

TOWN CENTRE ACTION PLAN - BROMLEY TOWN CENTRE 2005/06

| | Objective | Project/Initiative | Actions | Staff Resources | Partners | Dates | Expenditure | Revenue |
|--------------------|--|---------------------------------|--|--------------------------------|--|-------------------------|----------------------------|------------|
| SAFER TOWNS | | | | | | | | |
| 1 | Improving communications with business customers | Networking Groups | Attend regular meetings of Business Watch, Pub Watch and the Safer Neighbourhood Panel | 2 hrs per meeting | Glades, Police, Retailers, Licensees, Licensing Team (LBB), ASB Unit (LBB), CCTV (LBB) | monthly | no cost implication | no revenue |
| 2 | To address the perceived high levels of crime and anti-social behaviour in Town Centres and business areas | Safe Child/Tuancy Watch Schemes | Work with the Glades and Police to promote and encourage participation by Town Centre businesses in these schemes | ongoing | Glades, Police, Education Welfare (LBB) | ongoing | no cost implication | no revenue |
| 3 | To address the perceived high levels of crime and anti-social behaviour in Town Centres and business areas | Shop Safe Radio Scheme | Increase number of users of radios within the Town Centre | ongoing | Business, Shop Safe | ongoing | no cost implication | no revenue |
| 4 | To address the perceived high levels of crime and anti-social behaviour in Town Centres and business areas | Community Safety Festival | Coordinate Bromley Town Centre Activities | 3 x 2hr meetings | Various agencies within the Safer Bromley Partnership | July | no cost implication | no revenue |
| 5 | Improving communications with business customers | Disseminate information | Disseminate information/statistics relating to safety and security through the regular newsletters and the website | 1 day tcm, 1 day admin support | Safer Neighbourhood Panel, Business Watch and Pub Watch | April, October | (cost incl. in £500 below) | no revenue |
| 6 | Improving communications with business customers | Contact information | Act as a point of contact for businesses in relation to crime and disorder issues | ongoing | Police, Safer Neighbourhood Panel | ongoing | no cost implication | no revenue |
| 7 | To address the perceived high levels of crime and anti-social behaviour in Town Centres and business areas | Public information | Work with various press offices to keep the public regularly updated on crime issues, especially good news stories | 3 days a year | LBB communications team, Police press office, CCTV | April, August, December | no cost implication | no revenue |

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| ENVIRONMENT | | | | | | | | |
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| 8 | Protection, conservation and enhancement of the natural and built environment | Environmental Awareness Campaign | Work with other TCMs to initiate a borough-wide environmental awareness campaign for businesses | ongoing | TCMs, Environmental Health (LBB) | ongoing | no cost implication | no revenue |
| 9 | Increase the level of satisfaction for street related issues by making the streets safer for all | Monitoring | Monitor graffiti and litter throughout Town Centre including car parks reporting any issues that require attention | ongoing | Street Services (LBB), Car parks division, CCTV | ongoing | no cost implication | no revenue |
| 10 | Protection, conservation and enhancement of the natural and built environment | Monitoring | Monitor trees, planters, flower beds, hanging baskets reporting any issues that require attention | ongoing | Landscapes (LBB) | ongoing | no cost implication | no revenue |
| 11 | Improved standard of work carried out by contractors and utilities | Health Checks | Quarterly health check reporting any environment issues requiring attention | 4 hrs per quarter | Street Services (LBB), Highways (LBB), Landscapes(LBB) | quarterly | no cost implication | no revenue |
| 12 | Protection, conservation and enhancement of the natural and built environment | Spring clean | Organise an annual spring clean of the Town Centre including private and public locations | 4 hrs per year | Various LBB departments, Businesses | April | £500 | no revenue |
| 13 | Environmental improvements and action | Upgrade of litter bins | Investigate the feasibility of obtaining new bins or for the bins to be cleaned on a regular basis | 2 days | Street Services (LBB) | ongoing | no cost implication | no revenue |
| 14 | Protection, conservation and enhancement of the natural and built environment | Environment Awards | Sponsor an appropriate prize for LBB's annual Environment Awards i.e. best shop front | 4 hrs | Environmental Services (LBB) | March | £100 | no revenue |
| 15 | Environmental improvements and action | Pedestrian Environment | To improve pedestrian environment by investigating the feasibility of upgrading the market stalls for 2006 | 2 days | Market stall companies, Finance department | ongoing | no cost implication | no revenue |

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| TRANSPORT AND ACCESSIBILITY | | | | | | | | |
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| 16 | Promotion of other forms of transport to achieve less congestion at peak times | Park & Ride | Liaise with various agencies to continue the Christmas Park & Ride scheme in the Town Centre | 2 days | Transport (LBB), Glades | Nov | no cost implication | no revenue |
| 17 | Public transport and Town Centre access issues | Consultation | To act as a consultee on issues concerning transport and access in the Town Centre and to attend meetings where relevant | ongoing | Transport (LBB) | ongoing | no cost implication | no revenue |
| 18 | Promotion of other forms of transport to achieve less congestion at peak times | Home Delivery Scheme | Work with various agencies to ascertain the feasibility of a Town Centre Home Delivery Scheme | 2 days | Transport (LBB), Glades | ongoing | no cost implication | no revenue |
| 19 | To facilitate moving traffic | Reducing traffic congestion | Be actively involved in influencing traffic congestion e.g. ensuring no | 4 hrs | Transport (LBB), Highways (LBB) | ongoing | no cost implication | no revenue |
| 20 | Public transport and Town Centre access issues | Car Park Information | Ensure car park information is kept up to date on the website | 1 day a year | Car Parks (LBB), Glades | ongoing | no cost implication | no revenue |
| 21 | Public transport and Town Centre access issues | Monitoring | Monitor road, pedestrian and other access signs on a regular basis to | 2 days a year | Transport (LBB), Highways (LBB) | March, June, Sept, Dec | no cost implication | no revenue |
| PROMOTION MARKETING AND COMMUNICATIONS | | | | | | | | |
| 22 | To ensure the towns maintain their long-term sustainability and competitiveness in the face of competition from other suburban and out-of-town shopping centres | Banner Campaign | Coordinate existing banner campaign for French and German markets and for the town centre branding | 1 day | Black Fox Creative | Aug, Oct, Nov | £2,000 | no revenue |
| 23 | To ensure the towns maintain their long-term sustainability and competitiveness in the face of competition from other suburban and out-of-town shopping centres | Advertising | Organise newspaper advertisements for upcoming events e.g. Xmas launch and festival | 1 day | Local newspapers, communications team (LBB), Black Fox Creative | Aug, Oct, Nov | £4,000 | no revenue |
| 24 | Improving communications with business customers | Marketing Campaign | Work closely with the Glades on a marketing campaign for the town centre | 1 day | Glades, Communications team (LBB) | ongoing | no cost implication | no revenue |
| 25 | To ensure the towns maintain their long-term sustainability and competitiveness in the face of competition from other suburban and out-of-town shopping centres | Press Releases | Liaise with the Communications Team on marketing especially press releases | ongoing | Communications Team (LBB) | ongoing | no cost implication | no revenue |

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| 26 | Improving communications | Newsletter | Disseminate information on Town Centre issues by writing, publishing and distributing the Town Centre Newsletter | 2 days TCM, 1 day admin support to collate, envelope and label | Communications Team (LBB), Glades, Safer Neighbourhood Panel, other agencies as appropriate | April, October | £500 | no revenue |
| 27 | Improving communications | Website | To regularly update and expand the information available on the Town Centre Website | 1 hr per week | Website company | weekly | tbc | no revenue |
| 28 | Improve vitality and viability and to share best practice | Current developments & best practice | Actively participate in regular ATCM local, regional and national events to keep abreast of current developments and to ensure 'best practice' methods are adopted where appropriate | 2 day national event, 4 hr quarterly meetings | ATCM | quarterly | no cost implication | no revenue |
| 29 | Improving communications | TCM Brand | To continue to incorporate the 'There's more in Bromley' strapline into all TCM correspondence | ongoing | Black Fox Creative | ongoing | no cost implication | no revenue |
| 30 | Improving communications | Town Centre Map & Guide | To update, publish and distribute the Town Centre Map & Guide | 2 days | Arka Cartographics Ltd | October | £3,500 | no revenue |
| EVENTS | | | | | | | | |
| 31 | Develop vibrant and thriving town centres | Summer Entertainment Programme | Introduce and manage a 6 week summer entertainment programme during school holidays to include mainly amateur performers | 2 days | Various street entertainment companies | July/August | £500 | no revenue |
| 32 | Develop vibrant and thriving town centres | Food & Drink Festival | To explore the feasibility of a Food & Drink Festival in 2006 | ongoing | Glades, Arka Cartographics Ltd, Local Newspapers, businesses | ongoing | no cost implication | no revenue |
| 33 | To ensure the towns maintain their long-term sustainability and competitiveness in the face of competition from other suburban and out-of-town shopping centres | Christmas Lights Switch-on | To coordinate the installation of a Christmas lights scheme in Bromley Town Centre | June - Aug 2 days a week, Sept-Nov 3 days a week | Christmas Lights Company | Nov 6th/7th | £20,000 | Part-sponsored by local businesses |

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| 34 | Develop vibrant and thriving town centres | Christmas Launch | To organise the Christmas launch to include a carnival, street entertainment and a fireworks display | 1 day a week | Glades, Churchill Theatre, fireworks company, emergency services, street services (LBB), etc | Nov 6th/7th | £5,000 | no revenue |
| 35 | Develop vibrant and thriving town centres | Weekly Arts & Crafts & Farmers Market | To effectively manage the weekly markets in Bromley Town Centre | 2 days a week | Street Services (LBB), Health & | weekly | £73000 (core) | £114000 (core) |
| 36 | Develop vibrant and thriving town centres | French Market | To coordinate the French Markets in Bromley Town Centre (costs incl. | 8 days a year | Street Services (LBB), French | May, Aug, Oct | £2000 (core) | £4000 (core) |
| 37 | Develop vibrant and thriving town centres | German Market | To coordinate the German Market in Bromley Town Centre (costs incl. | 5 days a year | Street Services (LBB), German | Nov/Dec | £2000 (core) | £10000 (core) |
| 38 | Develop vibrant and thriving town centres | Christmas Arts & Crafts & Farmers Market | To coordinate and effectively manage the Christmas Arts & Crafts & Farmers Market in Bromley Town Centre | 2 days a week during Dec | Street Services (LBB), Health & Safety (LBB), stallholders, market manager | December | (included in £73k above) | (included in £114k above) |
| 39 | Promoting business regeneration and growth | Promotional Activities | To increase footfall and vibrancy in the Town Centre by providing promotional activities in the Town Centre | 3 hrs a week | Street Services (LBB), Various promotion companies | weekly | £1000 (core) | £35000 (core) |
| 40 | Develop vibrant and thriving town centres | Children's Rides | To increase footfall and vibrancy in the Town Centre by providing Children's Rides in the Town Centre | 1 hr per month | Street Services (LBB), Children's Rides Contractor | monthly | £1000 (core) | £21000 (core) |
| 41 | Develop vibrant and thriving town centres | Charter Market 800th Anniversary | To work with the relevant coordinator to provide celebrations in the Town Centre for the Charter Market 800th Anniversary | 4 hrs | Street Services (LBB) | July | no cost implication | no revenue |

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| PARTNERSHIP AND FUNDING | | | | | | | | |
|---------------------------------|---|-------------------------------------|--|--------------------|--|-----------|---------------------|------------|
| 42 | Develop the strength of Town Centre Management Partnerships with local business communities | Current funding | To work with all funding partners to encourage the continuation of financial support on an annual basis | ongoing | Current funders | ongoing | no cost implication | no revenue |
| 43 | Develop the strength of Town Centre Management Partnerships with local business communities | Sponsorship | Seek sponsorship for individual events and projects as appropriate throughout the year | 2 days | Businesses | ongoing | no cost implication | no revenue |
| 44 | Improving communications with business customers | Forum meetings | Hold multi-agency forum meetings between the public and private sector | 4 days | Private and public sector funders | ongoing | no cost implication | no revenue |
| 45 | Develop the strength of Town Centre Management Partnerships with local business communities | Revenue generating activities | To continue to generate revenues through the effective use of designated promotional space and through the Town Centre markets | 2 days a week | Market Manager, Street Services (LBB), various promotion companies | weekly | no cost implication | no revenue |
| PLANNING AND DEVELOPMENT | | | | | | | | |
| 46 | Promote and facilitate the development and vitality of Town Centres | Town Centre Corporate Working Group | To work with the Town Centre Project Director and attend the Corporate Working Group meetings | 2 hrs per month | Town Centre Corporate Working Group (LBB) | monthly | no cost implication | no revenue |
| 47 | Promote and facilitate the development and vitality of Town Centres | Planning issues | To attend all relevant meetings and respond to all consultations when invited to do so | ongoing | Planning (LBB) | ongoing | no cost implication | no revenue |
| 48 | Promoting business regeneration and growth | KPIs | To assist the decision-making process by preparing and publishing KPIs such as vacant premises, car park usage, | 2 days per quarter | Car Parks (LBB), Glades, Businesses | quarterly | no cost implication | no revenue |