

Strategic Priority 1 - Sustaining and growing business and investment – Update for 2nd Quarter 2010/11

Objective	How? – Proposed Actions	Lead (in bold), partners, delivery and responsibility	Funding	Timescales	Outcomes	RAG	Progress against Actions (July – Sept 2010)	Planned actions in next quarter (Oct – Dec 2010)
1) Maintain Bromley's high quality of life as key competitive advantage	1.1 Implementation of Bromley 2020.	LSP			Bromley remains an attractive place to run a business		N/A	
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	LBB & commercial sponsorship	Produce first edition of prospectus in summer 2010; 2 nd edition in summer 2011	Increased number of businesses investing in Bromley	A	- Prospectus text and graphics revised	- Delivery of prospectus expected by end November. (LBB / SLB) - Prospectus to be distributed and promoted through business and inward investment media (LBB)
	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, Business Focus, Chamber of Commerce, Business Link in London	All partners	2010/11	Employers retain investment in the borough	G	Mayor's lunch 23 September – 11 guests attended. BLIL has provided intensive support to 8 businesses employing more than 50 employees in the 12 months to June 2010 BLIL is developing an account management model of support for key Bromley firms.	Comments from Mayor's event to be followed up (LBB) BLIL focussing adviser service on established growth businesses and piloting an account management model of support for key Bromley firms.

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							2nd July- SLB held a networking event at the Churchill Theatre with over 50 local businesses attending. We had stands from a number of key companies in Bromley including the Federation of Small Business, Bromley Council and Business Link.	
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	LBB core budgets, Property Agents and SLB. All partners' time.	2010-2013	A wide range of commercial space maintained and taken up.	G	<p>- Property database promoted on the Council website and at summer events</p> <p>- Agents meeting arranged for 21 Sept – joint working to improve marketing of vacant property and encourage inward investment.</p> <p>SLB held a stand promoting the database service at Boost Your Business event in Orpington on 28th September and attended South East London Chamber event on 8th September with Bromley businesses in attendance.</p>	- Commercial Property Event to take place jointly organised with agents and LBB, with SLB support.

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	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	LBB core budgets	2010-13	Maintain or Increase availability of space to meet future growth.	A	Discussions and site visit with English Heritage and landowners at West Camp – outline proposal being developed. GSK marketed site and shortlisted tenderers working up detailed proposals to landowner.	
	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)	LBB core budgets	2010-13	Maintain or Increase availability of space to meet future growth.	A	Work to identify evidence base required and assessment of current information sources, ie property database, business rates and business surveys.	
4) Encourage investment and development in the borough's key commercial and industrial areas	4.1 Assist businesses to overcome barriers to growth and survival.	Business Link in London LBB ; Colleges; Business Forums; Safer Bromley Partnership	BLiL and partners	2010-12	Businesses in key commercial centres assisted to tackle barriers to growth / survival	G	Baseline 12 months to end June 2010: 5233 businesses in contact with BLL (Market Penetration); 264 supported intensively.	New business model for BL adviser service now in operation focussing support on growth businesses. Programme of growth focussed workshops being offered with planning for Q4 with local delivery partners.

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including town centres, the Crays, Biggin Hill and Sydenham/Penge.	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	LBB core funding; commercial sponsorship	2010-13	Key sites and employment areas have increased inward investment	A	Inward investment prospectus to be published in autumn 2010	
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	All partners	2010-11	Increased take up of support programmes to assist new businesses by Bromley residents	A	IDB offer available for Bromley businesses. Monthly numbers for referrals and brokerage for Bromley businesses provided: 342 referrals of Bromley businesses made April to July 2010 – although a limited number of these are referred back to Bromley-based agencies. New Social Enterprise Business Planning tool launched by BLIL	IDB offer available for Bromley businesses. Update to Sept 2010 for brokerage and referrals of Bromley business is 424 from April 2010.
	5.2 Deliver projects (including Start up workshops and Intensive start up support) to	Business Link in London Business Focus, LBB, Community Links Bromley	BLiL + partners	2010-12	Increased number of start ups, and improved growth and survival rates for start ups	A	Delivery of initial stage start up workshops across London available for Bromley pre-starts and direct referrals through to Business London. Future funding of start	Delivery of initial stage start up workshops across London available for Bromley pre-starts and direct referrals through to Business London until mid Dec.. BLiL collating available services from partners

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	provide start up businesses, including social enterprises with training, advice and information required to survive and grow.						up support in doubt beyond Jan 2011. Business Focus are planning self-funded programme for local entrepreneurs.	for referrals to following completion of Business London programme. BLIL online portal for Start up Support – www.businesslink.gov.uk/london/startingup
6) Encourage provision of high quality accessible business support services to local businesses, in particular support for high growth and key employment sectors	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	BLiL, LBB core funding + other partners staff time	2010-12	Increased awareness and take up of support services by Bromley businesses	G	<ul style="list-style-type: none"> - Business pages on website updated with fresh information - Business e-bulletin issues sent in July and Sept - Boost Your Business Local events in Sept and Oct - Proposal for borough wide BYB event but need to charge <p>IDB offer available for Bromley businesses utilising BLIL’s database of available support</p>	<ul style="list-style-type: none"> - Re-designed e-bulletin to be launched in November (LBB); Boost Your Business Bromley North to be held 19 Oct (LBB) <p>BLIL IDB continued to be offered to Bromley businesses. BLIL developing an Account Management offer for selected high growth businesses involving local support for peer networks etc. Pilot commenced in Oct.</p> <p>BLIL supported Boost Your Business events in Sept and Oct</p>

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	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	LBB core funding; Supply London		Increasing number of local SMEs involved in public sector supply chain.	A	<p>- LBB Proposed projects in preparation – including potential collaboration with 3 other SE London boroughs</p> <p>Winning Public Sector Contracts section on BLIL website</p> <p>Business Focus encourages participation in "Compete For" for tendering opportunities.</p>	- Work with other SE London boroughs to develop joint procurement event for delivery in Q4
	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	Chamber / FSB and partners	2010-13	Business support that addresses the needs of local businesses.		<p>The Chamber has been lobbying on the following: Crossrail, improved business support, increased funding for enterprise agencies, and new ferry options as a makeshift relief for the Blackwall Tunnel until a new bridge or tunnel can be built.</p> <p>SLB submitted joint proposal with SLP for a Local Enterprise Partnership to support businesses across South London in line with the government</p>	Continued campaigning to improve business support provision and Woolwich Ferry Crossings.

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							proposal that LEP's replace other forms of business support in the UK. SLB undertook a business survey to businesses across south London to gauge support for the proposal.	
	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	BLiL; LBB	2010-12	Growth experienced by businesses supported.	G	BL adviser service focussed on growth businesses from Sept 2010 to include IDB offer and account management for selected clients showing high growth potential. Baseline to June 2010 provided Working with BakerTilly to develop targeted account management support	New BLiL Adviser support now LIVE Bromley businesses supported by BL Advisers 12 months to Sept 2010 is 252.
7) Promotion of low carbon/green businesses	7.1 Bromley Environment Awards - Business Category	LBB (Env); News Shopper, Glaxo Smithkline	LBB core funding; commercial sponsorship	2010-11; Annual	Best practice in environmental management celebrated / shared	G	Bromley Environment Awards presented (9/7/10) to Croft Teas Rooms, Harris HospisCare and Warren Evans Beds. Environment and efficiency section on BLiL website	Promoting Bromley Environment Awards (BEAs) won by businesses on council web site Promoting entries for BEAs 2011 (entries requested by end March 2011. Awards to be held 15 July 2011) SLB is developing plans for an awards programme in Bromley,

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								with a launch planned in January, the main sponsor being Biggin Hill Airport, and dinner planned for June at present details still to be finalised. There is potential for there to be a green category.
	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	LBB staff time + partners.	2010-11	Increased number of businesses are managing resources more efficiently	G	Scoping Workshop for Environment Working Group (including Bank of America, Churchill Insurance & Glades Shopping Centre) held 18 June to determine environmental impacts, scope and possible projects. Business Focus have been delivering Inspire South London programme in Bromley which includes helping businesses adopt environmental standards and improve resource efficiency.	Bromley Environment Partnership (BEP) meeting 4 October 2010 First joint projects being developed with business partners Planning for Spring 2011 BEP meeting
	7.3 Promote travel plans for businesses and encourage greater	LBB (Env); SELTRANS, TfL	TfL, LBB	2010-11	Reduction in carbon footprint for businesses	G	29 organisations including Bromley Hospitals; Capita Registrars; Orpington College; and The Glades have engaged voluntarily in the travel	

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	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).						<p>planning process in the past 2 years.</p> <p>42 travel plans have been assessed through the development control process with stringent target setting and monitoring requirements in place during the past 2 years.</p>	