



ENABLING OUR  
RESIDENTS AND  
BUSINESSES TO  
PROSPER

# ECONOMIC DEVELOPMENT STRATEGY

## 2021 TO 2031



THE LONDON BOROUGH

[WWW.BROMLEY.GOV.UK/ECONOMY](http://WWW.BROMLEY.GOV.UK/ECONOMY)



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# FOREWORD

Bromley is rightly recognised as a place that is good for businesses, good for residents and good for enterprises. Our residents are highly skilled and have high-levels of employability which is reflected in our high-levels of employment.

As we produce this strategy in early 2021, the world around us is continuing to deal with the greatest pandemic that the globe has experienced in over a century. The effects of this being felt across our economy every day – locally, nationally and internationally.

We have seen changes in the way that people are working and the work that they are doing. Our town centres have seen a dramatic decrease in their daily footfall. Our offices are closed whilst increasing numbers of people work at home. Our residents are increasingly being kept on furlough or are being made redundant as businesses are instructed to stay closed. Our young people who will become our future workforce are being taught away from the classroom and embracing new ways of learning.

These challenges are real and are having a real impact today. We expect this change to continue in the medium-term with some changes experienced in the longer-term.

However, our borough is well placed to continue to thrive, to recover and to embrace the changes in our economy. We have good foundations on which we will continue to build to make the most of the opportunities that these challenges offer us.

Our borough has an economy which supports everyone to prosper and to feel comfortable to achieve their economic dreams. We continue to be open for business and, through our proactive approach, we continue to support our existing businesses whilst encouraging new businesses to develop and thrive.

We continue to leverage in investment into the borough which is supporting our economy through the establishment of new businesses, the regeneration of our urban and rural areas, and a focus on developing our renewal areas that are identified in our Local Plan.

We are rightly ambitious for our borough – both for now and in the future. We have developed this strategy to set out a clear roadmap to build on these economic opportunities to help us to achieve our economic vision which is underpinned by seven clear ambitions:

## OUR VISION



Bromley as a prosperous borough where businesses thrive, new businesses aspire to locate, and our residents experience high levels of employability

## OUR SEVEN AMBITIONS



Our residents have access to the right opportunities for skills and education that will ensure healthy employment



Our businesses have access to the right employment spaces in the right places with local business clusters which encourage enterprise and facilitate sustained growth



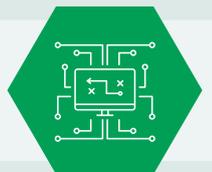
Our borough is an exciting, attractive, and welcoming place where businesses thrive, people aspire to live and visit, and new enterprises seek to invest



Our High Streets are places where people want to work, visit and live



Our residents and business community are well connected through diverse physical and digital infrastructure networks which underpins mobility across the whole borough



Our cultural and tourism industries continue to grow and diversify, and our unique historical features are promoted for the world to see



Our green economy will help to sustain and advance economic, environmental and social wellbeing



This strategy is a live document. The approach taken will be monitored to ensure that it remains effective in achieving our economic aims and objectives and the actions will be updated as circumstances change.

We recognise that there are many partners involved in taking forward the opportunities identified and there is a clear leadership role for the Council to play in coordinating, promoting and actively working with the business community to achieve our economic vision.



**Councillor Peter Morgan**

Portfolio Holder  
Renewal, Recreation and Housing



# ABOUT OUR STRATEGY

This Economic Development Strategy is the first of its kind in Bromley. It provides an insight into our economy, our aspirations to support economic growth and the key priority areas that will enable the achievement of this desired growth over the next 10 years.

This strategy is intended to inform Bromley's existing and prospective businesses and residents about our aspirations for the local economy and the actions that will be taken to turn them into a reality.

This includes how we will:



target various economic and demographic sectors within the borough



allocate resources to support the economy



collaborate with key stakeholders



work alongside other statutory and strategic documents

This strategy has a clear purpose which is complemented by a clear structure:



Where are we now?  
our current economic context



Where do we want to be?  
our economic aspirations



How will we get there?  
the steps required to achieve our aspirations

# Why we need an Economic Development Strategy?

We are living in uncertain times. With this uncertainty, it can be difficult to visualise our future, what shape it will take and how we will be positioned within it, whether collectively or individually.

One thing we can be sure of though is that change is inevitable due to momentous macroeconomic forces that are underway across the globe, including:



population growth



global health crises



technological  
advancements and  
globalisation



social, political  
and environmental  
influences



economic impact  
of the pandemic

These forces are changing and shaping the way we work, shop, live and behave. That is why it is more important than ever that we are proactive in our approach to shaping our economic future.

Bromley's economy does not exist in a vacuum and is impacted by the changes resulting from the effect of the forces at global, national and regional level. Observations at the national level include the following considerations:

- BREXIT (implications for the economy on the workforce, access to skills and talent, and international trade)
- access to suitable finance for businesses
- increased online retail activities leading to a decline in high street activity
- increased automation and artificial intelligence (AI) leading to changing job roles, including the creation of many new job roles that do not currently exist alongside many existing job roles that are anticipated to disappear
- increased disparities, including youth unemployment and in-work poverty levels
- the rise in the gig economy
- increased emphasis on clean sustainable growth and the green economy

For any local economy, these challenges must be navigated carefully and in a way that is continually adaptable in anticipation of further change. However, whilst they create challenges for us, they also create new opportunities for our businesses and residents:



### Our businesses

through access to new technologies,  
markets and industries



### Our residents

through opportunities to venture into  
new professional realms that perhaps  
did not previously exist or were not  
previously accessible

This strategy seeks to define a route to take advantage of emerging market opportunities and trends to ensure sustained growth in Bromley's economy, bringing benefit to all in the borough. It will be monitored on an annual basis to assess its impact.

## Our strategic framework

This strategy forms an essential part of our strategic framework across the borough.

We have a range of strategies and plans – both statutory and non-statutory - which come together to define our way of working, our priorities and our approach to economic development (see Appendix 1).

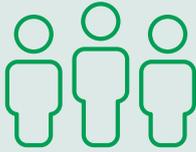
This strategy also aims to support the Local Industrial Strategy (LIS) for London within the wider economic context; providing an opportunity to shape a more environmentally sustainable economy.

The Council's overarching strategy is set out in the Council's borough plan, Bromley the Better Borough (which is in development). It adopts the principles of early intervention and prevention to underpin our approach to targeted service delivery.

These different strategies and plans are shown on the following page. They have a range of direct and indirect influence on the Economic Development Strategy.



# ABOUT OUR BOROUGH



**330,000+**

people live in  
Bromley



**165,000**

residents are  
economically active



**51%**

designated as  
green belt land



**72%**

of homes are  
privately owned



**129**

open spaces  
and parks



**4th**

least deprived  
London borough



**60%**

of residents are  
of working age



**78%**

of adults are in  
employment



**9.3**

billion in Gross  
Domestic Product



## The people who live in Bromley

Our population has been growing steadily over the past decade and is forecast to continue to grow into the next decade and beyond.

We are the 8th most populous London borough. One fifth of our population is aged 18 and under - some 71,000 young people. The proportion of working age residents (18 to 65 years) will remain fairly stable over the next twenty years, at approximately 61% of the total population (204,000 people). We have the largest population of older people of all London boroughs - 18% of the current population (62,000 people). 15% of our residents are retired, which is approximately double the London average of 7%.

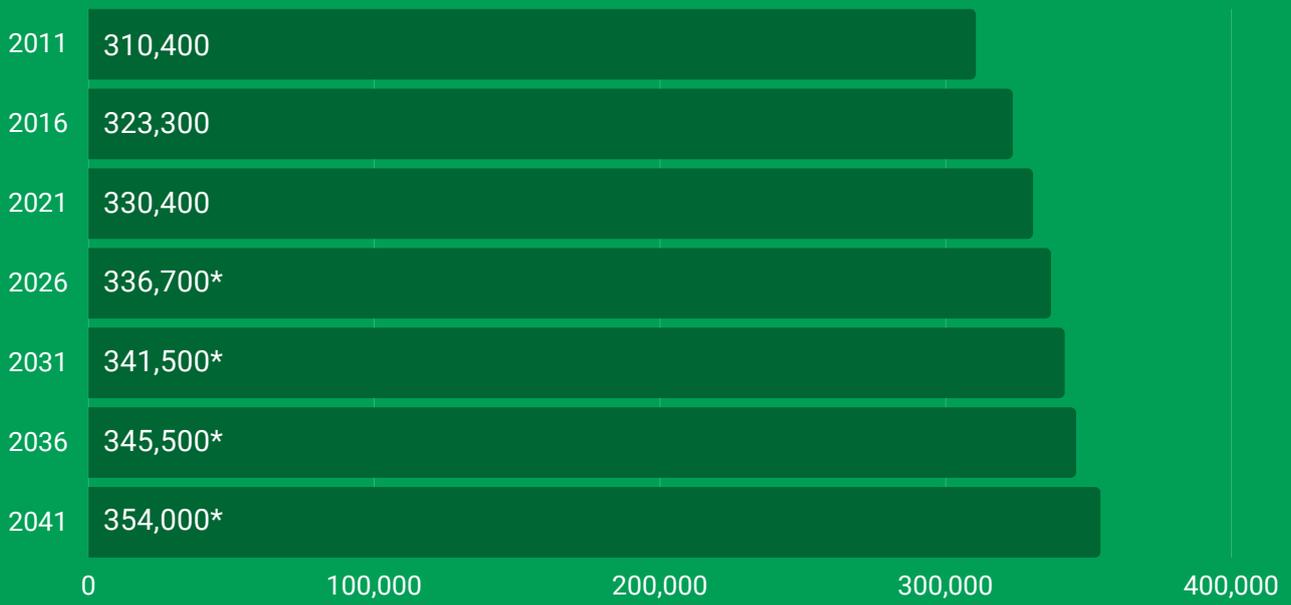
Analysis of the data and trends for older residents in Bromley has also identified:

- There will be a significant growth in our older people population and this is growing faster than the general population
- People with complex care needs are living longer
- An ageing population is likely to create new demand for technologies, products and services, such as new care technologies, new housing models and innovative savings products for retirement

The population of Bromley has been growing steadily at just under 1% per year since 2011:

- 44% of this from net-migration
- 66% coming from natural increase

## Population data



\* forecast

Sources: GLA demography housing-led variant projection - <https://maps.london.gov.uk/population-projections/>

## A summary of our population - in 2021



**22%**

aged 17  
and under

**71,100**



**61%**

aged 18 to 64  
(working age)

**200,500**

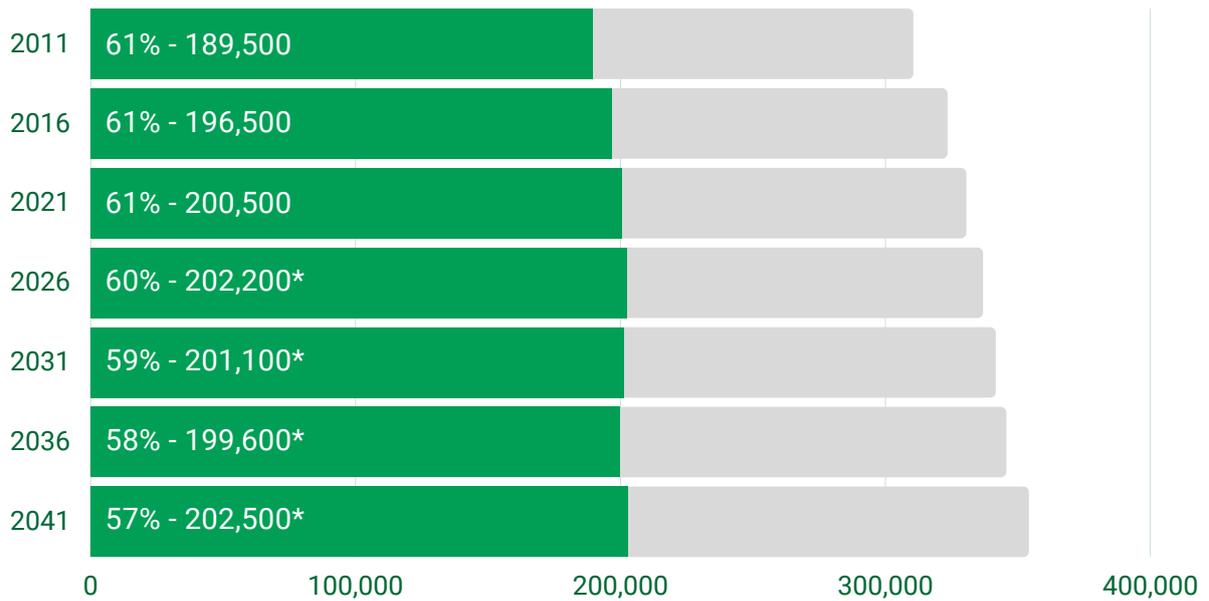


**18%**

aged 65  
and over

**58,700**

## Our changing working age population



\* forecast

**Sources:**

- GLA demography housing-led variant projection - <https://maps.london.gov.uk/population-projections/>





## Learning and qualifications

High quality education on offer across all ages means a pool of highly educated and skilled residents are well placed to excel in Bromley.

As well as strong educational settings for our children and young people, there is a broad range of educational provision for young adults and adults of working age through our high performing further education colleges and adult education facilities.



100+  
state funded  
schools



28  
maintained schools offer  
sixth form provision



5  
maintained  
special schools



16  
independent  
schools



1  
further education college  
across 2 campuses



1  
Adult Education College  
with 2 dedicated sites

**Sources:**

- Bromley Council website, [www.bromley.gov.uk/schools](http://www.bromley.gov.uk/schools)
- GOV.UK Compare School Performance, [www.compare-school-performance.service.gov.uk/schools-by-type?step=default&table=schools&region=305&la-name=bromley&geographic=la&schooltype=5&for=16to18&basedon=A%20level%20performance&show=All%20students](http://www.compare-school-performance.service.gov.uk/schools-by-type?step=default&table=schools&region=305&la-name=bromley&geographic=la&schooltype=5&for=16to18&basedon=A%20level%20performance&show=All%20students)

## The proportion of Bromley residents with qualifications

### Massive economic potential - Bromley residents are highly qualified at all ages

90% of residents have GSCE qualifications and 70% have A-level qualifications. Both are above both the London and national averages. 54% of our residents have an undergraduate qualification which is in line with the London average and above the national average.



GSCE



A-levels



Undergraduate



Source: ONS Bromley Labour Market profile 2020



## Our employment profile

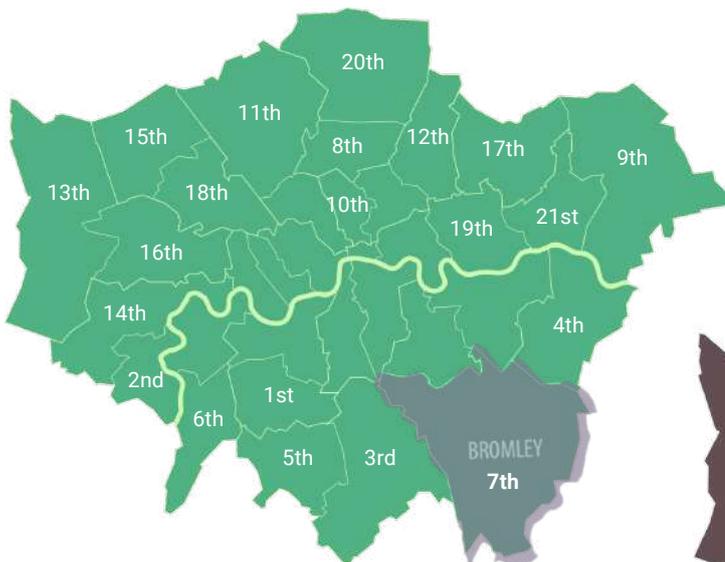
Our residents have high levels of employment.

At 78%, our employment rate is the 7th highest of the 21 Outer London Boroughs. 165,000 of our residents are economically active with 80,000 commuting outside the borough for work. In total, 109,200 people are employed within the borough.

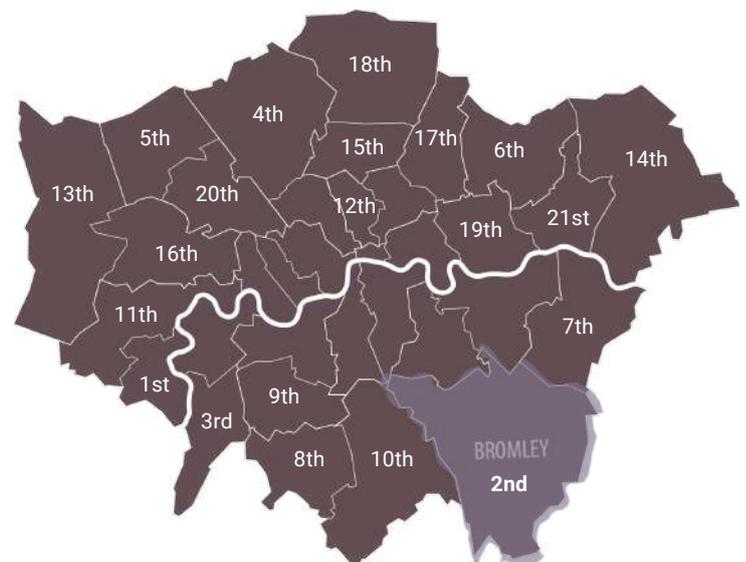
The industry sectors with the highest number of employee jobs within the borough are human health & social care; followed by wholesale & retail/motor trades; administrative & support services; and education. The proportion of employee jobs in these sectors is greater than the London average and this also highlights the key role played by these sectors in the local job market.

Our unemployment rate is the 2nd lowest of the Outer London Boroughs at 3.7%.

### Employment rates



### Unemployment rates



**Sources:**

- ONS Bromley Labour Market profile 2020

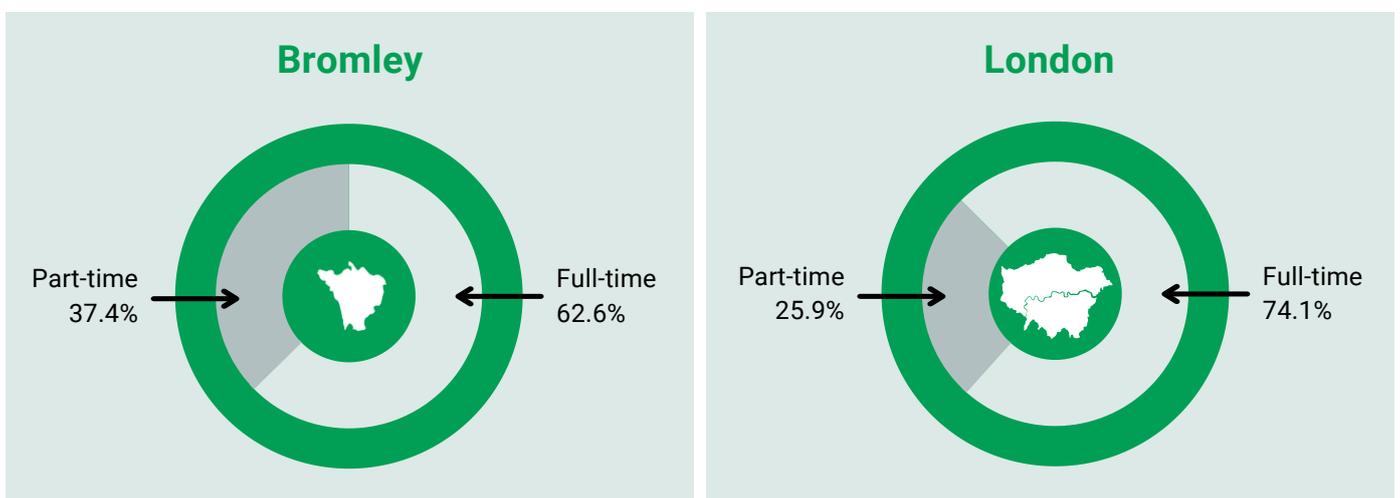
## Employment by occupation of our working residents



**Sources:**

- ONS Bromley Labour Market profile 2020

## Employment type



**Sources:**

- ONS Bromley Labour Market profile 2019

Notes: Employee jobs excludes self-employed, government-supported trainees and HM Forces

## Labour Demand – Employee Jobs by Industry Sector

Industry sector	 Bromley	 London	 Diff.
Wholesale and retail trader; repair of motor vehicles and motorcyles	15.0%	11.5%	+3.5% 
Human health and social work activities	15.0%	10.0%	+5.0% 
Administrative and support service activities	12.1%	10.8%	+1.3% 
Education	10.3%	7.1%	+3.2% 
Accommodation and food service activities	7.5%	8.1%	-0.6% 
Construction	7.5%	3.8%	+3.7% 
Professional, scientific and technical activities	7.5%	12.9%	-5.4% 
Financial and insurance activities	4.7%	7.3%	-2.6% 
Information and communication	4.2%	8.4%	-4.2% 
Arts, entertainment and recreation	3.3%	2.7%	+0.6% 
Transportation and storage	3.3%	4.9%	-1.6% 
Manufacturing	2.3%	2.3%	0% 
Public administration and defence; compulsory social security	2.3%	4.4%	-2.1% 
Real estate activities	2.3%	2.7%	-0.4% 
Electricity, gas, steam and air conditioning supply	0.4%	0.2%	+0.2% 
Water supply; sewerage, waste management and remediation activities	0.4%	0.3%	+0.1% 
Other service activities	2.3%	2.3%	2.3% 

### Sources:

- ONS Bromley Labour Market profile 2019

Notes: Employee jobs excludes self-employed, government-supported trainees and HM Forces



## Our business profile

Our borough has a diverse profile of businesses and enterprises.

There are 15,000+ individual enterprises in the borough

Over 86% of our enterprises are small businesses with fewer than 5 employees. We also have 45 large enterprises with more than 250 employees. There was an increase in the number of enterprises recorded annually in the borough between 2015 - 2019. However, a net decrease in the number of SMEs in the borough was recorded between 2019-2020 (which may be partly due to the effect of the COVID pandemic).

Our business cover 17 different industry groups. The top three industry groups are: professional, scientific & technical; construction; and information & communication.

We exceed the Outer London Borough average for professional, scientific & technical industries by 3.1% and we are below the Outer London Borough average for Retail by 2.5%.

### Breakdown by industry

**15,000+**

individual enterprises  
in the borough

**17**

different  
industry groups



**Source:** Data and industry groups from ONS UK Business: Activity, Size and Location – 2017 - 2020

Note: In this data set, Enterprises are defined as the smallest combination of legal units which has a certain degree of autonomy within an Enterprise Group. A group of legal units under common ownership is called an Enterprise Group.

### Total enterprises in Bromley

2015	2016	2017	2018	2019	2020
13,445	14,260	15,115	15,325	15,475	15,335

**Source:** Inter Departmental Business Register (ONS)

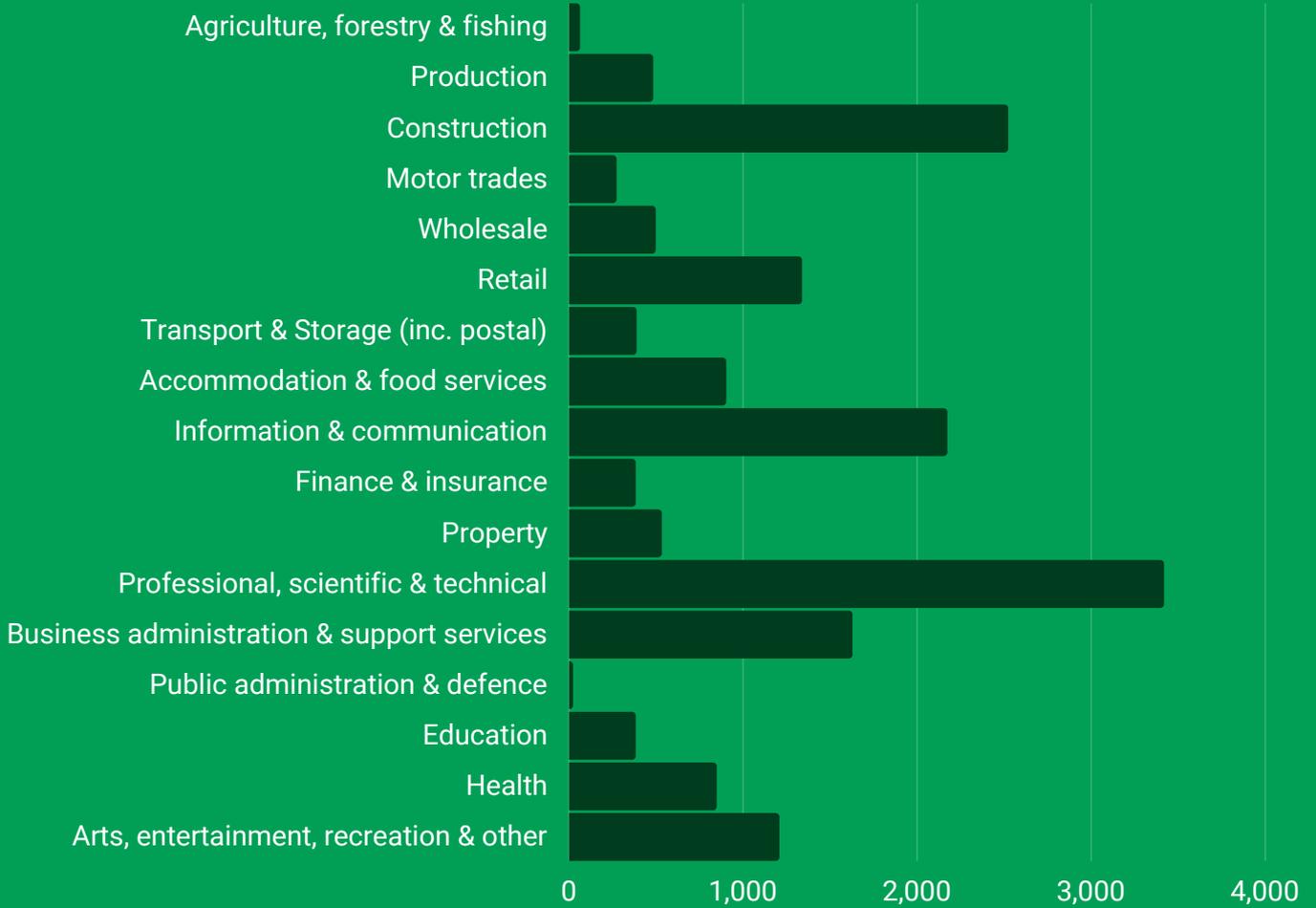
## Breakdown by size of enterprise, based on number of employees (2020)



Source: ONS UK Business: Activity, Size and Location – 2020 (Table 10)



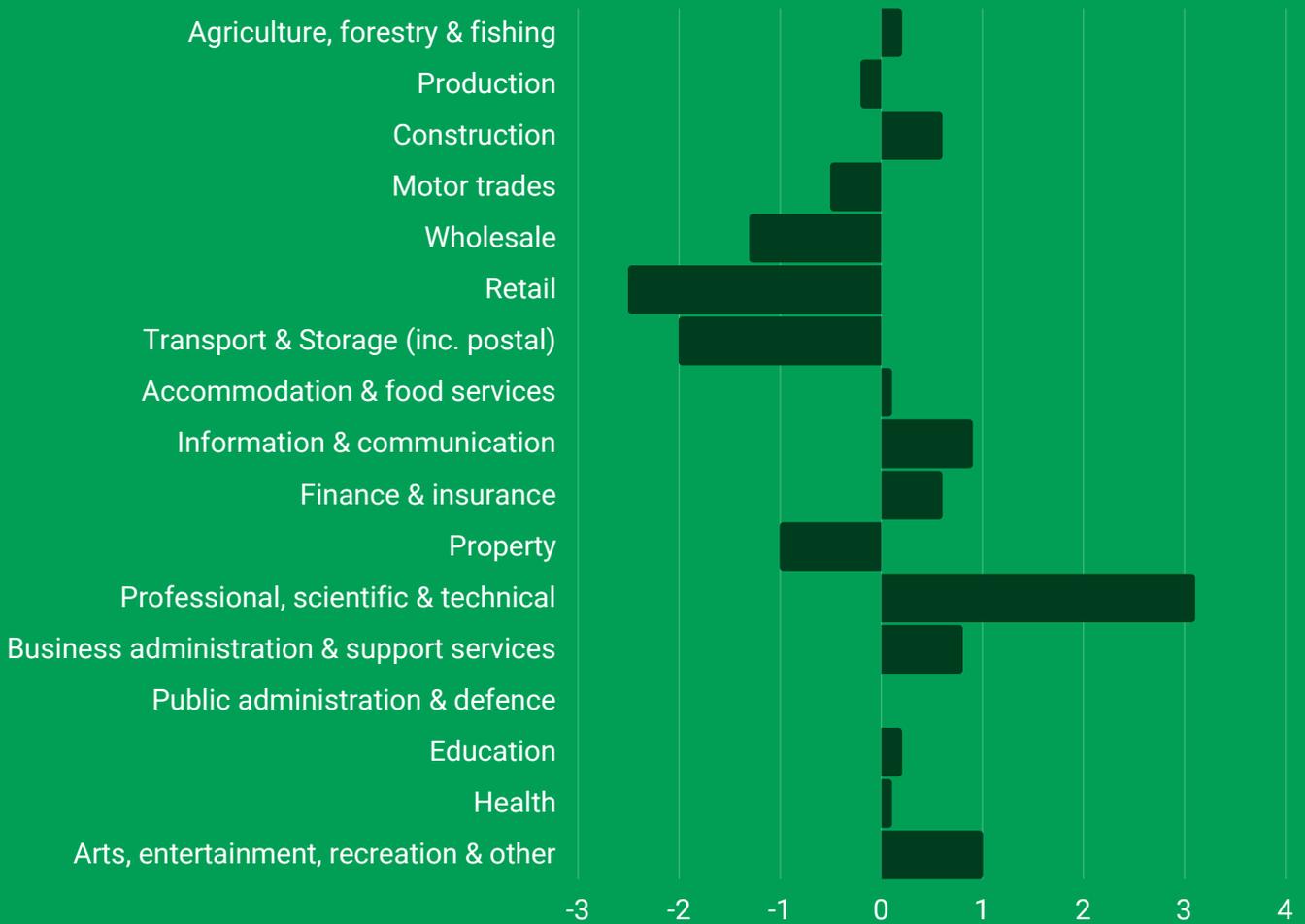
## Number of enterprises within the borough by industry group



Source: ONS Labour Market Profile 2020



## Percentage difference of enterprise makeup in Bromley compared to Outer London average



Source: ONS Labour Market Profile 2020



## Economic productivity

Our businesses are consistently productive and adding value to our local economy.

Gross Value Added (GVA) and Gross Domestic Product (GDP) in our borough have followed an almost identical trajectory over the past two decades. The most significant downturn is in 2008 due to the Global Financial Crisis after which the borough has seen steady year on year growth.

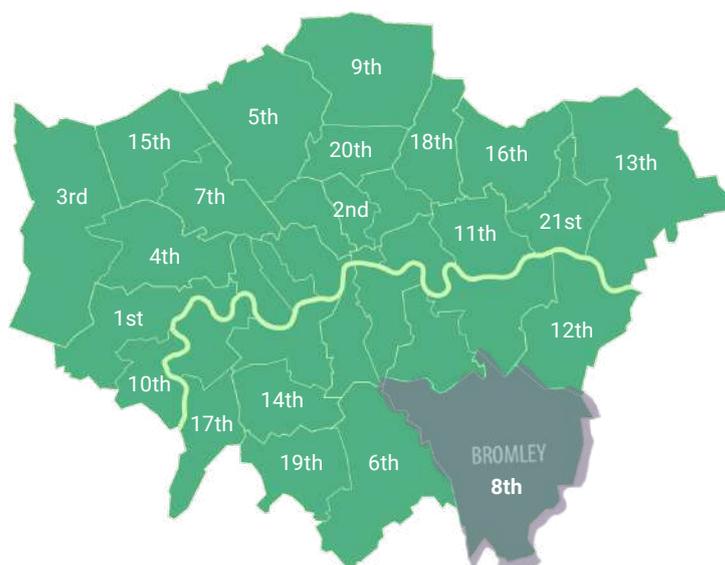
Both GDP and GVA have grown at an average of 5 per cent every year over those 20 years. GDP is now valued at £9.3 billion per year and GVA at £8.2 billion per year.

If that same growth rate were maintained, these would increase to £12 billion and £10 billion respectively by 2030.

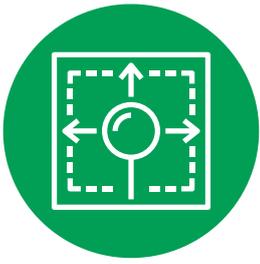
Our GDP already compares strongly to our neighbours and we are looking to continue growing this relative strength.

At £9.3 billion, our GDP is 8th highest out of the 21 Outer London Boroughs. Our GDP is above that of our neighbouring borough of Bexley.

### GDP comparison to other Outer London Boroughs (2020)



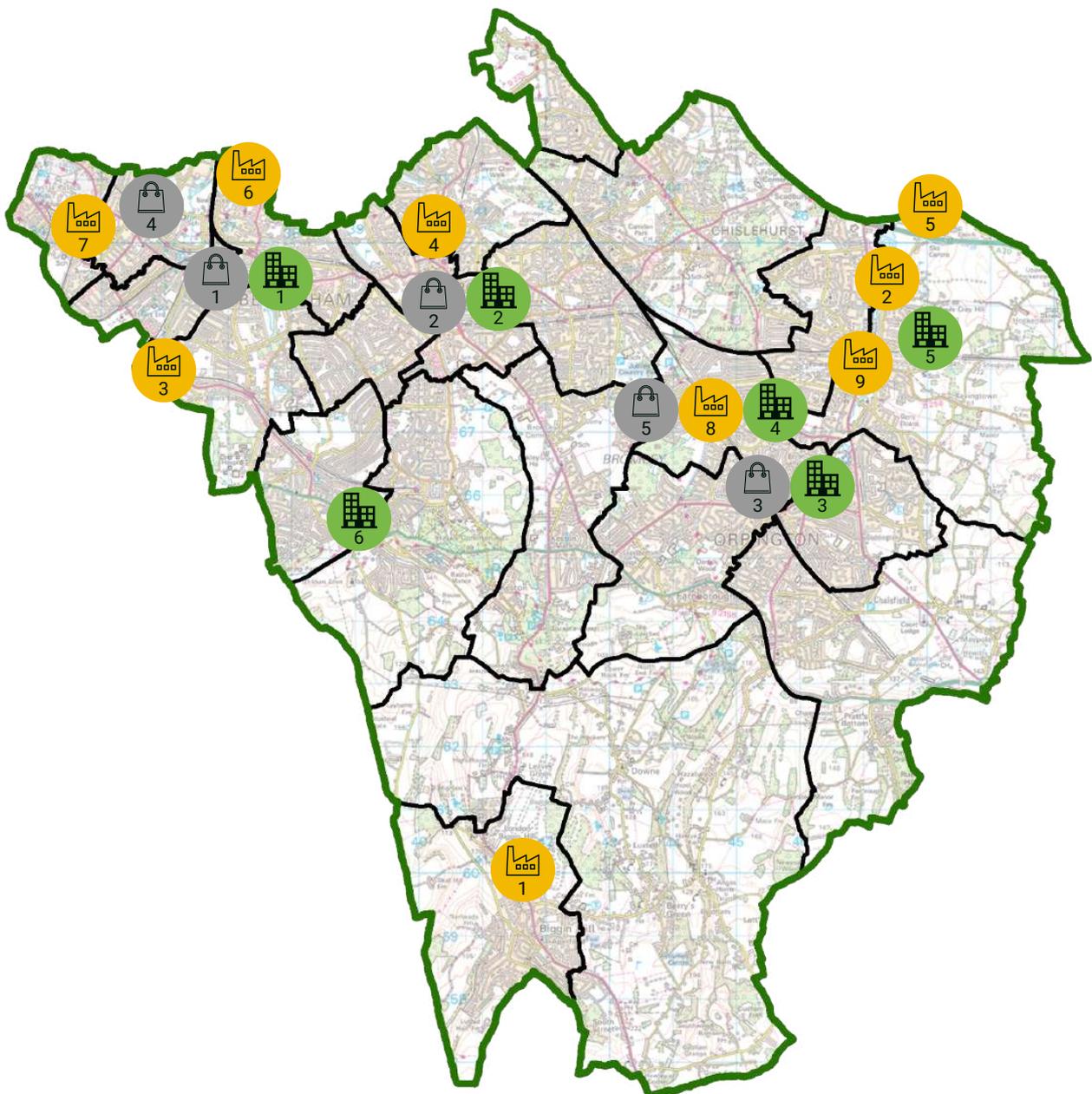
Source: ONS – Regional gross domestic product by local authority



## Key contributing areas: Office, retail, service and industrial space

Our borough has a broad range of office, retail, service and industrial spaces.

Our industrial and retail & service spaces have remained generally consistent over the last few years. We have experienced a 3% (4,000 sqm) decrease in office space since May 2019. This is largely due to Permitted Development Rights enabling conversion over offices to residential property.





## Industrial space

- 1 Biggin Hill  
28,000 sqm
- 2 Crayfields Industrial Park  
19,000 sqm
- 3 Elmers End  
25,000 sqm
- 4 Farwig Lane  
19,000 sqm
- 5 Foots Cray - Ruxley Corner  
19,000 sqm
- 6 Lower Sydenham  
58,000 sqm
- 7 Oakfield Road  
19,000 sqm
- 8 Petts Wood  
5,000 sqm
- 9 St Mary Cray  
119,000 sqm

**Total = 331,000 sqm**



## Office space

- 1 Beckenham  
9,000 sqm
- 2 Bromley Town Centre  
95,000 sqm
- 3 Orpington  
9,000 sqm
- 4 Petts Wood  
5,000 sqm
- 5 St Mary Cray  
5,000 sqm
- 6 West Wickham  
2,000 sqm

**Total = 146,000 sqm**



## Retail & service space

- 1 Beckenham  
48,000 sqm
- 2 Bromley Town Centre  
197,000 sqm
- 3 Orpington  
85,000 sqm
- 4 Penge  
27,000 sqm
- 5 Petts Wood  
5,000 sqm

**Total = 146,000 sqm**

**Source:** Bromley Council Planning Department monitoring figures. Employee numbers have been worked out by applying an employment density figure (GLA, 2016) to the Bromley Council use class figures (by sqm). Industrial and office figures are from 2020, retail and service figures are from 2019.

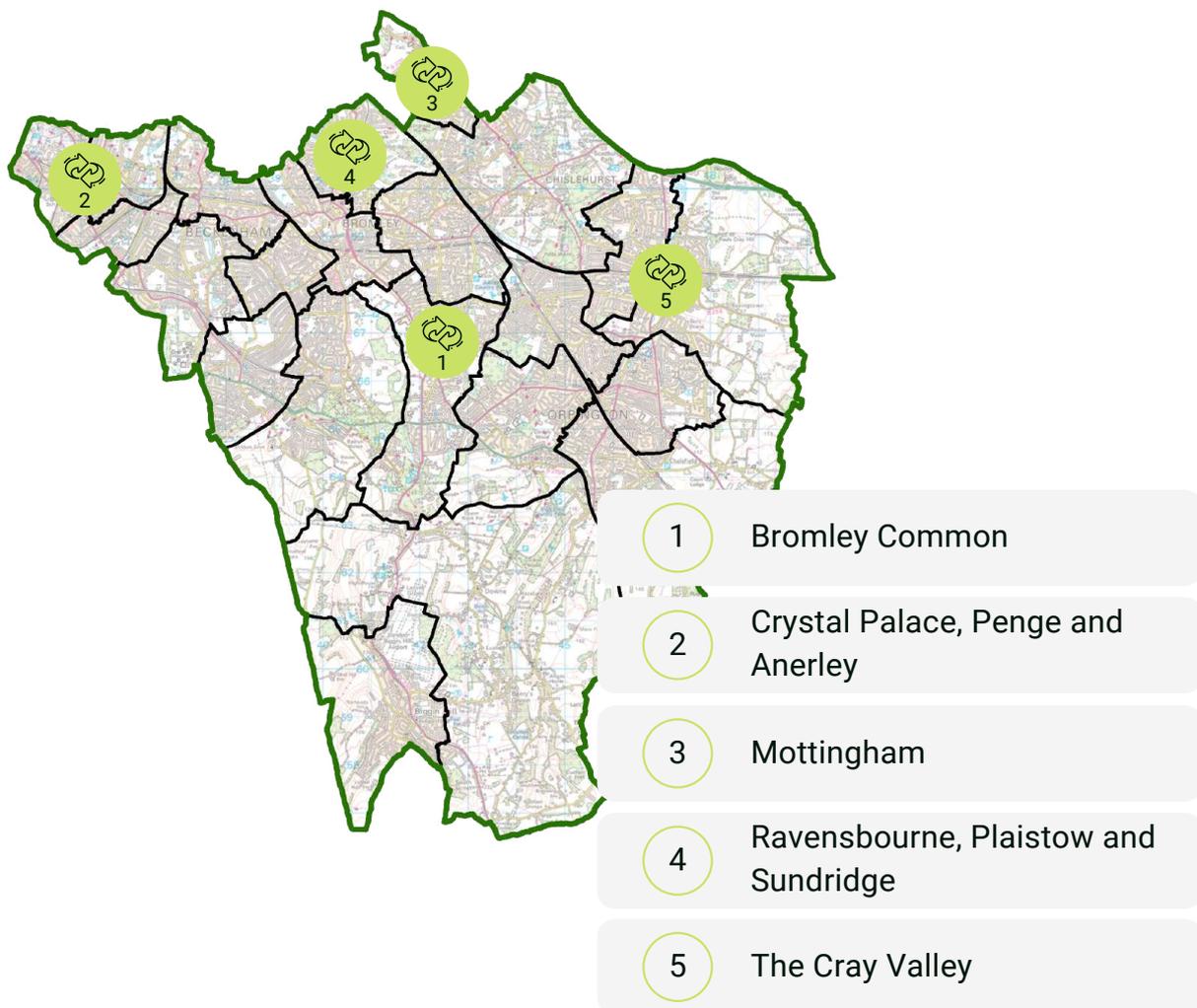
**Note:** The information shown here is from designations within the Bromley Local Plan only and therefore areas outside of these designations are not included in the above figures. As such these figures do not represent all use space in the borough. The areas shown on the map only represent 'key contributing areas' and as such do not represent all of the designated areas of each use type within Bromley.



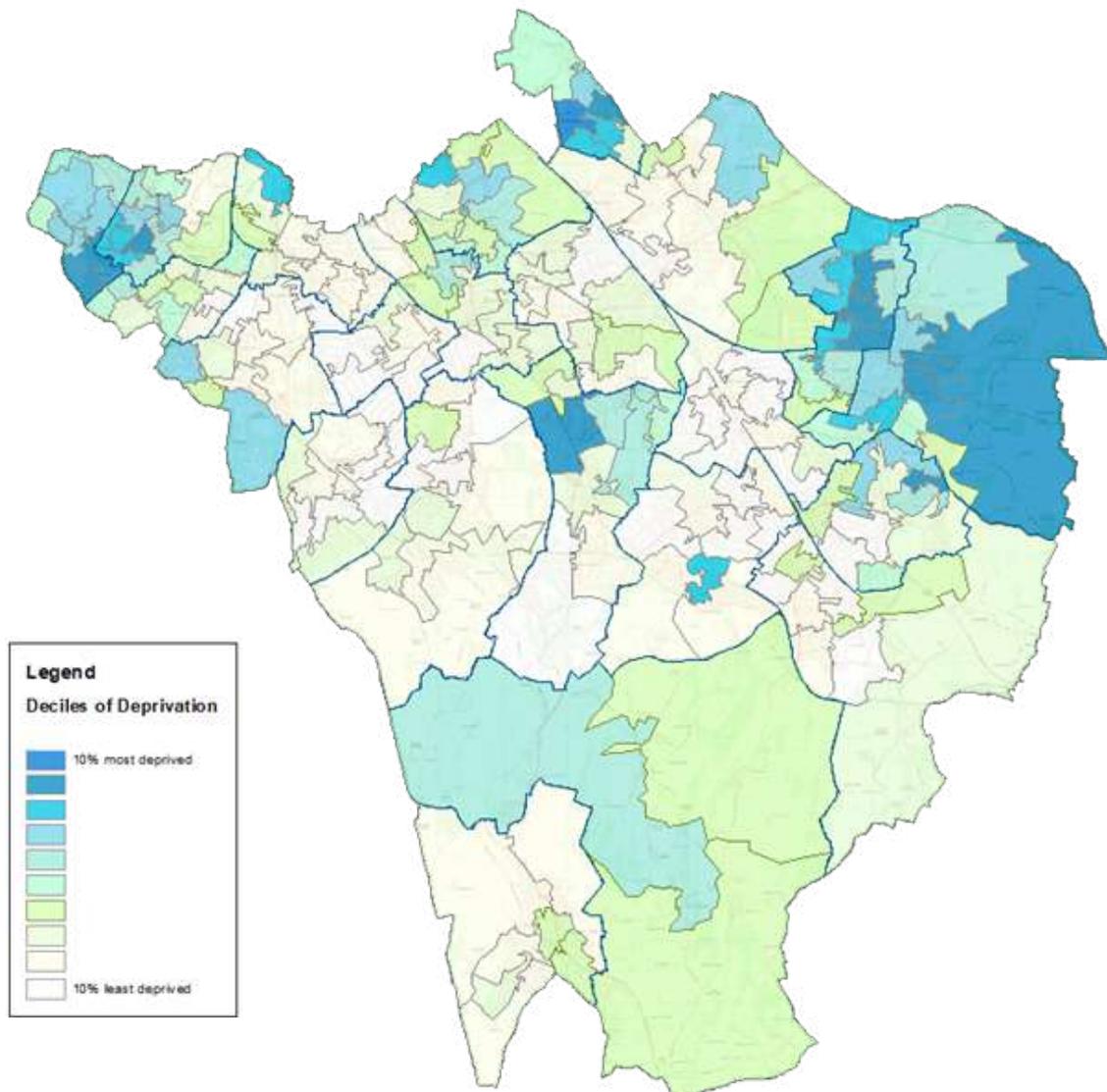
## Inclusive economy

Our borough is one of the least deprived in the country.

Many areas within Bromley are among some of the least deprived areas in the country. A large proportion of the borough is on the upper end of the spectrum demonstrating good access to health services, education and employment opportunities for many. However, there are pockets of deprivation and this strategy strives for a fully Inclusive Economy, ensuring that we have a focus on the areas of identified deprivation. We have five areas that are identified as 'Renewal Areas' within the Bromley Local Plan. This seeks to maximise economic, social and environmental improvements in these areas. These five areas are:



## Ranking by Lower Layer Super Output Areas (LSOA) indices of deprivation stats in England, 2019



**Note:** The deciles are calculated by ranking the 32,844 LSOA's in England from most deprived to least deprived and dividing them into 10 equal groups. LSOAs in decile 1 fall within the most deprived 10% of LSOAs nationally and LSOAs in decile 10 fall within the least deprived 10% of LSOAs nationally.

**Note:** The measures in this data include income deprivation, employment deprivation, health, education, skills & training. See below link to further information on methodology:  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/835115/loD2019\\_Statistical\\_Release.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/835115/loD2019_Statistical_Release.pdf)



## A well-connected borough: Transport links

Transport links are key to unlocking the economic potential of the Borough - Bromley is very well connected by both public transport and road links.

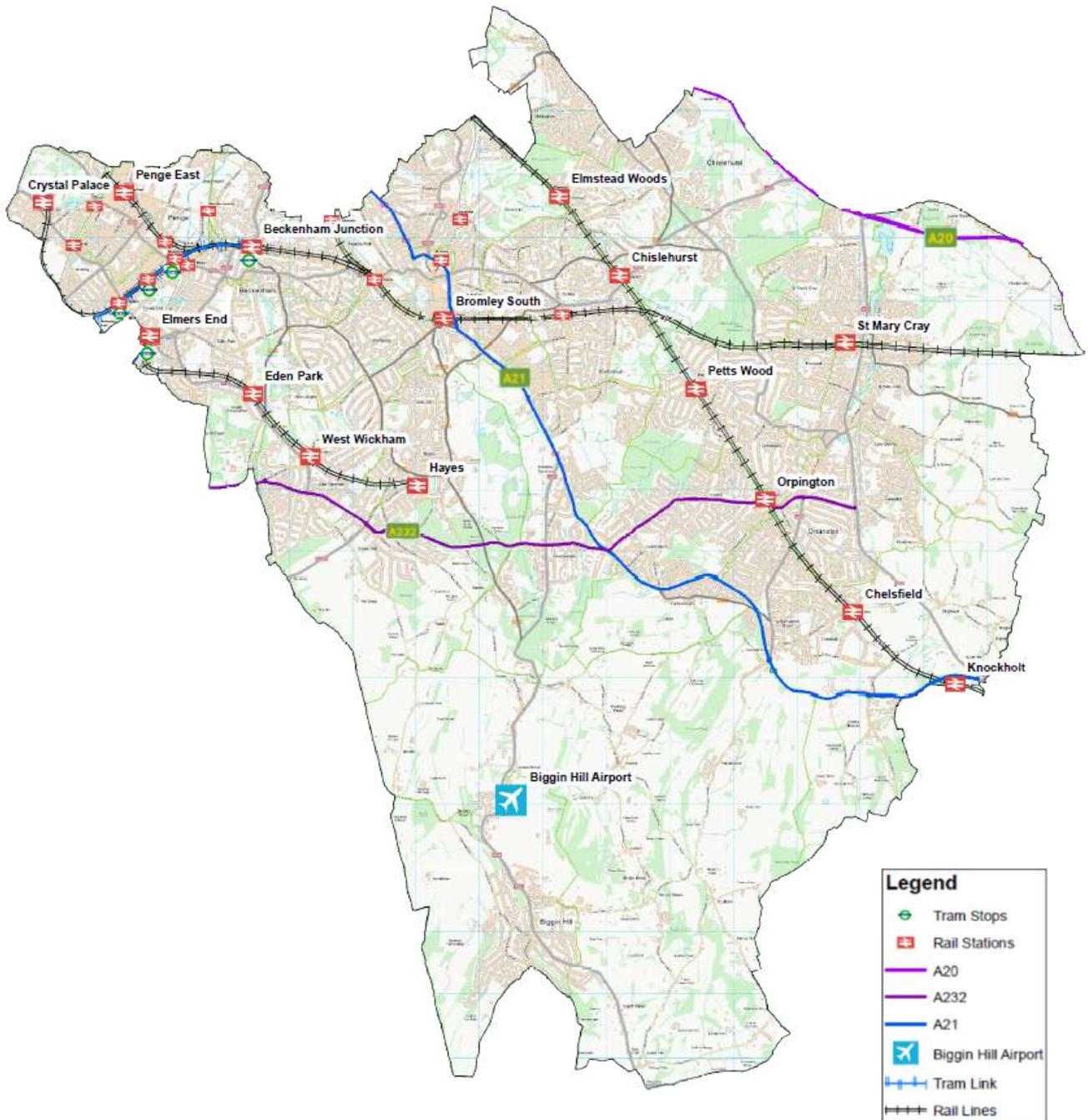
Bromley has 26 railway stations which provide links with major destinations in London and Kent, and beyond. Our 5 Tramlink stations connect Beckenham to Croydon and Wimbledon.

There are more than 1,000 bus stops across the borough which are served by more than 60 daily bus routes.

The borough is home to 2 major road links (the A20 and A21) which makes Bromley highly accessible from other London boroughs and from Kent, Surrey and Sussex - and with the M2, M20 and M25 all bordering the borough, this makes Bromley easily accessible from further afield. What's more, there over 24 kilometres of red routes in the borough.

We are also home to one airport, the historic Biggin Hill, which lies at the heart of a community of residents and businesses. It is just 12 miles from Canary Wharf and 15 miles from Central London. Gatwick and Heathrow are also easily accessible. Biggin Hill is the 11th busiest business aviation airport in Europe.

Biggin Hill has a cluster of engineering and technology companies for aviation, plus related industries where people are trained or developed into well paid sustainable jobs. It plays a huge role in the local community, from offering educational trips for schools and community groups to supporting apprenticeships and local community initiatives including fundraising and donations to local organisations. Over 800 people work at the airport, often in skilled positions with a host of employment opportunities.



Sources:

- Bromley Council website - [www.bromley.gov.uk/info/200078/public\\_transport/507/public\\_transport\\_in\\_bromley](http://www.bromley.gov.uk/info/200078/public_transport/507/public_transport_in_bromley)
- Transport for London (TfL) website - [www.tfl.gov.uk/info-for/boroughs-and-communities/bromley](http://www.tfl.gov.uk/info-for/boroughs-and-communities/bromley)



## Digital connectivity in Bromley

Digital connectivity is critical for the economic success of Bromley.

Digital infrastructure that is future-proof in its capability and capacity is vital for a growing local economy. The demand for fast and reliable connectivity has been growing at an unprecedented rate from both homes and businesses and as such it is more critical than ever that this is matched through digital infrastructure provision. Business success is increasingly hinged upon access to a high-quality internet connection and prospective businesses looking to locate in Bromley will consider this key. Similarly, with the en-masse move to home working, reliable home connections are imperative for a local economy.

Whilst Bromley compares well at slower speeds of broadband connectivity, at the inception of this Strategy only 1% of premises have access to full fibre broadband. This is fewer than 2,000 premises and significantly below the Outer London Borough average of 14%.

4G mobile coverage is widespread in Bromley, covering all urban areas; however, some rural pockets of the borough still miss out on reliable mobile coverage. 5G mobile coverage is exceptionally limited across the whole of our borough.



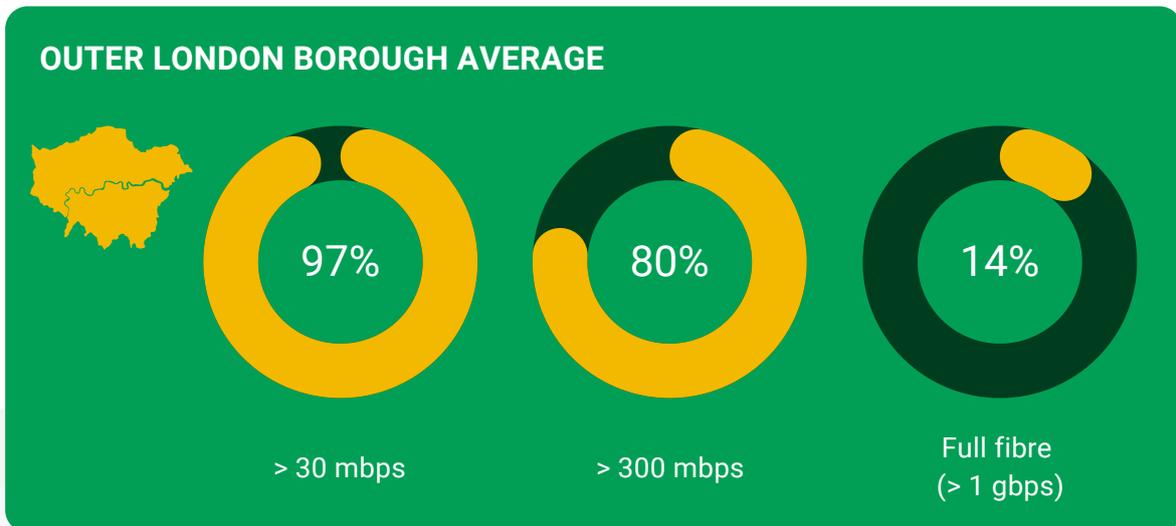
4G mobile coverage is widespread in Bromley, covering all urban areas; however, some rural pockets of the borough still miss out on decent mobile coverage.



5G mobile coverage is exceptionally limited in Bromley.

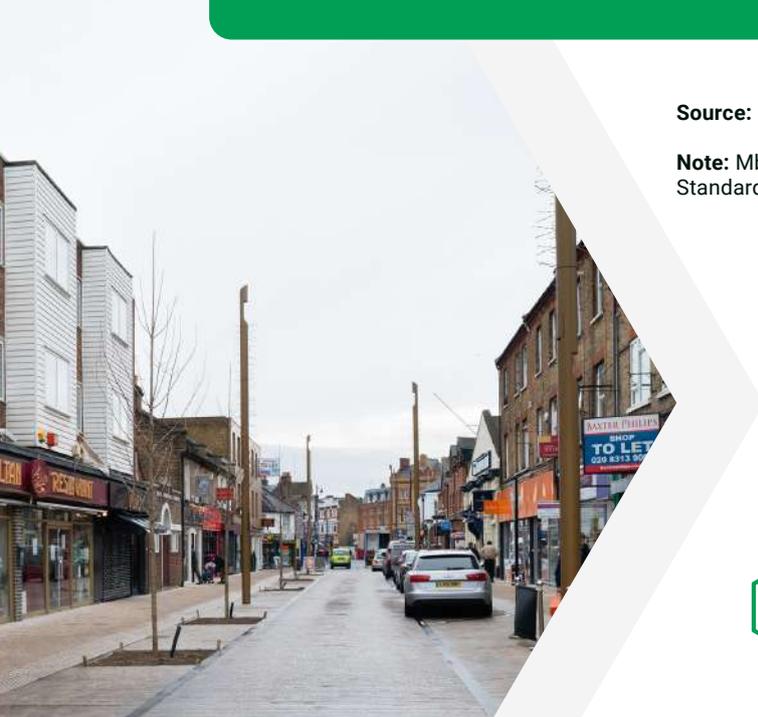


## Broadband connectivity



**Source:** Ofcom - Connected Nations update Summer 2020: Interactive Report

**Note:** Mbps stands for Megabits per second, Gbps stands for Gigabits per second. Standard unit of measurement for internet speed.





## Culture and tourism – a key component of Bromley’s economy

Bromley’s tourism industry contributes £xxx to the economy every year and we receive xxx tourists every year.

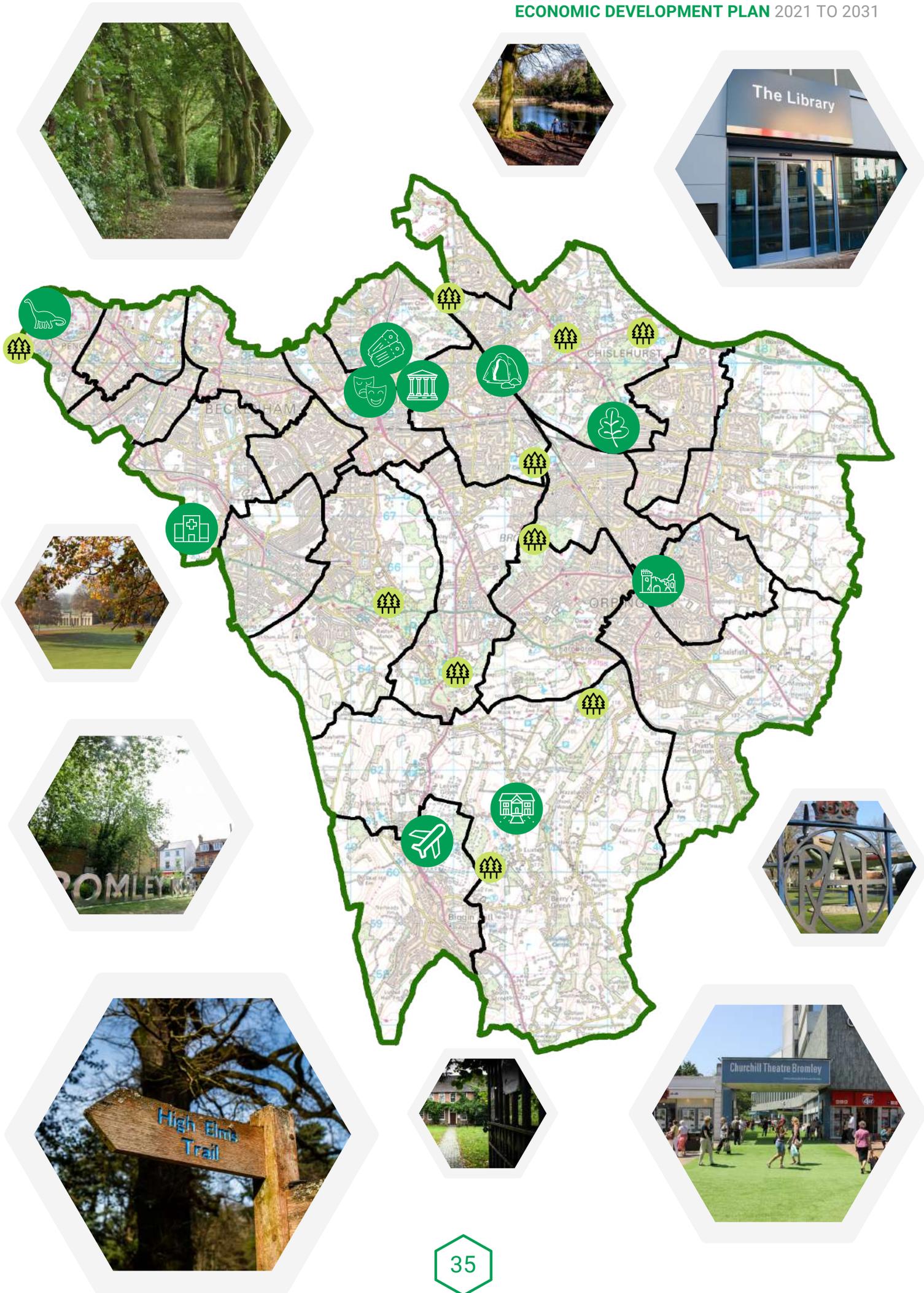
For example, Biggin Hill is also renowned for its annual Air Fair, which has been a major highlight of the show calendar for decades and now takes place as the ‘Biggin Hill Festival of Flight’. Today, Biggin Hill is a busy airport for business aviation as well as providing a base for Formula 1’s aircraft fleet. Public facilities include a café where visitors can watch aircraft take off and depart.

Another local attraction is Biggin Hill Memorial Museum. It tells the story of Britain’s most famous fighter station through the personal experiences of those who served there, and the community that supported them. The museum is situated on the same site as St George’s RAF Chapel of Remembrance, built in 1951 to preserve the legacy of those who served and died at Biggin Hill during the Second World War

The ‘jewel in Biggin Hill’s crown’ is undoubtedly the Biggin Hill Heritage Hangar, where visitors can take a tour of the world’s largest Spitfire restoration facility, ‘sit in a Spit’; plus for the more adventurous, there is the chance to fly in a Spitfire and take the controls.

The borough has a number of other culture and tourism offerings, such as:

-  Biggin Hill Memorial Museum
-  Churchill Theatre
-  Bethlem Museum of the Mind
-  Crofton Roman Villa
-  Bromley Little Theatre
-  Crystal Palace park dinosaurs
-  Bromley museum
-  Down House
-  Chislehurst Caves
-  Petts Wood and Hawkwood
-  Plus some of London's best parks and open spaces





## Impact of the COVID-19 pandemic

The COVID-19 pandemic and the ensuing Government measures have had a notable impact on Bromley's economy since the beginning of 2020.

### National impact of COVID-19 on industry sectors and occupations

According to the Office for National Statistics Business Impact of COVID-19 survey in May 2020, around 7.6 million jobs or 24% of the UK workforce were at risk due to COVID related lockdowns.

The retail & wholesale sector has the highest number of jobs at risk nationally, at 1.7 million or 22% of the total (with the third highest proportion of jobs at risk within an individual sector, following arts, entertainment & recreation in second place). While demand for labour in grocery and online retail and related wholesale activities has gone up, this is outweighed by the significant number of temporary store closures in non-food/essential retail.

The second-hardest-hit sector in absolute terms is accommodation and food services - with 1.2 million relatively low-paid workers at risk (although it has the highest proportion of jobs at risk within an individual sector). Arts and entertainment and construction are also highly vulnerable, as are sub-sectors of transportation, such as airlines. However, people and places with the lowest incomes are the most vulnerable to job loss. Nearly 50 percent of all the jobs at risk are in occupations earning less than £10 per hour.



Physical proximity to other workers or members of the public in certain jobs (such as bartenders or waiters) made these sectors a challenge to continue providing normal services. Indeed, these are the sectors that are in lockdown, in order to minimise the spread of the virus. In addition, it is not possible in practice to work remotely in roughly 60 percent of occupations, because the place of work is fixed (such as for a sales assistant). Most households are cutting down expenditure in all categories, with the exception of groceries and at-home entertainment, due to the COVID pandemic. This will affect many manufacturing sectors, such as cars, apparel, furniture, and appliances, as well as service sectors, such as sports, entertainment, and travel.

The proportion of jobs at risk in elementary occupations including jobs such as cleaners, kitchen assistants, waiter and bar staff is around 44 percent. In contrast, the same number for professional occupations, such as computer programmers, project managers and accountants is around 5 percent. The latter category is also much more highly remunerated, attracting average pay around 2.4 times that of elementary occupations.

## Impact of COVID-19 on the local economy

The COVID-19 pandemic and the ensuing Government measures have had a notable impact on Bromley's economy since the beginning of 2020.

Approximately 20% of local businesses (23% of employees) in Bromley operate within industrial sectors that are less resilient to the impact of lockdown with higher proportions of jobs at risk within individual sectors (e.g Art, Entertainment & Recreation; Business administration & support services; Accommodation & Food Services). However, nearly half (45%) of Bromley businesses (30% of employees) operate in highly resilient sectors (e.g Finance & Insurance; Property; Information & Communication; Professional, Scientific & Technical; Education).

In 2020 there was a 20% decrease in the number of new start-ups in the borough and our high streets and town centres experienced a significant reduction in footfall. However, It is also recognised that the local economy will have been impacted by a decrease in wages with over 40,000 residents being furloughed in 2020, and a significant further impact on the economy is anticipated if these residents are unable to return to work in the short term.

In response to the pandemic we have proactively supported our businesses and our residents through a coordinated programme of grants, funds and support including volunteer schemes. By January 2021 the Council had administered over £200m of business rates relief and business grants to over XXX businesses.

## Future economic considerations and next steps

### Labour market

As we move into the next phase of the crisis, it is important that both public and private sector leaders pay heed to the potentially rapid divergence in the fortunes of different groups of people. For the software engineer living in the suburbs of London and enjoying increased customer demand as businesses and households shift to digital channels, the situation could be net positive: working from their comfortable home, with high-speed broadband, they might be seeing more of their immediate family and spending less time commuting. At the same time, large numbers of people are unable to earn a living, either at their normal places of work or remotely and are likely to be experiencing heightened anxiety about their incomes and jobs. Historically, rapid economic and social disruptions, along with increases in inequality have tended to result in rising distrust and discontent. Government/Local Authorities, business and third sector leaders will need to re-double their efforts to mitigate this trend as the COVID-19 crisis evolves.

Therefore, it will be important to get people back to productive work as soon as possible. Re-training and re-skilling of unemployed people will need to be scaled up. Adult training has historically been a weakness, which the COVID-19 crisis will throw into sharp relief. Investing now to upskill workers and to prepare them for the broader trends driven by automation and digitisation will produce high returns on investment in both the short and longer terms.

### Industry

Businesses spent much of the 2020 in survival mode, by scrambling to adapt to extraordinary circumstances. It is anticipated that 2021 will be the year of transition with businesses looking to shape their future and consumer confidence will be key. The great acceleration in the use of technology, digitisation and new forms of working is likely to be sustained, leading to an increase in productivity. In relation to the workforce it is anticipated that most highly-skilled jobs in sectors such as finance, insurance and IT could be carried out away from the office most of the time. However, a significant number of employers in general, will face skills gaps.

There are a number of strategic implications for businesses, but they vary by company. All will need to plan ahead to anticipate the shape of the recovery and to prepare for the next normal. Those whose sales and operations span the entire country or several customer segments will need to reimagine their product and sales offerings and channels to market, to match the large-scale shifts in consumer incomes, attitudes, and behaviours.

The highly differential impacts on local labour markets and specific occupational categories may create opportunities for companies to re-configure their talent acquisition. For example, by identifying latent skills among the newly unemployed. Many may see this as the time to reinforce their belief in purpose led and socially responsible business.

Many small businesses have successfully responded to the pandemic by staying nimble and being proactive or agile. This has been achieved via innovative strategies such as pivoting, or changing their business model. Key changes include: adopting new technology; developing entirely new products; and expanding existing product lines. Future support for businesses in these areas, along with digitalisation will be necessary to achieve these goals.

## The role of the Economic Development Strategy in aiding local economic recovery

It is clear that the medium and long-term economic impacts of the pandemic are still to be understood and that this provides uncertainty for our local economy. What we do know, is that given the unknown lifetime and total impact of the COVID-19 pandemic, businesses will need continued support to aid sustained economic recovery. In the face of this, the Economic Development Strategy will play a key role in stimulating and guiding Bromley's economy to recovery through this period and in-turn enabling it to thrive in the future. It seeks to define a route to take advantage of emerging market opportunities and trends to ensure sustained growth in Bromley's economy, bringing benefit to all in the borough.

Despite the pandemic, Bromley Council has remained committed to prioritising sustainable economic development with a focus on cleaner economic growth; especially through low carbon technologies and the efficient use of resources (e.g. re-cycling). For example, there has been a noticeable improvement in air quality and pollution levels across London, UK and globally during the pandemic; which provides an opportunity to take action in order to maintain the improved environment. Initiatives to promote walking and cycling are being encouraged (particularly in the light of any reduced capacity of public transport due to social distancing rules). This is also an opportunity to develop a retrofit programme of existing homes that could reduce carbon emissions and fuel poverty. Investment to make the public realm and high streets healthy will also be an important part of attracting visitors back to the town centres.

## New start-ups

181

during the first  
nine months  
of 2019

146

during the first  
nine months  
of 2020



20%  
decrease



## People on furlough

40,800

people in  
July 2020

43,300

people in  
August 2020



## Business grants

£50m+

of grants were provided to

5,000+

businesses between  
March and December 2020

## Annual footfall

30.5%

decrease in annual footfall in Bromley Town Centre  
on the previous year (as of September 2020)



# OUR ECONOMIC ASPIRATIONS

We want Bromley to be...



a prosperous borough where businesses thrive, new businesses aspire to locate, and our residents experience high levels of employability

We need to ensure that job creations in the future match the growing working age population and the right opportunities are available. Focussing on job creation will benefit both residents and businesses in the borough. It will help make sure our growing population will continue to enjoy high levels of job opportunity and it will help us to maintain our position as one of the wealthiest of the outer London Boroughs.

To achieve this, we have identified seven aspirations which we deliver over the lifetime of this strategy:





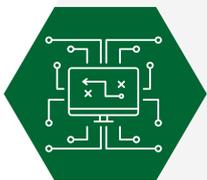
Our residents have access to the right opportunities for skills and education that will ensure healthy employment in the future

Our businesses have access to the right employment spaces in the right places with local business clusters which encourage enterprise and facilitate sustained growth



Our borough is an exciting, attractive, and welcoming place where businesses thrive, people aspire to live and visit, and new enterprises seek to invest

Our High Streets are thriving places, working to be places where people want to visit, live and work



Our residents and business community are well connected through diverse physical and digital infrastructure networks which underpins mobility across the whole borough

Our cultural and tourism industries continue to grow and diversify, and our unique historical features are promoted for the world to see



Our green economy will help to sustain and advance economic, environmental and social wellbeing

To achieve our vision and aspirations, we have identified a set of clear priority actions which are underpinned by achievable targets.

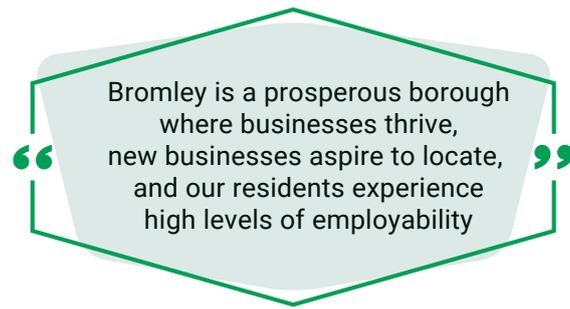
This strategy is a living document. By setting a clear vision, we also have a clear direction of travel.

We will revisit the priority actions and success measures mid-way through the lifetime of the strategy in 2026. The aspirations of this strategy will be monitored by the Renewal, Recreation and Housing Committee, with bi-annual updates and a detailed work plan. This monitoring approach will allow us to revalidate our overall aspirations with the benefit of updated data and the evolution of our workstreams.





[Two page priorities framework to be added]  
[Will be added once all actions agreed]



[Two page priorities framework to be added]  
[Will be added once all actions agreed]



## Economic aspiration 1 Education and skills

Our residents have access to the right opportunities for skills and education that will ensure healthy employment in the future

When shaping our economic future, it is imperative that we match any potential job growth with a commitment to developing the employability of our residents, both our currently working age residents and our future workforce.

Through the provision of high-quality, flexible training, education and specialised apprenticeships, we will upskill our residents to be successful in the job market, including young and unemployed people. Upskilling can also enable individuals to break into new careers or grow in their existing ones and ultimately heighten their own economic potential. Having access to a skilled workforce is also key to attracting and keeping businesses within the borough.

Department of Work and Pensions (DWP) Local Economic Data identifies training and education requirements for occupations where there is currently an undersupply of qualified workers. At present there is a shortage of trained staff in the following fields: Science, Technology, Engineering & Maths (STEM), construction, accountancy and health & social care. These areas therefore need to be targeted by education and training providers in the borough. This is particularly important, since the top three industry groups within the borough are professional, scientific & technical; construction; and information & communication. The numbers of enterprises in these sectors also exceed the Outer London Borough average.

Key organisations such as Bromley Education Partnership, along with the voluntary sector have assisted to deliver valuable educational and skills development support programmes for local residents.

Bromley Education Business Partnership (Bromley EBP) plays a critical role in connecting and supporting education and business by:

- Targeting and engaging with young people who are not in education, employment or training (NEETs) on employer-led support programmes
- Developing partnerships with employers and other providers to attract funding and support local delivery of national employability programmes for disadvantaged young people in key occupational/STEM skills or industrial sectors, within deprived/renewal areas, such as the DWP Kickstart/Youth Hubs programme
- Linking with local and national employers and Apprenticeship programmes
- Hosting employability events as part of the Youth Employment Scheme and Annual Jobs Fair
- Providing over 100 mentors from businesses and the community to support young people, including those with challenging, behavioural or deprivation issues
- Connecting with the London and South East Colleges (LSEC) including the Employment & Skills Board to develop links with employers in key sectors, such as Robotics

## Supporting the voluntary sector

Nationally, the voluntary sector accounts for almost 900,000 jobs and over £15bn in GDP according to the National Council for Voluntary Organisations. In 2018/19 there were 776 voluntary organisations in Bromley, with the majority (over three quarters) being micro and small. They have a combined income of over £222 million.

The Council acknowledges the enormous contribution that the voluntary sector makes to the local economy and community in Bromley. Community Links Bromley (CLB) is an umbrella group for the voluntary sector in the borough and represent a large number of groups in the voluntary, community and social enterprise (VCSE) sector. CLB has 260 members and provide a wide range of training, events and information. Recent activities include:

- Attracting over £90,000 external funding to Bromley
- Providing training to volunteers in 65 local organisations, including advice on setting up social enterprises
- Promoting 160 volunteering vacancies in 2018-2019
- Volunteer recruitment events

## Objective 1.1 Improving employability

We will provide a range of education and training courses to improve the employability of our residents in the labour market by:



Extending the services offered at our libraries and community resource centres, including courses to develop literacy, digital literacy, computer and employment skills, as well as 'universal skills' such as credit processes, payments and finding job or career matches



Enhancing the courses run through our libraries by external organisations, such as essential education, qualifications and job preparation skills



Exploring and developing new work skills, training and educational programmes that can be delivered so that the courses on offer remain relevant to changing job markets, or emerging sectors, such as low carbon economy, or work within creative industries such as Film, via organisations like Filmfixer



Supporting the local delivery of national employability schemes in Bromley, such as the DWP funded Kickstart programme; which provides sector-based & STEM skills training, within accessible Youth Hubs (particularly for disadvantaged young people)



Extending the range of literacy, numeracy, language and digital skills courses and qualifications available to adults through the Bromley Adult Education College

As commissioners we are also keen to ensure that social value is included in our tendering information, in order to support opportunities for local people. Examples of what we would like to see in bids for domiciliary care providers include:



Developing a community outreach model to schools, colleges and other settings, such as delivering careers advice, sowing the seed regarding developing a career in social care to support the local community



Work with our sixth forms and further education colleges to ensure that our young people have the skills needed to thrive



Through our networks we will promote local employment opportunities for Bromley residents



Creating apprenticeships, on the job training and work experience for Bromley's young people including looked after children



Creating employment opportunities for the long-term unemployed or those not in education, employment or training



Creating supported internships for people with learning disabilities

## Objective 1.2 Improving economic mobility

We will improve economic mobility in areas of greatest deprivation and assist the long-term unemployed back into work throughout the borough by:



Working in partnership with local job centres to advertise work opportunities



Exploring the appointment of employment liaison officers in less economically developed areas to assist young and unemployed people to connect with appropriate work opportunities

## Objective 1.3 Future workforce

We will support our young people to be 'employment ready' by:



Engaging with graduate students at local schools and colleges to make them aware of the range of opportunities across the borough, including apprenticeships and graduate schemes



Making sure 'skills for the future' are offered at local schools and colleges, including digital literacy, financial education and job-seeking courses



Supporting skills development in areas specifically relevant to the local economy, such as aviation



Reducing the number of school or college graduates leaving the borough for employment by developing a mentoring programme, including an extensive careers guidance service in schools and colleges



## Objective 1.4 Bespoke support

We will provide support to our residents who have a disability and mental health difficulties to help them find work opportunities by:



Promoting schemes such as the Disability Confident scheme with employers



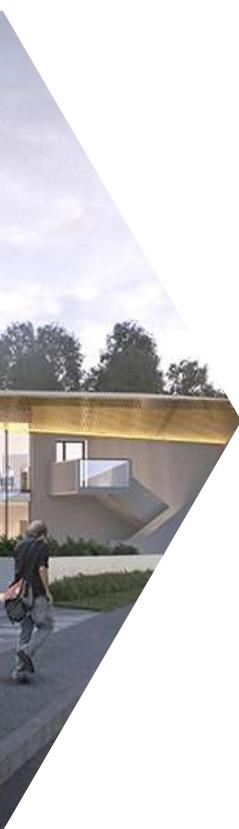
Promoting schemes such as the Remploy Access to Work Mental Health Support Service with employees



Working with the DWP to support specific groups into employment including care leavers, adults who have disabilities and older people



Commissioning services and attracting funding with local support organisations, particularly in the voluntary, community and social enterprise sector to promote the health, wellbeing and independence of older residents in the borough, including lifelong learning, volunteering or employment opportunities





## Economic aspiration 2

### Employment spaces

'Our businesses have access to the right employment spaces in the right places with local business clusters which encourages enterprise and facilitates sustained growth

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To cater for the needs of existing and new businesses, there needs to be adequate provision of employment space in our borough.

The type of employment space needed can vary, dependent on the types of businesses, but the type of space and location are particularly key.

Our Local Plan designates areas where priority is given to employment uses, including offices and industrial uses. Using the economic policies set out in our Local Plan, we will make sure that we can achieve our aspiration.

We will use the Local Plan review to re-assess and revise our policies where necessary. We expect this Local Plan review to be adopted by 2024.

## Objective 2.1 Protecting spaces

We will protect the existing employment space by:



Implementing the economic policies set out in our Local Plan to prevent loss of employment space



Monitoring the effectiveness of these policies annually through our Authority Monitoring Report (AMR)



Utilising Article 4 Directions to remove permitted development (PD) rights which could undermine the policies in our Local Plan and lead to significant losses of employment space



## Objective 2.2 Additional spaces

We will facilitate additional employment space by:



Ensuring that development proposals, particularly those located in designated employment areas, fully investigate the potential for new or improved employment space



Encouraging new office floorspace which will contribute to the forecast demand for 122,000sqm of net additional office floorspace set out in current strategic employment evidence and will increase potential employment opportunities for economically active residents



Developing Supplementary Planning Documents (SPDs) for Bromley and Orpington Town Centres to provide guidance which will inform planning applications, help these areas adapt post-COVID-19 and facilitate the delivery of additional employment space, potentially including a variety of different office typologies which better reflect new ways of working, such as more modern flexible non-corporate office co-working and collaborative arrangements (e.g. transit, community workspaces, etc), in addition to the existing more traditional established corporate arrangements (e.g. with multiple individual desks, cubicles, executive offices, manager cabins, and designated areas for meetings, discussions, conference, video-conference, training and other events/activities)



Utilising developer contributions to invest in infrastructure and the public realm which will help to create an attractive environment within which businesses can operate successfully



## Objective 2.3 Employment in planning

We will prioritise the role of employment as part of the development of our Local Plan review by:



Ensuring that the Local Plan review fully assesses the need for new employment space and has policies in place to deliver continued economic growth in Bromley



Investigating the need for affordable commercial space and, where necessary, facilitating the delivery of such space through a new Local Plan policy



Responding robustly to ongoing planning changes and keeping abreast of these changes as we embark on the Local Plan review





## **Economic aspiration 3** Helping businesses thrive

Our borough is an exciting, attractive, and welcoming place where businesses thrive, people aspire to live and visit, and new enterprises seek to invest

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Bromley is attractive for new investment opportunities and we are a Council that works collaboratively with businesses and new businesses looking to be established in Bromley.

We will continue to work with local businesses, business groups and other key stakeholders to make it easier to start and grow a business in Bromley; through easy access to information and support. In addition, to forming interconnected networks in the borough, which will help generate strong business communities and relationships; thereby creating the potential for working synergies, including economies of scale.

Bromley Council as commissioners of services, has existing procurement policies (Local Rules and Sustainable Procurement) that encourage support for SMEs and the local economy. The Corporate Procurement Strategy document underpinned by the above policies; is presently being developed further and will also emphasise this key area of support. We will also continue to explore any additional flexibilities arising from the implementation of the Green Paper, that will allow us to extend support to SMEs, based on National Procurement Priorities.

## Objective 3.1 Flexible opportunities

We will support and encourage businesses to develop an environment of different work opportunities, including remote working and self-employment, across the borough by:



Working with our partners to develop an online portal of advice and services (i.e. Online Enterprise Hub) relating to employment and business opportunities



Exploring the capacity and quantity of shared spaces on offer through our libraries



Expanding our working spaces and facilities on offer, through our digital infrastructure programme ensure there are spaces from where residents can study, work and run a business.



## Objective 3.2 Promoting enterprises

We will promote enterprise in Bromley by:



Launching a Business Innovation Grant Scheme to help businesses expand and diversify



Ensuring businesses are fully informed of available financial support and ensuring any application and payment processes are straightforward and efficient



Working in partnership with the libraries in the borough to launch the “Start Here Bromley” initiative to provide support to entrepreneurs and start-up businesses in the borough, providing access to a business lounge and relevant business advice



Working with the Business Improvement Districts (BIDs) to support new/growing businesses within the town centres



Ensuring new and prospective businesses are aware of business networking opportunities within the borough and business support provided by various organisations



Supporting low carbon technology, including recycling to assist businesses to become more sustainable and to promote the low carbon, green, or circular economy

## Objective 3.3 Supporting businesses

We will support existing, new and prospective local businesses by:



Developing Bromley Council's website to create a Business Support Hub which will provide easily accessible information and advice for businesses about trading in Bromley from licensing to planning, as well as provide links to external sites in a single, easy to access web page



Exploring the appointment of a Business Relationship Manager to facilitate connections and networks between businesses



Ensure all businesses are aware of wider support available e.g. GLA London Growth Hub



Working in partnership with the BIDs, launch the "BID Booster" grant, to provide support to existing, small and independent businesses within the town centres



Ensure business support and advice is provided to existing businesses across the borough that do not have access to support due to their geographical location e.g. outside BID areas



Continuing to explore additional flexibilities, based on our procurement priorities, which will extend our ability to commission and procure in a way that extends support to SMEs or the local economy



## Economic aspiration 4 High Streets for the future

Our High Streets are thriving places, working to be places that people want to visit, live and work

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We want to ensure that our High Streets are well prepared for the changes in consumer behaviours that has been accelerated as a result of public health pandemic.

To ensure our high streets continue to serve the needs of local communities, they should have a broad range of uses with spaces for a good retail mix, along with other cultural, learning, leisure, commercial and residential offers.

New or existing business should be encouraged to invest in innovative sustainable ways of operating, in order to achieve balanced economic growth across the borough.

Visitors should also be confident that it is safe to visit the high street locations and the businesses should be equally confident to open or re-open their premises safely.

## Objective 4.1 Revitalising high streets and supporting businesses

We will seek opportunities to innovate and maximise the opportunities for revitalisation of our high streets across the borough:



Working with landlords and businesses to activate vacant units or ensure there is a 'meanwhile' offer during re-development cycles, particularly in high street locations which suffer from higher vacancy rates



Supporting opportunities for innovation on the high street to investigate new services or uses for existing premises or venues



Supporting high street businesses with grant and funding opportunities, such as retail, hospitality, leisure, small business, discretionary & additional restrictions grants, business rates relief, etc.



Maintaining relevant data to inform intelligence-led decisions and action plans for high street interventions, such as High Streets & Town Centres Data Partnership, High Streets Task Force Recovery Framework, London Datastore mobility and spend data

## Objective 4.2 Promoting high street destinations and safety

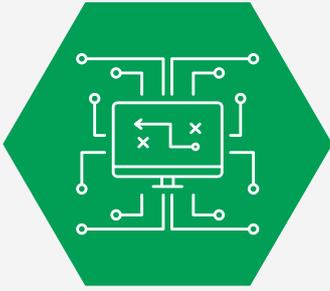
We will actively promote our high streets as safe and exciting community places:



Working with local BID, businesses, business groups and other key stakeholders to promote local high street destinations and safety, such as re-opening high streets and shop local campaigns



Supporting high street improvement schemes including public realm, security, cleaning and waste services (such as Bromley High Street and Orpington Town Centre improvements)



## Economic aspiration 5 Connectivity and mobility

Our community is well connected through diverse physical and digital infrastructure networks which underpins mobility across the whole borough

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In order to remain a place where local businesses grow and prosper, new businesses locate and people choose to live, work and study, the Council must work strategically to deliver the right kinds of infrastructure that will enable connectivity and mobility throughout Bromley.

Our frequent and far-reaching train links and interconnected road networks are significant strengths; however, these must be continually adapted in anticipation of continual population growth and changes in living and working trends. The Local Implementation Plan outlines the borough's priorities in terms of improving road safety; lowering the impact of air pollution; reducing congestion & excess parking; improving cycle & pedestrian linkages; developing an electrical vehicle charging network; and generally deliver new public transport capacity and connectivity.

Internet access is becoming an increasingly key part of people's lives, whether through education & training, working, communicating with family, using online services, civic participation and healthcare. Better connectivity can increase the size, productivity, innovation and variety of businesses and services. It also supports local businesses and residents by allowing them to work effectively from home/remotely. Demand for fast and reliable internet has been growing at an unprecedented rate and will continue to do so. It is critical we reach a position to meet future demand through the right provision of mobile networks and broadband. A healthy economy is increasingly hinged on quality digital infrastructure.

## Objective 5.1 Transport infrastructure

We will continue to work with, lobby and obtain funding from Transport for London (TfL) to make sure our transport infrastructure adequately supports our projected growth by:



Increasing the sustainable capacity and congestion relief on Bromley's major road networks, such as the A21



Looking to develop Bromley's tram service network



Exploring the expansion of local cycle and pedestrian networks



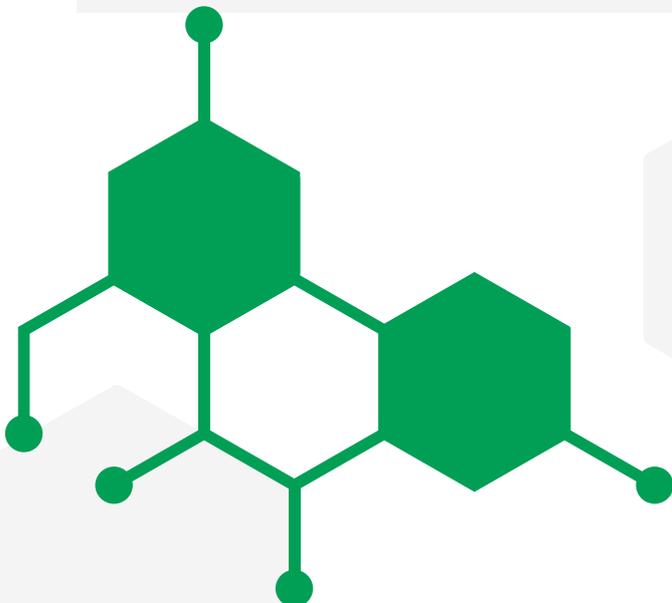
Increasing the frequency of rail services to London



Championing the extension of the Docklands Light Railway (DLR) from Lewisham to Bromley North Station



Improving the road network particularly by dealing with bottlenecks and congestion points



## Objective 5.2 Digital connectivity

We will support and champion the delivery of full fibre networks and 5G mobile connectivity across the borough by:



Working with infrastructure providers, mobile networks and government



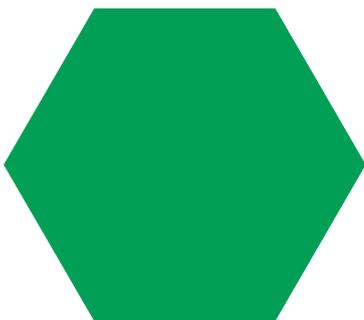
Targeting the delivery in town centres for business development opportunities, Council assets to improve public services, as well as rural areas to benefit businesses and residents working from home



Facilitating broadband infrastructure via a Memorandum of Understanding (i.e. with Openreach) to ensure various commitments including: reducing time and costs; providing assurances to work to minimise civil construction/effects to residents; and maximising infrastructure roll out and promoting Bromley as a hospitable host for future digital investment



Adopting a Bromley Digital Infrastructure Toolkit that: describes the engagement process between mobile network operators and the Council; provides guidance to mobile network operators seeking to develop 4G/5G cells in an area; and provides standard legal and financial terms for use of council assets





## Economic aspiration 6 Enhancement of tourism and culture industries

Our cultural and tourism industries continue to grow and diversify, and our unique historical features are promoted for the world to see

Through the Regeneration Strategy, we sustain a broad cultural and tourism offer that attracts and leverages in economic prosperity, making the most of landmarks and assets across the Borough. Moving forward we intend to enhance the quantity and variety of features that draw tourists to Bromley from London and further afield. The strategy also provides different focusses and priorities for each of Bromley's town centres and areas. It plays a role in the borough's economy through initiatives to strengthen town centres and local economies. As well as playing a key role in Bromley's identity, these areas provide a significant contribution to Bromley's economy and will thus play a pivotal role in Bromley's economic future. Other High Street improvement schemes and Business Improvement District (BID) plans being delivered will continue to play an instrumental role in ensuring the success of Bromley's cultural and tourism sectors.

Moreover, the Arts, Entertainment & Recreation sector is represented within the top 6 sectors with the highest number of businesses in Bromley. The percentage make up for the sector is also above the average across the Outer London Boroughs. However, it should also be noted that this sector is one of the least resilient sectors affected by the impact of the COVID lockdown with many businesses and jobs at risk. Greater focus should also be placed on developing an inclusive evening and night-time economy that is both affordable and accessible, in order to meet diverse needs of the local population.

## Objective 6.1 Investing in arts, culture and creative industries

We will continue to invest in the borough's arts, culture and creative industries offer by:



Promoting and supporting events at Bromley's key venues as well as advertising upgrades and enhancements being made around these venues to promote an evening, night time and visitor economy - for example key stakeholder partners such as the borough's largest theatre - The Churchill Theatre, along with other similar entertainment venues such as Bromley Little Theatre, Bromley Picture House and Bromley Amphitheatre



Exploring opportunities for further collaboration such as a cultural hub involving Bromley Central Library and Bromley Churchill Theatre



Working with partners such as Bromley Film Office (Filmfixer) to identify potential local venues (such as Bromley Old Town Hall, Leisure Centres) and other locations to be used for filming (as a source of commercial revenue), or promotional purposes to attract more tourism



Supporting, advertising and promoting smaller cultural venues and events around the borough, for example promoting the events on offer at the Ripley Arts Centre including art exhibitions, international cinema, adult art classes etc. and exhibitions at the Bethlem Museum of the Mind



Continuing to develop a thriving street-art scene in Bromley, working with local artists to ensure that Bromley's urban areas are unique and continue to attract visitors from outside the borough



Growing Bromley's film service to raise the cultural profile of Bromley

## Objective 6.2 Promoting our unique historical features

We will effectively advertise our historical and natural features by:



Ensuring that the significant historical and natural features of Bromley including Biggin Hill Memorial Museum, Chislehurst Caves, Down House (the home of Charles Darwin) and Crofton Roman Villa are advertised effectively to increase the number of tourists and visitors received every year



Promoting economic development opportunities offered to the visitor economy by other high-profile significant sites within the borough, such as Crystal Palace Park and its constituent heritage assets

## Objective 6.3 Developing a night time economy

We will support our night time economy to thrive by:



Promoting disused, vacant or underused spaces for bars, restaurants and other venues that will make a positive contribution to Bromley's night time economy



Promote existing night time events, bars and restaurants outside of the borough to attract visitors



Working with local stakeholders to pursue obtaining Purple Flag Status for some of the borough's town centres by meeting or surpassing standards of excellence in managing the evening and night time economy



Developing public spaces in our town centres that will complement the provision of bars and restaurants in Bromley's town centres and throughout the borough



Continuing to work with partners including the Metropolitan Police to improve safety, security and cleanliness of the town centres in general. Examples of interventions include reviewing local signage or lighting around evening & night time venues and walking routes from transport hubs.



## Economic aspiration 7

### Working towards a green economy

Our green economy will help to sustain and advance economic, environmental and social wellbeing

The Council has a target of achieving net zero carbon emissions at an organisational level by 2029. The London Borough of Bromley Green Recovery Group was also launched by Bromley Council in December 2020 to develop a strategy and action plan to map out potential opportunities to achieve greater environmental benefits across all services. Additional work is being undertaken to investigate a strategy and action plan with the targets for reducing borough-wide emissions.

The majority of Bromley's carbon emissions comes from domestic properties (closely followed by transport emissions, ahead of business/commercial emissions). Therefore, retro-fitting homes will naturally form a key priority in the strategy for reducing carbon emissions across the borough. This will be a significant undertaking with the potential to translate into a significant demand for local qualified home retrofit contractors/suppliers and boost Bromley's low carbon sector of the local economy. This will also have implications on future local skills requirements and the capacity to meet anticipated demand. Furthermore, advances in low carbon technology and engineering are leading to cleaner or newer forms of mobility, such as electric road vehicles and high capacity rail.

## Objective 7.1 Promoting environmental sustainability

We will seek to promote environmental sustainability across Bromley by:



Maintaining a commitment by the Council to achieving net zero emissions (at an organisational level) by 2029, in accordance with the Council's Net Zero Action Plan



Continuing to investigate strategy and action plan with targets for reducing borough-wide emissions, particularly from key sources such as domestic properties, transport and industrial/commercial emissions, through actions like greater use of digital technologies; recycling and waste reduction; energy efficient modes of transport, homes & workspaces; live/work schemes; enabling residents to access local employment opportunities; and ensuring that businesses are supported to create local job opportunities

## Objective 7.2 Promoting economic sustainability

We will support and promote sustainable growth which enhances our environment by:



Supporting the low-carbon economy sector and job opportunities arising from services reducing carbon emissions by major emission sources (e.g retro-fitting domestic properties)



Promoting clean economic growth through low-carbon technologies and efficient use of resources

## Objective 7.3 Sustaining and advancing social wellbeing

We will enhance social wellbeing across the borough by:



Working with our partners to ensure economic development within the borough creates an environment where individuals and communities can thrive, which allows residents to live healthier, more independent and self-reliant lifestyles

# OUR KEY PROJECTS

2021

- Supplementary Planning Documents for Bromley and Orpington published
- The London Plan 2021 published
- Gigabit capable digital infrastructure begins roll out in Bromley and Digital Charter signed between the Council and Openreach
- 4G/5G toolkit launched enabling operators to make use of Council assets for their equipment
- Library based Business Lounges launched
- 'Reopening the High Street' advice to businesses
- Bromley Innovation Grants scheme
- Digital Enterprise Hub
- Launch of the "Start Up Bromley" initiative
- Completion of Bromley Town Centre public realm improvements
- Bromley BID success at ballot and renewed till 2026

2022

- Local Implementation Plan finished and published, which will set out how Bromley will meet its transport objectives

2023

- Openreach committed to full fibre connections in 85% of the Borough
- Orpington, Beckenham and Penge BID renewal ballots

2024

- Bromley Local Plan adopted

2025

- Bromley Town Centre Area Action Plan completed
- 5G and full fibre available to the whole Borough

2029

- Council becomes carbon neutral

# APPENDICES

## Appendix 1

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Other strategies and plans

## Appendix 2

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Employment and unemployment figures

## Appendix 3

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Employment and business profile figures

## Appendix 4

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Education figures

## Appendix 5

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Sources and references

## APPENDIX 1

## OTHER STRATEGIES AND PLANS

## The Council's borough plan

The Council's overarching strategy is set out in the Council's borough plan, *Bromley the Better Borough*, which will be published in Spring 2021. This plan will set out a simple and clear vision that Bromley should be:



A fantastic place to live and work, where everyone can lead healthy, safe and independent lives

Five ambitions are identified which will help deliver the vision. This includes an ambition "for people to make their homes in Bromley and for business, enterprise and the third sector to prosper".

## Bromley Statutory Development Plan

**Bromley's statutory Development Plan is made up of the Bromley Local Plan and the London Plan.**

The Local Plan was adopted in January 2019. It is a statutory document which sets out the planning policies, site allocations and land designations borough-wide. The Local Plan sets out several planning policies to deliver the level of employment growth projected by this plan. This is to be achieved through protection of existing employment spaces and delivery of new employment spaces.

Bromley Town Centre, the Cray Business Corridor and Biggin Hill Airport are currently identified as strategic priority areas for economic growth, which reflects their importance given their designation as a Metropolitan Town Centre, Strategic Industrial Location and Strategic Outer London Development Centre (respectively). The Local Plan aims to ensure a supply of quality employment floorspace in these areas.

## Renewal areas

The Local Plan also identifies five 'Renewal Areas' across the Borough, within which proposals for development should provide demonstrable economic, social and environmental benefits and address identified issues and opportunities; this includes making a positive contribution to the vitality of local centres having regard for their importance as providers both of local facilities and local employment.

The five 'Renewal Areas' are:

- Crystal Palace, Penge and Anerley
- Bromley Common
- The Cray Valley
- Mottingham and Ravensbourne
- Plaistow and Sundridge

## Bromley town centre

Bromley town centre is the borough's largest town centre and as such is a focal point for economic growth. As well as being identified as a strategic priority area, Bromley town centre is also an Opportunity Area (identified in the London Plan) where provision of new homes and jobs is prioritised.

The Local Plan identifies three business Improvement Areas within Bromley town centre where the Council will seek to manage and improve the supply of high quality office floorspace.

The three office clusters are:

- Crayfield Business Park
- Masons Hill
- Orpington Town Centre

## Office clusters

Three office clusters are designated with proposals in these locations expected to re-provide at least the same quantum of office floorspace.

## Industrial locations

The Local Plan identifies areas where industrial uses are prioritised – Strategic Industrial Locations and Locally Significant Industrial Sites.

These areas are safeguarded for specific industrial uses and allow for intensification and upgrading of industrial space to meet expected future business or industrial needs.

## The London Plan

The London Plan is the statutory Spatial Development Strategy for Greater London. It is produced by the Mayor of London and contains general policies regarding the development and use of land in Greater London. Local Plan policies must be in 'general conformity' with the London Plan.

The 'new' London Plan has been adopted and carries significant weight in policy making and planning decisions. This plan contains a number of objectives and economic policies which prioritise protection and enhancement of economic uses, to support economic development and regeneration. It deals with issues such as housing, the environment and the green belt; some of the areas that have implications for Bromley.



## Regeneration strategy

**Adopted in 2020, this strategy covers Bromley's priorities for regeneration until 2030.**

The strategy provides different focusses and priorities for each of Bromley's town centres and areas.

The vision of this strategy is to regenerate the borough, building on its heritage, so that it continues to represent the best of town and country. The strategy also plays a role in the borough's economy through initiatives to strengthen town centres and local economies.

## Housing strategy

**This strategy sets out what the Council will do to address the housing pressures in the borough and to provide quality housing for our residents, both now and in the future.**

The strategy was adopted in 2019 and covers the 10 year period up until 2029.

The strategy has been based on housing data and focus groups with residents focussing on issues around housing.

## Mayor of London's Economic Development Strategy

**Adopted in 2018 and covering the period until 2023, this strategy sets out the Mayor's plans to create an inclusive economy that works for all Londoners and businesses.**

The strategy has the vision to be 'the best big City in the world' – to be the World Capital for business, to be one of the world's leading low carbon capitals and for all Londoners to share in London's economic success.

The strategy is comprised of three main goals:

- opening up opportunities – everyone should be able to benefit
- growth – ensuring our economy will continue to thrive and is open to business
- innovation – make London a world leader in innovation, technology and a hub of new ideas and creativity

## APPENDIX 2

# EMPLOYMENT AND UNEMPLOYMENT FIGURES

### Age 16-64 - Economically active



### Age 16-64 - Economically active (2020)



### Age 16-64 - Unemployed



### Changes in unemployment



### Out-of-work benefits claimants



- Claimant numbers have fluctuated since 2013 generally remaining with 1.5-2%.
- Between April and May 2020 the number of claimants shot up by 2.2% (4,380) to 5.6%.
- This spike is largely COVID-19 related.

Source: ONS Bromley Labour Market profile 2020

## APPENDIX 3

# EMPLOYMENT AND BUSINESS PROFILE FIGURES

Employment by industry group of our working residents:



- 58.1% (97,300) fall into the category of either; managers, directors & senior officials; professional occupations, and; associate professional and technical. This figure has grown over the last 10 years however it has not been linear. For example in June 2018 and January 2019 this number was as high as 60.7% (100,000) and 59.7% (102,300) respectively and as low as 56.3% (89,700) in October 2017.
- 18% are categorized as either administrative & secretarial, and skilled trades occupations
- 13.9% are categorized as caring, leisure & other service occupations, and sales & customer services
- 10% are categorized as process plants & machine operatives and elementary occupations

Source: ONS Bromley Labour Market profile 2020

## APPENDIX 4

# EDUCATION FIGURES

**[to be added]**

## APPENDIX 5

**SOURCES AND REFERENCES****Office for National Statistics***Labour market profile*[www.nomisweb.co.uk/reports/lmp/la/1946157264/report.aspx?#ls](http://www.nomisweb.co.uk/reports/lmp/la/1946157264/report.aspx?#ls)**Office for National Statistics***UK Business: Activity, Size and Location*[www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/bulletins/ukbusinessactivitysizeandlocation/previousReleases](http://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/bulletins/ukbusinessactivitysizeandlocation/previousReleases)**Ofcom***Connected Nations Summer Update (May 2020)*[www.ofcom.org.uk/research-and-data/multi-sector-research/infrastructure-research/connected-nations-update-summer-2020/interactive-report](http://www.ofcom.org.uk/research-and-data/multi-sector-research/infrastructure-research/connected-nations-update-summer-2020/interactive-report)**Greater London Authority (GLA) – London Datastore***Trend-based population projections*[https://data.london.gov.uk/dataset/trend-based-population-projections?utm\\_campaign=GLA%202019-based%20Population%20%26%20Household%20Projections2&utm](https://data.london.gov.uk/dataset/trend-based-population-projections?utm_campaign=GLA%202019-based%20Population%20%26%20Household%20Projections2&utm)





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