



**THINK BOSTON** | think business

## Economic Development Service Plan 2017 - 18

### 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 porposition that supports increased international investment opportunities	LEP/Econ Dev	Ongoing	Econ Dev	
1.2	Develop an inward investment plan to reflect a more targeted approach	Increased investment	Econ Dev	August 2017	Econ Dev	
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	
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	
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	May 2017	Econ Dev	

1.6	Promotion of Boston's commercial sites, Land and retail opportunities	Greater awareness of the growth and investment opportunities	Econ Dev	May 2017	Econ Dev	
<b>2.0 Support business development &amp; growth of new and existing businesses</b>						
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	
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	
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/BBC	March 2018	BC/Econ Dev	
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	
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 2018	Econ Dev	
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	
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	

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	
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	
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	

### 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	
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#### 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		