



THE LONDON BOROUGH
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DATE: 11 October 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

Peter Davies

National Apprenticeships Service

Kevin Dewick

Local Businessman

Robert Goddard

Thackray Williams Solicitors LLP

John Hayes

Chamber of Commerce

Marc Hume

LBB Renewal & Recreation

Robert Innes

Skills Funding Agency

David Keogh

Jobcentre Plus

Colin Maclean

Community Links Bromley

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 18 OCTOBER 2011 AT 5.00 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 12TH JULY 2011 AND MATTERS ARISING
(Pages 3 - 8)

3 UPDATES ON MAIN PARTNERSHIP THEMES:

- a **TOWN CENTRE DEVELOPMENT** (Pages 9 - 18)
- b **INVEST BROMLEY EVENT (VERBAL UPDATE)**
- c **TOWN CENTRE MANAGEMENT / BUSINESS SUPPORT (INCLUDING UPDATE ON IMPACT OF AUGUST 2011 RIOTS)** (Pages 19 - 22)
- d **OUTER LONDON FUND (VERBAL UPDATE)**
- e **LOCAL DEVELOPMENT FRAMEWORK AND PLANNING POLICY ISSUES (VERBAL UPDATE)**
- f **SEMINAR ON OFFICE / INDUSTRIAL PROPERTY - PROPOSED (VERBAL UPDATE)**

4 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING TO INCLUDE:

- a) Update on Bromley/Orpington College merger – Sam Parrett (Bromley College)
- b) Apprenticeships in Bromley and South London – Peter Davies (National Apprenticeships Service)
- c) News Round

5 COMMUNICATIONS ISSUES (VERBAL UPDATE)

6 ANY OTHER BUSINESS

7 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 10th January 2012

4.00pm, Tuesday 24th April 2012

Agenda Item 2

BROMLEY ECONOMIC PARTNERSHIP

Minutes of the meeting held at 4.00 pm on 12 July 2011

Present:

Councillor Peter Morgan (Chairman)

Robert Goddard, Thackray Williams Solicitors LLP
Simon Norton, Orpington College
Martin Pinnell, LBB Renewal & Recreation
Dene Stuart, NewsQuest

Also Present:

Mary Manuel, LBB Renewal & Recreation
Kevin Munnelly, Town Centre Development
Councillor Sarah Phillips, Chairman, Renewal & Recreation PDS Committee
Michael Wheeler, Bromley Adult Education College
Jennifer Whyte, Communications Team

1 APOLOGIES FOR ABSENCE

Apologies had been received from Rob Cundy – Federation of Small Businesses, Adrian Hollands – Chamber of Commerce, Marc Hume – LBB Renewal and Recreation, Liz McNaughton – Treval Engineering, Howard Oldstein – The Glades, David Keogh – Jobcentre Plus and Peter Pledger – South London Business.

2 MINUTES OF THE MEETING HELD ON 13TH APRIL 2011 AND MATTERS ARISING

The minutes of the meeting were agreed. There were no matters arising

RESOLVED that the minutes be agreed.

3 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 Head of Renewal 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 a development plan had now been prepared. Following a competitive tendering process CB Richard Ellis had been selected as the Council's

development advisor in relation to Site G and it was hoped that a development partner would be in place by autumn 2011.

The challenge lodged by Linden Homes/Network Rail in relation to Site A: Bromley North would be heard before the High Court at the end of October 2011. Work had commenced on the refurbishment of Site E: The Pavilion and would be completed in March 2012.

With regards to the other sites across Bromley Town Centre, further work was being undertaken at Site B: Tweedy Road seeking to develop a temporary parking area during the refurbishment of The Hill and the redevelopment of Westmoreland Multi-Storey Car Parks. The Land Group had been selected as the Council's development partner in relation to Site C: the Old Town Hall site, and it was anticipated that proposals for development of the site would be submitted to the Council in August 2011.

Following a review of options at Site F: Civic Centre, refurbishment of the North Block was currently being undertaken to support more efficient use of the campus site and would be completed by January 2012. Preliminary scope of work and delivery programme for the refurbishment of Site J: Bromley South to include step free access had now been agreed with Network Rail. It was anticipated that the improvement works would commence by September 2011, with step free access being implemented by the end of March 2012.

Cathedral Group, the Council's development partner for Site K: Westmoreland Road Car Park had recently hosted a car park cinema on site over a four day period. It was anticipated that a planning application for Site K would be submitted to the Council in September 2011. A scheme outline for a mixed use, hotel-led development had already been submitted by agents in respect of Site L: Former DHSS, and it was anticipated that the site owners would submit a planning application before September 2011.

An area based bid to Transport for London, as part of the Mayor's 'Great Spaces' initiative, had been successful in providing access to £300k for detailed design work in respect of Bromley North Village. A further allocation of £3m had been made available by Transport for London to implement improvements to the public realm in line with the distinctive character of the area. A provisional bid of £1.5m had been made to the Council's Capital Programme 2012/12 in support of this project, which was still subject to confirmation, and further public consultation on the detailed designs would take place in October 2011, with first phase implementation on works to commence by early summer 2012.

The Outer London Fund, a three year initiative dedicated to supporting the vibrancy and growth of high streets, had recently been launched and would be allocated in two rounds. The first would provide funding for immediate measures such as promotion, events and marketing, and the second would make funds available for capital works. The Council was currently developing a bid for the Borough, and it was hoped that funding would be granted towards improved wayfinding and signage in Bromley as well as public realm improvements across Beckenham, Penge and West Wickham Town Centres

In terms of development across the Borough, two key opportunity sites had been identified in the Walnuts shopping complex in Orpington Town Centre, and a development brief was being developed. The Principal and Chief Executive of Orpington College highlighted the importance of involving Orpington College in any consultation around proposed development in the area.

The first phase of environmental improvements had been successfully implemented as part of the Penge Renewal Strategy. It was proposed to hold a stakeholder workshop to develop a long term renewal strategy for Penge in Autumn 2011.

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 Management and Business support in Quarter 1 2011/12.

In the first Quarter of 2011/12 the Town Centre Management Team had successfully delivered a range of spring events, including the Bromley 'Easter Egg-stravaganza' and the Festival of Sport. An outreach campaign was currently underway to encourage increased business donations to Christmas lights in town centres following a reduction in Council funding. It was also proposed to include Christmas lights as part of the Council's bid to the Outer London Fund. Informal consultation had been undertaken with businesses around the possible introduction of a Business Improvement District Scheme (BIDS) in Orpington Town Centre, and the Beckenham Business Association had been successfully re-launched.

Future activities for the Town Centre Management Team included developing proposals for inclusion in area-based bids to the Mayor's Outer London Fund in July 2011. Informal consultation would continue on the proposed Orpington BIDS, and a review of markets, promotions and rides in town centres would also be undertaken. A programme of summer events would be delivered, including the Big Dance event in Orpington and a Street Theatre Festival in Bromley.

The Business Support Team had undertaken a wide range of activities including the promotion and distribution of the new Bromley Business Guide and Directory and revision of the Business web pages on the revamped Council website. The 'Explore Bromley Borough' visitor guide had recently been published and work had been undertaken with the Communications Team on the Borough Inward Investment brochure. An edition of the Bromley Business E-Bulletin had also been published and a new electronic 'A to Z Guide to Local Services for Business' publication had also been produced in partnership with the News Shopper.

In the second quarter of 2011/12, work would continue on a number of activities delivered in Quarter 1. In addition, the Business Support Team aimed to develop an inward investment plan for Bromley North Village, with possible additional funding from the Outer London Fund. Further work would be undertaken towards the publication of the Borough Investment brochure in the run-up to the Invest Bromley

event on 20th September 2011. Two editions of the Bromley Business E-bulletin were planned, and support would be given to the Cray Avenue Industrial Estate business group.

Members of the Partnership considered progress made across Town Centre Management and Business Support. The number of business-start ups was encouraging and had recently been featured in the News Shopper. The representative of Newsquest also highlighted the potential to ask business customers of the News Shopper how the Town Centre Management offer across Bromley might be developed.

With regard to the proposed Orpington BIDS, the Chairman suggested a similar scheme for Bromley Town Centre. There was a need to include Bromley Charter Market in the upcoming review of markets, promotions and rides in town centres.

RESOLVED that:

- 1) Recent work around Town Centre Management and Business Support in the 1st Quarter of 2011/12 be noted;**
 - 2) The plans for Town Centre Management and Business Support activity for the 2nd Quarter of 2011/12 be noted.**
- C) SKILLS AND EMPLOYMENT (INCLUDING UPDATE ON COORDINATION OF COLLEGE COURSES WITH THE NEEDS OF BUSINESSES)**

The Principal and Chief Executive of Orpington College gave an update on the Skills and Employment sub-group.

The final merger proposal between Bromley and Orpington Colleges had been approved by the Secretary of State in June 2011, and the merged college would be in operation on 1st August 2011. There would be a strong vocational focus to the college offer, including continued support of apprenticeship schemes, and changes to the way university education was funded was expected to increase the demand for higher education courses delivered in the Borough.

An emphasis would be placed on building stronger links with businesses and business support organisations to ensure the college offer met the needs of local employers. Close links were already in place with businesses delivering social care services, which enabled courses to be tailored to the needs of local businesses and supported work placements and recruitment, and the Principal and Chief Executive of Orpington College highlighted the need to encourage employers to approach the college with their training needs.

It had been identified that developments across the Bromley Town Centre Area Action Plan would provide new employment opportunities in the hospitality and catering industry. There were also opportunities offered by the aeronautical industry at Biggin Hill Airport which could be incorporated into the college offer.

The future role of the Skills and Employment Sub Group was considered. Following discussion, members of the Partnership agreed that it would be appropriate to merge the Sub Group with the Partnership, inviting members of the Sub Group to join future meetings of the Partnership to carry forward work around skills and employment.

RESOLVED that the update be noted.

D) LOCAL DEVELOPMENT FRAMEWORK AND PLANNING POLICY ISSUES

The Head of Planning Strategy provided an update on the development of the Local Development Framework. Bromley's Core Strategy would be the overarching planning document within the Local Development Framework, and a draft Core Strategy Issues document had recently been released for consultation with local residents and the wider community. This document set out a vision and objectives for the Borough and outlined key issues for consideration when the next stage of the strategy was being prepared.

The consultation on the draft Core Strategy Issues Document would be available at www.bromley.gov.uk/ldf and at Bromley libraries until the end of September 2011, and responses were encouraged from the business community as a number of the identified priorities impacted business, employment and town centre issues. To support this, the representative of Newsquest offered to add a link to the consultation on the News Shopper website. The business e-bulletin was also being used to reach local businesses promoting the opportunity to comment.

The Coalition Government had published a range of policy-related documents including the Localism Bill, which was currently entering the final stage of consideration. This Bill set out amongst other proposals the potential for Neighbourhood Plans and Development Orders together with other changes to the planning system including enforcement and the regulations for the Community Infrastructure Levy.

A Government consultation on the ability to change the use of industrial buildings to residential without requiring planning permission had just closed, and both Bromley Council and London Councils had raised objections to the proposals. The Government was also expected to issue a consultation on a new national policy framework during Summer 2011.

RESOLVED that the update be noted.

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

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

The Principal of Bromley Adult Education Centre announced that the prospectus for 2011/12 had now been published and the number of enrolments had been encouraging. A new website would also be launched shortly.

Dene Stuart, the representative of Newsquest, reported that the 'Talking Business' feature in the News Shopper had been well received and would shortly be marketed electronically to over 2,500 business customers. Dene Stuart underlined that the News Shopper was keen to get involved with new initiatives with partners, and was currently seeking to engage with schools and colleges around provision of work placements.

Robert Goddard, representing Thackray Williams Solicitors LLP highlighted the recent work by the Cathedral Group to promote their development plans in Bromley South and underlined the importance of consulting with local businesses as plans were finalised for the upcoming investment in public realm improvements across Bromley North Village. The Head of Renewal agreed to provide a presentation to local businesses in Bromley North around the proposed public realm improvements. The Chairman noted the concerns about Bromley North and, whilst he hoped that the improvements to the public realm would assist somewhat, he agreed that a strategy for new development was urgently needed. Council officers were currently developing a strategy for Bromley North Village, and the Chairman emphasised the importance of developing a feasible plan for consultation as soon as possible.

RESOLVED that the update be noted.

5 COMMUNICATIONS ISSUES (VERBAL UPDATE)

The recent work by the Cathedral Group to promote their development plans on Site K: Westmoreland Car Park was noted.

RESOLVED the update be noted

6 ANY OTHER BUSINESS

The Head of Town Centre Management and Business Support announced that an Invest in Bromley event would be held on 20th September 2011. Investment opportunities across the Borough would be showcased and speakers would include Boris Johnson, the Mayor for London and Bob Neill MP, Parliamentary Under Secretary of State at the Department of Communities and Local Government.

RESOLVED that the issues raised be noted.

7 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 18th October 2011

4.00pm, Tuesday 10th January 2012

4.00pm, Tuesday 24th April 2012

The Meeting ended at 5.28 pm

Chairman

BROMLEY ECONOMIC PARTNERSHIP

Meeting: Economic Partnership
Date: 18th October 2011
Subject: Town Centre Development Programme Update
Authors: Kevin Munnelly, Head of Renewal
kevin.munnelly@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 Individual Site Updates – 20th September 2011

Site	Lead Officer	Background	Position Statement
<u>Bromley</u>			
Site A: Bromley North	Network Rail The Council Linden Homes Lead: KM	<p>The Inspector upheld the policy wording that the site can accommodate around 250 residential units.</p> <p>Linden Network Rail have challenged the Council position, arguing that building 250 units would not be viable given the level of on site improvements required.</p>	<p>Position – 20th September 2011</p> <p>The Council has responded robustly to the challenge from Linden Homes/Network Rail.</p> <p>We have been advised that a date for a hearing at the High Court has been set for 31st October 2011.</p> <p>If the AAP policy is supported by the Courts, the Council will continue to work with Linden Homes/Network Rail to examine options for reducing the cost of the overall development without increasing the housing numbers to allow a viable development to come forward within a reasonable timescale.</p> <p>If the Court agree to instruct on a change to the Policy wording to remove the reference to ‘around 250’, the Council as the freeholder of the Charter Market carpark site will continue to have a strategic landholding that would be needed to be included to bring about a comprehensive development as envisaged by Linden Homes.</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 September 2011</p> <p>Further work undertaken concerning a temporary parking option for the site (approx 100 spaces) is underway. Initial costs are estimated at £30-£40k. Demand/requirement for car park is foreseen during the Christmas period only. TfL have intimated that any use of the site as a car park must utilise a left turn in and left turn out only (i.e. not cross Tweedy Road).</p> <p>Further work in ongoing to assess the amount of revenue that could be raised from the use of the temporary car park and how this option could inform the 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 September 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 expires in November 2011) 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>They have advised that they have entered into a joint venture arrangement with the Cathedral Group to undertake the development – this was reported to The Executive on 7th September.</p> <p>Specialist Heritage Architect team have been appointed and a preliminary meeting is being organised with the town centre renewal team.</p>

<p>Site E: The Pavilion</p>	<p>The Council Capital Shopping centres Bromley Mytime</p> <p>Lead: CB</p>	<p>The AAP has allocated this site as a potential redevelopment site for around 22,000 sqm of additional retail floorspace if the redevelopment of Site G, West of the High Street does not come forward. This would be subject to the leisure Centre being relocated on to the Civic Centre Site.</p> <p>In the short term a comprehensive refurbishment of the Leisure centre offer has been agreed.</p>	<p>Position – 20th September 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 September 2011</p> <p>North Block is now vacant and refurbishment work has commenced. The internal strip out is complete, new windows will be fitted imminently. Estimated end date for the works is early Spring 2012.</p> <p>Retention of Anne Springman and Joseph Lancaster blocks is considered advisable to ensure that no action is taken which might prejudice future proposals for the whole site.</p> <p>Initial feedback from the viability work undertaken in connection with Site G indicated that there is little economic case for relation the Civic Centre function on one of the AAP opportunity sites. Therefore, options will need to be examined which provides for a New Civic Centre accommodation on Site F.</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 September 2011</p> <p>Working with CBRE the Council are robustly testing and reviewing the development proposition for Site G, with a view to informing the</p>

		<p>AAP Inspector recommended that a Masterplan should be prepared for the site and adopted by the Council as supplementary planning guidance.</p>	<p>production of a high level masterplan for consultation purposes.</p> <p>In support of this a series of design workshops have taken place with 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>The Council have been in discussions with Crest Nicolson who have a live planning consent for 160 residential units in the middle of the site. There remains a risk that Crest may implement this permission.</p> <p>Meetings have also taken place with a number of department store operators. The general feedback is that whilst they recognise the attractiveness of Bromley as a quality location, their locational preferences lie elsewhere at this time.</p> <p>CBRE and the team are preparing a masterplan variant that takes into account these key two issues and this is currently being evaluated.</p> <p>Work is also being progressed to evaluating the options for refurbishing the Churchill Theatre and Library, against a full redevelopment.</p>
<p>Site J: Bromley South</p>	<p>Network Rail</p> <p>Lead: KM</p>	<p>Network Rail are 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. Preliminary scope of works and delivery programme agreed with Network Rail</p>	<p>Position – 20th September 2011</p> <p>Following procurement difficulties between Network Rail and their contractors, the target start date for refurbishment works is now November, with no change to the delivery target of having step free access in time for the Olympics.</p>

		for the refurbishment of Bromley South to include step free access.	
Site K: Westmoreland car park	The Council Lead: HH	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.	Position – 20th September 2011 Pre-application consultation carried out over the Summer in the town centre. Initial feedback from the Cathedral team is that public reaction to the proposal has been overwhelmingly positive. A draft planning application is due to be submitted to the Council for landlord's consent by the end of September 2011 prior to the formal submission of the application which is anticipated in October. Regular project meetings are being held with Cathedral.
Site L: Former DHSS	Land Securities /Trillium Bromley Christian Centre. Lead: KM	The AAP Policy seeks a comprehensive redevelopment of the Crown Buildings and the adjacent Bromley Christian Centre Site. The Policy seeks a mixed use scheme including hotel, residential and replacement of office floorspace.	Position – 20th September 2011 Trillium Real, the owners of the Crown Buildings have submitted a pre-application enquiry for a mixed use scheme consisting of a hotel and residential units on their site only. Officers are arranging to meet with the applicants towards the end of September.
Site M: Queens Gardens	The Council Lead BMQ	The AAP allocates possible additional cafes and restaurants around the edge of the gardens, provided there is no loss of any green space.	Position – 20th September 2011 Capital Shopping Centres (CSC) are in discussions with the Council regarding a proposal for the site. A Member meeting will be scheduled for late September, and we anticipate an October submission of a proposal. This is likely to go to DC committee in Jan 2012.

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 September 2011</p> <p>A series of officer workshops have informed the draft designs in readiness for a period of public consultation later in the year. The designs will go to the R&R PDS meeting on 11th Oct, with consultation scheduled for November/December.</p>
<u>Orpington</u>			
Orpington Town Centre	Lead : KM	<p>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.</p>	<p>Position – 20th September 2011</p> <p>Further meetings have taken place with both Sainsbury's and the Metropolitan Police over a potential joint re-development of these sites.</p> <p>Development advisors CBRE are undertaking a range of bi-lateral discussions with landowners in advance of convening a design workshop.</p> <p>Sale of the long lease of the Walnuts imminent.</p> <p>Successful bid made to Outer London Fund for £90k of improvement funds.</p>

<u>Penge</u>			
Penge Renewal Strategy	Lead: KM	<p>Manifesto commitment for 2011. Initial scoping work is being undertaken to identify the provisional aims and objectives for a Masterplan for Penge.</p>	<p>Position – 20th September 2011</p> <p>First phase of environmental improvements successfully implemented. These included repainting of street furniture, and cleaning of public art features.</p> <p>The collection and analysis of baseline information is underway, followed by an urban design and area characterisation exercise. A report on options for Penge will be taken to the R&R PDS in October. It is proposed to hold a stakeholder workshop to develop the long term renewal strategy in the Oct/Nov 2011.</p> <p>Successful bid made to Outer London Fund for £70k of improvement funds.</p>
<u>Beckenham</u>			
Public Realm Improvements	Lead: KM/CC	<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 September 2011</p> <p>£20k is available to draw up a scheme which will form the basis of a Step 1 bid to TfL by Sept 2012.</p> <p>Potential bid being made to Outer London Fund Round 2 for a precursor public realm improvement bid.</p>

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BROMLEY ECONOMIC PARTNERSHIP

Meeting:	Economic Partnership
Date:	18 October 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 2nd quarter 2011/12
- 1.2 Note and endorse the plans for Town Centre Management and Business Support activity during the next quarter.

2. Quarter 2 update

- 2.1 For Town Centre Management and Business Support the main priorities have been:
 - Delivery of summer events
 - Outreach to businesses for Christmas lights donations and Christmas lights procurement
 - Submission of Outer London Fund round 1 bid
 - Developing proposal for project to introduce Business Improvement District (BID) to Orpington
 - Responding to the August riots and following up with affected businesses
 - Continue environmental monitoring Contributing to the management of the Invest Bromley event (20 Sept) and the accompanying inward investment brochure.
 - Publication and promotion of the Explore Bromley Borough electronic visitor map and guide
 - Liaison with local commercial property agents through the forum meeting

- Ensure publication of 2 editions of the Bromley Business E-bulletin and promote the wider take up of the service.
- Liaison with colleagues in Environmental Services and with businesses regarding the Chislehurst Road Bridge rebuild

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

- 2.2 Town Centre events successfully delivered during the quarter included in July a Family Fun weekend in Beckenham and the Orpington Town Fete, and in September a Street Theatre Festival in Bromley and Fun in the Park at Orpington's Priory Gardens. We also delivered the successful Orpington's Finest Competition in partnership with the Orpington Business Forum. In addition, local business forums were supported through the organisation of business networking meetings in all four main towns during the period, and Pub Watch meetings in Beckenham – which are increasingly well attended by local licensees.
- 2.3 Following the Member decision on Christmas lights funding, the TCMs sent mailings to around 2000 businesses and made direct approaches to key businesses across the 4 main town centres to request donations. Responses were disappointing overall – with a total of approx £12,800 raised from business contributions (£9,000 for Bromley, £2,500 for Orpington and £1,300 for Beckenham). This total is well short of the target of £34,500 for the 4 towns. This situation would have led to vastly reduced lights schemes (or even no schemes) in these towns in 2011 were it not for the Mayor's Outer London Fund.
- 2.4 In June the Mayor of London launched his Outer London Fund which is targeted on improving the vitality and competitiveness of town centres, particularly in areas of the Capital not likely to benefit significantly from either Crossrail or the 2012 Olympics. The first round had a very short timescale for applications and required bids to be in by mid July. All funding for round 1 is to be spent in the current financial year which means that although capital projects were not excluded, the emphasis was on revenue expenditure, for example on events, Christmas lights, promotional campaigns which will provide a short term boost to town centres. Working with colleagues in Town Centre Development the Town Centre Management prepared and submitted bids for Beckenham, Bromley, Orpington, Penge and also Crystal Palace. Only bids for Bromley, Orpington and Penge were successful providing funding of £468,000 (£308k for Bromley, £90k for Orpington and £70k for Penge). The projects funded include:
- Purchase / installation of Christmas lights
 - Christmas events and marketing campaigns
 - Support to independent businesses
 - Installation of graphics to empty shop fronts

- Extension of public realm design and upgrade to Bromley central High Street
 - Heritage trail for Bromley
 - Business Improvement District feasibility and engagement for Orpington
- 2.5 Bromley's town centres did not emerge unscathed from the widespread rioting, disorder and criminality which hit Greater London during the early part of August. According to Police up to 60 businesses in the borough suffered some damage or loss due to the disorder – with most of the trouble centred on Bromley North (East Street), Beckenham, Orpington and the Nugent Retail Park. TCMs took part in the follow up in the immediate aftermath of the first night of rioting and visited all the businesses in the 4 main towns – distributing information from the Police door to door. In the following weeks TCMs also visited most of the worst affected businesses – ascertaining levels of damage and loss and providing advice on the next steps. Businesses were provided information on sources of advice and funding – including the Riot Act Compensation Scheme and the charitable High Street Fund.
- 2.6 As a result of initial presentations to businesses at the Orpington Business Forum the Executive of the Forum was mandated to explore in depth the opportunity to form a Business Improvement District in the town. This included a joint visit with the TCM to the forming BID in Bexleyheath and to an established one in Hitchin (similar sized town). A proposal for the Council to support the BID proposal with both funding and personnel has been prepared and is due to go before Councillors at the Renewal & Recreation PDS Committee on 11 October.

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

The key priorities for Town Centre Management and Business Support during the 3rd quarter of 2011/12 include:

- Delivery of agreed projects for the Outer London Fund (OLF) Round 1
- Preparation and submission of bids for the OLF Round 2 – covering financial years 2012/13 and 2013/14. Deadline now extended to 14 November.
- Subject to Councillor authorisation – to launch a project to undertake detailed feasibility and business consultation on a potential BID for Orpington – working with the businesses to develop a business plan and proposal which would be put to a ballot during the 2012/13 financial year.
- Continue support to businesses affected by the summer disturbances – including finalisation and roll out of High Street Support Scheme grants, supported by the Department Communities and Local Government.
- Continue 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 Christmas / Winter events in the 4 main towns – and ongoing preparation for 2012 Queens Jubilee events.
- Delivery of Christmas lights schemes in the 4 main towns with selection of supplier taking place through a borough wide tendering process. Also assistance to smaller towns for delivery of Christmas lights and events.
- Develop and deliver OLF-funded business support projects including business support scheme in Bromley, Orpington and Penge, an inward investment campaign for Bromley North and shop front improvement grants in Bromley North and Penge.
- Continue to lobby the Shop Safe Radio supplier for roll out of upgrade to system in the borough's town centres. Delivery of extension to the scheme to Petts Wood.
- Ensure publication of one edition of the Bromley Business E-bulletin and promote the wider take up of the service.
- Develop TCM programmes for pitching to potential sponsors for core funding or support for specific events / projects for 2012/13.
- Distribute copies of the new Invest Bromley brochure.
- Liaison with local commercial property agents through forum meeting
- Maintain vigilance on town centre environmental issues
- Continue to work with local business groups to encourage participation