



THE LONDON BOROUGH  
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DATE: 25 January 2011

To: Members of the  
**BROMLEY ECONOMIC PARTNERSHIP**

Councillor Julian Benington (Chairman)

London Borough of Bromley

Adrian Hollands (Vice-Chairman)

Chamber of Commerce

Kevin Dewick

Local Businessman

Robert Goddard

Thackray Williams Solicitors LLP

John Hayes

Chamber of Commerce

Marc Hume

LBB Renewal & Recreation

Mary Manuel

LBB Renewal & Recreation

Liz McNaughton

Treval Engineering

Kevin Munnelly

Town Centre Development

Ruth Nightingale

Business Link in London

Howard Oldstein

The Glades

Sam Parrett

Bromley College

Steve Price

Bromley Mytime

Prathiba Ramsingh

Jobcentre Plus

Chandra Sharma

Federation of Small Businesses

A meeting of the Bromley Economic Partnership will be held at Bromley Civic Centre on **WEDNESDAY 2 FEBRUARY 2011 AT 4.00 PM** \*

**\*PLEASE NOTE STARTING TIME**

*Copies of the documents referred to below can be obtained from*  
[www.bromley.gov.uk/meetings](http://www.bromley.gov.uk/meetings)

## A G E N D A

- 1 **APOLOGIES FOR ABSENCE**
- 2 **MINUTES OF THE MEETING HELD ON 9TH NOVEMBER 2010 AND MATTERS ARISING** (Pages 3 - 8)
- 3 **REVIEW OF TERMS OF REFERENCE AND CHANGES TO STRUCTURE OF THE PARTNERSHIP (INCLUDING TOP 5 PRIORITIES FOR THE PARTNERSHIP)** (Pages 9 - 16)
- 4 **UPDATE REPORTS ON MAIN PARTNERSHIP THEMES**

- a **TOWN CENTRE DEVELOPMENT** (Pages 17 - 26)
- b **TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT** (Pages 27 - 32)
- c **SKILLS AND EMPLOYMENT** (Pages 33 - 36)
- d **PLANNING, CORE STRATEGY AND LOCAL ECONOMIC ASSESSMENT UPDATE** (Pages 37 - 42)

**5 PARTNER UPDATES (VERBAL UPDATE)**

**6 COMMUNICATIONS ISSUES (VERBAL UPDATE)**

**7 ANY OTHER BUSINESS**

**8 DATES OF FUTURE MEETINGS**

4.00pm, Monday 18<sup>th</sup> April 2011

# Agenda Item 2

## **BROMLEY ECONOMIC PARTNERSHIP**

Minutes of the meeting held on 9 November 2010

### **Present:**

Councillor Julian Benington (Chairman)  
Adrian Hollands, Chamber of Commerce (Vice-Chairman)  
Robert Goddard, Thackray Williams Solicitors LLP  
Marc Hume, LBB Renewal & Recreation  
Mary Manuel, LBB Renewal & Recreation  
Liz McNaughton, Treval Engineering  
Kevin Munnely, Town Centre Development  
Howard Oldstein, The Glades  
Sam Parrett, Bromley College  
Prathiba Ramsingh, Jobcentre Plus  
Chandra Sharma, Federation of Small Businesses

### **Also Present:**

Councillor Sarah Phillips, Chairman, Renewal and Recreation  
PDS Committee  
Michael Wheeler, Bromley Adult Education College

## **1 APOLOGIES FOR ABSENCE**

Apologies had been received from Martin Pinnell – Head of Town Centre Management and Business Support.

Apologies for lateness had been received from Chandra Sharma – Federation of Small Businesses and Liz McNaughton – Treval Engineering.

## **2 MINUTES OF THE MEETING HELD ON 6TH JULY 2010 AND MATTERS ARISING**

The minutes of the meeting were agreed.

### Matters Arising:

1. With regard to Item 7: Update from Director of Renewal and Recreation from the meeting of 6<sup>th</sup> July 2010, the Chairman confirmed that the application for Darwin to be granted UNESCO status as a World Heritage Centre had not been successful, as there was no provision for a 'living landscape' to be a World Heritage Site. The application would be reconsidered in due course if appropriate.

**RESOLVED that the minutes be agreed.**

### **3 NATIONAL AND REGIONAL CHANGES: UPDATE**

The Chairman led a discussion updating partners on key updates in national and regional changes in relation to the work of the Economic Partnership.

The forthcoming Decentralisation and Localism Bill was due to be published in November 2010 and would provide details on how power would be returned to local authorities and communities through a number of measures including control of housing and planning decisions. It had also been announced that England's Regional Development Agencies would be abolished, signalling the end of the regional tier of government and the emergence of a renewed local approach, although London would retain a form of development agency.

In June 2010, the Government wrote to all English local authorities inviting them to submit proposals around the development of Local Enterprise Partnerships (LEPs). These would be grouped around functional economic areas and would be private-sector led. It was likely that a pan-London LEP would be developed, however South London Partnership had also submitted an Expression of Interest proposal for an LEP covering the South London region and comprising of LB Bromley, Croydon, Kingston, Merton, Richmond, Sutton and Wandsworth.

Other new developments included the requirement for unitary authorities, including London Boroughs, to undertake a Local Economic Assessment, and the publication of the Mayor of London's Economic Development Strategy. The Comprehensive Spending Review would have a significant impact on the resources available at a local level in the future. Regional Growth Funding would be made available to areas of very high unemployment but it was unlikely that London boroughs would be allocated any of this funding.

**RESOLVED that the update be noted.**

### **4 PARTNER UPDATES**

Members of the Partnership had undertaken a range of activities since the last meeting. The Inward Investment Brochure was currently being redesigned and would be launched in due course. The Chairman highlighted that the Bromley Local Strategic Partnership would continue to meet on a more informal basis following recent Government advice that there was no requirement that they continue to meet. Subject to partners' continuing involvement, sub-groups of the LSP, including the Safer Bromley Partnership and the Bromley Economic Partnership would continue to drive forward partner-led innovation across the borough.

The Chairman noted that Chandra Sharma had taken a broader role for the South East London region of the Federation of Small Businesses and that Rob Cundy would be representing the Federation in Bromley in future. Sam Parrett informed partners that Bromley College of Further and Higher Education and Orpington College were again considering taking forward a merger of their provision.

**RESOLVED that the update be noted.**

## **5 UPDATE FROM DIRECTOR OF RENEWAL AND RECREATION**

The Director of Renewal and Recreation gave an update on economic activity across the Council.

With regard to the Comprehensive Spending Review, the Director confirmed that options to reduce costs and increase efficiency across the Renewal and Recreation Department would be considered by Councillors in early 2011, but that efforts would be made to protect front line services. Any reductions in funding by Government would not directly impact the development across Bromley Town Centre as this would be funded externally by private sector investment.

In terms of development across the borough, Biggin Hill had been identified as a potential Strategic Development Centre for Outer London in the Mayor's London plan and would be a key location in the borough to attract new investment. Work to support the development of the proposed Biggin Hill Heritage Centre and the West Camp site was continuing. The Orpington Public Realm scheme had been officially opened by the London Mayor and work on the new Orpington library had begun. The Council was currently in discussions with English Heritage around how to develop the museum offer in the borough. The Master Plan for Crystal Palace Park had been approved by Government and Bromley Council was seeking a prestige partner to help drive forward the development. The former Glaxo Wellcome site had now been sold and discussions would shortly begin with the developers around the potential of the site, particularly in supporting future employment.

The Bromley Area Action Plan had been approved by the Government and investment was being sought across the different sites with a promotional event planned for Spring 2011 to highlight the investment opportunities in the borough. Work with the developer of the Westmoreland Road Car Park site was progressing well and planning permission was now being sought for the site. Bromley North Village had been selected for inclusion in the Mayor's Great Spaces Initiative and work had begun on the improvement programme with a bid to Transport for London for £3m. The tendering process for the Old Town Hall site was currently being undertaken with an aim of establishing a high quality conference centre or hotel.

Network Rail had agreed to fund improved disability access to Bromley South Station. The Council was working with Network Rail in the hope of extending this development to deliver an improved station offer. The Council was currently considering investment options for Site G, including a potential relocation of Bromley Civic Centre to the new development, and was also in the process of appointing a Development Advisor to support the Council in procuring development partners.

Town centre events across the borough had proved popular and a programme of events for the next 12 months was currently being developed. Councillors were also spearheading a 'tidy-up' programme in Bromley Town

Centre to identify ways to improve the attractiveness of the town to Bromley residents and visitors.

**RESOLVED that the update be noted.**

## **6 LOCAL ECONOMIC ASSESSMENT**

Members of the Partnership considered the requirement for unitary authorities, including London Boroughs, to undertake a Local Economic Assessment.

**RESOLVED that:**

- 1) the requirement for the Council to undertake a Local Economic Assessment be noted;**
- 2) information identified by partners as contributing to the Local Economic Assessment be provided to Council Officers.**

## **7 BROMLEY'S ECONOMIC FRAMEWORK**

Members of the Partnership considered an update on the implementation of Bromley's Economic Framework.

**RESOLVED that:**

- 1) the changes to the objectives under each of the Strategic Priorities proposed by the Sub-Groups as part of the Economic Framework for 2010-12 be considered;**
- 2) partners consider how to incorporate the objectives of the Economic Framework in their organisation's forward plan.**

## **8 BUSINESS COMPETITIVENESS AND INVESTMENT AND TOWN CENTRES SUB GROUPS - UPDATE AND PROGRESS AGAINST DELIVERY PLANS**

The Chairman, Howard Oldstein gave an update on the progress of the Business Competitiveness and Investment Sub Group. A key issue identified by the Sub Group was the need to ensure a strong communications strategy was in place. Initiatives such as the Boost your Business events had proved popular, and Chandra Sharma highlighted that the Federation of Small Businesses planned to deliver a high profile trade event in Bromley in Spring 2011.

In supporting Strategic Priority 1: Sustaining and Growing Business and Investment, the Sub Group had been considering proposals for inclusion in the Council's Business Support Programme.

The Town Centres Sub Group had initially had responsibility for the delivery of the action plan for Strategic Priority 2. Howard Oldstein confirmed that following changes to the Town Centres Sub Group, Strategic Priority 2: Vibrant and Thriving Town Centres would now come under the Business Competitiveness and Investment Group. It was important to ensure town centres continued to work together and Chandra Sharma suggested that the membership of the Town Centres Sub Group be refocused to the leads of the local business forums across the borough.

**RESOLVED that:**

- 1) the recent work of the Business Competitiveness and Investment and Town Centres Sub-Groups and future proposed work be noted;**
- 2) Changes to the Business Competitiveness and Investment and Town Centres Sub-Groups be agreed;**
- 3) Progress to date and planned activities under the Economic Framework's Strategic Priorities 1 and 2 be noted.**

**9 SKILLS AND EMPLOYMENT SUB GROUP - UPDATE AND PROGRESS AGAINST DELIVERY PLAN**

Michael Wheeler, Principal of Bromley Adult Education Centre gave an update on the progress of the Skills and Employment Sub Group and noted that the membership of the Sub Group had been widened to include representatives of the voluntary and community sector.

Funding remained an issue in the area of adult skills training, although adult apprenticeships were a potential growth area with additional funding identified in the Comprehensive Spending Review. It was important to ensure training was tailored to the needs of employers and the Sub Group had been working with Jobcentre Plus to identify the needs of employers and of those seeking employment. Prathiba Ramsingh confirmed that people who had experienced long term unemployment remained a priority for Jobcentre Plus and often faced multiple barriers into employment.

The Economic Partnership considered the Action Plan for Strategic Priority 3: Improving Employment Opportunities for Residents. Sam Parrett noted that funding for adults to attain Level 3 qualifications had been reduced, which might impact the action plan. The planned merger of Bromley College of Further and Higher Education and Orpington College would support more effective working. Bromley College had also strengthened its links with University of Greenwich, which provided a cost effective way for local students to access degree level courses. Current skills gaps that had been identified included engineering, manufacturing and aeronautical engineering, and the Colleges would seek to meet these skills needs. The development of Bromley Town Centre would also provide more employment opportunities in

the hospitality and catering industry and there was potential to establish a training restaurant in the borough.

**RESOLVED that:**

- 1) the recent work of the Skills and Employment Sub Group and future proposed work be noted;**
- 2) Progress to date and planned activities under the Economic Framework's Strategic Priority 3 be noted.**

**10 ANY OTHER BUSINESS**

The Chairman led a discussion around the format of Bromley Economic Partnership meetings. It was proposed that the meetings become more practical, with one or two major issues impacting the borough economy to be discussed by partners at each meeting. These issues might include communications, including the redesign of the Business Support pages on the Bromley Council website and better communication between the members of the Partnership. The Director of Renewal and Recreation Department confirmed that a Communications and Public Relations Officer would shortly be recruited by the Renewal and Recreation Department and would report to the next meeting of the Bromley Economic Partnership.

A proposal to introduce a Business Improvement District (BID) to an area of the borough, such as Orpington, was also highlighted as a potential area for discussion. The Chairman underlined the success of the BIDs scheme across the country and noted that a small increase in business rates within an area could support sustained improvement in the local economy and encourage inward investment. It was suggested that a speaker should be invited to the next meeting of the Partnership to explain the BIDs process in more detail.

**RESOLVED that the issues raised be noted.**

**11 DATES OF FUTURE MEETINGS**

4.00pm, Monday 17<sup>th</sup> January 2011  
4.00pm, Monday 18<sup>th</sup> April 2011

The Meeting ended at 5.41 pm

Chairman



## **The Bromley Economic Partnership**

### **Terms of Reference – as at November 2009**

#### **1. Introduction**

**1.1** The Bromley Economic Partnership is one of four thematic partnerships linked to Bromley's Local Strategic Partnership. The BSLP exists to bring together the efforts of organisations from the public, private, community and voluntary sectors to work constructively to deliver shared strategic objectives which address key local issues and improve the quality of life for people in Bromley.

**1.2** The current thematic partnerships are:

- Children and Young People's Trust
- Safer Bromley Partnership
- Health, Social Care & Housing Board
- Bromley Economic Partnership

#### **2. Purpose of the Bromley Economic Partnership**

**2.1** The purpose of the Partnership is to harness the skills, knowledge and experience of the private sector and other key stakeholders to sustain and promote the Borough's local economy.

**2.2** The principal functions of the Partnership are to:

- support the development and implementation of the Borough's Economic Strategy;
- champion Bromley, its local economy and its contribution to the wider London and South East economy as a place to work, study, invest in and do business;
- be strategic, providing research, information and leadership for the economy and skills in the borough of Bromley;
- inform, influence and contribute to the development of implementation programmes;
- monitor progress towards implementation;
- drive delivery and implement plans;
- improve borough-wide communication about economy and skills;
- promote best partnership practice;
- work with sub-groups to take forward its plans.

The current sub-groups are:

- Business Competitiveness
- Inward Investment and Marketing
- Skills and Employment

### **3. Membership:**

- 3.1** The Bromley Economic Partnership Board should include relevant representatives from the public sector and business organisations:

London Borough of Bromley (2 representatives)  
Bromley MyTime (1)  
Business Link (1)  
Further and Higher Education (1)  
Jobcentre Plus (1)  
South East London Chamber of Commerce (2)  
Federation of Small Businesses (2)  
Local business representatives (up to 6, across key sectors and business size).

- 3.2** All members of the Partnership have an equal standing, subject to the Council's statutory 'community leader' role, and no one organisation should assume dominance.
- 3.3** Membership of represented organisations will be reviewed at least annually.
- 3.4** In order to provide consistency and continuity, all members of the Partnership are encouraged to remain members for a minimum of two years.
- 3.5** Members must have sufficient authority to be able to speak for their organisations and/or sector and/or partnership **and/or** be able to contribute to the partnership in a significant way.
- 3.6** Members of the Board will have nominated deputies who may attend in their absence.
- 3.7** The Partners may invite individuals to make presentations and participate in related discussions.

### **4. Roles and responsibilities of the Bromley Economic Partnership Members**

- 4.1** To ensure they attend each meeting, or send a fully briefed, nominated substitute on occasions they cannot personally attend.
- 4.2** To ensure they read all agenda papers prior to the meeting so they can make an informed contribution to discussions and decisions.
- 4.3** Represent the policies or view of the partnership/sector for which they are the nominated representatives **or** be able to give advice and information as an individual representative from the business community.

- 4.4 To ensure feedback is given to their nominating organisation/ sector/partnership and it is sufficiently reflected upon, actioned, and with progress updates fed back to the following partnership meeting.
- 4.5 Provide information, data and consultation material to the Partnership as appropriate to inform discussions and decisions, subject to agreed data sharing protocols.
- 4.6 To ensure that the policies and decisions of the Partnership are widely disseminated within their organisation and cascaded to staff/members as appropriate.
- 4.7 To utilise the Local Strategic Partnership website as a primary communication channel. <http://www.bromleypartnerships.org>

**5. Meetings:**

- 5.1 All Partnership meetings will be open to the public (save for any confidential items). Members of the public may speak with the permission of the Chairman. Meeting times and venues will be advertised publicly, including on the Bromley Council website, along with agendas, reports and minutes. Partnerships may wish to encourage public questions formally as part of their agenda.
- 5.2 Partnership board meetings will take place four times a year or as deemed necessary in fulfilling its role. There may be additional meetings, at the request of the Chairman or requested by members and agreed by members.
- 5.3 The Partnership Board will be chaired by the Council's Portfolio Holder for Renewal and Recreation. The Vice Chairman will be agreed by the Partnership.
- 5.4 The quorum for a meeting will be 5 members and consist of the Chairman or Vice-Chairman, one other council representative and partners from at least 3 businesses or business member organisations.
- 5.5 There will be a structured action and accountability orientated agenda and formal minutes for each meeting.
- 5.6 Papers for meetings will be circulated at least 5 working days in advance of meetings; proposed agenda items and supporting papers to be submitted at least 10 days in advance of the meeting and to be agreed in advance with the Chairman.
- 5.7 The Council's Director of Legal, Democratic and Customer Services will be responsible for providing secretarial services for formal meetings of the Partnership.

- 5.8 Progress of work will be reported to partners on a regular basis and agendas, papers and minutes of meetings will be circulated to the Local Strategic Partnership for information.
- 5.9 Draft minutes of partnership meetings will be published on the LSP partnership website within 5 working days wherever possible, following consultation with the Chairman. The minutes will be updated if necessary and formally approved at the next partnership meeting.
- 5.10 Members of the Partnership are encouraged to be mindful of their responsibility for Risk Management, through development of partnership risk registers, to highlight and mitigate political, economical, social, technical, environmental, legal or organisational or sectoral risks which could impact other partners and/or the whole community or sections of it.

## **6. Decision making and Voting**

- 6.1 The Bromley Economic Partnership is not a legal entity and does not have executive decision making powers. Representatives remain responsible and accountable to their home organisations. Any decisions on their services and resources must be made in accordance with the requirements of their own executive structures.
- 6.2. The ethos of partnership working should be maintained at all times. Decisions of the Bromley Economic Partnership will normally be reached by consensus. Every effort will be taken to resolve disagreement and, if an immediate decision is not required, at least one further partnership meeting will take place to explore a compromise position before voting is permitted.
- 6.3. Should consensus not be possible or clear, or an immediate decision is required, a vote may be called by any member of the board. Members of the partnership should normally attend to vote in person, but may send a named substitute to speak and vote on their behalf.
- 6.4. Members of the board, or their agreed substitute, will have one vote each. In the event of an equal vote the Chairman shall have the casting vote, or in their absence the Vice-Chairman who is acting as the Chairman for the meeting. The vote will be taken by a show of hands. A representative can require that it be recorded in the Minutes how s/he voted on a particular item or if s/he abstained.

## **7 Accountability**

- 7.1 Partners are responsible for ensuring that they are open and transparent in their reasons for making certain decisions and are clear about when their individual roles are in conflict.

7.2 Members will inform the partnership when they are unable to deliver agreed actions through their organisation.

7.3. The different levels of accountability for partners will be recognised and understood.

## **8 Scrutiny Arrangements**

8.1 The Policy Development and Scrutiny (PDS) Committees of the London Borough of Bromley have an important statutory role in promoting collective accountability, scrutiny and constructive challenge. The Executive & Resources PDS Committee is committed to providing a robust scrutiny function, in conjunction with the other PDS Committees, to oversee the LSP and thematic partnership activity and to hold Chairmen and Portfolio Holders to account for performance against key priorities.

8.2 The Renewal and Recreation PDS Committee will undertake the scrutiny role for the Economic Partnership.

## **9 Register and Declarations of Interest**

9.1 The key guiding principle is that any member who thinks s/he may have an interest in a matter over which that person may exert an influence should declare that interest. Therefore during discussions and decisions at meetings there will be an item on each agenda requesting declarations of interest but if, for any reason, that opportunity is not taken, a member may declare their interest before discussion of the particular item in which they have an interest.

9.2 By way of general guidance a personal or financial interest may arise where, by virtue of influencing a decision, the member may gain an advantage for himself or herself, a relative or friend. Therefore where a member has a personal or financial interest s/he should not seek to influence a decision about the matter and in the context of an item at a meeting, should withdraw from that meeting prior to the matter being considered.

## **10 Operation of Sub-Groups**

10.1 The Partnership may establish sub-groups for a particular purpose or theme, usually for a time limited period.

10.2 Sub-groups will elect their own chair who should be a member of the Partnership.

10.3 The sub-groups will be reviewed annually.

## **11 Public Statements**

- 11.1 Individual members should not make press/public statements on behalf of the Bromley Economic Partnership. Requests for such statements should be referred to the relevant partnership Chairman.

## **12. Code of Conduct**

- 12.1 All members of the Bromley Economic Partnership will ensure that they adhere to the Local Strategic Partnership's Code of Conduct which is designed to promote public confidence in the actions of all the partnerships.

## **13 Revision of the Terms of Reference**

- 13.1 The Bromley Economic Partnership Terms of Reference will be reviewed regularly, on at least an annual basis.

**Current Partnership membership:**

Councillor Benington - Chairman	London Borough of Bromley
Marc Hume/Mary Manuel	London Borough of Bromley
Steve Price/Brian Turpin	Bromley MyTime
Malcolm Brabon	Business Link London
Adrian Hollands	Baker Tilly
Peter Jones	Further & Higher Education
Fergus Grant	Jobcentre Plus
Howard Oldstein	The Glades Shopping Centre
Tony Petim	Federation of Small Businesses
Chandra Sharma	Federation of Small Businesses
John Hayes	JCHcom/Chamber of Commerce
Kevin Dewick	Barclays Bank
Liz McNaughton	Treval Engineering

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## **BROMLEY ECONOMIC PARTNERSHIP**

**Meeting:** Economic Partnership  
**Date:** 2<sup>nd</sup> February 2011  
**Subject:** Town Centre Development Update  
**Authors:** **Kevin Munnely, Head of Town Centre Renewal**  
[Kevin.munnely@bromley.gov.uk](mailto:Kevin.munnely@bromley.gov.uk) 020 8313 4582

### **1. Recommendations.**

The Partnership is asked to:-

Note the Content of the attached update report.

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**Town Centre Update Meeting – Town Centre Site Updates – 25<sup>th</sup> January 2011**

<b>Site</b>	<b>Lead Officer</b>	<b>Background</b>	<b>Position Statement</b>
<b>AAP Process</b>	Lead: KM	<p>Examination in Public held before a Planning Inspector April 2010. Inspector's Report received August 2010, which concluded that the Plan was sound.</p> <p>Approved by DCC 31-8-10            Approved by Executive 29-09-10            Adopted by Full Council 25-10-10.</p> <p>Draft Development Programme has been prepared (KM)</p>	<p><b>Position – 25<sup>th</sup> January 2011</b></p> <p>Linden Homes/Network Rail has lodged a challenge to the adoption of the AAP. The Council have received legal advice and will robustly defend any challenge.</p>
<b>Development Advice</b>	Lead: KM	<p>A development brief has been drawn up and issued to tenderers for expressions of interest</p>	<p><b>Position – 25<sup>th</sup> January 2011</b></p> <p>6 tenders have been received and are currently being reviewed.</p>

**Bromley**

<p><b>Site A: Bromley North</b></p>	<p>Network Rail The Council Linden Homes</p> <p>Lead: KM</p>	<p>The Inspector upheld the policy wording that site can accommodate around 250 residential units. Linden Homes &amp; Network Rail has indicated via a letter from their legal representatives that if the Council adopted the Plan, they would mount a legal challenge to Policy OSA.</p>	<p><b>Position – 25<sup>th</sup> January 2011</b></p> <p>Linden Homes/Network Rail have lodged a challenge to the adoption of the AAP. LBB will robustly defend any challenge.</p>
<p><b>Site B: Tweedy Rd</b></p>	<p>The Council</p> <p>Lead: KM /HH</p>	<p>The AAP states that the site could accommodate a scheme for around 70 residential units. However, the number of units will be dependent on an acceptable design and massing, having regard to the adjoining listed buildings and conservation area. One option being examined is a short term car park use, to meet a drop in overall capacity whilst the Hill MSCP is refurbished and Westmoreland MSCP is redeveloped.</p>	<p><b>Position – 25<sup>th</sup> January 2011</b></p> <p>General site maintenance to continue.</p> <p>Further work is being undertaken on a number of technical issues concerning the potential parking option.</p>
<p><b>Site C: Town Halls</b></p>	<p>The Council</p> <p>Lead: HH</p>	<p>Site allocated for mixed use development comprising Hotel and/or offices Proposals amended to include small scale residential development following consultation in 2008. Authorisation to remarket granted by Executive July 2010.</p>	<p><b>Position – 25<sup>th</sup> January 2011</b></p> <p>The closing date for offers was Wednesday 15<sup>th</sup> December 2010. Officers are reviewing offers received and will report back to Executive shortly. Meetings have been arranged with a selection of bidders to discuss their bids in more detail.</p>

<p><b>Site E: The Pavilion</b></p>	<p>The Council Capital Shopping centres Bromley Mytime Lead: CB</p>	<p>The site is proposed for an extension to the Glades Shopping Centre. Development will be subject to the relocation of the Pavilion Leisure Centre.</p> <p>Bromley MyTime has tabled an outline proposal to refurbish the Pavilion leisure centre effectively transforming it from a traditional wet and dry side leisure centre to a family entertainment centre.</p> <p>Refurbishment of the Pavilion including the creation of a bowling alley has been agreed with MyTime.</p>	<p><b>Position – 25<sup>th</sup> January 2011</b></p> <p>Tenders were issued to 6 contractors on the 7<sup>th</sup> October 2010 A number of Tenders were received on 6<sup>th</sup> December 2010 Tender Evaluation will take place through December 2010 with a report to an Executive Committee in January 2011 for award of contract. Contractor award 14/3/11 Start on site 25/4/11 PC 9/3/12</p>
<p><b>Site F: Civic Centre</b></p>	<p>The Council Lead: JT</p>	<p>The Council appointed Gleeds to carry out a review of all development options associated with the Civic Centre campus (Opportunity Site F). This review was reported in August 2010.</p> <p>Following a review of the options, it has been agreed that in the short term, up to 2015, it will concentrate on meeting its accommodation needs through the more efficient use of the campus site, undertaking limited investment in maintenance. This would then allow a fuller consideration of relocation options, which could be undertaken in conjunction with scheme development work as part of the implementation of Opportunity Sites identified in the AAP</p>	<p><b>Position – 25<sup>th</sup> January 2011</b></p> <p>A paper was presented to COE in November 2010 and Executive in December 2010.</p>

<p><b>Site G: West of High street (incorporating Site H)</b></p>	<p>Various Lead: KM</p>	<p>Major site in the AAP, allocated for mixed use development incorporating residential, retail and community and health facilities.</p> <p>Crest site in Ringers Road is within Site G, and has an existing consent for 160 units. Planning permission expires 7<sup>th</sup> Jan 2011.</p> <p>The Inspector recommended that a masterplan should be prepared for Site G that clearly illustrated how the land uses identified would form part of any justifiable comprehensive scheme and how this would be realised.</p>	<p><b>Position – 25<sup>th</sup> January 2011</b></p> <p>The Council is in the process of securing specialist development advice, which will support the selection of a development partner to take forward Opportunity Site G. It is proposed that the process of selecting a development partner will commence shortly and we are aiming to have a partner in place by the Autumn of 2011.</p>
<p><b>Site J: Bromley South</b></p>	<p>Network Rail Lead: KM</p>	<p>Revised site comprises station forecourt and retail units opposite the station Network Rail now looking to improve the station and in particular access through an improvement programme. Improvements likely to cover drop off facilities, disabled access, internal layout, repairs and refurbishment of the building. Network Rail submitted a representation objecting to AAP proposals for Site J. Internal Station improvements, including DDI access compliance and detailed design, timetabled to commence in 2010 for implementation in 2011</p>	<p><b>Position – 25<sup>th</sup> January 2011</b></p> <p>Regarding short term station improvements, and email from Network Rail in November 2010 confirmed <i>“We are completing the surveys at the station this week and should be in a position to share the floor plan and designs for the station with you in the New Year”</i></p> <p>Officers are maintaining contact with NR for progress updates.</p> <p>As a longer term option Network Rail are also considering placing Bromley South into the Solum JV Partnership with Kier Development to explore development options. The Solum Regeneration Partnership is currently building out a scheme at Epsom Station and is due to commence the planning phase at Twickenham Station.</p>

<p><b>Site K: Westmoreland car park</b></p>	<p>The Council  Lead: HH</p>	<p>Mixed use development site comprising cinema, A3/4/5 uses, residential, hotel and re-provision of public car parking. Cathedral Group selected as the Council's development partner in December 2008 after a competitive process. Draft development agreement agreed.</p> <p>Cathedral now working on their detailed development programme. They are also preparing their consultation strategy which will identify the organisations and individuals with whom they propose to consult, and the stages at which they will carry out a consultation exercise. Cathedral has until 30<sup>th</sup> September 2011 to submit content of a planning application to the Council for landlord's consent.</p>	<p><b>Position – 25<sup>th</sup> January 2011</b></p> <p>Initial meeting took place on 14-12-10, follow up scheduled for 25<sup>th</sup> January 2011. Cathedral will be providing a draft list of key aims and priorities for the scheme for the Council to review.</p>
<p><b>Site L: Former DHSS</b></p>	<p>Land Securities /Trillium Bromley Christian Centre.  Lead: KM</p>	<p>Site allocated for mixed use, hotel-led development including residential and replacement of office floorspace.</p> <p>Site affected by safeguarding line for junction improvement that would impact on development potential. The Inspector has recommended that the detailed safeguarded line in the AAP is replaced with a broader indicative safeguarded line. This would allow a more work to be undertaken between the applicant and the Council in pre-application discussions to agree a workable solution.</p>	<p><b>Position – 25<sup>th</sup> January 2011</b></p> <p>Officers have met with site owners and their agents to establish their long term aspirations for the site. A meeting has also taken place with the adjoining Bromley Christian Centre.</p> <p>A scheme outline has been submitted by the agents. Officers are currently reviewing this, with Transport colleagues considering the implications of any safeguarded land on any future scheme.</p>

<p><b>Bromley North Village</b></p>	<p>Lead: KM</p>	<p>Bid for Mayor's 'Great Spaces' initiative has been successful providing access to limited funds for feasibility/scoping works to the public realm. This will feed into the wider agenda for improvements to Bromley North. Funding secured from Design for London to undertake preliminary design work. This funding has been supplemented through funds from the R &amp; R Portfolio Fund. Initial scoping work being undertaken by consultants Studio Egret West (SEW). Step 1 bid to TfL submitted in August 2010.</p> <p>A series of BNV Member Working Parties have taken place chaired by R&amp;R PDS chair. Issues such as marketing &amp; branding, signage &amp; wayfinding plus community safety are being discussed at these meetings.</p>	<p><b>Position – 25<sup>th</sup> January 2011</b></p> <p>The Step 1 bid to TfL was successful and has allowed £300k to be allocated to LBB for Step 2 (detailed design and development). This can be drawn down from 1<sup>st</sup> April 2011.</p> <p>A BNV Project Board has been established to drive the project forward, with input from Transport colleagues in order to ensure that all TfL requirements are met.</p>
<p><b>BTC Signage / Wayfinding Strategy</b></p>	<p>Lead: KM</p>	<p>A Member Working Group for Bromley North Village has been established to consider issues surrounding BNV and the reintegration into the heart of the town centre. Issues such as community safety, business support, branding &amp; marketing and improved pedestrian signage have been discussed. The group reports into the R&amp;R portfolio holder regularly. It is hoped that some pilot signs could be provided as part of the TfL bid.</p>	<p><b>Position – 25<sup>th</sup> January 2011</b></p> <p>Officers have met with designers AIG who were responsible for the successful implementation of Legible London in central London. The principles of this strategy have been considered as part of a potential programme for Bromley Town Centre. A report will be taken to the R&amp;R PDS meeting in February outlining the need for further work to be carried out in order to establish sign content, locations and costs.</p>



<b>BTC Environmental Improvements</b>	Lead: MP (Town Centre Management)	Following a number of visits to the town by officers and members, a programme of street cleanups and any necessary enforcement action has been put in place. This has included a thorough street clean and a programme of chewing gum removal. Untidy site notices have also been issued where necessary.	<b>Position – 25<sup>th</sup> January 2011</b>  Town Centre Management are monitoring the town centre and issuing any untidy notices (via Planning Enforcement) where necessary. Improvements to signage at the Hill car park were implemented in December 2010.
<b><u>Orpington</u></b>			
<b>Orpington Town Centre</b>	Lead : KM	There are 2 key opportunity sites in the Walnuts shopping complex – Job Centre and Police Training facility which are currently available for redevelopment. Working is progressing to agree a consensus with land owners/interested parties over future development options, which would ultimately inform a planning brief for the whole of the Walnuts site. The Council as the Local Planning Authority is best placed to co-ordinate and lead on this work.	<b>Position – 25<sup>th</sup> January 2011</b>  Development workshops with land owners planned for early in 2011.
<b><u>Penge</u></b>			
<b>Penge Masterplan</b>	Lead: KM	Initial scoping work is being undertaken to identify the provisional aims and objectives for a Masterplan for Penge.	<b>Position – 25<sup>th</sup> January 2011</b>  The collection and analysis of baseline information is underway, followed by an urban design and area characterisation exercise for the purpose of setting out the Masterplanning Brief.

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## **BROMLEY ECONOMIC PARTNERSHIP**

<b>Meeting:</b>	Economic Partnership
<b>Date:</b>	2 February 2011
<b>Subject:</b>	Update report on activities for Town Centre Management and Business Support
<b>Author:</b>	Martin Pinnell, Head of Town Centre Management and Business Support. Tel: 020 8313 4457. Email: martin.pinnell@bromley.gov.uk

### **1. Recommendations.**

The Partnership is asked to:-

- 1.1 Note recent work around Town Centre Management and Business Support in the 3<sup>rd</sup> quarter 2010/11
- 1.2 Note the minutes of the final Business Competitiveness and Investment Sub-Group meeting (attached as Appendix).
- 1.3 Note and endorse the plans for Town Centre Management and Business Support activity during the next quarter.

### **2. Town Centre Management**

- 2.1 For Town Centre Management the main priority during the past quarter has been the delivery of Christmas lights schemes and Christmas Lights events, plus the development of action plans for the 2011/12 financial year.
- 2.2 Christmas Lights schemes were delivered across the 4 main towns (Bromley, Orpington, Beckenham and Penge) and in 8 smaller town centres (in partnership with local groups). For the first time all these schemes were brought under one contract and as a result some savings were achieved. Bromley saw the installation of an enhanced scheme – e.g. additional lights in trees in Queens Gardens. Further planned enhancements – with the addition of up to 8 cross streets – were unfortunately blocked by the difficulty in getting permissions from High Street building owners for sufficient fixings to be installed.

- 2.3 Christmas events were planned for 10 towns across the borough, with the Town Centre Management team playing a leading role in many of these. Whilst those planned for late November (e.g. Orpington) went ahead as planned and were successful, the severe wintry weather which prevailed for much of December had a disruptive effect on a number of the events planned for that month. As a result some had to be postponed (in the case of Bromley and West Wickham) or cancelled (as in the case of Chislehurst and Penge) and unfortunately attendees for the events run during December were lower than usual.
- 2.4 Town Centre Managers continue to monitor the vitality of the Town Centres primarily through footfall counts and vacancy rates. The following table summarises the Q3 results for the main town centres.

Town	Vacancy rate Q3 2010/11	Vacancy rate in Q3 2009/10	Footfall count Q3 2010/11	Year on year change compared with Q3 2009/10
Bromley	2.0% (in primary frontage only)	5.4%	198,624	- 8.2%
Orpington	8.7%	9%	24,084	- 38.7%
Beckenham	5.9%	9%	No count in Q3 due to adverse weather	NA
Penge	10.2%	12.7%	NA	NA

- 2.5 It should be noted that the footfall counts for Bromley and Orpington took place during the two weekends in December when severe wintry weather prevailed, which would almost certainly had an effect on the counts. The footfall for the Walnuts and the Glades shopping centres were also down during December – although not as severely as High Streets exposed as they are to the elements. To put these figures in a national context Springboard and the ATCM has declared that the annual (year on year) footfall in UK high streets fell by 11.2% in December, which is the greatest annual decline in December since the Index was first published in 2006.
- 2.6 In terms of vacancy rates the figures tell a more hopeful story with all 4 of the monitored towns showing a decrease in the number of vacant units, suggesting that an underlying trend towards recovery. To put the local figures in context it should be noted that the average town centre vacancy rate for the UK in December 2010 was 14.7% (source: Local Data Company).

### 3. Business Support

- 3.1 For the Council's Business Support team the focus of the third quarter has been on delivery of a local Boost Your Business event and the borough's first Commercial Property Expo. Also in this period the business e-bulletin

- was revamped and re-launched on a new footing and there was a review of content on the Business section of the Council website (20 deletions).
- 3.2 The Boost Your Business Local event was arranged in October specifically for the Bromley North businesses. The purpose was to showcase some of the ideas and plans arising out of the Bromley North Village improvement strategy – including potential plans for public realm improvements, marketing and branding the area. Although the event was not as well attended as hoped, those businesses in attendance were positive about the Council's interest and desire to improve the area in various ways.
  - 3.3 The Commercial Property Expo in November was organised in partnership with a number of the local commercial property agents, and included an expert question and answer session, exhibition of property related services and networking. The event was well attended and agents considered the evening successful enough to be repeated in 2011.
  - 3.4 Also in November a re-designed version of the Bromley Business E-bulletin was launched, with improved visuals, punchier text and the introduction of sponsored articles and links.
  - 3.5 During the quarter work was ongoing to review the content on the Council's Business web pages. This was in preparation for the introduction of a completely new content management system for the whole Council website – which will improve the overall look and functionality of the site. In the course of this review over 20 pages (representing a third) from the Business section were deleted and many more were updated with refreshed information.

#### **4. Work and status of Business Competitiveness and Investment Sub-Group**

- 4.1 The Business Competitiveness and Investment Sub-Group met in December. Minutes from the meeting are attached as an appendix.
- 4.2 Members of the sub-Group discussed the role of the group at the December meeting and the key point of agreement was the partnership needs a group of people to lead on the communication aspects of the local economy – specifically to proactively disseminate 'good news stories' about the borough as a good place to do business.
- 4.3 It is now proposed that the sub-Group will no longer operate as a separate group as most of the members also meet as part of the main Partnership – and those that have not done so will receive an invitation to become part of this body. It is intended however that the communications element of the Partnership's role will be emphasised in the future agendas of the main body – and that erstwhile members of the sub-group will continue to contribute to this agenda in the future.

## **5. Proposed activities for the Town Centre Management and Business support service.**

5.1 The key priorities for Town Centre Management during quarter 4 include:

- Deliver spring events in Bromley, Beckenham and Penge – the first being 'Love Bromley' Valentine-themed event on 10 February.
- Consult on and finalise Town Centre Management action plans for 2011/12
- Finalise and secure funding for events programme for 2011/12
- Develop Town Centre Safety Partnership and ShopSafe Radio scheme.
- Consult with businesses and develop a policy on Christmas lights for 2011
- Develop a strategy for improving promotion and rides in town centres during 2011/12
- Continue environmental monitoring and improvements (particularly in Bromley).
- Undertake feasibility work on possible introduction of BIDs
- Work with local groups (particularly in the 4 main towns) to raise profile and increase participation.

5.2 The key priorities for Business Support during quarter 4 include:

- Deliver major Boost Your Business event on 30 March 2011
- Improve welcome packs and increase number of local business groups participating / contributing material
- Continue review of Business pages on website
- Commission High Growth Coaching scheme to be delivered through Bromley College until March 2012.
- Deliver procurement support through partners such as South East London Chamber of Commerce (Olympics event 22 Feb) and series of workshops on Pre Qualification Questionnaires to be delivered by Bromley College.
- Publish updated version of the Bromley Business Guide and Directory
- Revise and publish new version of A to Z Guide to Local Services for Business – in partnership with NewsShopper.
- Publish new online (printable) visitor guide map for the borough
- Work with external consultants to develop inward investment brochure to be launched at planned inward investment event during 1<sup>st</sup> Quarter of 2011/12.

Meeting Notes for: **Joint Business Competitiveness and Investment Sub-Group**

Meeting date: 14 Dec 2010 Meeting time: 3.00pm – 4.30pm

Meeting venue: Committee Room 4, Civic Centre.

Attendees:

- Cllr Julian Benington (JB), LB Bromley
- Liz McNaughton (LM), Treval Engineering
- Howard Oldstein (HO), The Glades – **Chair**
- Martin Pinnell (MP), LB Bromley
- Dene Stuart (DS), NewsQuest Group
- Mike Ellis (ME), Business Focus at Bromley College
- Miriam Dennis (MD), LB Bromley – **Minute Taker**
- Adrian Hollands (AH), Baker Tilly / SE Chamber of Commerce

Agenda item	Notes	Action
1	<b>Apologies:</b> Brian Turpin, Ruth Nightingale, Rob Cundy, Kevin Dewick	
2	<b>Matters arising from last meeting of the sub-group and its membership</b> None.	
3	<p><b>Discussion of amended remit of the sub-group and its membership</b></p> <p>MP mentions known impacts of spending cuts on council and whether there is still a need to have the BC &amp; I sub group. Goals and parameters for the group next year need to be established in order to avoid overlap with Economic Partnership, is there a need for the group to be a business communications group?</p> <p>ME mentions the demise of Business Link and as of January 2011 there will be no funded Business Start Up programme, businesses will have to start paying for support. Group needs to start working together to promote good news stories.</p> <p>DS distributes Buckinghamshire 'Business Monthly' publication with the suggestion there is a need &amp; demand for something similar in Bromley. With help from the council, chamber, business groups, colleges, property agents and other stake holders DS is looking to launch an 8 page business section in the News Shopper from February 2011.</p> <p>Group discusses remit of sub-group and how we can effectively communicate with businesses to achieve goals and business retention within the borough. AH mentioned need to be speaking to key employers such as RBS and Bank of America to establish better relationship with the council and wider business community. Suggested JB to approach big business and sell Bromley by encouraging them to use facilities on offer (e.g Leisure Centres, Town Centre Management) and stay in Bromley.</p> <p>LM requests feedback from Mayor's business lunches – what have these achieved? MP to find out.</p> <p>Name and frequency of meetings is up for review. Suggestion that members of the group become representatives for relations between the borough and business community. DS – business support needs to be a priority for the borough and people need to be enthusiastic and motivated to get things done.</p> <p>LM – focus on communication with the business community in a low cost way.</p>	<p>Group</p> <p>MP</p>
4	<p><b>Review of progress on two Action Plans (Sustaining Business &amp; Investment and Vibrant &amp; Thriving Town Centres.</b></p> <p>MP – Update on Inward Investment prospectus which has been taken back in house and will be launched as aprt of an Inward Investment Showcase event for the borough in</p>	

	<p>spring 2011. MP runs through points on SP1 Action Plan. Plan for next borough wide Boost Your Business event at the Churchill Theatre on 30<sup>th</sup> March 2011.</p> <p>SP2 Action Plan, MP informs group that the Bromley AAP was adopted on the 25<sup>th</sup> October and the Town Hall is currently being marketed for development. Waiting to hear results of second stage of bid for Bromley North Village (BNV).</p> <p>Next Economic Partnership meeting is on 17<sup>th</sup> Jan – need for Business Communication on the agenda.</p>	
5	<p><b>Review of communication channels for business support and inward investment</b> What have we got already by way of communication (Welcome Pack, website, BBD, E-Bulletin, News Shopper, TCM) – what are we trying to achieve? Need to grow distribution of e-bulletin and increase its read-rate. Group can work together to do this. HO to circulate hard copy to Glades retailers. Need to advertise deep link to registration page <a href="http://www.bromley.gov.uk/businessbulletin">www.bromley.gov.uk/businessbulletin</a></p>	MD / HO
6	<p><b>Newsround – members to provide updates on other current and planned activities.</b> JB – Inward Investment Showcase is scheduled for around May 2011, encouraging companies to look at Bromley as a location for business. New brochure to be launched with this. Need for a central venue for the event, probably Churchill Theatre, suggestions from ME – College Hall or HO - Atrium area in the Glades.</p>	
7	<p><b>AOB</b> Enthusiasm from DS/NewsQuest to take things forward for Business Pages ME – launching new business start up programme in January – 4 sessions, £30 each session. LM – working with MD for push on E-Bulletin. Launch / low cost marketing campaign needs to be looked at to increase recipients &amp; read-rate. Potential for colleges database to be targeted to sign up.  MP – Button for e-bulletin on News Shopper online business pages and press release to promote new look edition.  HO – New Glades website launched, TCM section for Bromley – Lorraine McQuillan to have a monthly updated page (potential for mention / link to e-bulletin sign up)  MP – Provides information on re-scheduled Christmas events: Penge – Monday 20<sup>th</sup> Dec and Bromley – Tuesday 21<sup>st</sup> Dec.</p>	<p>MD / LM ME / MD MP / MD</p>
8	<p><b>Date of Next Meeting</b> TBC</p>	MP





## Notes of the Meeting of the Skills and Employment Sub-Group held on Friday 14th January 2011 at Bromley College at 12.30pm.

**Present:** Simon Norton - Chairman, (Orpington College), Lynn Barratt (LBB 14-19), Cllr Julian Benington, Margaret Carr (Renewal and Recreation), Rob Cundy (Federation of Small Businesses), Louisa Allen (Bromley Field Studies), Jean Norton (LBB 14-19/Bromley Education Business Partnership), Sam Parrett (Bromley College), and Michael Wheeler (BAEC).

**In attendance:** Nichola Beeston (Minutes Clerk)

1. **Apologies:** Marc Hume (LBB Renewal and Recreation)

Not in attendance: Mandi Grice (Job Centre Plus), Eithne Rynne (Community Links Bromley), Chris Sprules (Skills and Funding Agency). Clerk to check future attendance.

**ACTION: NB**

2. **Notes of the last meeting held on 1<sup>st</sup> October 2010/ Matters Arising**

Page 2, item 3 – the Clerk confirmed that she had contacted Denise Mantell.

Page 2/3, item 4/5 – Clerk to contact Mandi Grice (JCP)

**ACTION: NB**

Page 3, item 6 – Lifelong Learning: MW to circulate report.

**ACTION: MW**

Page 3, item 7 - It was noted that MW had reported back to the Economic Partnership in November.

Discussion took place on how this Group inter-relates with the Economic Partnership. Cllr Benington reported that the Local Strategic Partnership had been abolished however, the Economic Partnership continues. There are two other sub-groups: the Business Competitive and Inward Investment Sub-Group and one other comprising of chairs of local town centre business groups, which have now been absorbed into the Economic Partnership. It was felt that the Skills and Employment Group is more specialised and should probably continue in its own right. It was proposed by SN that this Group remains as it is and will report into the Economic Partnership, via the Chair, whilst it has a role to play, but its status will remain under review. Agreed by all.

Clerk to ensure that SN is on the Economic Partnership circulation list.

**ACTION: NB**

Page 4, item 8 – it was reported that the Princes Trust Scheme had not gone ahead due to cost versus outcomes. SP reported that this is the Mayor's nominated

charity and Bromley College is currently planning to run some volunteer programmes at present.

### 3. **Current Skills and Employment Issues**

RC reported that local businesses are still struggling and there is a lot of uncertainty. Also the National Insurance increase due in April 2011 has been a major detraction to recruitment. There are job opportunities available but competition is high.

Although unemployment has climbed nationally, it was noted that unemployment rates in Bromley are relatively low – 2.6%. LA reported that she has access to the statistics and will ensure that the Clerk is added to the circulation list so that they can be circulated to the Group. **ACTION: LA**

It was reported that 280 new businesses started up in Bromley in November 2010, which appears an encouraging number. LA to provide this information to the Clerk for circulation. **ACTION: LA**

SN highlighted the fact that there is a need for this Group to identify the types of skills which employers are seeking, and the type of training they are willing to pay for. RC noted that training is not seen as a priority by many businesses in this economic environment. However, LA identified the need to predict the future types of businesses. The Sector Skills Councils provide this information and SP agreed to pass on a copy of the report on skills strategies and priorities for London, which is to be published shortly, by the London Skills and Employment Board. **ACTION: SP**

SN confirmed that Orpington and Bromley Colleges plan to merge with the consultation process commencing January/February 2011. This will enable the Colleges to respond in a more coherent way to the needs of local businesses and people. One area, being training in hospitality, was highlighted – there is no significant provision within Bromley at the moment. Cllr Benington confirmed that this is a prospective area of growth within the Borough with the possible future town centre development which includes hotels/restaurants and a cinema complex.

SP to send to the Clerk the Skills for Jobs Prediction covering the next 10 years for London, for circulation to the Group. **ACTION: SP**

Discussion took place on the provision of providing support to adults with the job-seeking process; writing a CV, interview skills, coping with change, franchises/self-employment opportunities and returning to work. It was agreed to defer this item for further discussion at the next meeting when it is hoped that a representative from JCP will be present, as they provide much of this training to their clients. **ACTION: NB**

### 4. **Bromley Economic Framework – Strategic Priority 3**

MW reported that LA, MC and himself had met previously and had reviewed the framework against priorities to make it more concise. This had been circulated

with the papers for the meeting. It was agreed that this document would be used as a checklist for the Group, to be reviewed and updated as a working document.

It was noted that Lewisham has now signed a lease in Cotmandene for the Credit Union. Also Age Concern's 50+ project is still being advertised; although there is no office space to run a job club, clients can still be referred to them.

LA reported that she would be attending a meeting on Tuesday on 'The Work Programme' which is to replace 'New Deal' Scheme. It will provide different forms of help to get people into work; it is a massive programme which is anticipated will commence June 2011. Tuesday's meeting will go through the framework and LA will circulate any information and will report back to the next meeting.

**ACTION: LA/NB**

**5. PIE Project**

MC reported that 75 people on Income Support/Incapacity Benefit had been placed in employment, against a target of 100.

**6. Any Other Business**

Cllr Benington reported that the Newshopper plans to publish a 12 page business supplement; 50% editorial and 50% advertising. There will be the possibility of providing copy and colleges advertising in same.

It was reported that all secondary schools within the Borough have applied to become academies and some secondary schools are also linking with primary schools as feeder schools.

**7. Date of Next Meeting**

Friday 1<sup>st</sup> April 2011, 12.30 – 2.30pm at Bromley Adult Education College, the Widmore Centre.

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## **BROMLEY ECONOMIC PARTNERSHIP**

**Meeting:** Economic Partnership  
**Date:** 2<sup>nd</sup> February 2010  
**Subject:** Planning, Core Strategy and Local Economic Assessment Update  
**Authors:** Mary Manuel, Head of Planning Strategy and Projects  
[mary.manuek@bromley.gov.uk](mailto:mary.manuek@bromley.gov.uk) , 020 8313 4303

### **1. Recommendations.**

The Partnership is asked to:-

- 1.1 Note the indicative timescale for the preparation of Bromley's Core Strategy
- 1.2 Note the Greater London Authority's headline economic forecasts for Bromley and the structure of the Local Economic Assessment
- 1.3 Comment on the suggested broad approach to consultation with local businesses with regard to the preparation of the Core Strategy and to raising awareness of the Local Economic Assessment.

### **The Planning Context**

- 2.1 In 2009 and early 2010 the Economic Partnership received reports on the Mayor's Economic Development Strategy, the London Plan and Bromley's Local Development Framework (LDF). The Council, is currently preparing, as part of its Local Development Framework, its Core Strategy which will be the overarching policy document for the borough. Last year the Bromley Area Action Plan and the Planning Obligations Supplementary Planning Document were formally adopted by the Council as part of the Local Development Framework.

### **Bromley's Core Strategy Preparation**

- 2.2 The Council's LDF Advisory Panel, chaired by Councillor Stephen Carr, the Leader of the Council agreed an indicative programme for the Core Strategy through to its anticipated final adoption in summer 2012.
- 2.3 The Core Strategy, as a key statutory document is required to follow specific procedures including informal and formal consultation and an Examination in Public prior to the Council being able to adopt the document.
- 2.4 The programme shows the initial consultation on the emerging issues and borough profile in May /June 2011. However, the process involves key partners (including the Economic Partnership) and agencies on an ongoing basis.
- 2.5 The Economic Partnership is invited to comment on how the business community may best be engaged in the broader consultation in May/June.

- 2.6 It is anticipated that consultation to engage with businesses will include:
- Use of the business e-bulletin
  - Council's web site
  - Advance notice to partner and umbrella organisations to publicise consultation opportunities in their newsletters and bulletins including any exhibitions or meetings.
- 2.7 In addition community consultation will include information available via Bromley libraries, and exhibitions or community events area likely to be held in different venues within the borough. The LDF panel will agree the format of the consultation in March.
- 2.8 The indicative programme includes:
- Preparation of evidence and pen portraits of the borough Jan – April
  - Review of consultation methodology Jan/Feb
  - Discussion with key consultees (statutory bodies and service providers) Feb-April
  - Preparation of consultation document March/April
  - Consultation May/June
  - Analysis of responses June/July
  - Preparation of the Draft Core Strategy July/Sept
  - Consultation Oct/Nov
  - Formal submission Document Spring 2011
  - Examination in Public Summer 2012

### **Bromley's Local Economic Assessment**

- 2.9 The Economic Partnership has also received reports on the Council's duty to produce a Local Economic Assessment (LEA) of its area, introduced by the Local Democracy, Economic Development and Construction Act 2009. The most recent report was November 2010. This included an overview of the main sources and type of information to be included which the Partnership was invited to consider together with identifying other information they thought might be included and the involvement of businesses.
- 2.10 As outlined previously the Council is relying heavily on existing data, including published information from the GLA, the Office for National Statistics and the Department of Work and Pensions. The key area of additional data is a business survey which will inform both the Local Economic Assessment and the Core Strategy. The draft structure of the assessment is attached as Appendix 1.
- 2.11 The intention is for the Local Economic Assessment to be available via the Council's website and to raise awareness through the business e-bulletin.

### **GLA Long Term Economic Forecasts**

- 2.12 Appendix 2 includes the GLA Economics long term employment projections (to 2031) for the Partnership's information. These are important as they are part of the range of economic data used to underpin the Greater London Authority's strategic plans, including the revised draft London Plan, and the Mayor's Economic Plan and will be evidence for the Core Strategy. Bromley shows projected employment in 2021 of 137,000 an increase of 6,000 from the 2007 actual figure. The greatest level of growth is anticipated in the City, Westminster and Tower Hamlets.

**Draft Local Economic Assessment Report Structure**

Executive Summary

Introduction

Wider Economic & Policy Context

Summary & Key Findings

Spatial Context & Connections

Demography

Employment & Income

Skills

Business & Enterprise

Land, Buildings & Infrastructure

Environment

Appendix 1 – Data/Evidence supplements

Appendix 2 – Core London Councils Indicators

Appendix 3 – SWOT Analysis

Appendix 4 – Business Survey

**Greater London Authority (GLA) Economics: Long-term Employment Projections to 2031**

**Introduction**

GLA Economics provides analysis on London’s economy and the economic issues facing the capital. The data and analysis form a basis for the policy and investment decisions facing the Mayor of London and the GLA Group.

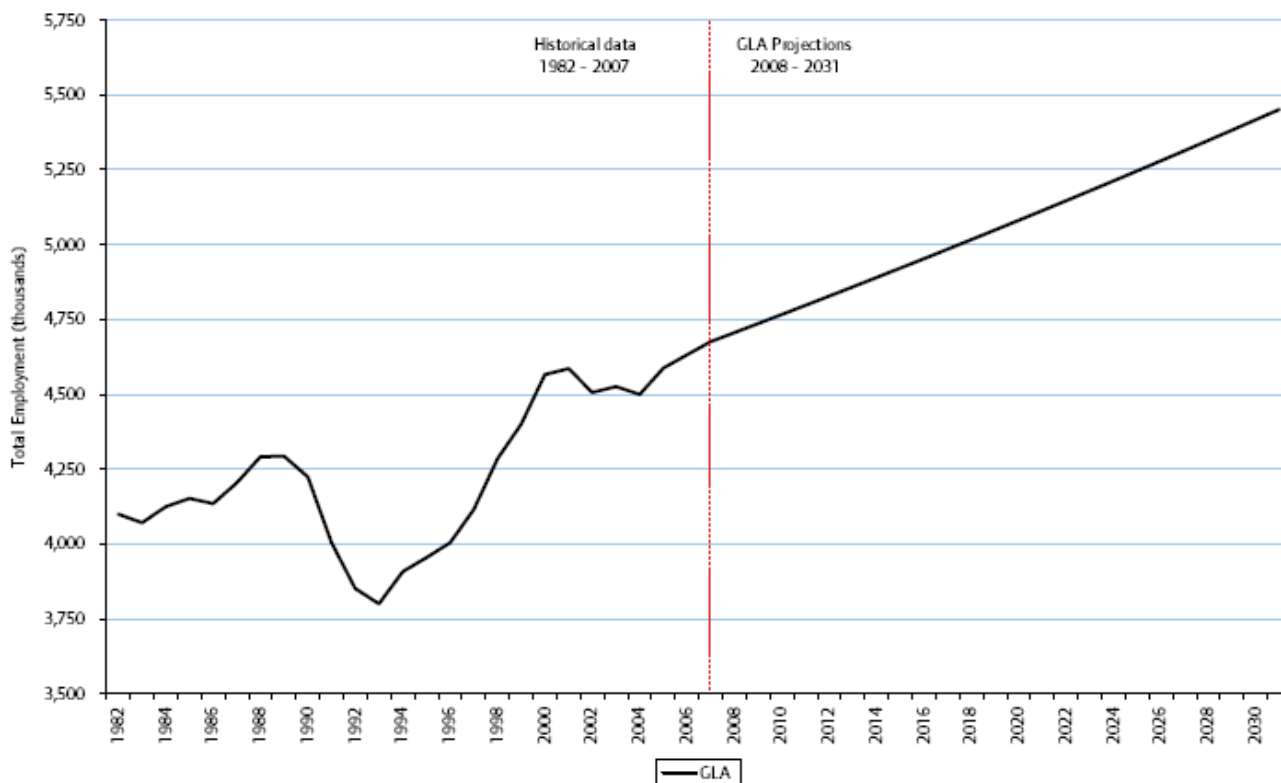
GLA Economics has published four papers (two technical papers and two working papers) that describe its updated employment projections to 2031 and which appeared in the recently published Economic Evidence Base. This forms the evidence base for the Mayor of London’s London Plan, Transport Strategy and Economic Development Strategy.

**Forecasts for London’s Economy**

Following a contraction in employment due to the recession, forecasters expect London’s employment level to continue to grow over the longer term. All forecasts assume that by 2015, at the latest, employment will have recovered to the level observed before the recession (2008).

The graph below shows the GLA’s long-term employment projection. This projection is used for planning purposes by the GLA Group and local authorities. It abstracts short term fluctuations and sees employment in London growing to 5.45million by 2031, an increase of about 750,000 from 2007 levels.

**The GLA Long-run Employment Projection to 2031**



Source: GLA Economics Working Paper 38



This employment growth is projected to be driven primarily by the business services sector. Other sectors projected to experience significant growth over the next two decades or so are other services (which includes areas such as media, recreation and leisure for example) and hotels and restaurants. More modest employment growth is projected to be experienced by financial services, retail, and health and education. All other sectors are forecast to lose employment with particularly significant falls in employment in manufacturing.

### **Employment Projections by Borough to 2031**

The GLA adopts a triangulation approach to borough employment projections which incorporates three projections (trend-based, accessibility based and capacity based) to yield the borough employment projections used in the London Plan.

<b>Borough</b>	<b>Actual '000s</b>			<b>Projection '000s</b>				
	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2011</b>	<b>2016</b>	<b>2021</b>	<b>2026</b>	<b>2031</b>
Barking	53	52	51	51	52	52	54	56
Barnet	133	134	134	136	140	139	145	150
Bexley	78	75	75	74	74	73	76	79
Brent	113	112	110	112	116	115	119	124
Bromley	124	124	131	129	129	128	132	137
Camden	279	283	290	307	326	340	350	361
City	337	332	339	373	401	423	428	435
Croydon	152	150	150	146	145	144	149	155
Ealing	135	137	139	137	138	143	148	154
Enfield	114	111	110	109	111	113	118	121
Greenwich	77	80	80	80	80	81	85	87
Hackney	94	90	92	95	98	104	107	111
Hammersmith	128	130	132	139	149	166	173	178
Haringey	77	82	85	87	89	92	95	98
Harrow	84	83	82	82	83	82	86	88
Havering	92	91	85	83	82	83	87	89
Hillingdon	201	203	203	201	202	202	210	217
Hounslow	133	132	134	130	129	129	133	138
Islington	179	182	193	205	220	233	238	241
Kensington	134	130	129	131	138	148	151	153
Kingston	80	86	87	85	83	83	86	89
Lambeth	137	137	136	138	141	143	148	154
Lewisham	77	76	76	77	77	77	80	83
Merton	83	80	81	83	83	84	86	87
Newham	82	85	83	88	94	100	103	107
Redbridge	81	75	76	74	73	75	79	81
Richmond	84	92	92	90	88	87	91	95
Southwark	188	202	217	241	246	255	264	275
Sutton	73	73	73	72	72	71	74	77
Tower Hamlets	180	202	206	227	251	279	290	301
Waltham Forest	72	73	68	68	67	68	70	73
Wandsworth	126	127	127	126	127	127	131	136
Westminster	606	609	610	624	646	674	696	720
<b>London</b>	<b>4588</b>	<b>4632</b>	<b>4676</b>	<b>4797</b>	<b>4953</b>	<b>5114</b>	<b>5280</b>	<b>5452</b>

Source: Working Paper 39, Borough Employment Projections to 2031

Employment in Bromley is projected to decrease from 131,000 in 2007 to 129,000 by 2011, where it remains the unchanged for 2016 before slightly decreasing to 128,000 in 2021. In

2026 the forecast is employment growth to 132,000 and further growth to 137,000 is projected for 2031.

### **Further information**

Further information on the employment projections to 2031 is available at:

<http://www.london.gov.uk/who-runs-london/mayor/publications/business-and-economy/employment-projections-2031>

<http://www.london.gov.uk/who-runs-london/mayor/publications/business-and-economy/economic-evidence-base-may-2010>