

Bromley's draft Economic Framework Action Plan

SP 1 - Sustaining and growing business and investment

Objective	Performance Indicator	Oct 09 - Oct 10						Commentary
2. Raise Bromley's profile as a place to invest and do business	No. of searches on Property Database by businesses based outside the borough	236						283 businesses searched the Bromley database during this period 83% of which are based outside of the borough.
		Jul - Sep '09	Oct - Dec '09	Jan - Mar '10	Apr - Jun '10	Jul - Sep '10		
	No. of enquiries to Business Support Team	208	160	98	49	72		The number of enquiries to the business support team were increased in 2009/10 due to Boost Your Business events. Fewer of these events have taken place in 2010/11 - so enquiry volumes have been lower.
		2008/09	2009/10	2010/11 (Apr - Sep 2010)	2009/10 (Apr - Sept 2009)			
	No. of new occupiers on NNDR database	1,712	1,655	634	931			There was a 3.3% reduction in new occupiers between 2008/09 and 2009/10. In the current year to end September number of new occupiers is down 30% on same period last year. This is an indicator of lower activity in the Commercial Property market.
	No. of closures on NNDR database	1,684	1,599	654	891			There was a 5% reduction in closures between 2008/09 and 2009/10. In the current year to end September number of closures is down 26.5% on same period last year. As above is an indicator of lower activity in the Commercial Property market.
	Net change in NNDR occupiers	28	56	-20	40			Shows the number of new occupiers minus the number of closures on the NNDR (Business Rates) database. In 2008/09 and 2009/10 there was a modest increase, but in the latest 6 months to end Sept 2010, there has been a modest net loss of occupiers.
3. Encourage provision of a wide range of premises to meet the needs of employers		2006	2007	2008	2009	2010(up to Sep)		
	No. of searches on commercial property database	38,085	36,019	26,083	18,734	25,233		Searches for Bromley properties on the Commercial Property Database declined during the period from 2006 to 2009, but appear to have recovered somewhat in the current year (to end of Sept 2010). This is potentially due to more concerted promotion of the database by South London Business.
		Nov-08	Nov-09	Jul-10	Oct-10			
	Vacancy rate from NNDR records	12.4%	13.7%	13.9%	13.8%			NNDR vacancy rate has remained stable since Nov 2008, with a slight decrease in vacancies between Jul and Oct 2010.

		Bromley (BR1 1)	Orpington (BR6 0)	Beckenham (BR3 1)	Cray Corridor (BR5 3)	Biggin Hill (TN16)	Sydenham / Penge (SE20 / SE26)	
4. Encourage investment and development in the borough's key commercial and industrial areas including Town Centres, the Cray Corridor, Biggin Hill and Sydenham / Penge	NDR Vacancies (Oct 10)	25.4%	11.8%	8.6%	12.5%	14.2%	16.8%	Bromley (BR1 1) is currently experiencing the highest level of NDR vacancies which can perhaps be explained by the level of office units in the town centre.
		2008	2009	2009 (to end Sep)	2010 (to end Sep)			
5. Encourage self-employment and business start ups	BankSearch start ups	2,512	2,607	2,017	2,411			A slight increase in business start ups was experienced between 2008 and 2009, but the total of new businesses for 2010 to end of September has nearly reached total for whole of 2009. This represents a 19.5% increase on same period last year - which is higher than the increase seen across England (approx 14%). This increase may be attributable to more people losing employment as a result of recession and becoming self-employed.
		2005	2006	2007				
	Net Business Stocks (VAT registrations/de-registrations)	9,630	9,830	10,200				In 2007 stocks had increase by 5.6% since 2005. Given this is the latest data available it is difficult to assess the current level and how the recession might have had an impact.
	Take up of funded support by Bromley Businesses	June 09 - June 10 Business Link: 264	2008 Business Focus: 250	2009 Business Focus: 350	2010 Business Focus: 500*			*Inclusive of year end projected figures.
	NI 172: % of small business in an area showing employment growth	2006/07 12.5%	2007/08 11.7%					
	No. of visits to business section of LBB website	2008 79,121	2009 50,527	2009 (to end Sep) 58,356	2010 (to end Sep) 72,656			No of visits are up by 20% for 2010 compared to the same period for 2009.
		June 09 - June 10	2008 - 2010					
6. Encourage provision of high quality accessible business support services to local businesses, in particular support for high growth and key employment sectors	No. of business support signposting enquiries through the council / Business Link / Business Focus	LBB: 515 / Business Link: 5,233	Business Focus: 700-1,000pa (approx)					Business Focus figures are an approximation based on all of the business enquiries received by them and the college itself.
7. Promotion of low carbon / green businesses	No of local business travel plans: voluntary / statutory	last 2-3 years 28 / 42						
		2010						
	% of businesses with over 100 staff with green commuter plans	8.7%						

SP 2 - Vibrant and thriving town centres							
Objective	Performance Indicator		Apr-08	Apr-09	Apr-10		
Maintain and improve the appearance, tidiness and overall quality of the borough's town centres	Footfall figures	Bromley	101,214	140,556	140,676		Figures for Bromley indicate a sharp rise from 08 - 09 which has remained static in 2010.
		Orpington	42,026	40,321	38,514		Due to public realm improvement works Orpington footfall decreased from 09 - 10, figures are expected to recover since the high st reopened in June 10.
		Beckenham	23,664	23,580	26,214		There has been a 10% rise in footfall in beckenham from 09 - 10.
Monitoring the performance of town centres	Commercial Vacancy Rates	Bromley (primary frontage only)	1.95%	5.4%	4%		Improved vacancy rates demonstrate a recovery of Bromley town centre economy - although this masks higher rates in areas outside primary frontage.
		Orpington	13.1%	11.2%	9%		Improved vacancy rates demonstrate a recovery of Orpington town centre economy.
Statistics of Recession							
	Sep-08	Sep-09	Sep-10				
Bromley Claimant Count (Job Seekers Allowance)	1.9% (3,435 people)	3.4% (6,302 people)	2.7% (5,274 people)				Claimants peaked in Sep 09 and have seen a steady decrease since.
	Aug-08	Aug-09	Aug-10				
Bromley Job Centre Plus (JCP) Vacancies	1,193	884	1,122				JCP Vacancies were at there lowest in Aug 09 but now appear to be recovering demonstrating an improvement to the Bromley jobs market.
	baseline 2005-6	2006-07	2007-08	2008-09	2009-10		
No of attendances at Bromley mytime leisure centres	100%	113.86%	117.92%	112.12%	102.79%		Attendances at Bromley MyTime facilities have declined since a peak in 2007/08 (which was 17.9% up on 2005-06) and in latest full year has been back to 2005/06 levels.
No of people visiting the Churchill Theatre	100%	87.19%	98.94%	90.93%	89.98%		Audiences at Churchill Theatre have declined 10% since 2005-06.

Area	Jan-08		Aug-10		Sep-10		Difference (Aug10-Sep10)	
	Number	Rate %	Number	Rate %	Number	Rate %	Number	Rate %
Crystal Palace	301	3.6	486	5.8	477	5.7	-9	-0.1
Penge and Cator	309	2.7	599	5.2	586	5.1	-13	-0.1
Cray Valley East	233	2.6	394	4.3	407	4.5	13	0.2
Cray Valley West	246	2.5	400	4.1	405	4.2	5	0.1
Mottingham and Chislehurst North	150	2.3	271	4.2	264	4.1	-7	-0.1
Plaistow and Sundridge	194	2.0	337	3.5	355	3.7	18	0.2
Orpington	165	1.8	273	3.0	274	3.0	1	0.0
Clock House	191	1.8	317	3.0	316	2.9	-1	-0.1
Bromley Town	162	1.6	272	2.6	273	2.6	1	0.0
Bromley Common and Keston	142	1.6	234	2.6	229	2.5	-5	-0.1
Copers Cope	134	1.3	260	2.6	250	2.5	-10	-0.1
Bickley	78	0.9	161	1.8	172	1.9	11	0.1
Biggin Hill	56	0.8	115	1.7	123	1.9	8	0.2
Kelsey and Eden Park	71	0.7	177	1.8	181	1.9	4	0.1
Chislehurst	70	0.8	170	1.9	158	1.8	-12	-0.1
Hayes and Coney Hall	78	0.8	163	1.7	177	1.8	14	0.1
Shortlands	47	0.8	98	1.7	97	1.7	-1	0.0
West Wickham	65	0.7	135	1.5	140	1.6	5	0.1
Darwin	13	0.4	45	1.5	44	1.5	-1	0.0
Farnborough and Crofton	63	0.7	127	1.5	127	1.5	0	0.0
Chelsfield and Pratts Bottom	81	0.9	137	1.5	117	1.3	-20	-0.2
Petts Wood and Knoll	70	0.8	111	1.3	108	1.3	-3	0.0
Croydon	5,011	2.2	9,567	4.2	9,551	4.2	-16	0.0
Bexley	2,184	1.5	4,404	3.0	4,490	3.1	86	0.1
Bromley	2,914	1.5	5,273	2.7	5,274	2.7	1	0.0
Sutton	1,705	1.4	3,293	2.6	3,283	2.6	-10	0.0
Merton	2,116	1.5	3,665	2.5	3,696	2.6	31	0.1
London	131,201	2.5	214,293	4.0	215,481	4.0	1,188	0.0
Ranked by Sep '10 rate - from Nomis on 20th October								

Percentage of Working Age Population claiming Jobseekers Allowance to Date

Date	Bromley	London	Great Britain
January 2004	2.2	3.4	2.5
February 2004	2.3	3.5	2.6
March 2004	2.2	3.4	2.5
April 2004	2.2	3.4	2.4
May 2004	2.1	3.4	2.3
June 2004	2.1	3.3	2.2
July 2004	2.0	3.3	2.2
August 2004	2.1	3.3	2.3
September 2004	2.0	3.3	2.2
October 2004	2.0	3.2	2.2
November 2004	2.0	3.2	2.2
December 2004	2.0	3.2	2.2
January 2005	2.1	3.2	2.3
February 2005	2.2	3.3	2.4
March 2005	2.2	3.3	2.3
April 2005	2.2	3.3	2.3
May 2005	2.2	3.3	2.3
June 2005	2.2	3.3	2.3
July 2005	2.3	3.3	2.3
August 2005	2.3	3.3	2.3
September 2005	2.3	3.3	2.3
October 2005	2.2	3.3	2.3
November 2005	2.1	3.3	2.3
December 2005	2.2	3.3	2.4
January 2006	2.2	3.4	2.5
February 2006	2.3	3.4	2.6
March 2006	2.1	3.4	2.6
April 2006	2.1	3.4	2.6
May 2006	2.1	3.4	2.6
June 2006	2.0	3.4	2.5
July 2006	2.0	3.4	2.5
August 2006	1.8	3.3	2.5
September 2006	2.0	3.4	2.5
October 2006	1.9	3.3	2.5
November 2006	1.9	3.2	2.4
December 2006	1.9	3.2	2.5
January 2007	1.9	3.2	2.5
February 2007	1.9	3.2	2.6
March 2007	1.9	3.1	2.5
April 2007	1.9	3.0	2.4
May 2007	1.8	3.0	2.3
June 2007	1.7	2.9	2.3
July 2007	1.8	2.8	2.3
August 2007	1.7	2.8	2.3
September 2007	1.7	2.8	2.2
October 2007	1.7	2.7	2.1
November 2007	1.6	2.6	2.1
December 2007	1.5	2.6	2.1
January 2008	1.6	2.6	2.2
February 2008	1.7	2.6	2.2

March 2008	1.7	2.6	2.2
Date	Bromley	London	Great Britain
April 2008	1.6	2.6	2.2
May 2008	1.6	2.6	2.2
June 2008	1.6	2.6	2.2
July 2008	1.7	2.6	2.3
August 2008	1.8	2.7	2.4
September 2008	1.9	2.8	2.5
October 2008	1.9	2.8	2.5
November 2008	2.1	3.0	2.8
December 2008	2.3	3.1	3.0
January 2009	2.6	3.3	3.4
February 2009	3.0	3.7	3.8
March 2009	3.1	4.0	4.0
April 2009	3.3	4.1	4.1
May 2009	3.3	4.2	4.1
June 2009	3.2	4.2	4.1
July 2009	3.3	4.3	4.1
August 2009	3.4	4.4	4.2
September 2009	3.4	4.5	4.2
October 2009	3.4	4.5	4.1
November 2009	3.2	4.4	4.1
December 2009	3.1	4.3	4.1
January 2010	3.0	4.2	4.1
February 2010	3.0	4.3	4.1
March 2010	2.9	4.2	4.0
April 2010	2.8	4.2	3.9
May 2010	2.7	4.1	3.7
June 2010	2.6	4.0	3.6
July 2010	2.6	4.0	3.6
August 2010	2.7	4.0	3.6
September 2010	2.7	4.0	3.5

Rates for local authorities from 2010 onwards are calculated using the mid-2009 resident population aged 16-64.

Rates for regions and countries from 2010 onwards are calculated using the mid-2009

Percentage of Working Age Population claiming Job Seekers Allowance from Jan 04 to Date

