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DATE: 11 September 2013

RENEWAL AND RECREATION POLICY DEVELOPMENT AND SCRUTINY COMMITTEE

Meeting to be held on Wednesday 18 September 2013

Please see the attached report marked "to follow" on the agenda.

- 10 BECKENHAM AND WEST WICKHAM TOWN CENTRES – PROGRESS UPDATE
(Pages 3-16)**

*Copies of the documents referred to above can be obtained from
www.bromley.gov.uk/meetings*

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Report No.
DRR13/121

London Borough of Bromley

PART ONE - PUBLIC

Decision Maker: Renewal and Recreation PDS Committee

Date: 18 September 2013

Decision Type: Non-Urgent Executive Non-Key

Title: **BECKENHAM AND WEST WICKHAM TOWN CENTRES –
PROGRESS UPDATE**

Contact Officer: Kevin Munnely, Head of Renewal
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Chief Officer: Marc Hume, Director Regeneration and Transformation

Ward: Copers Cope and West Wickham Wards

1. Reason for report

- 1.1 To update Members on the work of the Beckenham and West Wickham Town Centres Working Group
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2. RECOMMENDATION(S)

Members are asked to note the following:

- 2.1 The submission of the revised Beckenham Town Centre's Step 1 bid to Transport to London (TfL);
- 2.2 Progress of the Council's improvements to way finding; heritage and Town Centre Management in Beckenham;
- 2.3 A report will be presented to Development Control Committee on 8 October concerning the conservation area extension for Beckenham;
- 2.4 The on-going work with TfL to develop proposals for improvement to West Wickham High Street/ Glebe Way Transport for London Route Network(TLRN).
- 2.5 A report will be submitted to the October Executive to seek approval for the match funding required for the TfL bid submission.

Corporate Policy

1. Policy Status: Existing Policy:
 2. BBB Priority: Quality Environment Vibrant, Thriving Town Centres:
-

Financial

1. Cost of proposal: £3.257m for Beckenham Town Centre
 2. Ongoing costs: Non-Recurring Cost:
 3. Budget head/performance centre: Capital Programme
 4. Total current budget for this head: None as TfL approval is awaited for the sum of £2.345m and Executive approval will be sought for the estimated match funding required of £912k from capital receipts
 5. Source of funding: TfL funding Approval awaited and Executive approval will be sought for £912k match funding
-

Staff

1. Number of staff (current and additional): 3
 2. If from existing staff resources, number of staff hours:
-

Legal

1. Legal Requirement: Non-Statutory - Government Guidance
 2. Call-in: Applicable:
-

Customer Impact

1. Estimated number of users/beneficiaries (current and projected): Beckenham Town Centre and West Wickham Town Centre
-

Ward Councillor Views

1. Have Ward Councillors been asked for comments? Yes
2. Summary of Ward Councillors comments: N/A

3. COMMENTARY

Introduction

3.1 The Beckenham and West Wickham Working Group was established to oversee the development of a Public Realm Improvements Programme for the town centres.

3.2 Members will recall that the terms of reference for the Working Group are:

“To identify and scrutinise factors which particularly affected the economic sustainability of Beckenham and West Wickham Town Centres and suggested costed action proposals.”

3.3 Since March 2012 the Working Group has been meeting once a month, alternating between Beckenham and West Wickham. The minutes of the Working Group’s last meeting held on 23 May is attached at Appendix A.

Beckenham

Major Improvement Scheme – TfL and LiP

3.4 The Working Group coordinated the work of East Architects as they developed the public realm concept design for Beckenham Town Centre. This design work formed the basis for a Step 1 Major Scheme bid which was submitted to Transport for London(TfL) Area Based Programme on 7 Sept 2012.

3.5 On 14th December 2012 TfL announced the Area Based Programme settlement for 2013/14. TfL did not support the Area Based Bid but did approve £175K under 2013/14 LiP funding for High Street/ Rectory Road junction improvements. Outline proposals for these works have already been developed as part of the original Step 1 and officers are now proceeding with survey works to inform a detail design for implementation.

3.6 TfL feedback on the previous Step 1 bid confirmed that the quality of the bid and the competitive nature of the bidding round. Officers have worked closely with TfL representatives to improve the design proposal and have been encouraged to resubmit a bid. The Working Group agreed to the resubmission of the Step 1 bid at its meeting on 23 May 2013. The changes include providing further clarification on assessing the impact of traffic on the High Street and Rectory Road .TfL also wanted to ensure this year’s bid made provisions for an integrated scheme with public transport including improvements to access to the main entrance of Beckenham junction.

3.7 The scheme development costs for Step 1 are:

Table 1: Step 1 Design and Development Costs

Design and Development Costs	£
Data Collection	45,000
Feasibility and Initial Design	70,000
Detailed Design and Consultation	195,000
	<u>310,000</u>

The submission of the Step 1 bid was signed off by Portfolio Holder for Renewal and Recreation.

The outline proposed Build costs consist of: Table 2 Indicative Build Costs

Estimated Build Costs	£
Capital costs and fees	2,105,080
Contingency (at 40%)	842,030
	<u>2,947,110</u>

3.8 The scheme submitted is in outline form, as required by TfL's Step 1 requirements. As can be seen by the activities in Table 1 above, a substantial amount of work will need to be carried out on feasibility and detail design before final build costs are known.

3.9 Although no match funding is required towards the design and development costs of £310k, TfL have indicated that they would expect the Council to match fund 28% of the total project cost of £3.257m, which at this stage is estimated to be £912k.

3.10 Officers will seek approval from the October Executive for the estimated match funding required for the overall scheme that has been submitted to ensure that all funding is in place should TfL approve the project and commit the resources in November 2013.

3.11 The overall programme for the scheme if the Step 1 bid is successful is:

§ Data Collection	until April 2014
§ Feasibility & Initial Design	until Sept 2014
§ Detailed Design & Consultation	until April 2015
§ Contract Award and Implementation	Start Jan 2016
§ Completion	Nov 2016

Council Town Centre Improvements

3.12 Based on East's concept design, a number of short term improvements were identified by the Working Group specifically based on improving way finding for shoppers and visitors to the town centre. Another element agreed was to highlight the heritage of Beckenham.

3.13 The Working Group has set the direction of a series of these projects which are in various stages of development and implementation. Further details of these projects are provided in Appendix A.

3.14 In addition to the proposed Heritage Trail for Beckenham Town Centre, a character and appearance assessment has been completed for Beckenham town. The purpose of this study was to consider conservation area extensions around Beckenham. A report to the October Development Control Committee is due to consider a potential conservation area extension, including policy; resource; and management implications for the Council.

Beckenham Town Team

3.15 Meetings have been held to develop a framework for the formation of a strong Beckenham Town Team. Representatives from Copers Cope Area Residents Association, the Beckenham Business Association and Town Centre Management have attended a training course held by the Association of Town Centre Management looking at best practice with regard to forming a Town Team. Following this training the core group have prepared draft terms of reference and opened a bank account. The next step is a formal launch planned for Thursday 26th September, when local stakeholders, including Councillors, will be invited

to attend a meeting to agree the terms of reference and constitution, and voting in of officers.

- 3.16 The inaugural meeting will also begin the process of creating a business plan for the town centre and suggest ideas for spending the balance of the funds available. Ideas currently under discussion include a permanent covering for the stage on Beckenham Green, improvements to alleyways along the high street, a tree on the War memorial for use at Christmas and installation of utilities to service the markets. Accurate costs for these projects would need to be confirmed once they have been agreed in principle by the town team – after which agreement would be required from the R&R Portfolio Holder.

West Wickham

- 3.17 Under the remit of considering improvements to West Wickham Town Centre, the Working Group agreed that improvements to the centre should include replacement of lamp columns and the improvement of Swan Junction. Given that the High Street/ Glebe Way are part of Transport for London Route Network, in principle TfL have agreed to fund these improvements.
- 3.18 The Working Group agreed commissioning Mott MacDonald to undertake a study of the design of the junction. Options are currently being considered by stakeholders. Going forward, should an option (or options) be of interest, the consultants will prepare a traffic model to ensure traffic, signal and other operational matters are assessed. The consultants would then undertake a detailed design which we would then consult on. Given that this junction is on the TLRN, TfL would be the funder (i.e. no need for LBB funding), and set the timetable for its implementation.

4. POLICY IMPLICATIONS

- 4.1 The development of a Major Schemes Step 1 Bid are entirely consistent with Policy Objectives set out in Building A Better Bromley and the Local Implementation Plan (2011-2014)

5. FINANCIAL IMPLICATIONS

- 5.1 On 26th March 2012 the Council approved the setting aside of £2.62m in an earmarked Reserve for Member Priority Initiatives. This included a sum of £250k to support immediate Beckenham Town Centre improvements and to support a bid to Transport for London for traffic and public realm improvements.
- 5.2 To date £100k has been spent/committed leaving an uncommitted balance of £150k to possibly act as match funding for the revised Step 1 application.
- 5.3 TfL funding of £175k is available in the 2013/14 LIP for the High Street/Rectory Road junction improvements.
- 5.4 A bid has been made to TfL for a contribution towards estimated costs of £3.257m for capital works for Beckenham Town Centre. The bid requires the Council to make a match funding contribution of 28% or £912k towards the projects total costs.

5.5 Officers will need to seek approval from the Executive for the match funding sum to be set aside in the capital programme, to ensure that all funding is in place should the overall project be approved by TfL during November 2013.

6. LEGAL IMPLICATIONS

None for the purpose of this report.

7. PERSONNEL IMPLICATIONS

None for the purpose of this report.

Non-Applicable Sections:	Legal Implications, Personnel Implications
Background Documents: (Access via Contact Officer)	

**Minutes of last Working Group RENEWAL AND
RECREATION
POLICY DEVELOPMENT AND SCRUTINY COMMITTEE
BECKENHAM AND WEST WICKHAM TOWN CENTRES
WORKING GROUP**

Minutes of the meeting held at 7.30pm on
Thursday 23rd May 2013 at Beckenham Library

Present Councillor Michael Tickner (Chairman)
Councillor Julian Benington
Councillor Nicholas Bennett JP
Councillor Peter Fookes
Councillor Russell Mellor
Councillor Sarah Phillips
Councillor Stephen Wells
Marsha Berg (Beckenham Business Association)
Nick Goy (West Beckenham Residents Association)
Jo Holmes (easyhomestyle)
Marie Pender (West Beckenham Residents Association)
Emma Rogers (Central Beckenham Residents Association)
David Wood (Beckenham Society)
Joe Burbidge (LBB Environment and Community Services)
Chris Cole (LBB Environment and Community Services)
Cheryl Curr (LBB Beckenham Town Centre Manager)
Ayesha Malik (LBB Regeneration and Transformation Service)
Kevin Munnelly (LBB Regeneration and Transformation Service)
Martin Pinnell (LBB Environment and Community Services)
Kerry Nicholls (LBB Corporate Services)

1.	APOLOGIES FOR ABSENCE
	Apologies for absence were received from Councillor Diane Smith, Mike East (West Wickham Residents Association), Geoff Newton, West Wickham Safer Neighbourhood Forum and Chloe-Jane Ross (Copers Cope Area Residents Association). Apologies for lateness had been received from Councillor Peter Fookes and Councillor Russell Mellor.
2.	NOTES OF THE MEETING HELD ON 14TH MARCH 2013 AND MATTERS ARISING
	The notes of the meeting held on 14 th March 2013 were confirmed.

3.	BECKENHAM TOWN TEAM AND FUTURE ARRANGEMENTS
	<p>The Chairman advised that members of the Working Group that this meeting was to be the last in the current series of the Town Centres Working Group, a sub-committee of the Council's Renewal and Recreation Policy, Development and Scrutiny Committee. He noted that by meeting on a monthly basis in local libraries, the Working Group had successfully engaged with interested parties and progress chased action in Beckenham and West Wickham town centres which had not previously been forthcoming. A budget of £200K for capital improvements had been obtained from the Local Authority, and bids to Transport for London for funding would continue to be submitted.</p> <p>Marsha Berg confirmed that members of the Copers Cope Residents Association, Beckenham Business Association and the Town Centre Manager for Beckenham had been working together for a period of two years to draw together residents, local business people and other stakeholders for the local area. Work was being undertaken to develop this group into a Town Team for Beckenham, similar to teams already established in Chislehurst and Bromley. The Town Team would bring together the widest possible range of stakeholders to support the continued development and promotion of Beckenham Town Centre and would be eligible to bid for funding from a range of sources.</p> <p>The group had developed a constitution and terms of reference and had taken steps to join the Association of Town and City Managers, which was an organisation with a wide range of resources to support town centres, as well as experience across key town centre issues such as establishing Business Improvement Districts (BID).</p> <p>The primary aim of the Town Team for Beckenham would be to support the continued development of a 'vision' for the area, as well as considering how best to invest the remainder of the £200K of capital improvement funds allocated by the Council for Beckenham. The Town Team would present their recommendations for investment of the funds in the most effective way to benefit town centre users, residents and businesses to the Renewal and Recreation Policy Development and Scrutiny Committee for consideration. A decision would then be made by the Portfolio Holder for Renewal and Recreation which would release funds for investment.</p> <p>Councillor Julian Benington noted the recent successful establishment of a Business Improvement District (BID) in Orpington and queried whether this would be a useful tool to support businesses in Beckenham. Martin Pinnell, Head of Town Centre Management and Business Support, confirmed that a feasibility study would be undertaken, but that a BID could only be taken forward if there was sufficient support and interest from local businesses and business organisations.</p> <p>In conclusion, members of the Working Group agreed to endorse the work of the Town Team for Beckenham with the provision that a wide range of stakeholders would be engaged with by the Town Team and that Ward Councillors would be consulted on any proposals developed.</p>
4.	CONCLUDING UPDATE ON TRANSPORT ISSUES
	Chris Cole, Transport Planning Manager and Joe Burbidge, Traffic Engineer provided a concluding update on a range of transport issues identified in Beckenham and West

Wickham Town Centres:

Car Parking Issues

Members of the Working Group considered the Beckenham Parking Survey report which analysed a range of issues identified by Beckenham Town Centre Retailers and the proposed responses by the London Borough of Bromley.

In considering the issues raised, Chris Cole noted that a number of respondents requested more parking bays in Beckenham High Street, whilst other respondents would prefer more loading bays, particularly at the east end of the High Street. There was very limited scope to introduce any new bays in the High Street, however the existing loading bays were often too small to accommodate delivery vehicles, and a number of retailers had complained that parking enforcement officers were not sufficiently flexible in dealing with delivery drivers.

The Chairman confirmed that private cars were entitled to use loading bays without penalty for a period of three minutes and that members of the public should be made aware of this amenity. There was a request to allow such use for five or ten minute stays in loading bays, as members of the Working Group considered that three minutes was too short a time to undertake loading or unloading without incurring a fine. It was noted that twenty minute parking bays worked well in other town centres across the Borough, provided there was appropriate enforcement of the time limit in place. Overall there was a need for clarity in signage for parking and charges as well as more visible signposting to off-street car parks in the area.

It was agreed that Officers would report back on the feasibility of the Council affixing helpful "parking guidance" notices to parking and loading bay signs, these being below and in addition to the statutory Government prescribed signs, which many drivers had complained were unclear.

Other issues identified included the extension of the annual parking permit for business owners to include Saturdays, the potential for relocation of Bus Stop P (located outside the Wimpy Bar) and the installation of a vinyl to improve the look of the vacant 'Jazz' shop unit (the latter was not a parking issue, but would be followed up by the Town Centre Manager).

Members of the Working Group agreed that a review of parking signs be undertaken by 1st September 2013 and presented to the Beckenham Town Team. Chris Cole also confirmed that he would speak with Gerry Broomfield, Parking Operations Manager and Ben Stephens, Head of Parking around the particular issues faced by Beckenham business owners and would report back to the Beckenham Town Team.

Controlled Parking Zone

Following the review after 6 months of the Controlled Parking Zone around Kelsey Park Road and Burnhill Road, a slight amendment was proposed to convert some residential-only bays to shared use following lower than expected take up by residents. Part of Bevington Road had also been removed from the Controlled Parking Zone to ease traffic issues on Sundays. A further review would be undertaken in approximately three months

	<p>to consider the impact of these changes to the Controlled Parking Zone, and members of the Working Group were asked to contribute to the consultation.</p> <p><u>Junction Improvement (High Street/Rectory Road)</u></p> <p>A survey of utility services under the carriageway was taking place and no problematic issues had so far been identified. Designs for the proposed junction improvement had also been independently audited and had been confirmed as viable. The next stage would be development of more detailed designs with accurate costings. A consultation would then be undertaken on these detailed designs and, following consideration of all comments received, the Portfolio Holder for Environment would be asked to approve the scheme. The necessary Traffic Management Order could then be made. Following conclusion of this process, the proposed junction improvement was likely to take place in Quarter 1 of 2014.</p> <p><u>Major Scheme Improvement Bid</u></p> <p>Chris Cole confirmed that the bid would be submitted to Transport for London in September 2013 for funding in 2014/15. The Bromley North Village improvements funded by an earlier round of the scheme were currently behind schedule, but Officers would seek to ensure that there was a minimum potential overlap with the Beckenham bid.</p> <p><u>Swan Junction Improvement, West Wickham</u></p> <p>Chris Cole noted that Mott Macdonald would be undertaking a study of the design of the Swan Junction which would be completed in August 2013. A meeting would also be held between Transport for London and representatives of the London Borough of Bromley at the end of May 2013 to discuss issues with traffic flow around this junction.</p>
5.	CONCLUDING UPDATE ON SHORT TERM IMPROVEMENT PROGRAMME
	<p>Ayesha Malik provided a concluding update on the short term improvement programme across Beckenham Town Centre:</p> <p><u>Public Realm Improvements</u></p> <p>A range of street furniture, including town signs, finger posts and notice boards had now been ordered and would help provide Beckenham with a distinctive image based around the heritage of the area. Lighting schemes for notice boards and signs were still under consideration and the final design for the 22 litter bins that would be located across Beckenham Town Centre had yet to be agreed.</p> <p>In response to a question from Councillor Nicholas Bennett JP, Ayesha Malik advised members of the Working Group that the existing recycling bins would continue to be available in Beckenham Town Centre by Sainsbury's and Beckenham Junction Station, and that, in any case, rubbish deposited in general street litter bins was sorted for recycling by Payback Teams.</p> <p>Members of the Working Group discussed the design of the High Street road sign. Generally it was preferred that 'Beckenham' be displayed at the same font size as 'High</p>

	<p>Street', and that 'Beckenham' be displayed in a Bromley green font colour. Councillor Russell Mellor also queried whether the distinctive design for Beckenham street furniture could be registered as the intellectual property of the Beckenham Town Team.</p> <p>It was noted that the unveiling of the 'new look' town centre would be likely to take place in June 2013 and would be centred on the new town sign at Thornton's Corner. Ayesha Malik stated that approximately £50K for current improvements such as the town signs, finger posts, notice boards, bins and Heritage Trail publication had been either committed or allocated, although clarity on specification for the bins was required. Further improvements included possible new seating, painting, lamp columns, Heritage Trail pavers and a deep clean for the High Street.</p> <p><u>Progress: Heritage Trail</u></p> <p>The design of the Heritage pavers was considered and it was noted that each would be laid facing the marked point of interest. Designers were currently working on a first draft of a Heritage Trail Guide, and David Wood of The Beckenham Society would be key to developing the wording and photography for this.</p>
6.	BECKENHAM CONSERVATION AREA STUDY AREA
	<p>Ayesha Malik provided members of the Working Group with a draft map of the proposed Beckenham Town Centre Conservation Area (Study Area) for their consideration. This area had been supported by a meeting of Beckenham Councillors on 14th May 2013 at Beckenham library. There were 44 conservation areas across the Borough with four in Beckenham Town Centre, and a report would be considered by Development Control Committee in September 2013 around the proposed combination and extension of these four areas into one comprehensive area.</p> <p>Emma Rogers, Central Beckenham Residents Association, asked that residents in The Drive and Church Avenue be included in the conservation area as she felt this was an area of special residential character.</p>
7.	ANY OTHER BUSINESS
	<p>Councillor Nicholas Bennett JP highlighted concerns around The Studio renovation site which had recently suffered from fly-tipping, including vehicle tyres. Cheryl Curr, Town Centre Manager was requested to raise this as a matter of urgency with Environment Officers and Julian Melfi of Citygate Church, the leaseholder.</p> <p>Nick Goy raised concerns about misuse of the public toilets at Thornton's Corner and asked that this issue be raised with the Copers Cope Safer Neighbourhood Team and that the Police be requested to monitor the toilets for illegal activities.</p> <p>The Chairman thanked the members for the contributions they had made to Working Group in helping to develop a strategy that would support these town centres to continue to thrive into the future.</p>

The meeting ended at 9.37pm.

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Council Improvement Project for Beckenham Town Centre - Progress

Council Improvement Project	Progress
Town new signs	Two new Town Signs installed at Thornton's Corner and on the Regel Roundabout
Finger Posts	Six new finger posts manufactured and due to be installed at the end of September
Community Notice Boards	Three new notice boards for the residents associations in this part of Beckenham – to be installed at the end of September
Replacement Bins	No. 42 new bins have been ordered to replace litter bins in the High Street and immediate surroundings,
New Street Name	New "High Street" street name signs to be ordered
Heritage Trail	A trail around Beckenham town centre is being produced with 23 points of interest. A launch event for the trail is planned for 19 October to coincide with a Beckenham Green Market Day

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