

BROMLEY ECONOMIC PARTNERSHIP

Meeting: Economic Partnership

Date: 21st April 2010

Subject: Bromley's Economic Framework

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1. Recommendations.

The Partnership is asked to:-

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

2. Background

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

It also identifies five outcomes:-

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

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

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

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

The three strategic priorities are:

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

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

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

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

3. Economic Framework and developing the Action Plans

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

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

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

4. Delivering the Priorities

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

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

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

5. Monitoring and performance management

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

6. Timetable

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

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

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