMENT TRAINING** matched to the needs of the business sector.

**EMBEDDED QUALIFICATION** we aim to align the right qualifications with these programmes to meet the knowledge, skills, and behaviours that employers require.

**A GUARANTEED JOB INTERVIEW** an important feature of SWAP is that each sector-based work academy offers a flexible approach and can be adapted to meet the needs each business.

The targeted training programmes are successful in equipping employees with the necessary skills and knowledge, thereby helping organisations to fill their vacancies and meet their strategic objectives. The success of the delivery is judged on two main factors: Skill Acquisition and Employer Satisfaction.



# Get Involved

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Do you have vacancies that need filling? We can work with you to create a bespoke training programme for your employment needs.

## CONTACT US

Email: [goodworkbromley@lsec.ac.uk](mailto:goodworkbromley@lsec.ac.uk)

Telephone: 020 3954 4699

Address: Good Work Bromley Exchange, The Hive, London South East Colleges, The Walnuts, Orpington, BR6 0TE

For further information and support, visit [lsec.ac.uk](http://lsec.ac.uk) or [bromley.gov.uk](http://bromley.gov.uk)





23 January 2024

# GOOD WORK BROMLEY EXCHANGE



# Stephen Howlett CBE DL

Group Chair

# Dr Sam Parrett CBE

Group Principal & CEO

# Today's Agenda

- ◆ Welcome
- ◆ Overview of Good Work Bromley Exchange
- ◆ Workshops:
  - Tour with Student Discussion
  - Employer Talk
  - LMI Discussion
- ◆ Networking/Discussion

# **Good Work Bromley Launch**

## **LSEC Orpington Campus**

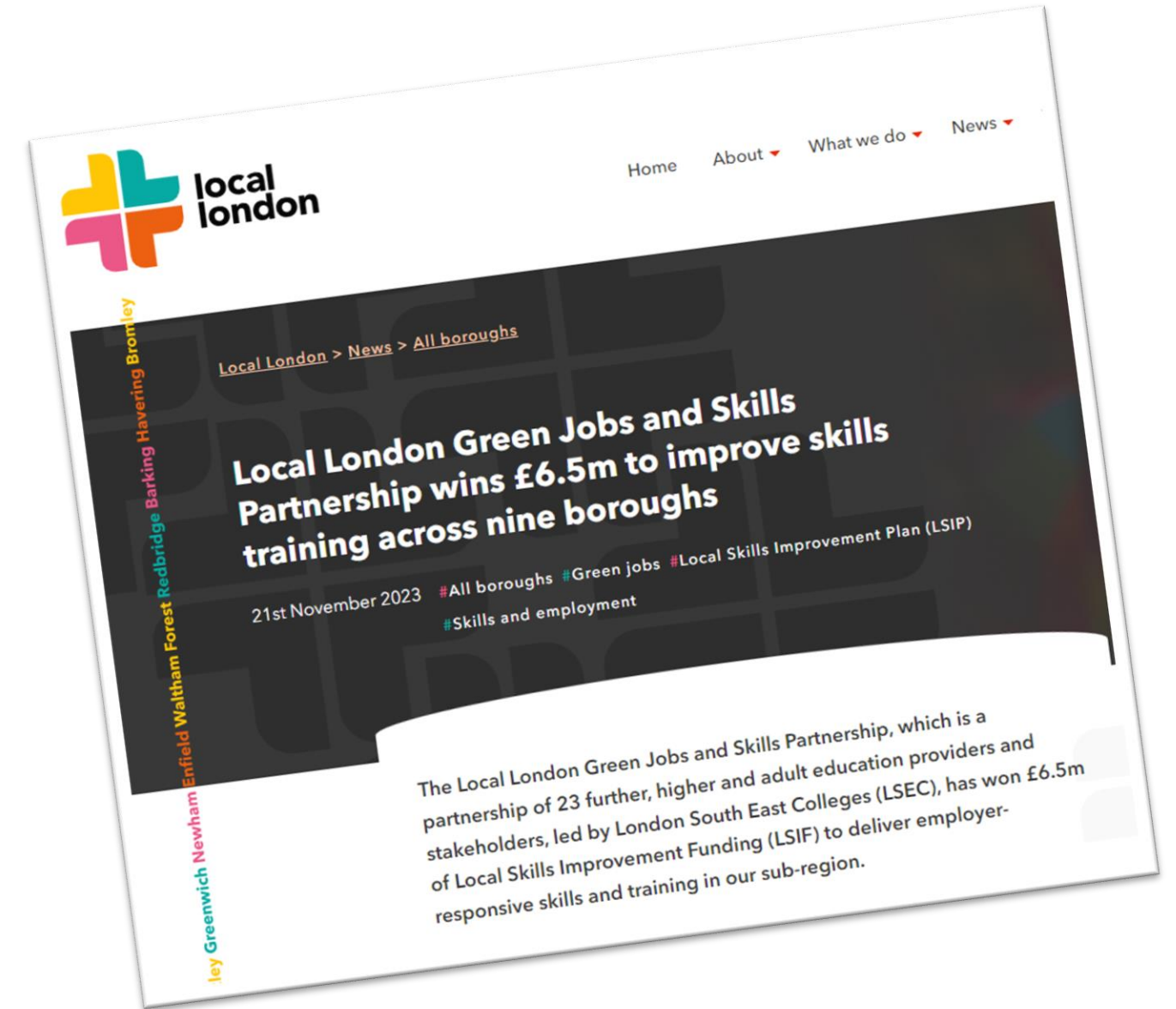
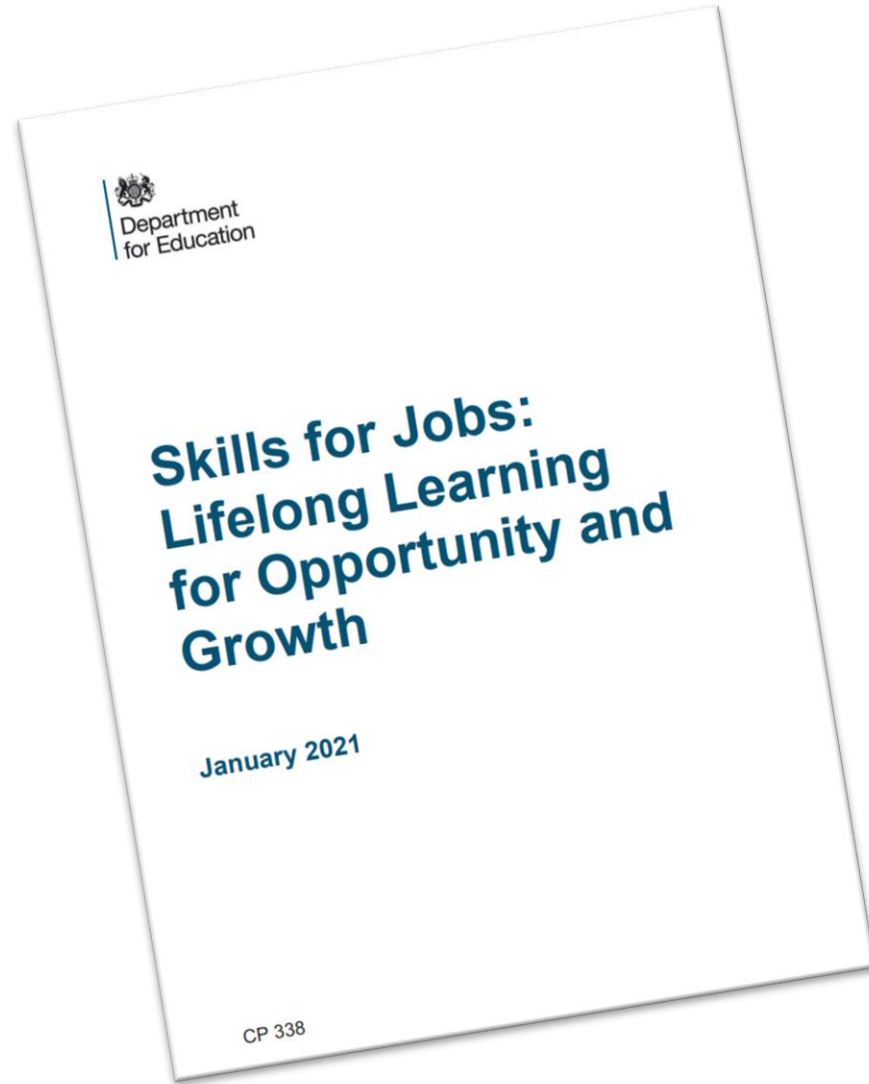
Daniel Murray, Head of Economic Development

23 January 2024

# Introduction

- New Head of Economic Development at LB Bromley
- Previously Head of Economy and Growth at Surrey County Council
- Consultancy experience with Arthur Andersen, Deloitte, WM Enterprise, GVA Grimley etc

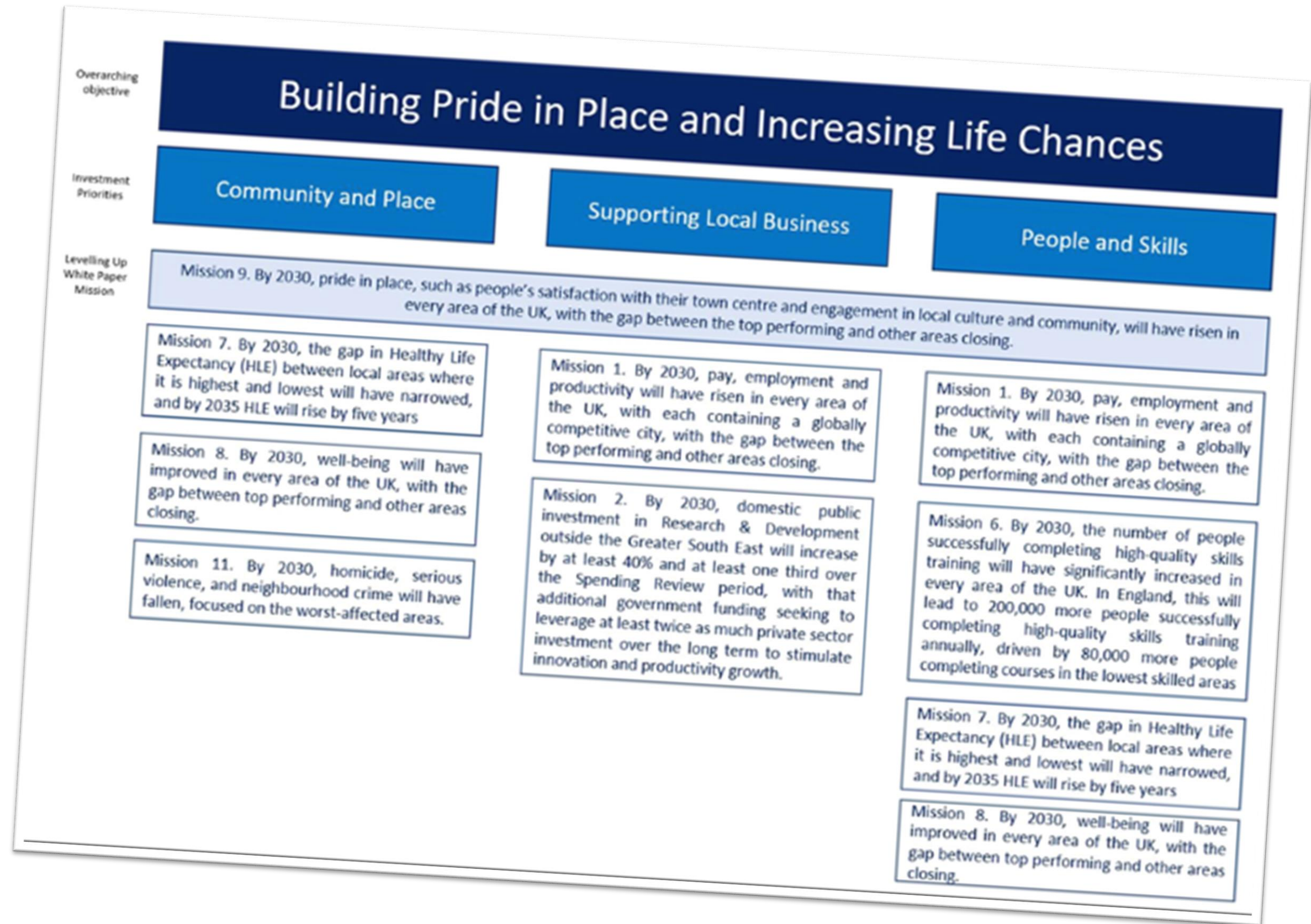
# Skills funding landscape





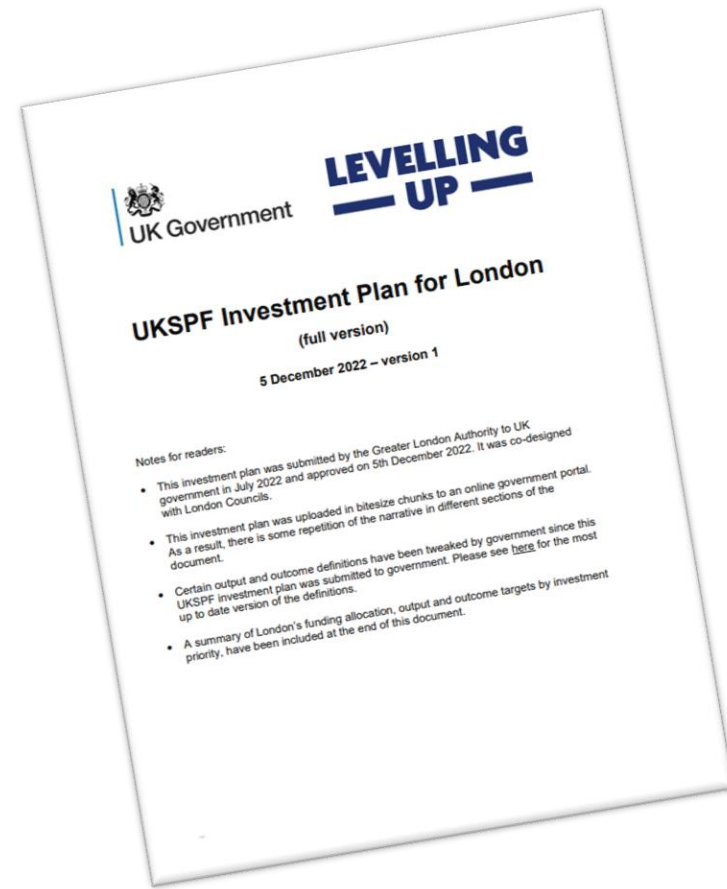
# What is UKSPF?

- Central pillar of the UK government's Levelling Up agenda
- £2.6 billion of new funding for local investment by March 2025
- Replaces European Structural and Investment Funds: ESIF, ERDF and ESF
- London awarded £144.4m of UKSPF funding to invest in:
  - Communities and place
  - Supporting local business
  - People and skills





# UKSPF funding



Department for Levelling Up,  
Housing & Communities



London Borough of Bromley received **£2.36m** UKSPF allocation

- £1.23m Community and place
- £0.4m Supporting local businesses
- £0.73m People and skills

## 1. Communities and place



## 2. Supporting local business



## 3. People and skills



# Bromley UKSPF Programme (2023-25)

## UK SPF INVESTMENT PRIORITIES

### 1. Communities and place

West Wickham Library Project

Employment Land and Space Study

### 2. Supporting local business\*

Growth Builder Programme

Supply Bromley Programme

Bromley Business Hub Programme

Start-Up Bromley

### 3. People and skills

Good Work Bromley

Supporting care leavers into employment

SEND Programme

Projects currently being delivered...

# Bromley People & Skills Programme (2023-25)

## Good Work Bromley

## Supporting care leavers into employment

## SEND Programme

### Overview

- Establish Employment and Skills Centre (Good Work Bromley Exchange) to support economically inactive Bromley residents transition into employment, education or training.
- Working in partnership with local employers to deliver a range of personalised support to facilitate the best progression pathways for the referred customers.

- The programme will support young care leavers to establish healthy and meaningful connections, build a strong peer-community network and find the confidence and support needed to move into sustainable employment, training, and education.
- It will be delivered by Drive Forward in partnership with LB Bromley's Leaving Care Team

- The programme will embed a sustainable SEND employment offer to support young adults, aged 16-25 with additional needs into internships, employment and training by end of March 2025.
- LB Bromley (Education and Adult Social Care) will work in partnership with Bromley Mencap, Caspa and LSEC to increase the numbers of people with SEND into employment.

### Outputs & Outcomes

- Economically inactive people engaging with keyworker support services
- People engaged in job searching following support
- People in employment, including self-employment, following support
- People reporting increased employability through development of interpersonal skills
- Good work jobs

# Neil Coates

Deputy Principal HE, Apprenticeships, Employer Engagement & Innovation

# Good Work Bromley Exchange: An LSEC/Education Overview

- ◆ **OUR CHALLENGES:** Growing skills gaps, limited support/adult funding
- ◆ **FUTURE CHALLENGES:** Changing employment landscape
- ◆ **WHAT WE HAVE DONE SO FAR:** Youth Hubs, Sector-Based Work Academy Programmes (SWAPs) and Work Skills Programmes
- ◆ **WHY IT'S IMPORTANT FOR OUR STUDENTS AND COMMUNITY:** build a pipeline of future talent, meet skills gaps in the borough, local jobs for local people, social mobility



# Liz Lake

Group Director of Strategic Projects and Partnerships

Department of Work and Pensions  
 Maximus  
 Reed Partnership

Bromley Council (Housing, SEND, Leaving Care, BCP)  
 Local Housing Associations

Bromley Mencap  
 CASPA

London South East Colleges  
 London South East Academies Trust  
 Local Education Providers  
 Parents of above institutions

Local Charities  
 Local Advice & Support Services  
 Voluntary & Community Organisations  
 Successful Mums

Self-Referral

Referral is through LSEC's Website ([lsec.ac.uk](http://lsec.ac.uk)); by phone (020 3954 4699) or email ([goodworkbromley@lsec.ac.uk](mailto:goodworkbromley@lsec.ac.uk)); book an appointment at our physical space at The Hive, Orpington Campus

**Good Work Bromley Exchange, located in Orpington**

Key Roles include:

- Project Manager
- Training and Employment Advisor
- Community Outreach Advisor
- Digital Marketing Apprentice

Main Tasks include:

- Proactive outreach in the community - awareness and referral recruitment
- Establish and maintain stakeholder and employment support
- Welcome referrals and candidates - identify support required and appropriate programme
- Delivery of programmes
- Reporting, monitoring and evaluation

**Specialist Pathway**

**Universal Pathway**

**Targeted Pathway**

Bromley Mencap  
 Supported Internship Programmes

LSEC

- SWAP (Sector Work Based Academy Programmes)
- Civil Service, NHS (Clinical and Non-Clinical) and Work Skills
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CASPA  
 Mental Health, Housing teams, other charities

Reporting, monitoring and evaluation:

- Return to Bromley Council, Local London and Department for Education
- In house evaluation lead and delivered by LSEC's Policy Team



# Workshop Breakouts

We will now begin a series of breakouts. Each of these will last ten minutes; please begin with the session that corresponds to the number on your name badge.

A guide will take you from session to session, across the three spaces where each of these take place.

Timings	Activities	Location	Guide
10:45 – 11:00	1. Hive Tour and Student Discussion	The Hive	<i>Hannah Phoenix</i>
11:05 – 11:20	2. Employer Talk	BR6	<i>Amy Perry</i>
11:25 – 11:40	3. LMI Discussion	The Ozone	<i>Chloe Tilling</i>



# GOOD WORK BROMLEY EXCHANGE

LONDON  
SOUTH EAST  
COLLEGES



Are you seeking a change? Are you ready to embark on a journey towards a fulfilling career?  
Look no further than Good Work Bromley Exchange.

At Good Work Bromley Exchange, we are dedicated to supporting the unemployed in their quest for meaningful employment. Our unique programme is designed to empower individuals through comprehensive training, skill development and the promise of guaranteed interviews with reputable employers.

**Tailored Training Programmes** Our expertly crafted training programmes are specifically designed to enhance your skills and make you stand out in today's competitive job market.

**Hands-on Workshops** Engage in interactive workshops that simulate real-world work scenarios, providing you with practical experience and confidence.

**Personalised Career Guidance** Benefit from one-on-one career counselling sessions to identify your strengths, passions and career goals.

**Industry Relevant Skills** Acquire the skills demanded by employers in various industries, increasing your chances of securing the job you desire.

**Meet our Employers Offering Potential Interviews** Gain a unique advantage with our commitment to securing interviews with employers actively seeking skilled and motivated individuals like you!

Register online at [LSEC.ac.uk](https://LSEC.ac.uk) or email us at [goodworkbromley@LSEC.ac.uk](mailto:goodworkbromley@LSEC.ac.uk)

Or call us to book an appointment at our offices 0203 954 4699

London South East Colleges Orpington Campus, The Walnuts, Orpington



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# GOOD WORK BROMLEY EXCHANGE

LONDON  
SOUTH EAST  
COLLEGES 

  
THE LONDON BOROUGH

Are you seeking a change? Are you ready to embark on a journey towards a fulfilling career? Look no further than Good Work Bromley Exchange.

## Why Choose Good Work Bromley Exchange?

- Tailored Training Programmes
- Hands-on Workshops
- Personalised Career Guidance
- Industry Relevant Skills
- Meet our Employers Offering Potential Interviews

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