

# **Kent County Council**

## **Core Monitoring Report**

**Presented to Cabinet  
13 September 2010  
Backing Kent Business Extract**

**Including Information up to the end of  
June 2010**



## Contents and Summary

Description	Current Status	Previous Status
Key to RAG (Red/Amber/Green) status and DoT (Direction of Travel) ratings		
<b>The Kent Economy</b>		
<b>Executive Director's Commentary</b>		
Backing Kent Business	Green	Green

### Key to RAG (Red/Amber/Green) and DoT (Direction of Travel) ratings

These are based on quarterly data and movements except where annual data only available.

		RAG Ratings
Green	★	Performance exceeding local targets where set or significantly better than most recently published national average
Amber	●	Performance not significantly different most recently published national average or close to but not exceeding local targets
Red	▲	Performance significantly behind local targets where set or significantly worse than most recently published national average
N/a		Data not available in order to assess performance (e.g. no specific target set and/or awaiting national comparative data)
		<b>DoT Ratings</b>
	↑	Improvement in performance or change in activity levels with a positive impact on budgets and resources
	↓	Fall in performance or change in activity levels with a negative impact on budget and resources
	↔	No change in performance or activity levels

## KCC Core Monitoring

### Summary: Businesses and the economy

- We continue to work hard on our Backing Kent Business campaign to help support local businesses through the worst recession seen in decades
- Unemployment levels are finally starting to show signs of reducing, both nationally and in Kent, with the UK economy in the last quarter experiencing its strongest level of growth in nine years.

### Executive Director's Commentary

In common with the national economy, recovery from the economic recession in Kent has been fragile. Furthermore, the Coalition Government is introducing a radical restructuring of the landscape of economic development, planning and housing which will have a significant impact on the structure and delivery of regeneration and economic development activities in the county. The proposed Kent & Greater Essex Local Enterprise Partnership (LEP) will take on some of the activities which were previously led by SEEDA. Discussions are ongoing with our partners in the districts and other public sector organisations as well as businesses, with a view to reshaping economic development and regeneration activities in Kent to respond to both the establishment of the proposed LEP as well as the era of public sector funding restraint.

**Kent County Council recognises that a vibrant, innovative and forward looking business community is absolutely vital for the future health of the county. This was threatened by the onset of the worst recession for decades, which made it imperative that businesses are given the best possible support through these difficult times. KCC responded with the launch of the 10 commitments of the Backing Kent Business campaign in December 2008.**

**Progress ratings for the 10 Backing Kent Business commitments are shown below**, along with data on the local economy for context and information.

**David Cockburn  
Executive Director  
Strategy, Economic Development and ICT**

## Backing Kent Business (BKB)

Green – done and ongoing, Amber – on track, Red – more progress needed

Commitment	Status
1. Payment of invoices within 20 days	Green
2. Capital programme - maximising employment opportunities for Kent firms	Green
3. Kent Property Enterprise Fund 2 - joint venture developments with the private sector	Green
4. Expand KCC's approved list of contractors	Green
5. Streamline KCC's contracts process for SMEs and raise awareness of tendering opportunities in and outside Kent	Amber
6. Provide a 'Kent business support centre' on KCC's website	Green
7. Support businesses towards grant aid and Small Business Rate Relief scheme	Green
8. Lobby government for a reduction and removal of unnecessary regulation and bureaucracy and lead by example : ecology review	Green
9. Encourage and facilitate a consortia of Kent businesses to compete for larger public sector contracts outside of Kent	Amber
10. Review Kent's marketing and promote Kent's Unique Selling Points	Green

### BKB Actions April to July 2010

April	<ul style="list-style-type: none"> <li>BKB partners meetings which reaffirming the need to sustain the campaign</li> <li>Kent 2020, the largest business-to-business exhibition in the South East, sponsored by KCC as part of Backing Kent Business.</li> <li>'Backing Kent Business: A Year of Progress' published, updating on the 10 Commitments – available as a pdf on the KCC online Business Support Centre</li> <li>BKB 'Did You Know: 50 Way KCC supports Kent Business' document published</li> <li>BKB meeting with Channel Chamber of Commerce members</li> <li>Chairman's Reception Shepway with KCC supporting case for new nuclear power station at Dungeness</li> </ul>
May	<ul style="list-style-type: none"> <li>BKB meeting with Thames Gateway (Kent) Chamber of Commerce members</li> <li>BKB meeting with Channel Chamber of Commerce members</li> <li>BKB with 'Canterbury for Business' members</li> </ul>
June	<ul style="list-style-type: none"> <li>BKB partners meeting</li> <li>Invicta Chamber business exhibition with a stand for BKB</li> </ul>
July	<ul style="list-style-type: none"> <li>Launch of the offshore wind supply chain directory, with funding by KCC but managed and delivered through the BKB partners.</li> <li>BKB featured at the Kent County Show</li> </ul>