

Meeting Notes for: **Joint Business Competitiveness and Investment Sub-Group**

Meeting date: 14 Dec 2010 Meeting time: 3.00pm – 4.30pm

Meeting venue: Committee Room 4, Civic Centre.

Attendees:

- Cllr Julian Benington (JB), LB Bromley
- Liz McNaughton (LM), Treval Engineering
- Howard Oldstein (HO), The Glades – **Chair**
- Martin Pinnell (MP), LB Bromley
- Dene Stuart (DS), NewsQuest Group
- Mike Ellis (ME), Business Focus at Bromley College
- Miriam Dennis (MD), LB Bromley – **Minute Taker**
- Adrian Hollands (AH), Baker Tilly / SE Chamber of Commerce

Agenda item	Notes	Action
1	Apologies: Brian Turpin, Ruth Nightingale, Rob Cundy, Kevin Dewick	
2	Matters arising from last meeting of the sub-group and its membership None.	
3	<p>Discussion of amended remit of the sub-group and its membership MP mentions known impacts of spending cuts on council and whether there is still a need to have the BC & I sub group. Goals and parameters for the group next year need to be established in order to avoid overlap with Economic Partnership, is there a need for the group to be a business communications group?</p> <p>ME mentions the demise of Business Link and as of January 2011 there will be no funded Business Start Up programme, businesses will have to start paying for support. Group needs to start working together to promote good news stories.</p> <p>DS distributes Buckinghamshire 'Business Monthly' publication with the suggestion there is a need & demand for something similar in Bromley. With help from the council, chamber, business groups, colleges, property agents and other stake holders DS is looking to launch an 8 page business section in the News Shopper from February 2011.</p> <p>Group discusses remit of sub-group and how we can effectively communicate with businesses to achieve goals and business retention within the borough. AH mentioned need to be speaking to key employers such as RBS and Bank of America to establish better relationship with the council and wider business community. Suggested JB to approach big business and sell Bromley by encouraging them to use facilities on offer (e.g Leisure Centres, Town Centre Management) and stay in Bromley.</p> <p>LM requests feedback from Mayor's business lunches – what have these achieved? MP to find out.</p> <p>Name and frequency of meetings is up for review. Suggestion that members of the group become representatives for relations between the borough and business community. DS – business support needs to be a priority for the borough and people need to be enthusiastic and motivated to get things done.</p> <p>LM – focus on communication with the business community in a low cost way.</p>	<p>Group</p> <p>MP</p>
4	<p>Review of progress on two Action Plans (Sustaining Business & Investment and Vibrant & Thriving Town Centres. MP – Update on Inward Investment prospectus which has been taken back in house and will be launched as aprt of an Inward Investment Showcase event for the borough in</p>	

	<p>spring 2011. MP runs through points on SP1 Action Plan. Plan for next borough wide Boost Your Business event at the Churchill Theatre on 30th March 2011.</p> <p>SP2 Action Plan, MP informs group that the Bromley AAP was adopted on the 25th October and the Town Hall is currently being marketed for development. Waiting to hear results of second stage of bid for Bromley North Village (BNV).</p> <p>Next Economic Partnership meeting is on 17th Jan – need for Business Communication on the agenda.</p>	
5	<p>Review of communication channels for business support and inward investment What have we got already by way of communication (Welcome Pack, website, BBD, E-Bulletin, News Shopper, TCM) – what are we trying to achieve? Need to grow distribution of e-bulletin and increase its read-rate. Group can work together to do this. HO to circulate hard copy to Glades retailers. Need to advertise deep link to registration page www.bromley.gov.uk/businessbulletin</p>	MD / HO
6	<p>Newsround – members to provide updates on other current and planned activities. JB – Inward Investment Showcase is scheduled for around May 2011, encouraging companies to look at Bromley as a location for business. New brochure to be launched with this. Need for a central venue for the event, probably Churchill Theatre, suggestions from ME – College Hall or HO - Atrium area in the Glades.</p>	
7	<p>AOB Enthusiasm from DS/NewsQuest to take things forward for Business Pages ME – launching new business start up programme in January – 4 sessions, £30 each session. LM – working with MD for push on E-Bulletin. Launch / low cost marketing campaign needs to be looked at to increase recipients & read-rate. Potential for colleges database to be targeted to sign up. MP – Button for e-bulletin on News Shopper online business pages and press release to promote new look edition. HO – New Glades website launched, TCM section for Bromley – Lorraine McQuillan to have a monthly updated page (potential for mention / link to e-bulletin sign up) MP – Provides information on re-scheduled Christmas events: Penge – Monday 20th Dec and Bromley – Tuesday 21st Dec.</p>	<p>MD / LM ME / MD MP / MD</p>
8	<p>Date of Next Meeting TBC</p>	MP