

Strategic Priority 1 - Sustaining and growing business and investment

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

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

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

