Business Retention and Inward Investment Strategy

1st Year Action Plan 2009/ 10

Key Task	Actions	Timescale			
		Q1 April – June	Q2 July - Sept	Q3 Oct- Dec	Q4 Jan - Mar
1 – Marketing and Communications	1 – Identify key partners current marketing and communications activities				
	2 – Identify key publications for inward investment activities locally, regionally and nationally				
	3 – Prepare Welcome Pack for Brighton & Hove including consultation on content with key partners.	Due for completion early December			
	4 – Launch BRII to commercial agents in the city	CAF June	BHEAE Sept		
	5 – Launch BRII on ED website	Launched May			
	6 – Prepare Inward Investment proforma for inward investment enquiries	Completed and used for II enquiries			
2 – Investor Information	1 – source relevant databases for information on investor information locally, regionally and nationally	Research carried out			
	2 – Purchase investor database and training	FDI markets purchased	1 officer trained		
	3 – Liaise with commercial agents to establish protocol for tracking investor movement in (and out) of the city	Met and being incorporated in CPD improvements			

	4 – establish business enquiry database to track level of enquiries being generated through the economic development team		Looking at various business enquiry databases to source most appropriate		
3 – Commercial Property	1Review current commercial property database and look at other inward investment commercial databases currently operational locally and regionally	Reviewed and compared with comparator local authorities			
	2 – set up meeting with current provider to determine how the database can be updated	Met June			
	3 – look at how the reporting mechanisms can be improved to provide relevant information to support inward investment activities	Met June			
	4 – Update commercial property database in line with competitors information		Updates being tested		
	5 – Monitor and review quality of database				
4 - Inward Investment	1 – Launch BRII to inward investment partners	Launched on web site and distributed to partners			
	2 – Set up Inward Investment Board	Board established and met June			
	3 – same as 1.6 above				
	4 – set up 'bank' of support providers for inward investment visits				
	5 – Provide relevant information when requested to inward investment enquiries				
	6 – facilitate visits when requested for inward investment enquiries				
	7 – monitor and follow up on visits				

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5 – Business Retention	1 – identify key sectors that require support				
	2 – Liaise with IDM from SEEDA for co-ordinated approach to business retention to ensure appropriate businesses / sectors are identified for support				
	3 – Establish appropriate level of officer / member involvement for business retention				
	4 – Develop a programme of Business Retention / aftercare visits to key businesses / sectors				
	4 – Revised – develop a programme of local business events to invite a wider attendance in partnership with the Brighton & Hove Business Forum / Economic Partnership to discuss issues around Business Retention and aftercare.				
	5 – Provide on going support from any issues raised through programme of visits				
6 – Research	1 – working with key stakeholders and commercial agents provide supported information to developers to assist in bringing forward business space to meet business needs				
	2 – provide appropriate research information when requested to meet business requirements		Research Officer appointed		
	3 – up date and monitor research information on web site				
7 – Events	1 – identify potential events taking place in the city where BRII would be appropriate to take to				
	2 – attend three events in the city promoting the BRII and its activities		EP event at Queensbury House BHEAA		

			September Business Support Workshop Sept		
8 – Monitoring and Reporting	1 – Define the roles and responsibilities for delivering the BRII				
	2 – Set up monitoring procedures for all activities associated with BRII activity				
	3 – Provide quarterly monitoring information based on the key tasks identified in the Action Plan				
	4- Reporting to City Council and Economic Partnership on 6 monthly basis				