

TONBRIDGE & MALLING BOROUGH COUNCIL
ECONOMIC REGENERATION ADVISORY BOARD

3 September 2014

Report of the Chief Executive

Part 1- Public

Matters for Information

1 PRESENTATION - KENT BUSINESS PERCEPTION STUDY

To receive a presentation from Mandy Bearne of Locate in Kent regarding the key findings of a business perception study for the County.

1.1 The Study

- 1.1.1 Locate in Kent is the County's inward investment agency. Their key role is to promote Kent as a location for business and help businesses who wish to locate to the County (and those wishing to move within Kent) to find suitable premises. They prepare and update a register of properties that can be accessed via their website and can assist businesses with more complex property needs on a one-to-one basis. In addition, they also carry out research into business issues to support their role.
- 1.1.2 The presentation will cover the results of a recent perception study about Kent and its sub areas and their attractiveness to business. Some 300 participants were involved from a range of sectors including developers/investors, agencies advising businesses, and businesses who have either expressed an interest in relocating to Kent along with those who had not. The results are compared to previous similar research undertaken in 2006, 2008 and 2010.
- 1.1.3 The conclusions drawn from this study could be useful in helping to frame the Council's Economic Regeneration Strategy which is the subject of a separate report to this Board Meeting.

Background papers:

contact: Mark Raymond

Nil

Julie Beilby
Chief Executive