

# *Business Begins in Bromsgrove*

**(1) Harness the local entrepreneurial spirit and support business start-ups and existing business growth**

**(2) Encourage new inward investment / SME growth through development of the key employment sites**

**(3) Create a more vibrant Bromsgrove Town Centre by enhancing the current retail and leisure offer**

**(4) Improve connectivity within Bromsgrove (Digital and Transport)**

**(5) Invest in our local workforce by supporting training and apprenticeships**

## Priority 1: Harness the local entrepreneurial spirit and support business start-ups and existing business growth

1.1 Support and mentoring for new entrepreneurs

**Deliverable:**  
Introduce schemes to provide mentoring and coaching assistance for potential new start ups

1.2 Define what 'Business begins in Bromsgrove' means

**Deliverable:**  
Consider introducing a package of rate relief/grant support to help new businesses

1.3 Promote available forms of finance to local SMEs to encourage business growth/ expansion

**Deliverable:**  
Build the BBiB proposition and ensure that businesses understand it

1.4 Facilitate networks of SMEs in the area to promote education, support, advice and peer learning opportunities

**Deliverable:**  
Organise events to promote available grants and access to finance schemes

1.5 Develop further incubation/ business start up workspace

**Deliverable:**  
Map existing networks and identify any gaps; identify whether there is a need to set up new networks

**Deliverable:**  
Identify potential sites, funding and delivery partners

### Measures:

- Number of new business start-ups
- Number of business births surviving more than 24 and 36 months
- Number of businesses accessing business support – advice and grants
- Number of SMEs accessing rate relief schemes
- Number of businesses participating in network groups and accessing peer learning opportunities

## Priority 2: Encourage new inward investment & SME growth through development of key employment sites

2.1 Work with developers to ensure high quality development on sites

2.2 Identify 'business ambassadors' to help promote Bromsgrove as a place to invest

2.3 Incentivisation packages to encourage new investment and business growth

2.4 'Handhold' prospective inward investors / expanding SMEs

2.5 Streamlined planning support

**Deliverable:**  
Work pro-actively to promote Bromsgrove Enterprise Park

**Deliverable:**  
Targeted promotion of key employment sites through Invest in North Worcestershire website

**Deliverable:**  
Identify Business Ambassadors and fully define their remit

**Deliverable:**  
Where appropriate, consider business rate relief to incentivise SME growth

**Deliverable:**  
Ensure new grant programmes include relocation / expansion support

**Deliverable:**  
NWEDR to provide single point of contact

**Deliverable:**  
Prioritise commercial applications; embed a 'development team approach'

### Measures:

- Number of enquiries for commercial property and land by type and location
- Number of planning applications received for commercial sites and premises
- Proportion of Bromsgrove Enterprise Park developed and occupied
- Number of businesses accessing relocation grants / funding to support relocation
- Number of new jobs created through inward investments and/or companies relocating to Bromsgrove

Priority 3: Create a more vibrant Bromsgrove Town Centre by enhancing the current retail and leisure offer

3.1 Town centre management

Deliverable:  
Ensure Bromsgrove has a vibrant outdoor market

3.2 Events programme

Deliverable:  
Introduce a TCM to take on overall 'stewardship' role for the town centre

3.3 Town centre small business workspace

Deliverable:  
Develop and manage an events programme utilising the new events space

3.4 Town Centre Physical regeneration

Deliverable:  
Identify potential funding routes and delivery partners

Deliverable:  
Identify potential sites and properties within the town centre footprint

Deliverable:  
Continue the town centre regeneration programme focusing on key opportunity sites

3.5 Introduce incentive packages

Deliverable:  
Consider introducing rate relief schemes aimed at specific areas of the town centre to stimulate business growth

Measures:

- Footfall within Bromsgrove Town centre retail area
- Number of empty properties within Bromsgrove Town centre
- Total amount of commercial floorspace created within the Town centre footprint
- Number of town centre businesses accessing rate relief and/or grant scheme
- Economic impact of events held in the Town centre

## Priority 4: Improve connectivity within Bromsgrove (Digital and Transport)

### 4.1 Improve public transport links

#### Deliverable:

Ensure that Bromsgrove's public transport needs are integrated into Local Transport Plans

### 4.2 A38 – Programme of investment and development

#### Deliverable:

Work with WCC to identify long term strategy to tackling congestion along the A38 arterial route and infrastructure investment plan

#### Deliverable:

Work with WCC to prepare detailed business cases for improvements to key 'pinchpoints' along the A38 corridor; maximise external funding opportunities to fund essential upgrades to the network

### 4.3 Accelerate superfast broadband rollout

#### Deliverable:

Continue to work with Worcestershire County Council to rollout superfast broadband to 'high priority' employment areas

#### Deliverable:

Work with Digital Birmingham to increase uptake of the 'Broadband Voucher' scheme to qualifying SMEs in Bromsgrove

#### Measures:

- Number of Bromsgrove SMEs connecting to superfast broadband following a grant from the Broadband Voucher scheme
- *Transport measures - tbc*

## Priority 5: Invest in our local workforce by supporting training and apprenticeships

**5.1 Better promote the Apprenticeship offer to local SMEs**

**Deliverable:**  
Organise a programme of local Apprenticeship events and fairs

**Deliverable:** Increase the number of local SMEs that access Apprenticeship grant support

**5.2 Understand local business 'skills needs'**

**Deliverable:**  
Local Skills audit to identify skills needs and gaps in workforce skills

**Deliverable:** Work with Heart of Worcestershire College and training providers to create a 'demand led system' that matches provision to employer needs

**5.3 Work experience and placement opportunities**

**Deliverable:** Identify local employers willing to run open days aimed at young people to show them the range of career opportunities available in Bromsgrove

### Measures:

- Number of businesses accessing Apprenticeships grant support
- Number of Apprenticeship promotional events and Jobs fairs held by WCC/NWEDR in Bromsgrove
- Completion of Local Skills audit / dissemination of local skills plan
- Number of work placement / experience opportunities created for young people and unemployed
- Number of students and businesses participating in the countywide 'Connecting Schools to Business' initiative