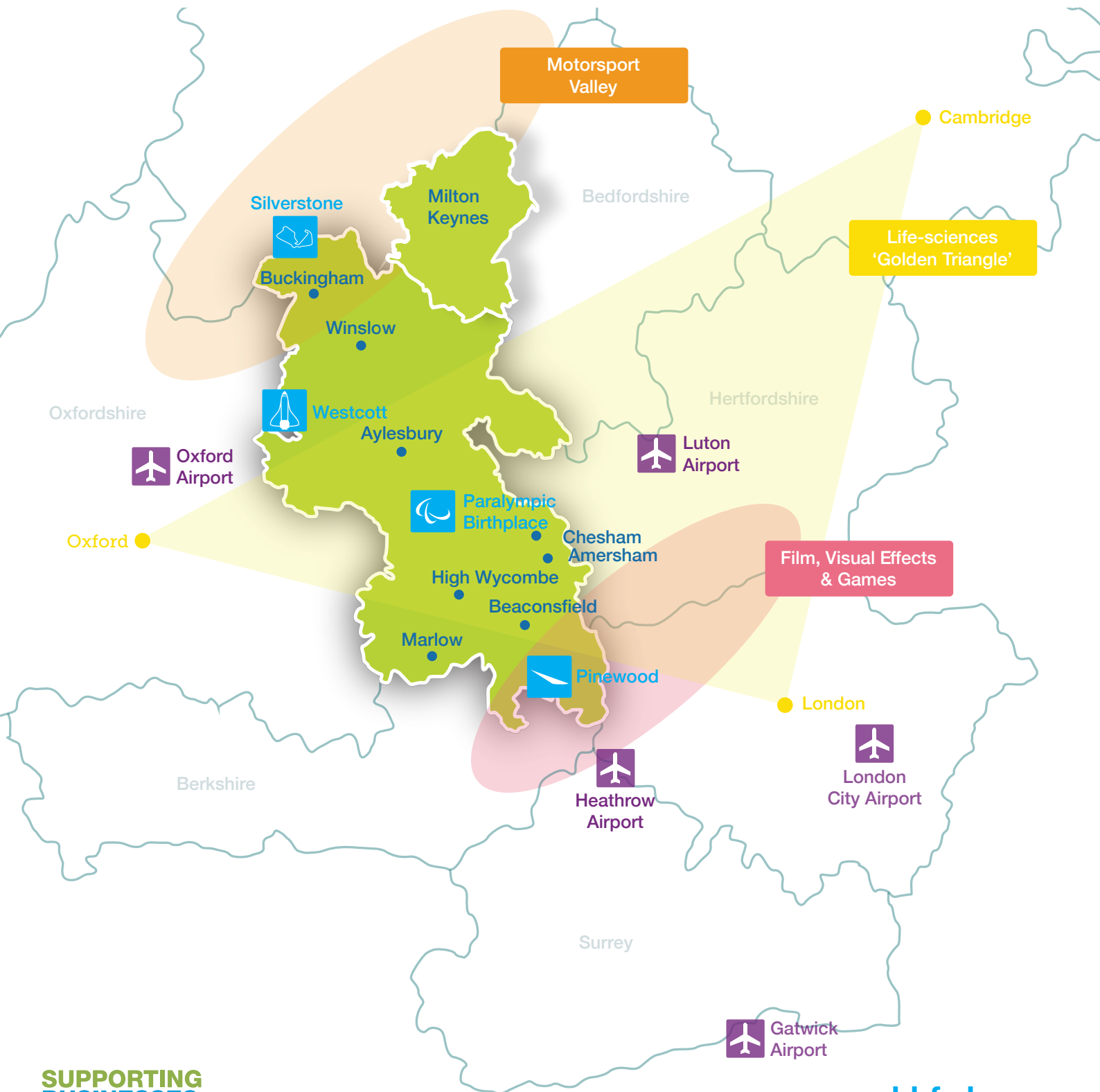


Buckinghamshire Business First Group

# Manifesto



# Buckinghamshire Business First



## Motivation

- To cultivate the conditions that encourage businesses to invest, grow and thrive in Buckinghamshire, therefore providing opportunities for growth and jobs within the county.
- Successful and growing businesses will provide the revenue required to deliver first-class services that benefit everyone in Buckinghamshire.
- Ensuring Buckinghamshire is a vibrant and economically healthy county, able to provide value to residents, tourists and businesses. The value that a vibrant local economy creates for the public sector helps to relieve the burden on the state and contributes to the national economy.

## Why it matters

- Buckinghamshire is a significant net contributor to the UK treasury.
- Each job created by our business community helps the residents of Buckinghamshire look after themselves and their families, significantly improving health outcomes and reducing the burden of social care on the welfare state.
- Our businesses matter. That's why in Buckinghamshire, we work hard to nurture our business community.



## Who we are

- Buckinghamshire Business First (BBF) was founded by local entrepreneurs in 2011 to give local businesses a voice on issues that affect them.
- We are the Growth Hub for Buckinghamshire and actively engaged with over 44% of the business population, securing investment and delivering support to help businesses create jobs and grow their turnover.
- In everything we do, we hold ourselves to account to ensure we achieve the highest standards of practice.
- Consistently ranked in the top 5 Growth Hubs nationally, we are the voice of the local business community, communicating its interests to government.
- Whilst working in partnership with local and national government, we are, at our core, business-focused and business-led, with the make-up of our Board reflective of the diverse local business community.
- We know that businesses are not confined to working within Local Authority borders. BBF works with organisations across a wide range of geographies to ensure that Buckinghamshire businesses get the best deal.
- Our Buckinghamshire Skills Hub works with schools and careers leaders to inspire young people. Buckinghamshire schools perform well nationally, and we help businesses engage with the future workforce through a range of events, while also helping them with apprenticeships and staff training and development.
- BBF is the designated Employer Representative Body (ERB) for Buckinghamshire and undertakes research into Labour Market Intelligence and skills development requirements that will influence the skills provision of the future.
- Visit Buckinghamshire, our destination management organisation works to attract visitors to the county. Visit Bucks also directly supports businesses and fosters relationships between stakeholders, businesses and charities in the visitor economy.



# Our views on the **priorities** for economic development



- **On Skills**

Focus on skills and the availability of talented labour resource, ensuring that people and their skills are retained within the county for the benefit of local businesses. Buckinghamshire businesses will be supported to publicise the career opportunities within their organisations.

- **On Growth**

Position Bucks as the “UK’s incubator”, encouraging and supporting young and innovative companies to develop and grow in the county with access to funding, digital connectivity and affordable workspaces.

- **On Infrastructure**

Capture the fourth industrial revolution by thinking ‘Digital First’ and supporting smart infrastructure and connectivity, ensuring digital needs and sustainability are considered before build. These tech advances can improve business capacity, efficiency, resilience and services.

Develop more land for employment sites, especially in the face of large volumes of housing developments, or risk a ‘brain drain’ and turning Bucks into a commuter county. Where residential sites are built, these must include affordable housing options to encourage people to move here or return after university.

- **On Business Support**

The direct, one-to-one, bespoke support provided by BBF on a daily basis to individual businesses is vital to maintain growth.

- **On Net Zero**

A low carbon, green economy must be nurtured and businesses supported to be more sustainable. This will also support resilience against ever-increasing energy costs.

# Making Buckinghamshire **the beating heart of UK business**



## **We will:**

- be evidence-led
- be driven by the needs of businesses
- generate momentum through innovation and an enterprising approach
- keep asking questions so that we always know what matters most to businesses
- seek opportunities to capitalise on our own and others' strengths
- share knowledge and learning to grow our collective intellectual capital
- be clear in our communications to encourage business involvement in our activities



## **We won't:**

- be afraid to speak up for economic development
- hold back when we see opportunities to benefit and unlock potential within the Buckinghamshire business community
- keep knowledge and information to ourselves when it needs to be shared with the people through whom it can generate value

## **Our Company Values**

**Our values serve as a compass for our actions and our culture is built on them.**



### **Succeeding together**

We work together with consideration and respect for each other and have a strong ethos of sharing and consultation. We take responsibility for our actions and pride in our achievements.



### **Integrity and fairness**

We behave with integrity and treat each other as equals. We appreciate and recognise every individual's strengths. We strive to ensure our talents and resources are used wisely.



### **Making a difference**

We pursue our mission with passion and enthusiasm and we make a real difference to the people, businesses and communities that we serve. We maintain the respect and confidence of our funders and stakeholders.

**Learn more about Buckinghamshire Business First  
and the impact we create at [bbf.uk.com](https://bbf.uk.com)**

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