

Strategic Priority 1 - Sustaining and growing business and investment

Objective	How? – Proposed Actions	Lead (in bold), partners, delivery and responsibility	Measure/Performance Indicator, baseline & data cost	Funding	Timescales	Outcomes
1) Maintain Bromley's high quality of life as key competitive advantage	1.1 Implementation of Bromley 2020.	LSP	AWOT; School Achievement Crime levels; Safer neighbourhoods; Place Survey results			Bromley remains an attractive place to run a business
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	No. of searches on Property Database by businesses based outside the borough (increase); No. of enquiries to Business Support Team from external businesses (baseline / target tba); No. of new occupiers on NNDR database (baseline / target tba)	LBB & commercial sponsorship	Produce first edition of prospectus in summer 2010; 2 nd edition in summer 2011	Increased number of businesses investing in Bromley
	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, Chamber of Commerce, Business Link in London	No of key employers engaged with by partners (increase); No of closures on NNDR database (baseline / target tba)	All partners	2010/11	Employers retain investment in the borough
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	No of searches on commercial property database (increase); Vacancy rate from NNDR records (decrease); Proportion of LBB-owned commercial units in occupation (increase); Employment floorspace (m sq) brought into use (increase);	LBB core budgets, Property Agents and SLB. All partners' time.	2010-2013	A wide range of commercial space maintained and taken up.
	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	Amount of floorspace (m sq) developed for employment use/brought back into employment use (increase)	LBB core budgets	2010-13	Maintain or Increase availability of space to meet future growth.
	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)	Amount of land designated for employment use (increase)	LBB core budgets	2010-13	Maintain or Increase availability of space to meet future growth.

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4) Encourage investment and development in the borough's key commercial and industrial areas including town centres, the Crays, Biggin Hill and Sydenham/Penge.	4.1 Assist businesses to overcome barriers to growth and survival.	Business Link in London LBB ; Colleges; Business Forums; Safer Bromley Partnership	Business Link Customer Activity levels (increase); % of businesses supported reporting growth (baseline / target tba).	BLiL and partners	2010-12	Businesses in key commercial centres assisted to tackle barriers to growth / survival
	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	Employment floorspace (m sq) brought into use (increase);	LBB core funding; commercial sponsorship	2010-13	Key sites and employment areas have increased inward investment
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	NI 171: VAT registration rate (increase); BankSearch start ups (increase); No. of self employed people in the borough (increase); Take up of government funded start up support by Bromley residents (increase)	All partners	2010-11	Increased take up of support programmes to assist new businesses by Bromley residents
	5.2 Deliver projects (including Start up workshops and Intensive start up support) to provide start up businesses, including social enterprises with training, advice and information required to survive and grow.	Business Link in London Business Focus, LBB, Community Links Bromley	Business survival rate – 12 months (increase); BankSearch start ups (increase)	BLiL + partners	2010-12	Increased number of start ups, and improved growth and survival rates for start ups
6) Encourage provision of high quality accessible business support services to local businesses, in particular support for high growth and key employment	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	No. of page views on business section of LBB website (increase); Take up of funded support by Bromley businesses - Business Link; No. of business support enquiries through the Council, Business Link & Partners (baseline / target tba)	BLiL, LBB core funding + other partners staff time	2010-12	Increased awareness and take up of support services by Bromley businesses

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sectors	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	Proportion of council spend (contracts over £1,000pa) with businesses based in the borough (increase).	LBB core funding; Supply London		Increasing number of local SMEs involved in public sector supply chain.
	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	Proportion of businesses taking up publicly funded support in comparison with other boroughs / region (baseline / target tba)	Chamber / FSB and partners	2010-13	Business support that addresses the needs of local businesses.
	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	Business Link Customer Activity levels (increase); % of supported businesses seeing growth in following 6 months (baseline / target tba).	BLiL; LBB	2010-12	Growth experienced by businesses supported.
7) Promotion of low carbon/green businesses	7.1 Bromley Environment Awards - Business Category	LBB (Env); News Shopper, Glaxo Smithkline	Green Business Award July 2010. Nomination to regional Green Guardian awards (Jan 2011).	LBB core funding; commercial sponsorship	2010-11; Annual	Best practice in environmental management celebrated / shared
	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	Action plan established for the Environmental Working Group; Baseline data about resource efficiency and environmental impact of businesses established.	LBB staff time + partners.	2010-11	Increased number of businesses are managing resources more efficiently
	7.3 Promote travel plans for businesses and encourage greater 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).	LBB (Env); SELTRANS, TfL	No. of travel plans delivered in the borough up to Mar 2011 (maintain level)	TfL, LBB	2010-11	Reduction in carbon footprint for businesses

Key to abbreviations used in this Action Plan

AWOT	Are We On Track – quarterly report to Council’s Executive showing key indicators / milestones towards Bromley 2020 objectives
BLiL	Business Link in London
Env	Environment Department (LBB)
FSB	Federation of Small Businesses
JCP	Job Centre Plus
LBB	London Borough of Bromley
LSP	Local Strategic Partnership
NNDR	National Non Domestic Rate
R&R	Renewal and Recreation Department (LBB)
SELTRANS	South East London Transport Strategy partnership
SLB	South London Business
SME	Small and Medium Enterprise
TfL	Transport for London