




THINK BOSTON | think business

Economic Development Service Plan 2017 - 18 (April - Sept 2017 Update)

1.0 Promote and Support inward investment into the borough

Action No.	Project	Outcome	Resource	Deadline/ milestones	Lead	Progress against project 
1.1	Continue to broker relationships with Department for International Trade through strengthened links with GLLEP	Strong international proposition that supports increased international investment opportunities	LEP/Econ Dev	Ongoing	Econ Dev	On going dialog with DIT in partnership with the GLLEP has raised the profile and reach of Boston to a wider international ordinance resulting in interest from Italy, Portugal and Ireland in a redundant processing plant in Butterwick. The site has now been procured by an Irish company Anyalla Chicks who are investing over £8million in phase one, then potentially phase 2 over £4million, phase 3 over £5million.
1.2	Develop an inward investment plan to reflect a more targeted approach	Increased investment	Econ Dev	October 2017	Econ Dev	In development.

1.3	Development of a marketing campaign to promote investment opportunities	Positive coverage of the borough as a location of first choice through increased investment	Econ Dev	May 2017	Econ Dev	As part of reiterating our Open for Business message and to enable us to talk more readily to the business community inside and outside of the borough we have developed a marketing campaign with cross cutting themes that clearly set out our position and one where the business community understand and can connect with our priorities
1.4	With partners promote available employment sites and commercial premises with the development of marketing packs	Increased access to employment and development sites that supports the needs of future business growth	Econ Dev/ Enterprise Centre/LEP	March 2018	Econ Dev	As part of better intelligence and promotion we now have regular meetings with local and regional commercial agents, land agents and developers to ensure that information and guidance about the borough of Boston is correctly disseminated and not just reflecting the town of Boston.
1.5	Delivery of 'soft landing' tools that support an aftercare programme for new and recent inward investment	Effective coordination of a positive and proactive 'Open for Business' message and support	Econ Dev	March 2018	Econ Dev	Linked to new website
1.6	Promotion of Boston's commercial sites, Land and retail opportunities	Greater awareness of the growth and investment opportunities	Econ Dev	March 2018	Econ Dev	Linked to new website
2.0 Support business development & growth of new and existing businesses						
2.1	Develop an integrated business support service that utilises all BBC external facing service teams to deliver the 'Open for Business' priority	A more joined up approach that delivers a coherent message to the business community (existing and new)	All external facing service teams	May 2017	Econ Dev	As part of delivering better integrated business support we now, where applicable have cross-team business meetings that delivers a more proactive and timely response to enable the business to make a more informed decision.

2.2	Work in partnership with the Local Enterprise Partnership/BL/CofC and FSB to develop funding opportunities that support growth and investment	Increased investment in infrastructure to enable growth and create support opportunities for local business	LEP/BL/ BBC/CofC/ FSB	September 2017	Econ Dev	We have quarterly meetings with funding partners across Lincolnshire to review current and future funding allocations
2.3	Support businesses and partners with initiatives that improve and enhance the skills of the workforce and new entrants into the world of work	A more sustainable and successful economy with fewer issues relating to recruitment	BC/JCP/BBC	March 2018	BC/Econ Dev	Monthly partnership meetings now taking place with JCP Employer Engagement Manager to analyse types of skills the current workless population can offer and consider how to better link these to the skills and abilities of the current employment strategies of the local business community.

2.4	Continue to meet with the business community to enable a better and more informed understanding of issues, challenges and opportunities where the council and partners can intervene to create a destination of first choice	Greater awareness and intelligence of the boroughs business environment	Econ Dev/ LEP/CofC	March 2018	Econ Dev	<p>A Health of the Boroughs Economy survey has been developed to gain a better understanding of the borough current economic position. Completed surveys will inform and guide interventions that will have the greatest impact for supporting business growth and investment.</p> <p>We have developed an internal business engagement strategy which looks to develop relationships that gives confidence for the business community that Boston Borough Council can support their growth through targeted interventions and collaborations</p> <p>As part of the council reaching out to the business community is monthly leadership meetings with key businesses that are showing growth. These meetings between the Leader, Chief Executive, Economic Development Manager and business are not only an opportunity for the business community to raise any concerns, issues or opportunities at the highest level, but also for the business community to fully understand that the Council is listening and is supporting an open for business priority.</p>
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2.5	Explore with the business community, schools and colleges projects that link schools with business	Greater interaction across the world of work and education providers with increased employment growth and reduction of 'brain drain' culture	Econ Dev/ BC/Schools/ Business/ LEP	October 2017	Econ Dev	Partnership meeting with an organisation call Primary Engineer looking at delivering unique engineer programmes in the local schools. Work on a project concept and funding application to support this initiative is currently being under taken by economic development.
2.6	Work with partners to maximise the opportunities and benefits of Brexit	Increased support to enable the local business community make best use of opportunities created by Brexit	Econ Dev/ JCP/CofC/ BC/LCC/FSB	March 2018	Econ Dev	Conversations starting to take place
2.7	Improve support for rural businesses and businesses in rural locations through connectivity to super fast broadband	Increased businesses activity through the use of 'on-line' technology to support business growth harnessing greater entrepreneurial culture and increased start-ups	Econ Dev/ Planning/ BBC IT/LCC	March 2018	LCC	Working closely with colleagues at Lincolnshire County Council to identify business that are suffering from slow speed broadband connection and working on solutions to upgrade or connect to alternative wifi options

2.8	Explore the opportunity to create collaboration through a business ambassador programme to support areas of funding, business support, inward investment and workforce development	Greater awareness and understanding of the borough's business offer - identifying interventions that champion business investment and enable business retention and growth	Econ Dev	June 2017	Econ Dev	We are developing a business "Think Tank" to enable a more connected approach to the borough's economic prosperity. The idea is to bring together 10 - 12 businesses from all sectors to develop initiatives that support and remove barriers affecting business growth and sustainability, development and investment. This could include facilitating greater collaboration and working relations between the boroughs business community, schools, college and university to help shape the local skills agenda. The group will also be used as business champions/ ambassadors to engage the wider economic agenda through potential funding applications, marketing the borough as a place to do business and advocates for public and private sector engagement.
2.9	Support the development of a new website and social media channels providing responsive, relevant and appropriate information that meet the needs of our business community, now and in the future	Greater access to service areas for support, guidance, procurement of services etc.	Econ Dev/ Comms/ Commercialisation programme	July 2017	CG/ Comms	

3.0 Support housing growth and infrastructure development

3.1	Work with colleagues and partners on the developments of initiatives that align to the South East Lincolnshire Local Plan	Greater developed linkages which improve business continuity, support and delivery	BBC	June 2017	Strategic Planning	Working on best value' delivery options with Broadgate Homes and Woodhead Ltd to develop further enterprise space aligned to the existing Boston Business Centre. This would enhance our modern business accommodation offer, whilst creating valuable move on space for existing tenants of the centre.
3.2	Work closely with partners to develop infrastructure projects that open up future investment opportunities	Greater awareness of the investment offer and relocation potential	BBC/LEP	March 2018	BBC	Regular meeting with major developers, utilities companies and service providers to identify suitable opportunities
4.0 Develop our tourism, heritage and cultural opportunities						
4.1	Work with colleagues, partners and business to improve the visibility of Boston as a place to visit	Increased footfall within the town centre and visitor attractions	Tourism/ Town Team/ Econ Dev	Ongoing	BBC	Working closely with colleagues and elected members across the authority developing a new "online" presence creating a sense of place for the borough of Boston

KEY			
Econ Dev	Economic Development	BC	Boston College
BBC	Boston Borough Council	CofC	Chamber of Commerce
LEP	Local Enterprise Partnership	Comms	BBC Comms team
JCP	Job Centre Plus	CG	Clive Gibbon

FSB	Federation of Small Business	BBC IT	Boston Borough Council Information Technology
LCC	Lincolnshire County Council	Town Team	Boston Town Team
BL	Business Lincolnshire		