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DATE: 4 July 2011

To: Members of the
BROMLEY ECONOMIC PARTNERSHIP

Councillor Peter Morgan (Chairman)

London Borough of Bromley

Adrian Hollands (Vice-Chairman)

Chamber of Commerce

Robert Cundy

Federation of Small Businesses

Kevin Dewick

Local Businessman

Robert Goddard

Thackray Williams Solicitors LLP

John Hayes

Chamber of Commerce

Marc Hume

LBB Renewal & Recreation

David Keogh

Jobcentre Plus

Liz McNaughton

Treval Engineering

Ruth Nightingale

Business Link in London

Howard Oldstein

The Glades

Sam Parrett

Bromley College

Martin Pinnell

LBB Renewal & Recreation

Peter Pledger

South London Business

Steve Price

Bromley Mytime

Dene Stuart

NewsQuest

A meeting of the Bromley Economic Partnership will be held at Bromley Civic Centre on **TUESDAY 12 JULY 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

A G E N D A

- 1 **APOLOGIES FOR ABSENCE**
- 2 **MINUTES OF THE MEETING HELD ON 13TH APRIL 2011 AND MATTERS ARISING** (Pages 3 - 8)
- 3 **UPDATES ON MAIN PARTNERSHIP THEMES:**
 - a **TOWN CENTRE DEVELOPMENT** (Pages 9 - 18)

- b TOWN CENTRE MANAGEMENT / BUSINESS SUPPORT (Pages 19 - 22)**
- c SKILLS AND EMPLOYMENT (INCLUDING UPDATE ON COORDINATION OF COLLEGE COURSES WITH THE NEEDS OF BUSINESSES) (Pages 23 - 24)**
- d LOCAL DEVELOPMENT FRAMEWORK AND PLANNING POLICY ISSUES (Pages 25 - 28)**

Appendix 1 to this item will be sent out 'To Follow'

4 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING (VERBAL UPDATE)

5 COMMUNICATIONS ISSUES (VERBAL UPDATE)

6 ANY OTHER BUSINESS

7 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 18th October 2011

4.00pm, Tuesday 10th January 2012

4.00pm, Tuesday 24th April 2012

BROMLEY ECONOMIC PARTNERSHIP

Minutes of the meeting held at 4.30 pm on 13 April 2011

Present:

Councillor Julian Benington (Chairman)
Robert Cundy, Federation of Small Businesses
Marc Hume, LBB Renewal & Recreation
Liz McNaughton, Treval Engineering
Simon Norton, Orpington College
Howard Oldstein, The Glades
Martin Pinnell, LBB Renewal & Recreation

Also Present:

Mandi Grice, Jobcentre Plus
Councillor Sarah Phillips, Chairman, Renewal and Recreation PDS Committee
Jennifer Whyte, Communications Officer

1 APOLOGIES FOR ABSENCE

Apologies had been received from Robert Goddard – Thackray Williams, Alena Harvey – South London Business, Adrian Hollands – Chamber of Commerce, David Keogh – Jobcentre Plus, Mary Manuel – Head of Planning Strategy and Projects, Ruth Nightingale – Business Link in London, Sam Parrett – Bromley College, Peter Pledger – South London Business, Dene Stuart – Newsquest and Michael Wheeler – Bromley Adult Education College.

2 MINUTES OF THE MEETING HELD ON 2nd FEBRUARY 2011 AND MATTERS ARISING

The minutes of the meeting were agreed subject to the first sentence of Item 3: Review of Terms of Reference and Changes to Structure of the Partnership (including Top 5 Priorities for the Partnership) being amended to read:

“Members of the Partnership considered the need to amend the existing Terms of Reference of the Bromley Economic Partnership, as the Local Strategic Partnership Executive was no longer meeting.”

There were no Matters Arising.

RESOLVED that the minutes of the meeting held on 2nd February 2011 be agreed, subject to the above amendment.

3 REVIEW OF TERMS OF REFERENCE AND KEY PRIORITIES

Members of the Partnership considered an amended Terms of Reference and a list of proposed key priorities for the Bromley Economic Partnership.

RESOLVED that:

- 1) The amended Terms of Reference be agreed;**
- 2) The key priorities for the Partnership in 2011/12 be agreed as:**
 - **Sustaining and growing business and investment**
 - **Maintaining vibrant and thriving town centres**
 - **Improving employment opportunities for residents**

4 UPDATES ON MAIN PARTNERSHIP THEMES:

Members of the Partnership gave an update around progress across the main themes of the Partnership.

A) TOWN CENTRE DEVELOPMENT

The Director of Renewal and Recreation gave an update around Town Centre Development across the Borough.

Progress was continuing across the sites that made up the Bromley Town Centre Area Action Plan, and the Council had appointed CBRE as a Development Adviser to support the Council in procuring development partners and ensure sites were configured correctly to attract developers.

With regard to the other sites across Bromley Town Centre, the Land Group had been selected as the Council's development partner in relation to Site C: the Old Town Hall site, with authority given to enter into a 6 month exclusivity agreement. A contractor had been appointed to undertake the refurbishment of Site E: Pavilion Leisure Centre and work would start shortly.

The Council was currently in discussions with Network Rail around the refurbishment of Site J: Bromley South, with agreement sought for a longer term mixed-use development scheme to fund station improvements. The Cathedral Group had been selected as the Council's development partner in respect of Site K: Westmoreland Car Park and it was hoped that a planning application would be submitted to Bromley Council by the end of 2011. A scheme outline for a mixed use, hotel-led development had been submitted by agents in respect of Site L: Former DHSS and was being reviewed by Officers.

In terms of development across the Borough, two key opportunity sites had been identified in the Walnuts shopping complex. The 'topping out' ceremony for the new library would be held on 15th April 2011, and the library would be

officially opened in May 2011. Simon Norton noted that representatives of the College and Orpington Library were meeting to support closer cross-working between the Library and College staff and students. Work was also being undertaken to build a Heritage Lottery Fund bid for the development of a new museum.

The Director of Renewal and Recreation announced that a major event would be held on 16th June 2011 to promote opportunities available through the Bromley Town Centre Area Action Plan to investors and developers. It was hoped that a development partner would be in place by Autumn 2011 in respect of Site G.

RESOLVED that the update be noted.

B) TOWN CENTRE MANAGEMENT / BUSINESS SUPPORT

The Head of Town Centre Management and Business Support gave an update around progress across the main Partnership themes of Town Centre Development and Business Support in Quarter 4.

During January and February 2011, the Town Centre Managers had consulted with around 2000 businesses across the 4 main town centres regarding a move to increased business contributions to the cost of Christmas light displays. Howard Oldstein noted the importance of having a rolling programme to ensure there were sufficient funds in place to order light displays in good time for the Christmas period. It was also important to promote the benefits of contributing to a Christmas light display to businesses, including increased sales and opportunities for sponsorship. Rob Cundy requested that figures showing the current level of contributions by businesses to Christmas light displays in Bromley be provided to the Partnership.

A telephone survey of businesses in Orpington had taken place with 122 out of 315 businesses being interviewed. 87% of businesses considered they had been affected by the economic downturn (mostly negatively), but 75% still rated Orpington as a good place to do business. Representatives of the Business Support Service had attended a meeting of the Orpington Business Forum on 12th April 2011 around introducing a potential Business Improvement District in Orpington. A range of issues had been identified, including the size of the BID, and a special meeting of the Orpington Business Forum would be held to consider the proposals in more detail.

The Council's Business Support service had delivered a wide range of activities including the successful delivery of the fourth annual Borough-wide Boost Your Business event on 30th March 2011, which had attracted over 160 people. Initial feedback had been positive, and a follow up telephone survey would be undertaken to determine the medium to long term impacts for the businesses taking part. The Business Support service had also promoted and supported two joint 'South East Business Growth Expo' events in partnership

with Business Link and the London Boroughs of Bexley, Greenwich and Lewisham, and had worked with the Society of London Manufacturers (Soloman) to engage with manufacturing and industrial businesses based on the St Mary Cray industrial estate. Liz McNaughton confirmed that these businesses had now formed a committee, and would meet on 27th April 2011 to identify issues impacting businesses in the area including those relating to the environment, crime, traffic and parking.

Future activities of the Business Support service included the promotion and distribution of the new Bromley Business Guide and Directory and the publication of an e-guide to local services and businesses which would be hosted on the News Shopper website. The new Bromley Council website had been launched on 13th April 2011 and the business pages would be reviewed to improve content and navigation.

RESOLVED that:

- 1) Recent work around Town Centre Management and Business Support in the 4th Quarter of 2010/11 be noted;**
- 2) The plans for Town Centre Management and Business Support activity for the 1st Quarter of 2011/12 be noted.**

C) SKILLS AND EMPLOYMENT

The Principal and Chief Executive of Orpington College gave an update on the progress of the Skills and Employment Sub-Group. Unemployment in the Borough had remained at 2.7% in February 2011, however this would be impacted as people moved from Income Support and Incapacity Benefit onto Jobseekers Allowance under the new Work Programme (to replace the New Deal) which would commence in June 2011. Mandi Grice confirmed that the three successful bidders for the Bromley area were A4e, the Careers Development Group and Seetec, with the Bromley Field Studies Centre acting as a sub-contractor.

Self-employment had been identified as an effective response to the current labour market, and the Sub-Group was currently researching the availability of business start-up courses across the Borough. Developments across the Bromley Town Centre Area Action Plan would provide opportunities in the hospitality and catering industry, and a feasibility study was needed to support the development of appropriate training opportunities.

The final merger proposal between Bromley and Orpington Colleges had been agreed in March 2011 by the two College Corporations and provided to the Skills Funding Agency. The results of the public consultation had been broadly supportive of the merger proposals, and it was hoped that the merger would be approved by the Secretary of State by May 2011, with a view to the merged college being in operation on 1st August, 2011.

RESOLVED that the update be noted.

**D) LOCAL DEVELOPMENT FRAMEWORK AND POLICY ISSUES
(VERBAL UPDATE)**

The Director of Renewal and Recreation provided an update on the development of the Local Development Framework. The consultation on the draft Core Strategy would be conducted in May/June 2011, and the Director requested that the Economic Partnership consider the draft Core Strategy at the next meeting of the Partnership.

RESOLVED that the update be noted.

**5 LOCALISM BILL AND PLANNING IMPACTS OF THE BUDGET
(VERBAL UPDATE)**

The impact of the Localism Bill and how it would affect the budget was noted.

RESOLVED that the update be noted.

6 PARTNER UPDATES (VERBAL UPDATE)

Members of the Partnership had undertaken a range of activities since the last meeting.

The Chairman highlighted the Bromley North Village Consultation event which would be held between 10.00am and 3.00pm on 15th April 2011 at Bromley United Reformed Church. The 'drop-in' event would give local businesses and residents an opportunity to view and comment on the proposed design concepts.

Howard Oldstein noted that the number of people using The Glades had fallen since last year, but highlighted that the first months of the year were traditionally a quiet time for retailers. The level of spend remained good, particularly in the 16-45 years demographic, and there had been an increase in usage of public transport in Bromley Town Centre. Fast growing retailers 'Superdry' would shortly be opening a store in The Glades as part of a wider strategy of Capital Shopping Centres to increase the fashion focus within the upper mall south section of The Glades.

Mandi Grice noted that Greg Harrison was the new District Manager for Jobcentre Plus. David Keogh was the District Operations Manager and would attend future meetings of the Partnership.

The Director of Renewal and Recreation informed the Partnership of work being undertaken by local businesses in Biggin Hill to promote investment opportunities at Biggin Hill Airport and across the wider Biggin Hill area. Councillors would also shortly be visiting the former GlaxoSmithKline site to speak with landowners around options for the site.

Rob Cundy noted that the Federation of Small Businesses had identified a recent reduction in the number of insolvencies. However HMRC was now taking a more rigid approach to collecting unpaid taxes, which might impact businesses across the Borough. The Federation of Small Businesses was seeking to introduce 'drop in' surgeries for local businesses.

RESOLVED that the update be noted.

7 COMMUNICATIONS ISSUES (VERBAL UPDATE)

Jennifer Whyte highlighted the successful launch of the monthly 'Talking Business' supplement in the Bromley News Shopper on 6th April 2011. The supplement offered local stories, business initiatives and news and information from the commercial property market place, as well as promotional opportunities for Bromley-based businesses.

RESOLVED the update be noted.

8 ANY OTHER BUSINESS

An item had been circulated around the enhanced apprenticeship agency offer by South London Business for consideration by members of the Partnership.

RESOLVED that the issues raised be noted.

9 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 12th July 2011
4.00pm, Tuesday 18th October 2011
4.00pm, Tuesday 10th January 2012
4.00pm, Tuesday 24th April 2012

The Meeting ended at 5.54 pm

Chairman

BROMLEY ECONOMIC PARTNERSHIP

Meeting: Economic Partnership
Date: 12th July 2011
Subject: Town Centre Development Programme Update
Authors: Kevin Munnely, Head of Renewal
kevin.munnely@bromley.gov.uk , Tel No: 0208 313 4582

1. Recommendations.

The Partnership is asked to:- note the contents of the Town Centre Development Programme update.

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Town Centres Development Programme Update – 20th June 2011

Site	Lead Officer	Background	Position Statement
AAP Process	Lead: KM	Following the adoption of the AAP as a Statutory Planning document, the focus now shifts to implementation. A development programme has been prepared by the Head of Renewal.	<p>Position – 20th June 2011</p> <p>Linden Homes/Network Rail have lodged a challenge to the adoption of the AAP.</p> <p>We anticipate that the case will be heard before the High Court sometime in early Summer 2011.</p>
Development Advice	Lead: KM	Following a competitive tendering process CB Richard Ellis have been selected as the Council's development advisors.	<p>Position – 20th June 2011</p> <p>The lead from CBRE is Neil Parlett and he and his team have been working with the Council's team to refine the Development Programme and advise on necessary actions.</p>

Bromley

<p>Site A: Bromley North</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</p>	<p>Position – 20th June 2011</p> <p>Linden Homes/Network Rail have lodged a challenge to the adoption of the AAP.</p> <p>The Council has responded robustly to this challenge.</p> <p>We anticipate that the case will be heard before the High Court sometime in early Summer 2011.</p>
<p>Site B: Tweedy Rd</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.</p> <p>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>Position – 20th June 2011</p> <p>General site maintenance to continue.</p> <p>Further work is being undertaken on a number of technical issues concerning a temporary parking option as part of wider Council's parking migration strategy.</p>
<p>Site C: Town Halls</p>	<p>The Council</p> <p>Lead: HH</p>	<p>Site allocated for mixed use development comprising Hotel and/or offices.</p>	<p>Position – 20th June 2011</p> <p>The Land Group have been selected to be the Council's preferred development partner. They have been granted a 6 month exclusivity agreement, which will allow them the opportunity to complete the work needed to support a full Planning and Listed Building Application to support their redevelopment plans.</p> <p>A joint project team is to be established to oversee the project programme and timetable.</p>

<p>Site E: The Pavilion</p>	<p>The Council Capital Shopping centres Bromley Mytime</p> <p>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>Position – 20th June 2011</p> <p>Contractors are on site and work has commenced.</p> <p>Practical completion is set for March 2012.</p> <p>A continuous service is planned throughout the redevelopment works.</p>
<p>Site F: Civic Centre</p>	<p>The Council</p> <p>Lead: JT</p>	<p>Following a review of the options, it has been agreed that in the short term, up to 2015, the Council will concentrate on meeting its accommodation needs through the more efficient use of the campus site, undertaking limited investment in maintenance.</p>	<p>Position – 20th June 2011</p> <p>De-cant has begun in preparation for the refurbishment of the North Block.</p>
<p>Site G: West of High street</p>	<p>Various</p> <p>Lead: KM</p>	<p>Major site in the AAP, allocated for mixed use development incorporating residential, retail and community and health facilities.</p>	<p>Position – 20th June 2011</p> <p>Working with CBRE the Council are robustly testing and reviewing the development proposition for Site G, with a view to seeking the marketing of the site in the Autumn 2011.</p> <p>In support of this a series of design workshops have taken place with a Members, involving specialist retail architects. The results of the workshops and the market analysis supplied by CBRE will allow a concept scheme to be costed and evaluated. The results of this process will ultimately inform and underpin the development scheme parameters, which will be marketed to attract a significant development partner to deliver Site G.</p>

<p>Site J: Bromley South</p>	<p>Network Rail Lead: KM</p>	<p>Network Rail 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.</p>	<p>Position – 20th June 2011</p> <p>Preliminary scope of works and delivery programme agreed with Network Rail for the refurbishment of Bromley South to include step free access. It is anticipated that the improvement works will commence by September 2011, with step free access being implemented by the end of March 2012.</p> <p>As a longer term option Network Rail are considering placing Bromley South into the Solum JV Partnership with Kier Development to explore development options.</p>
<p>Site K: Westmoreland car park</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.</p>	<p>Position – 20th June 2011</p> <p>Cathedral has until 30th September 2011 to submit content of a planning application to the Council for landlord's consent.</p> <p>Regular project meetings are being held with Cathedral.</p> <p>Consultation and engagement strategy is being developed by Cathedral with a consultation event being planned for July 2011.</p>
<p>Site L: Former DHSS</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>Position – 20th June 2011</p> <p>Officers have met with site owners and their agents to establish their long term aspirations for the site and set out the planning issues connected to the site.</p> <p>It is anticipated that the site owners will submit a planning application for a mixed use scheme consisting of a hotel and residential units before September 2011.</p>

Bromley North Village	Lead: KM	<p>In support of transformational public realm improvements an Area Based bid to the Transport for London, as part of the Mayor's 'Great Spaces' initiative, has been successful in providing access to £300k for detailed design work. A further allocation of £3m has been made available by TfL subject to the Council meeting a number of design gateways.</p> <p>A provisional bid of £1.5m has been made to the Council's Capital Programme 2012/13 in support of this project, which is still subject to confirmation.</p>	<p>Position – 20th June 2011</p> <p>Work on a detailed design for improvements to the public realm in BNV is underway.</p> <p>Initial stakeholder consultations completed on the concept design plans for Bromley North Village Public Realm.</p> <p>Initial stakeholder consultations have been completed with Members, residents and businesses on the concept plans for the public realm.</p> <p>Detailed survey and technical studies being undertaken in support of the design process.</p> <p>Presentation made to TfL Design Panel.</p> <p>Further public consultation on the detailed designs will take place in October 2011, with first phase implementation to commence by early Summer 2012.</p>
BTC Signage / Wayfinding Strategy	Lead: KM	<p>It is recognised that the current signage and wayfinding material in the town is inadequate.</p> <p>TfL are keen to roll-out the Legible London approach to signage across London boroughs.</p>	<p>Position – 20th June 2011</p> <p>TfL will be providing a London-wide base map for use by individual boroughs, with Bromley scheduled to be 'mapped' by 31st October 2011.</p>
BTC Environmental Improvements	Lead: MP (Town Centre Management)	<p>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.</p>	<p>Position – 20th June 2011</p> <p>Town Centre Management are monitoring the town centre and issuing any untidy notices (via Planning Enforcement) where necessary.</p>

Orpington

Orpington Town Centre	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.	Position – 20th June 2011 Quarterly meetings ongoing with Walnuts Managing Agents. Following individual meetings, Orpington College, Sainsbury's, Telereal Trillium (Job Centre) and Metropolitan Police have agreed to work together to produce a development brief for the Walnut's area. Development advisors CBRE are undertaking a range of bi-lateral discussions with landowners in advance of convening a design workshop.
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Penge

Penge Renewal Strategy	Lead: KM	Manifesto commitment for 2011. Initial scoping work is being undertaken to identify the provisional aims and objectives for a Masterplan for Penge.	Position – 20th June 2011 First phase of environmental improvements successfully implemented. These included repainting of street furniture, and cleaning of public art features. The collection and analysis of baseline information is underway, followed by an urban design and area characterisation exercise . It is proposed to hold a stakeholder workshop to develop the long term renewal strategy in the Autumn 2011.
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Beckenham			
Public Realm Improvements	Lead: IF	<p>The Draft Local Implementation Plan (LIP), submitted to TfL in December 2010, indicates that, following the implementation of the Bromley North Village project, the Council envisages that Beckenham town centre would potentially be the subject of a future Major Schemes bid.</p> <p>This is supported by the inclusion in the LIP of an indicative sum of £150k of TfL funding for scheme development in 2013/14.</p>	<p>Position – 20th June 2011</p> <p>Initial traffic data is being collected in support of further development work.</p> <p>Update paper to be prepared for consideration by the R&R PDS in September 2011.</p>
West Wickham			
Public Realm Improvements	Lead: IF	<p>West Wickham High Street is a TfL road (A232). It was the subject of a TfL-funded improvement study some years ago, but no funds were ever allocated for implementation.</p> <p>The Draft LIP states that Council believes that TfL should actively programme a project to bring the public realm in West Wickham High Street up to the same standard that the Council is seeking to promote in Orpington, Bromley North Village and Beckenham, and that TfL should aim to programme these improvements to start around 2014.</p>	<p>Position – 20th June 2011</p> <p>This remains a lobbying matter since the Council is not the highway authority for the High Street.</p>

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BROMLEY ECONOMIC PARTNERSHIP

Meeting:	Economic Partnership
Date:	12 July 2011
Subject:	Update report on activities for Town Centre Management and Business Support
Author:	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 1st quarter 2011/12
- 1.2 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 priorities have been:
 - Delivery of spring events
 - Finalise Christmas lights policy for 2011 – and run outreach campaign to encourage increased business donations
 - Undertake informal consultation with businesses on the possible introduction of BIDs in Orpington town centre
 - Continue environmental monitoring and improvements
 - Initiate review of town centre markets, promotions and entertainments

In addition the TCM team have maintained regular communications with businesses through newsletters and email updates and have contributed to projects led by other sections of the Council, for example the Bromley North Village improvement strategy.

- 2.2 Town Centre events successfully delivered during the quarter include a Bromley 'Easter Egg-stravaganza' (April) and Festival of Sport (June), a French Market and Spring Fair on Beckenham Green (including a

Community Safety promotion), a topping out ceremony for the new Orpington Library and TCMs also supported the Petts Wood May Fayre. In addition, local business forums were supported through the organisation of business networking meetings in all four main towns, with the Beckenham Business Association being re-launched in April. The TCM for Orpington also launched the Orpington's Finest Competition in partnership with the Orpington Business Forum.

- 2.3 At the April meeting of the Renewal and Recreation PDS Committee Councillors opted for a change to the policy on Christmas lights so that the Council would only fund up to half the costs of lights schemes on the basis of match funding contributions from businesses and residents. Following that decision Town Centre Managers wrote to around 2000 businesses across the 4 main town centres to publicise this decision and encourage donations from the businesses. TCMs also made direct approaches to a number of businesses, including larger employers in these town centres, and also contacted residents associations. At time of writing the level of donations either paid or promised has been quite disappointing, with all towns likely to see at best a much reduced scheme (in the case of Bromley and Orpington) or at worst no Christmas lights at all (probable in the case of Beckenham and Penge).
- 2.4 An initial feasibility study on the potential for the establishment of Business Improvement District (BID) for Orpington was undertaken on behalf of the Council in March 2011 – and the results of this were encouraging to explore the options for a BID further. As a result presentations from industry experts, on what BIDs are and how they can help revitalise a business area such as a town centre, were given during this quarter - first to the Orpington Town Centre Steering Group and then to the Orpington Business Forum. Audience reaction to the presentations suggests that the idea should be pursued further, and preparations are now underway work with local business leaders to initiate a formal BID campaign.

3. Business Support

- 3.1 For the Council's Business Support team the focus of the fourth quarter has been on:
- Promotion and distribution of the new Bromley Business Guide and Directory.
 - Revision of the Business web pages on the revamped Council website to improve content and navigation
 - Publication and promotion of the 'Explore Bromley Borough' visitor guide
 - Work with Communications and external consultant for publication of borough Invest Bromley brochure.
 - Liaison with local commercial property agents through forum meeting
 - Ensure publication of an edition of the Bromley Business E-bulletin and promote the wider take up of the service.

- Follow up and support for emerging Cray Avenue Business Forum
- Monitor delivery and take up of High Growth Coaching Scheme
- Promotion of new electronic 'A to Z Guide to Local Services for Business' publication in partnership with News Shopper

Further detail on some of these key projects is provided below. In addition the Town Centre Management and Business Support team have contributed to the delivery of projects led by other Council sections, for example the Local Economic Assessment / Core Strategy.

- 3.2 Following the estate meeting on the St Mary Cray industrial estate, facilitated by Soloman, a committee of local businesses was formed during April to decide on the priorities and modus operandi of the new Cray Avenue Business Forum. This development has been supported by the Town Centre Management and Business Support team, who have provided information on issues of interest – for example the Nugent Centre Parking Review.
- 3.3 The final delivery of the 'Bromley Business Guide and Directory' was unfortunately delayed but delivery of the book (and accompanying CD-ROM directory) to the Council took place in May, and distribution via a number of Council service points (e.g. Libraries), partner agencies and other local facilities (e.g. Hotels) is taking place and should be complete by July. The directory has also been direct mailed to the top 100 or so larger employers in the borough.
- 3.4 Some technical issues have forced the delay in publication of the 'Explore Bromley Borough' map and guide. However, it is expected that these will be resolved and the publication available on the website, and widely promoted during July.

4. Proposed activities for the Town Centre Management and Business support service.

- 4.1 The key priorities for Town Centre Management during the 2nd quarter of 2011/12 include:
- Developing proposals for inclusion in area based bids to the Mayor's Outer London Fund (July) and then starting delivery of funded projects once outcome is known (mid-August).
 - Continue informal consultation and project on potential BID for Orpington, including a visit to comparable BID town, and preparation for a report to Councillors (for October) requesting the support of the Council for initiation of formal process.
 - Undertake a review of Markets, Promotions and Rides in town centres for presentation of a report to Councillors on options for future management and locations
 - Delivery of Summer events – including new Orpington library official opening combined with Big Dance event in Orpington (July), a Street Theatre Festival in Bromley in September, and ongoing preparation for

2012 Queens Jubilee events. Potentially this events programme could be augmented with support from the Outer London Fund.

- Work with colleagues in Town Centre Development, Cathedral Group and Studio Egret West to support and integrate a promotional and consultation programme around proposed Westmoreland Road development and Bromley North Village scheme.
- Finalise campaign for business donations to the Christmas lights schemes for 2011 and start to procure lights and trees
- Development of town centres community safety partnership with Police and Shop Safe – including upgrade of system
- Proposals to potential sponsors for core funding or support for specific events / projects.
- Maintain vigilance on environmental issues
- Continue to work with local business groups to encourage participation

4.2 The key priorities for Business Support during quarter 2 include:

- Develop inward investment plan for Bromley North Village – with possible additional funding from the Outer London Fund.
- Work with Communications and external consultant for publication of borough Invest Bromley brochure. Also help to shape and promote the Invest Bromley event (20 Sept)
- Continue promotion and distribution of the new Bromley Business Guide and Directory
- Continue revision of the Business web pages on the revamped Council website to improve content and navigation
- Publication and promotion of the delayed 'Explore Bromley Borough' visitor guide
- Liaison with local commercial property agents through forum meeting
- Ensure publication of two editions of the Bromley Business E-bulletin and promote the wider take up of the service.
- Follow up and support for emerging Cray Avenue Industrial Estate business group.

BROMLEY ECONOMIC PARTNERSHIP

Meeting:	Economic Partnership
Date:	12 th July 2011
Subject:	Skills and Employment Sub-Group
Authors:	Simon Norton, Principal, Orpington College snorton@orpingtoncollege.ac.uk

1. Recommendations.

The Partnership is asked to note the report. The meeting due to be held on 23rd June 2011 was cancelled due to lack of attendees, however the Group will continue its work detailed below.

2. Background

The Group continues to act as the facilitator of the exchange of information between employers, colleges, the voluntary sector, the Borough and other public sector organisations on skills, training and employment within the Borough.

3. Timetable

- 3.1 The Group continues to monitor and review the Unemployment data for Bromley on a monthly basis.
- 3.2 Since the last meeting, data has been collated on the Business Start-up support available within the borough. This information has been circulated to the Group for review and it will be considered at the next meeting in detail. Further actions and recommendations will be made at that time as appropriate.
- 3.3 A further review of the Bromley Economic Framework – Strategic Priority 3 is planned and a full report will be available at the next meeting.
- 3.4 The Federation of Small Businesses reports:
 - Businesses are still pushing for a National Insurance ‘holiday’. The recent changes are hitting small businesses hard.
 - FSB business have highlighted a desire for more Advertising and Marketing skills training.
 - The FSB is promoting the need for ex-service personnel to be training in starting their own business and/or being able to get a job and integrate back into civilian life. 75,000 ex service personnel are expected to leave the service within the next 2 years.

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BROMLEY ECONOMIC PARTNERSHIP

Meeting:	Economic Partnership
Date:	12 th July 2011
Subject:	Local Development Framework and Planning Policy Update
Authors:	Mary Manuel, Head of Planning Strategy and Projects mary.manuel@bromley.gov.uk , 020 8313 4303

1. Recommendations.

The Partnership is asked to:-

- 1.1 Note the consultation process and timescale for the Core Strategy Issues Document.
- 1.2. Note the planning policy update.

2. Developing Bromley's Core Strategy – consultation on the Core Strategy Issues Document

- 2.1 The Partnership has been kept advised of the progress in preparing Bromley's Local Development Framework. This is a suite of documents guiding the development of the Borough. Recently adopted documents include the Bromley Town Centre Area Action Plan and the Supplementary Planning Document on Planning Obligations. The Core Strategy will be the key borough-wide document within the LDF. The Core Strategy Issues Document sets out the vision and objectives for the Borough and identifies area issues and strategic themes. These have been developed from Bromley 2020, the Sustainable Community Strategy, with the Core Strategy referred to in government guidance as the 'spatial expression of the community strategy'.
- 2.2 The Partnership has been asked previously for views on engaging the business community in the consultation process for the Core Strategy with the use of the business e-bulletin (sent to over 2,500 email addresses) and continued updates to the Economic Partnership endorsed.
- 2.3 The Core Strategy Issues Document is available at www.bromley.gov.uk/ldf and will be available to comment on-line until the end of September 2011. The July and September business e-bulletins will include a link to the consultation and encourage responses from the business community. In addition copies will be available in Bromley libraries and other opportunities for consultation with the wider community include a presentation to the Residents Federation meeting in July.
- 2.4 The responses to the consultation will be analysed and reported to the Council in the Autumn and will inform the next stage in the preparation of the Core Strategy.

2.5 **Planning Policy Update**

- 2.6 The Coalition Government has published a range of policy related documents, including the Localism Bill which is with the House of Lords and entering its final stage. This sets out among other proposals the potential for Neighbourhood Plans (below local authority level), and Neighbourhood Development Orders together with other changes to the planning system including enforcement and the regulations for the Community Infrastructure Levy.
- 2.7 Government consultation on the ability to change the use of industrial buildings to residential without requiring planning permission has just closed. The Council and London Councils both raised objections to the proposals. A copy of the suggested response endorsed by the Council's Development Control Committee on 30th June is attached as Appendix 1 for information. The government has just launched further consultation on the relaxation of changes between use classes, so that planning permission is not required. It is also expected that later this month the Government will issue a consultation document on a new national planning framework.
- 2.8 The Panel's report following the Examination in Public last year into the Mayor's draft replacement London Plan has been issued and the Mayor's response. This is now awaiting direction from the Secretary of State for Communities and Local Government.
- 2.9 In addition the Mayor has issued consultation on his Community Infrastructure Levy (CIL) which sets out proposed levels of charges on development in London. Boroughs fall within one of three bands (based on the level of benefit which the GLA have attributed to the borough from the introduction of Cross Rail) which local authorities are allocated. Exemptions to the CIL include education and health institutions. Bromley has made objections to the Mayor's CIL, in particular seeking clarity as to the basis on which the benefit to the Bromley has been calculated.

2.10 **Core strategy – priorities for business, employment and town centres**

- 2.11 Within the draft consultation document for the Core Strategy are a number of priorities which touch upon business, employment and town centre issues and potentially cross over with the priorities of the Economic Partnership. These are set out below.
- 2.12 Business and employment vision and objectives

Bromley is a prosperous, thriving and skilled borough where businesses choose to locate. New businesses start up and grow using local skills, supply chains and investment and Business Areas offer high quality flexible accommodation. There is an improved range of employment opportunities for residents and skills levels have been raised.

Objectives:

- Encourage investment and development in the local economy. Business Areas adapt successfully to the changing needs of modern industry and commerce.
- Ensure there are an appropriate range of premises across the borough.
- Encourage an adequate supply of commercial land in the borough.
- Encourage and support the provision of training across the borough.

2.13 Town Centres vision and objectives

Town centres provide a range of goods and services and are safe, clean and welcoming for all. Bromley Town Centre is a competitive Metropolitan Town Centre, complementing others in the region and attracting a wide range of visitors to its shopping, cinema, theatre and restaurant areas. The vision for Orpington recognises the town centre's role as a strong and vibrant local centre, offering a good range of shopping, leisure and public amenities. The improvement of its image and appearance and adding to its retail offer are vital to achieving this aim.

Objectives:

- Ensure continued vitality of Bromley Town Centre, in particular, through implementation of the Area Action Plan.
- Promote and facilitate the continued improvement of Orpington Town Centre.
- Maintain and improve other local centres across the borough.
- Encourage a safe and prosperous evening economy.

2.14 Further detail on the strategic issues identified through the Core Strategy can be found in the chapter on 'Working in Bromley' in the draft Core Strategy consultation document, copies of which will be made available at the Economic Partnership meeting on 12 July 2011.

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