

## **Inward Investment & Marketing Group** **Update for Economic Partnership 21<sup>st</sup> September 2009**

Chairman: Howard Oldstein (The Glades)

Last meeting: 21st July 2009

### Key actions:

The group went on a tour of the borough (the invitation was extended to all Economic Partnership members) visiting key employment site across the borough including Beckenham, Penge, Orpington, Crystal Palace, Biggin Hill Airport & industrial areas, Sevenoaks Way and Elmers End industrial estates. The group found the tour very useful with everyone learning new things about the borough.

Marc Hume and Councillor Benington to visit the 'top 10 businesses' in the borough and feedback key messages to the Sub-Group at the next meeting. The Group noted that there will be a mix of sectors and geographic spread.

Feedback on the Commercial Property Event (held on 16/06/09) - 9 agents attended and were positive about working with the borough. There were concerns regarding the image of empty shops and they also highlighted the demand for small industrial units which can't be met. Agents agreed that they could contribute to a prospectus for the borough (joint with LBB). The next Commercial Property Agents meeting is to be held on 6<sup>th</sup> October.

Discussion regarding promotion of the borough and making full use of local media and the spend by the Council and partners in promotional activity (could this be put to more effect).

The group discussed the need for a strong strap line for the borough. Ideas included 'Evolve in Bromley' and 'prosperous and enterprising' and the involvement of the public, in particular schools and young people. There was the suggestion of specifically promoting Bromley's offer at Victoria Station given the 20 minutes travel time for business and visitors.

### Progress since last meeting:

- The prospectus for the borough is being developed and will be discussed at the next meeting.
- Discussion with Commercial Property Agents regarding financial contribution.
- Identification of Bromley's key assets to form material for the prospectus/marketing purposes.
- Significant progress updating the occupiers on the borough's industrial areas, initial maps produced with further work to follow showing vacancy levels and type of use.
- Vacant premises to be reviewed for opportunities for inward investment or local investment (i.e. ownership/whether actively marketed). SOLOMAN/industrial estates work follow-up work includes 'estate champions' focusing initially Kangley Bridge area – links to the work of the Business Competitiveness group.

### Next meeting:

**Tuesday 20<sup>th</sup> October 2009**