

## • Bromley: The London Connection

Bromley is London's largest borough, located in a strategic position in the south east of the capital. It has a mix of rural areas, leafy suburbs and urban centres such as Bromley, Beckenham and Orpington.

Business owners and managers appreciate the borough's excellent transport links, its readily available pool of skilled staff and the high quality of life, meaning the borough enjoys all the benefits of being part of Kent and only 17 minutes away from central London by train.

A recent survey by South London Business revealed strong confidence in the Bromley economy. More than half of companies questioned expect to create more jobs in the next year; the majority expect to remain in the Bromley area, with 10% planning to acquire additional premises. In recent years the number of businesses located in the borough has grown steadily to more than 12,000. The borough has the highest density of businesses per head of population amongst the south east London boroughs. Many of these businesses are small, with the average business size being less than nine employees. Most businesses operate in the real estate, renting and business services, retail and construction sectors and are clustered in the three main town centres of Bromley, Orpington and Beckenham. However, there are a number of industrial and business parks around the borough, particularly where there are good transport links – for example the Cray Valley which benefits from good connections to the M20 and M25.

Providing a supportive environment for new, relocating and established businesses is a high priority for Bromley Council. Ongoing initiatives to support the local economy include:

- **Business information** – improving the availability of information about the borough and services for business, for example through the Bromley Business Directory and the business pages online ([www.bromley.gov.uk/business](http://www.bromley.gov.uk/business)).
- **Business support** – working with partners to support businesses, including advice, skills development and networking opportunities.
- **Commercial property services** – information about Council and privately owned premises for sale or to let.
- **Engaging with local businesses** – identifying and responding to business needs and barriers to economic development.
- **Improving services** – working across all Council departments to improve responsiveness to business customers.
- **Town centres** – contributing to the vibrancy of town centres through town centre management and the development of improvement plans for the three main centres.



Trams at Beckenham Junction

