

## **Economic Regeneration Portfolio**

- Supporting local entrepreneurship
- Encouraging and supporting growth of existing businesses
- Attracting new business investment into the Borough
- Engaging and listening to the local business community
- Representing the Borough Council on the West Kent Partnership
- Working to improve the vitality of the Borough's town and local centres
- Promoting the Borough as a popular tourism destination

## **Economic Development Tasks**

### Supporting Local Business

Commission and fund free 1-2-1 business advice sessions  
Commission and fund business support seminars  
Provide on-line advice for businesses in search of funding  
Help to foster business networking via an online business directory  
Signposting businesses to support provided by partner agencies  
Use the Council's own procurement processes to support local business  
Ensure payments by the Council for services from local business are paid promptly  
Maximise use of the Council own property portfolio to support local business  
Engage with businesses to ensure compliance with food hygiene regulations.

### Business Engagement

Holding regular engagement events for local business  
Contribute to existing business networks and fora active in the Borough  
Support locally held business award initiatives

### Promoting Inward Investment

Signpost to on-line advice for businesses in search of new premises/sites  
Engage with developers to ensure new employment-related development is well planned  
Bring forward new sites for employment use as set out in the LDF  
Work with Locate in Kent to promote the take up of vacant business property

### Partnership Working

Contribute to the economic work of the West Kent Partnership  
Assist with the delivery of the West Kent Investment Strategy  
Achieve a higher economic priority for the area in relation to the wider LEP

### Rural Business Sector

Commission and fund support for home-based businesses  
Commission and fund support for the land-based sector

Contribute to a new LEADER grant programme for the land-based sector from 2015  
Promote the enhancement of local broadband services in areas of need

### Skills and Employability

Work with Job Centre Plus and other partners to tackle local worklessness issues  
Develop and support Job Clubs in areas of particular need  
Help promote the take up of local apprenticeships available in the Borough  
Offer regular Borough Council apprenticeships to local young people  
Commission services to promote entrepreneurship in deprived communities  
Work with local schools and colleges to develop work-readiness skills

### Supporting Town Centres

Bring forward a major redevelopment of Tonbridge Town Centre  
Contribute to the promotional work of the Town Team in Tonbridge and in other local centres  
Tackle the need to find new uses for empty shop premises  
Support opportunities for additional retail activities eg Farmers Markets  
Encourage the improvement of the environment and appearance of town and local centres  
Allocation of Innovation Fund.

### Supporting the Tourism Sector

Work with Visit Kent to promote the Borough's visitor attractions and accommodation  
Operate the Tourist Information Centre at Tonbridge  
Manage Tonbridge Castle as a key visitor attraction  
Deliver an annual programme of cultural events  
Work with operators to help promote cultural and entertainment events  
Prepare online visitor information