

Strategic Priority 1 - Sustaining and growing business and investment

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

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

Strategic Priority 2 - Vibrant and thriving town centres

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

Strategic Priority 3 - Improving employment opportunities for residents

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