



THE LONDON BOROUGH  
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DATE: 29 December 2011

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

Councillor Peter Morgan (Chairman)

London Borough of Bromley

Adrian Hollands (Vice-Chairman)

South East London Chamber of Commerce

Bek Bekir

National Apprenticeships Service

Robert Cundy

Federation of Small Businesses

Kevin Dewick

Local Businessman

Robert Goddard

Thackray Williams Solicitors LLP

John Hayes

South East London 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 10 JANUARY 2012 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)

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LBB Head of Town Centre Management and Business Support
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Paul Le Blond, on behalf of Biggin Hill Airport
- c UPDATE ON LOCAL COMMERCIAL PROPERTY MARKET (VERBAL UPDATE)**  
Mike Lewis, Michael Rogers LLP and Jeff East, Acorn Commercial
- d THE GLADES RETAIL PERFORMANCE (VERBAL UPDATE)**  
Howard Oldstein, Capital Shopping Centres
- e IMPROVEMENTS AT BROMLEY SOUTH STATION AND OTHER PLANNED RAIL/STATION IMPROVEMENTS IN THE BOROUGH (VERBAL UPDATE)**  
Mike Gibson, Southeastern Railway
- f GENERAL NEWS ROUND (VERBAL UPDATE)**

#### **5 COMMUNICATIONS ISSUES (VERBAL UPDATE)**

Jenny Whyte, LBB Street Services Business Unit

#### **6 ANY OTHER BUSINESS**

#### **7 DATES OF FUTURE MEETINGS**

4.00pm, Tuesday 24<sup>th</sup> April 2012  
4.00pm, Tuesday 10<sup>th</sup> July 2012  
4.00pm, Tuesday 16<sup>th</sup> October 2012  
4.00pm, Tuesday 8<sup>th</sup> January 2013  
4.00pm, Tuesday 9<sup>th</sup> April 2013

## **BROMLEY ECONOMIC PARTNERSHIP**

Minutes of the meeting held at 5.00 pm on 18 October 2011

### **Present:**

Councillor Peter Morgan (Chairman)  
Adrian Hollands, South East London Chamber of Commerce (Vice-Chairman)  
Robert Cundy, Federation of Small Businesses  
Peter Davies, National Apprenticeships Service  
David Keogh, Jobcentre Plus  
Colin Maclean, Community Links Bromley  
Liz McNaughton, Treval Engineering  
Howard Oldstein, The Glades  
Sam Parrett, Bromley College  
Martin Pinnell, LBB Renewal & Recreation  
Peter Pledger, South London Business  
Dene Stuart, NewsQuest

### **Also Present:**

Louisa Allen, Community Development Manager  
Carol Arnfield, Bromley Adult Education College  
Jeff East, Acorn Commercial  
Amanda Grice, Jobcentre Plus  
Vaughan Leyshon, Bromley College  
Councillor Sarah Phillips, Chairman, Renewal and Recreation PDS Committee  
Katy Woolcott, London Biggin Hill Airport

## **1 APOLOGIES FOR ABSENCE**

Apologies had been received from Robert Goddard – Thackray Williams Solicitors LLP, Robert Innes – Skills Funding Agency, Mary Manuel, LBB Head of Planning Strategy, Kevin Munnely, LBB Town Centre Development and Jean Norton, Bromley Education Business Partnership.

## **2 MINUTES OF THE MEETING HELD ON 12TH JULY 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 Town Centre Management and Business Support 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. The Council had responded robustly to the challenge from Linden Homes/Network Rail in relation to the number of residential units that could be accommodated on Site A: Bromley North, and a hearing would be heard before the High Court on 31<sup>st</sup> October 2011. 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 to support demand during the Christmas period.

The Land Group had been selected as the Council's development partner in relation to Site C: the Old Town Hall, and had been granted a 6 month exclusivity agreement, expiring in November 2011, to allow them time to complete the work needed to support a full Planning and Listed Building Application. The Land Group had recently entered into a joint venture arrangement with the Cathedral Group to undertake the development of the site, and a Specialist Heritage Architect team had been appointed.

Work was ongoing on the refurbishment of Site E: The Pavilion and would be completed in March 2012. Howard Oldstein confirmed that the refurbished gym provision would be ready by January 2012. 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 spring 2012.

Working with CB Richard Ellis, the Council was currently reviewing the development proposition for Site G, with a view to developing a high level master plan to attract a significant development partner. Meetings had also taken place with a number of department store operators in relation to the Site. The Chairman highlighted the importance of developing Site G to complement the existing retail offer in Bromley Town Centre. Following procurement difficulties between Network Rail and their contractors, the target start date for refurbishment works at Site J: Bromley South was now November 2011, with step free access being implemented before the start of the London 2012 Olympics.

Cathedral Group, the Council's development partner for Site K: Westmoreland Road Car Park had conducted a pre-application consultation over summer 2011 in Bromley Town Centre and initial feedback suggested the public reaction had been overwhelmingly positive. A draft planning application was due to be submitted to the Council for landlord's consent shortly. Katy Woolcott confirmed that London Biggin Hill Airport was in talks with Cathedral Group to ensure that any over-flight issues were resolved in relation to the development. Concerns were raised with regard to the number of car parking spaces on site, and Sam Parrett highlighted the potential to utilise parking provision at Bromley College campus for a park and ride scheme.

A pre-application enquiry for a mixed use, hotel-led development had already been submitted by agents in respect of Site L: Former DHSS, and officers were arranging to meet with the applicants towards the end of September 2011. Capital Shopping Centres were also in discussions with the Council in respect of Site M: Queens Gardens regarding a proposal for the site. A public consultation with regards to proposed development had been undertaken in September/October 2011 and it was anticipated that a proposal would be submitted to the Council in October 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, and public consultation on the detailed designs would take place in November/December 2011, with first phase implementation on works to commence by early summer 2012.

In terms of development across the Borough, two key opportunity sites had been identified in the Walnuts shopping complex in Orpington Town Centre, and further meetings had taken place with landowners over a potential joint redevelopment of these sites. The Walnuts Shopping Centre had now been sold and the new owner had plans to expand the site.

The first phase of environmental improvements had been successfully implemented as part of the Penge Renewal Strategy and initial scoping work was being undertaken to develop a Master plan for Penge. A successful bid had recently been made to the Outer London Fund for £70k of improvement funds, and a further bid was being submitted to the Outer London Fund Round 2 to support a programme of public realm improvements in Beckenham.

**RESOLVED that the update be noted.**

#### **B) INVEST BROMLEY EVENT**

The Head of Town Centre Management and Business Support gave an update on the Invest Bromley event held on 20<sup>th</sup> September 2011. This event brought together private and public sector representatives to introduce and discuss major development opportunities in the Borough. An Invest Bromley brochure had been produced and additional copies were available on request. Peter Pledger underlined the need to identify Bromley's 'unique selling point' as a development opportunity and also to clarify the type of investor the Borough wished to attract.

**RESOLVED that the update be noted.**

#### **C) 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 2 2011/12.

In the second Quarter of 2011/12 the Town Centre Management Team had successfully delivered a range of summer events, including the Family Fun weekend in Beckenham and the Orpington Town Fete. An outreach campaign had been undertaken to encourage increased business donations to Christmas lights across the 4 main town centres in the Borough following a reduction in Council funding. Responses had been disappointing overall, however submissions to Round 1 of the Outer London Fund had been successful in respect of Bromley, Orpington and Penge Town Centres. The projects funded would include purchase and installation of Christmas lights and Christmas events and marketing campaigns, and other activities such as support to independent businesses, installation of graphics to empty shop fronts and, a heritage trail for Bromley. Work to develop the proposal around the possible introduction of a Business Improvement District Scheme (BIDS) in Orpington Town Centre continued, with part of the Outer London Fund funding granted to support BID feasibility and engagement for Orpington.

With regard to the public unrest across London in August 2011, up to 60 businesses in the Borough had suffered some damage or loss, with most of the damage centred on Bromley (particularly Bromley North), Beckenham, Orpington and the Nugent Retail Park. Town Centre Managers had visited all the businesses in the 4 main town centres across the Borough and had provided support and information to businesses affected by the unrest. Businesses were being encouraged to apply to the Riot Act Compensation Scheme and the charitable High Street Fund where appropriate.

Future activities for the Town Centre Management Team included the delivery of agreed projects for the Outer London Fund Round 1 and preparation and submission of bids for Round 2 by 14<sup>th</sup> November 2011. Following Councillor authorisation, it was proposed to launch a project to undertake detailed feasibility and business consultation on a potential BIDS for Orpington, working with businesses to develop a business plan and proposal which would be put to ballot during the 2012/13 financial year. A programme of winter events would be delivered, including Christmas events in the 4 main town centres.

The Business Support Team had undertaken a wide range of activities including supporting the delivery of the Invest Bromley event and the accompanying brochure, and the publication and promotion of the Explore Bromley Borough electronic visitor map and guide. Two issues of the Bromley Business E-Bulletin had been published and officers had worked to encourage greater take up of the service. Work had also been undertaken with Environmental Services and with businesses regarding the Chislehurst road bridge rebuild.

In the third quarter of 2011/12, work would continue on a number of activities delivered in Quarter 2. In addition, the Business Support Team would work to develop and deliver Outer London Fund business support projects, including a 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. The new Invest Bromley brochure would be distributed and a further edition of the Bromley Business E-bulletin was planned.

**RESOLVED that:**

- 1) Recent work around Town Centre Management and Business Support in the 2<sup>nd</sup> Quarter of 2011/12 be noted;**
- 2) The plans for Town Centre Management and Business Support activity for the 2<sup>nd</sup> Quarter of 2011/12 be noted.**

**D) OUTER LONDON FUND**

The Head of Town Centre Development and Business Support provided an update on bids being developed for the second round of the Outer London Fund.

The deadline for submissions was 14<sup>th</sup> November 2011 and the Chairman encouraged members of the Partnership to contact Martin Pinnell with any additional ideas to add to the bids.

**RESOLVED the update be noted.**

**E) 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 consultation on the draft Core Strategy Issues document had been undertaken. The consultation had closed in September 2011, and responses were being analysed and would be reported to the Council's Development Control committee on 17<sup>th</sup> November 2011. There would be future consultations as the Framework was developed and members of the Partnership were urged to register on the online consultation site.

The consultation on the draft National Planning Policy Framework had just closed and the Council had submitted a response. Peter Pledger highlighted the role of London Biggin Hill airport in supporting future economic growth in the Borough. Katy Woolcott confirmed that the airport would continue to work with Bromley Council, local residents and key stakeholders with regard to development across the site.

**RESOLVED that the update be noted.**

**F) SEMINAR ON OFFICE / INDUSTRIAL PROPERTY - PROPOSED**

The Chairman highlighted the success of the Invest Bromley Event and proposed that the opportunities offered by office/industrial property in the Borough be promoted in a similar event. This was generally supported by members of the Partnership.

**RESOLVED that the proposed event be supported.**

#### **4 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING**

Members of the Partnership gave an update on a range of activities undertaken since the last meeting.

Learning and skills provision continued to be developed across the Borough. Sam Parrett confirmed that Bromley and Orpington Colleges had merged on 1<sup>st</sup> August 2011, and there had been significant investment in development across both campuses. A review was currently being undertaken with a view to increase the higher education offer of the College, which would also include higher level apprenticeships. A community engagement strategy was also in development and the college was seeking to establish an Employer Forum to develop college provision in partnership with the needs of local businesses. Carol Arnfield reported that Bromley Adult Education College offered a range of courses that supported people into employment including counselling, ICT and complementary therapy. Recent courses had also been developed for English for Speakers of Other Languages students.

Peter Davies confirmed that there were currently over 1200 Bromley residents working in apprenticeships across London, with apprenticeships available in a wide range of industries including hair and beauty, IT and electrical and plumbing. The process of recruiting an apprentice was being simplified through use of a web-based matching service, and work was also being undertaken to support small employers to take on apprentices. The Bromley Education Business Partnership had just been awarded a contract to deliver a pre-apprenticeship programme and would be working with partners and employers to support young people into apprenticeships over the next 2 years. Katy Woolcott confirmed that 12 candidates were being identified to participate in an engineering apprenticeship at London Biggin Hill Airport from January 2012.

With regard to unemployment, 2.9% of Bromley's working age population was currently claiming Jobseekers Allowance, with 5 wards showing higher unemployment than the national average. David Keogh confirmed that the Department of Work and Pensions had recently been restructured, which should support stronger working at a local level. Louisa Allen reported that the Reed Partnership had been awarded funding for a two year programme to tackle worklessness in families. Voluntary job clubs had also been set up in the Cotmandene Centre and the Mottingham Community and Learning Shop to support people into employment. Colin Maclean noted the role of volunteering in supporting people back into work and highlighted the need to consider how the voluntary and community sector could engage with the business community.

Businesses across the Borough continued to be impacted by the economic downturn and were working hard to retain skilled staff. New business start ups were steady and there was demand in the property market for small office suites and retail units. Businesses continued to find it difficult to secure finance and Rob Cundy reported an increase in the number of insolvencies in the Borough. With regard to upcoming events, the Glades Shopping Centre was working to encourage retailers to



introduced longer opening hours during December 2011 to support the Christmas retail offer, and the Bromley Business Awards would be taking place at The Warren on Wednesday 26<sup>th</sup> October 2011.

Katy Woolcott informed members of the Partnership that Project LoCATE had now been established. London Biggin Hill Airport had been identified in the London Plan as a Strategic Outer London Development Centre and LoCATE aimed to bring together key stakeholders, including landowners, businesses and local residents' associations to maximise the economic development potential of the site and make a wide range of opportunities and benefits available to the local community.

**RESOLVED that the update be noted.**

## **5 COMMUNICATIONS ISSUES**

Dene Stuart asked members of the Partnership to provide their good news stories, events and initiatives to the News Shopper for inclusion in the 'Talking Business' supplement and weekly business e-mail.

**RESOLVED the update be noted.**

## **6 ANY OTHER BUSINESS**

The Head of Town Centre Management and Business Support was pleased to confirm that from 11<sup>th</sup> December 2011, additional off-peak services would be provided between Bromley North Station and Grove Park Station, with a service provided every 20 minutes, as opposed to the current half hour service.

**RESOLVED that the update be noted.**

## **7 DATES OF FUTURE MEETINGS**

4.00pm, Tuesday 10<sup>th</sup> January 2012  
4.00pm, Tuesday 24<sup>th</sup> April 2012

The Meeting ended at 6.50 pm

Chairman

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## **BROMLEY ECONOMIC PARTNERSHIP**

**Meeting:** Economic Partnership  
**Date:** 10<sup>th</sup> January 2012  
**Subject:** Town Centre Development Programme Update  
**Authors:** Kevin Munnely, Head of Renewal  
[kevin.munnely@bromley.gov.uk](mailto: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 Individual Site Updates – 21 st December 2011**

Site	Lead Officer	Background	Position Statement
<b><u>Bromley</u></b>			
<b>Site A: Bromley North</b>	Network Rail The Council Linden Homes  Lead: KM	The Inspector upheld the policy wording that the site can accommodate around 250 residential units.  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.	Lord Justice Binner's judgement on this case was handed down on 20 <sup>th</sup> December 2011. The judgement orders the quashing of Policy OSA in it's totality, with a direction to revert the Policy back to Local Planning Authority to review. The Council is currently considering the implications of the Judgement.
<b>Site B: Tweedy Rd</b>	The Council  Lead: KM /HH	The AAP states that the site could accommodate a scheme for around 70 residential units.  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.	Work testing the technical viability of using the site as a temporary parking option (approx 100 commuter spaces) is underway. It is proposed to use the recently validated Bromley Town Centre Traffic Model to test the traffic impact of this temporary car park scenario on the Strategic Road Network. The results of this test will be crucial in informing the next meeting with Transport for London to move this project forward
<b>Site C: Town Halls</b>	The Council  Lead: HH	Site allocated for mixed use development comprising Hotel and/or offices.	The 6 month exclusivity agreement expired on 8 <sup>th</sup> November 2011 and a further report on options is being considered by the Executive on 14 <sup>th</sup> December 2011.

<p><b>Site E: The Pavilion</b></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>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><b>Site F: Civic Centre</b></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>Work is progressing well on the refurbishment of the North Block and the scheme is on timetable.</p>
<p><b>Site G: West of High street</b></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>AAP Inspector recommended that a Masterplan should be prepared for the site and adopted by the Council as supplementary planning guidance.</p>	<p>Work is progressing on the development and testing of the development proposition, which will form the basis of the masterplanning and phasing document.</p> <p>In support of this work the project team are proposing to undertake soft market testing of the emerging scheme, to confirm that it will be supported in the Market. A report will be considered by the Executive on 14<sup>th</sup> December that will seek authority to issue a Prior Notification Notice (PIN), which will be published in the Official Journal of the European Union.</p> <p>Work is also being progressed to evaluating the options for refurbishment/redevelopment of the Churchill Theatre and Library complex.</p>

<b>Site J: Bromley South</b>	Network Rail  Lead: KM	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 for the refurbishment of Bromley South to include step free access.	The decant of the WH Smith unit in the station lobby marks the first stage commencement works on the Bromley South Station refurbishment. The site compound has been established and the temporary ticket office has been on site from 4 <sup>th</sup> December 2011.
<b>Site K: Westmoreland car park</b>	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.	The Council has issued a Landlord consent in respect of the content of the development proposal. The full planning application was submitted to the Council on 20 <sup>th</sup> December 2011.
<b>Site L: Former DHSS</b>	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.	Trillium Real, the owners of the Crown Buildings have indicated that they intend submitting an outline planning application for a Hotel/Residential scheme in the New Year. This will not include replacement office floorspace, which is currently seen as being a policy requirement.
<b>Site M: Queens Gardens</b>	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.	Capital Shopping Centres (CSC) are in discussions with the Council regarding a proposal for the site. An exhibition was held in the Glades by CSC in October, and a full planning application was submitted in December 2011.
<b>Bromley North Village</b>	Lead: KM	In support of transformational public realm improvements an Area Based bid to the Transport for London, as part of the Mayor's	A 6 week period of public consultation is now underway on the outline designs for improvements to the public realm in Bromley North Village. Full details on the scheme design can be found at

		<p>'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><a href="http://www.bromley.gov.uk/bromleynorthvillage">www.bromley.gov.uk/bromleynorthvillage</a></p> <p>Feedback is vital to allow the scheme designers to review all comments and make changes where appropriate. It is proposed to lay a sample of the design and material in the footway in Market Square (opposite the Lakeland store) in the week commencing 21<sup>st</sup> November, in order to demonstrate and test the design and material choices. This will give a further opportunity to obtain feedback, plus allows Officers to consider important issues such as how the proposed materials will be cleaned and maintained, and how they will withstand the elements. Implementation of the mock up is envisaged at the end of November. The formal consultation is open until 23<sup>rd</sup> December 2011 and further updates will be provided at future meetings.</p>
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**Orpington**

<b>Orpington Town Centre</b>	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>Landlord's consent has been issued by the Council in respect to the sale of the long leasehold of the Walnut Shopping Centre.</p> <p>Initial meetings have taken place with Miller Properties and Ellandi on their future redevelopment plans for the centre.</p>
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<b><u>Penge</u></b>			
<b>Penge Renewal Strategy</b>	Lead: KM	Manifesto commitment for 2011. Initial scoping work is being undertaken to identify the provisional aims and objectives for a Masterplan for Penge.	<p><b>Position – 16th November 2011</b></p> <p>Work is ongoing on delivering projects funded from Outer London Fund.</p> <p>Stakeholder workshop was undertaken on 21<sup>st</sup> November to discuss the drafting of a Renewal Strategy for Penge Town Centre.</p>
<b>Beckenham</b>			
<b>Public Realm Improvements</b>	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><b>Position – 16th November 2011</b></p> <p>Application submitted to Outer London Fund Round 2 for public realm improvements and funds for design work in support of an Area Based Bid to Transport for London.</p>

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## **BROMLEY ECONOMIC PARTNERSHIP**

<b>Meeting:</b>	Economic Partnership
<b>Date:</b>	10 January 2012
<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 3rd 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 Christmas events and marketing
  - Outreach to businesses for Christmas lights donations and Christmas lights procurement
  - Submission of Outer London Fund round 2 bid
  - Continuing the development of a project to introduce Business Improvement District (BID) to Orpington
  - Continuing to respond to the August riots, following up with affected businesses
  - Continue environmental monitoring – including liaising with business groups regarding Snow Friends scheme
  - Distribution of the Invest Bromley brochure.
  - Liaison with local commercial property agents through the forum meeting
  - Ensure publication of 1 edition 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 The Town Centre team delivered successful Christmas-themed events in all 4 major towns – and provided support to those taking place in some of the smaller centres (e.g. Hayes and Petts Wood). The biggest of the events was the 24 November switch on event in Bromley High Street which attracted an estimated crowd of 10,000 plus people to watch the Christmas parade (with Santa and real reindeer), the lights switch on with stars of the Churchill Pantomime and a spectacular firework display. All the events were bigger and better than previous years due in part to funding from the Mayor's Outer London Fund (OLF) along with increased financial support from a number of local businesses. In a new departure from previous years, the OLF funding enabled a coordinated approach to marketing especially in Bromley town centre where a series of Festive Thursday events (including a live Nativity scene, with real donkey!) coincided with evening free parking at two of the Council's multi-storey car parks and late night shopping for the majority of stores in the town centre.
- 2.3 Another benefit from the OLF funding for 3 out of the 4 main towns in Bromley was the Christmas lights scheme, which allowed the Town Centre Management team to add to funding already raised from businesses, and to match funding from the Council, to create spectacular new schemes for Bromley, Orpington and Penge. The lights for each of these schemes have been purchased and can be re-used in future years which means that the benefits can be felt in the towns long after Round 1 of the Outer London Fund Round has expired. This will still require businesses and the Council to play a part in funding the installation and de-installation in future years but this will be a significantly lower amount than would be the case if the lights were to be hired every year.
- 2.4 As reported at the October Economic Partnership only bids for Bromley, Orpington and Penge were successful in attracting funding of £468,000 (£308k for Bromley, £90k for Orpington and £70k for Penge) to the borough. The projects funded have become part of the work programme for the Town Centre Management and the Town Centre Renewal Teams – and a number of these are to be played out during the next quarter including:
- 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
- Are You Bromley? – themed arts / cultural events

During the period the details were announced of the 2<sup>nd</sup> round of the Outer London Fund – making available £40m to be spent across London during the next two financial years (2012/13 and 2013/14). Members of the Town Centre Management and Town Centre Renewal Teams worked on a 2<sup>nd</sup> round bid – with contributions from a number of officers, Councillors, business groups and residents representatives. A long list containing a number of different locations and schemes were whittled down to bids for 3 town centres – Bromley, Beckenham and Penge. The final bids were agreed by a panel of senior Councillors comprising the Leader, the Portfolio Holder for Renewal & Recreation and the Chairman of the Renewal & Recreation PDS Committee. As the stated aim of this round was to effect longer lasting change through mainly capital funding, the focus of the bids were public realm improvements and shop front renewal in the towns mentioned – although there was also a request for support for softer outcomes such as installation of free public WiFi in Beckenham and contribution to major events in Bromley (including the Queen’s Diamond Jubilee celebrations). Results of Round 2 are expected before the end of January.

- 2.5 During the 3<sup>rd</sup> Quarter officers continued to follow up with businesses affected by the August disorder, and developed the High Street Support Scheme under guidance from the Department for Communities and Local Government. The scheme has allowed for 6 individual businesses and a traders group to be assisted through small grants to help cover uninsured losses and aid cash flow. In the case of the traders group (East Street Traders) this has allowed them to undertake joint marketing of the area in the wake of the disturbances which saw their trade significantly decrease.
- 2.6 Following close liaison and support from the Orpington Business Forum a proposal for the Council to support the BID proposal with both funding and personnel has been prepared and was agreed by Councillors at the Renewal & Recreation PDS Committee on 11 October. Following this decision officers have procured the services of an agency specialised in assisting with the development of BIDs and have also formed a BID steering group comprising all local stakeholders, which will meet for the first time in January 2012.

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

The key priorities for Town Centre Management and Business Support during the 4th quarter of 2011/12 include:

- Delivery of agreed projects for the Outer London Fund (OLF) Round 1 – especially:
  - Vacant shop vinyls – working with relevant landlords and agents
  - Business support scheme which will include workshops on subjects relevant to independent retailers, one to one surgeries and mystery shopping service),
  - Shop front renewal scheme development work,
  - ‘Are You Bromley?’ events and promotions
  - Inward investment pack for Bromley North Village.
- To publicly launch the BIDs project including undertaking 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 a review of Markets, Promotions and Rides in town centres for presentation of a report to Councillors on options for future management and locations.
- Work with Shop Safe Radio, Police and colleagues in Public Protection to develop a crime reduction intelligence sharing partnership with businesses. The partnership will oversee the upgrade of the radio system and addition of a web based intelligence portal.
- Ensure publication of two editions of the Bromley Business E-bulletin (in January and March) 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.
- 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 and partnership – with a view to possible extension of the BIDs concept to other towns.

## BROMLEY ECONOMIC PARTNERSHIP

### **BRIEFING NOTE**

<b>Meeting:</b>	Economic Partnership
<b>Date:</b>	10 <sup>th</sup> January 2012
<b>Subject:</b>	Update on Core Strategy Progress and Timescales
<b>Authors:</b>	Mary Manuel, Head of Planning Strategy and Projects <a href="mailto:mary.manuel@bromley.gov.uk">mary.manuel@bromley.gov.uk</a> , 020 8313 4303 Neil Hawkins, Planning Policy Officer <a href="mailto:neil.hawkins@bromley.gov.uk">neil.hawkins@bromley.gov.uk</a> , 020 8461 7842

#### 1. Recommendations.

The Partnership is asked to:-

- 1.1 Note the progress on Bromley's Core Strategy. In particular the response to consultation on the Core Strategy Issues Document and also note the potential impact of national planning policy reforms.

#### 2. Background

- 2.1 The Partnership has been kept advised of the progress in preparing Bromley's Local Development Framework (LDF) - a suite of documents guiding the development of the Borough. Core Strategies are key borough-wide documents within LDFs, setting out the vision and objectives for the Borough and identifying area issues and strategic themes.
- 2.2 The Partnership has been asked previously for views on engaging the business community in the consultation process for the Core Strategy and endorsed the use of the business e-bulletin (sent to over 2,500 email addresses). Updates on the Core Strategy are reported to the Partnership on a regular basis.
- 2.3 Consultation on the Core Strategy Issues Document was undertaken between July and the beginning of October 2011. The consultation was not a statutory or formal consultation but formed part of the 'front loading' engagement process required by Government regulations and policy. The aim was to increase participation and reduce the level of objections and resources required at later stages of the plan making process.
- 2.4 Over 100 individuals and organisations responded to the consultation document making over 625 comments in total. The consultation responses were analysed and reported to the Council's Development Control Committee on 17<sup>th</sup> November 2011. The full Committee report is available at:  
<http://cds.bromley.gov.uk/ieListDocuments.aspx?CId=133&MId=3733&Ver=4>
- 2.5 Key issues of particular interest to the Partnership arising from the consultation which will require further evidence and consideration as part of the next stage of the plan-making progress include:
  - Business Areas - The GLA and Outer London Commission recognise that Bromley and similar areas have underperformed economically, in part due to lower levels of investment at the strategic level. The Council's aspirations and plans, in particular, for Bromley Town Centre aim to address this. A strong and robust local economy is central

to maintaining and improving the quality of life of residents. The Planning Policy team are currently undertaking research and analysis into the range of commercial floorspace in the Borough's Business Areas in order to inform policy on the protection and retention of employment land. This will include examining GLA future employment forecasts and demand for commercial floorspace in the short, medium and longer term.

- Biggin Hill - Identified as a Strategic Outer London Development Centre in the London Plan, the intention is to ensure that proposals for the business areas are integral to the overall ambitions for the borough and this will be part of the next stage of the plan making process.
- Housing Targets and Capacity - The Council was successful in securing a lower housing target than the draft London Plan proposed for the borough demonstrating issues of capacity on existing sites. Priorities of protecting and respecting the character of the different residential areas within the borough will impact on acceptable levels of density and further work will be required to ensure the borough's aspirations are secured.

2.6 Following consideration of the responses to the Core Strategy Issues Document consultation by the LDF Advisory Panel and Development Control Committee, further work will be undertaken to review options and be brought back to Members for consideration. The Partnership will be kept advised of the progress and consulted as appropriate.

2.7 During Bromley's consultation period the Government also consulted on its draft National Planning Policy Framework. This has also been brought to the attention of the Economic Partnership. The Government's final proposals are expected by April 2012 and are expected to include the reference made in the draft to Local Plans rather than LDFs and Core Strategies. The intention is that the work undertaken for the Core Strategy will be incorporated in any broader Local Plan if required under planning reform.

### **3. Timetable**

#### **3.1 Next Steps/Timescale**

Nov 2011 – Spring 2012

- Review of Options for Key Issues and Identification of Preferred Options
- Identify UDP Policies for continuation in new plan
- Assessment of London Plan policies and general conformity issues
- Identification of 'lost' national policies to consider for inclusion

Spring 2012

- Draft Preferred Options for LDFAP and DC to consider March 2012

Spring 2012

- New national planning policy and legislation in place

Spring/Summer 2012

- Public Consultation on 'Preferred Options and Draft Outline Plan'



# Agenda Item 3e

## BROMLEY ECONOMIC PARTNERSHIP

**Meeting:** Economic Partnership  
**Date:** 10<sup>th</sup> January 2012  
**Subject:** Crystal Palace Park Project  
**Author:** Louisa Allen Community Development Manager [Louisa.allen@bromley.gov.uk](mailto:Louisa.allen@bromley.gov.uk)  
Tel No 020 8313 4880

Please see Appendix 1 to accompany this report

### 1. Recommendations.

The Partnership is asked to:-

- 1.1 Note the contents a summarised report that was approved at the Council's Executive on 19<sup>th</sup> October 2012 and is summarised below.

### 2. Introduction

- 2.1 The report recognises Crystal Palace Park as a site of local, regional, national and international significance which now requires an alternative approach to its management to ensure that it is enjoyed for generations to come. The approved Masterplan for Crystal Palace Park, although subject to a judicial review, requires consideration to be given to the mechanism by which the Masterplan can be implemented and the need to attract significant external support and funding whilst retaining and increasing the support of local residents, interest groups and associations.
- 2.2 The report examines different options for the future governance of the park and recommends that management of the park in the form of a 'not-for-profit' organisation be further investigated. The report also suggests pursuing discussions with established and experienced organisations such as the National Trust, English Heritage and other industry sectors who have a history and reputation for managing green spaces.
- 2.3 Recognising the complexities of the park's history, the diverse range of parties that have an interest in the future of the park and the scale of resources likely to be required to implement (in all or in part) the Masterplan, this report recommends the creation of the Crystal Palace Park Management Board (**Appendix 1**). The Board will be established to explore opportunities for the management, restoration, development and protection of Crystal Palace Park; recognising the site's multi-faceted historical significance and creating an environment which is valued and admired by local people and visitors alike.

### Background

3. Crystal Palace Park is an English Heritage Grade II\* listed park which was once home to Sir Joseph Paxton's Crystal Palace, the structure which originally housed the Great Exhibition in 1851. The London Borough of Bromley took control of Crystal Palace Park in 1986 from the Greater London Council. The Park's 200 acres incorporates a number of heritage features and the National Sports Centre, the latter being a separately managed entity.
- 3.1 In 1999, the park was awarded £4.4m from the Heritage Lottery Fund to restore 40% of the landscape and infrastructure. However, further investment is needed to restore, conserve, protect and develop the remaining elements of the park.

- 3.2 The London Borough of Bromley has not been able to guarantee the level of investment required given the park's status as a national asset. In the current economic climate where there are competing priorities on local authority funding, this is unlikely to improve.
- 3.3 Because the park is situated on the borders of five London boroughs; Bromley, Croydon, Lambeth, Lewisham and Southwark, it has evoked a diverse range of interest and support from a wide range of residents.
- 3.4 The Council granted the London Development Agency a 125 year lease of the National Sports Centre and grounds immediately surrounding the site on 25<sup>th</sup> March 2006. Since that date, under the terms of that lease, the London Development Agency have been wholly responsible for the National Sports Centre site, including insurance, although there is no covenant on their part to keep or maintain the buildings in any particular condition. A further 125 year lease (running for the same term) of that part of the Crystal Palace Park Farm not included in the National Sports Centre lease was subsequently granted to the London Development Agency to enable them to grant a lease of the whole of the farm to Capel Manor College for use as part of the college.
- 3.5 The agreement entered into between the Council and the London Development Agency which led to the lease of the National Sports Centre site also granted the London Development Agency an option to take a 125 year lease of the whole park. With the potential of taking over the management of the park, the London Development Agency commissioned Latz + Partner (a landscape architecture firm) to carry out extensive public consultation and create a landscape Masterplan for the park.

The Masterplan applications for planning permission, Conservation Area Consent and Listed Building Consent were submitted in November 2007. In December 2008 the Development Control Committee resolved to grant permission, but the applications were called in by the Secretary of State for Communities (SoS) decision. A local inquiry took place between July and September 2009 and the Inspector's report of April 2010 was considered by the SoS, who granted permission in December 2010. This decision is subject to a legal challenge with a hearing on 7<sup>th</sup> March 2012.

- 3.6 The aim of the Masterplan is to create a 21<sup>st</sup> century park which reflects Paxton's original ideas while responding to today's concerns and opportunities. The aim is that the park should be:
- Innovative
  - Inspirational
  - Trend – setting
  - Recreational, fun and educational for all
  - An exemplar of a modern sustainable park
- 3.7 In terms of the costs of implementing the Masterplan, in 2007 the London Development estimated £68M which did not include certain elements that would attract grants and or other separate funding streams, for example the build of a new museum, restoration of the subway, restoration of the stonework of the listed terraces and works to the National Sports Centre. As such the total costs of implementing the Masterplan could be nearly twice the figure originally quoted. It was estimated that the receipt from the sale of the two residential sites would be in the region of £12.8M, but this estimate was prior to the recession

### **Potential Governance Options for Crystal Palace Park**

- i) Single Borough Governance

- The park could be managed by a single London borough; Bromley, Croydon, Lambeth, Lewisham or Southwark, all of which adjoin the park.
  - On evaluation, the report does not recommend a single borough governance option. This option does not provide the management, partnership and funding opportunities that Crystal Palace Park requires.
- ii) Multiple Borough Governance
- The park could be managed by a consortium of local boroughs who would all contribute financially to the park.
  - On evaluation, this report does not recommend a multiple borough governance option. The disadvantages outweigh the advantages of this arrangement.
- iii) Generic Regional Borough Governance
- The management of the park would be transferred to an existing generic regional body (i.e. an organisation not primarily concerned with parks).
  - On evaluation, the report does not recommend a generic regional borough governance option. Since the London Development Agency is going to be absorbed by the Greater London Authority it seems unlikely that a generic regional body will be prepared to extend their remit to include a park, particularly in the current economic climate.
- iv) Specialist Parks Authority Governance
- On evaluation, specialist parks authority governance is not the preferred option, however further investigations will be carried out to ensure that this is evaluation is accurate.

### **‘Not-for-profit’ organisation**

- 3.8 A new ‘not-for-profit’ organisation, for example a charitable trust, could be created with the sole purpose of caring for the management, development, protection and restoration of Crystal Palace Park.
- 3.9 The advantages of a ‘not-for-profit’ organisation are:
- Setting up a new ‘not-for-profit’ organisation is relatively straightforward.
  - ‘Not-for-profit’ organisations can apply for external funding and grants for which statutory bodies are not eligible. The charitable status of ‘not-for-profit’ organisations can also bring tax-relief benefits.
  - A ‘not-for-profit’ organisation can be structured to provide local accountability, opportunities for local input and is attractive to influential and dynamic individuals who wish to make a valuable contribution to a national asset.
  - The ‘not-for-profit’ organisation can focus on raising additional monies and tap additional sources of income. They often have a strong entrepreneurial culture to access funding from a variety of sources such as other business opportunities and commercial finance.
  - Trusts can encourage cohesion as interested residents and stakeholders, including the local authority, have opportunities to become members or trustees.

- Trusts can focus on green spaces and so would not face the competitive pressures inherent within local authorities.
- 3.10 The disadvantages of an independent ‘not-for-profit’ organisation are:
- Recruiting people with the right expertise to govern the trust could be a challenge.
  - Fundraising and donor programmes can be more suitable for specific capital projects as they can be directly linked to new development initiatives. Funding for green space maintenance may therefore be limited.
  - The composition of the trust could raise questions about equity of representation, especially from local groups.
- 3.11 On evaluation, this report recommends an independent ‘not-for-profit’ organisation for the future governance of Crystal Palace Park. Based on the findings above, this report suggests that the advantages associated with setting up an independent ‘not-for-profit’ organisation outweigh those of other governance options. It also suggests that the identified disadvantages could be managed by careful and effective planning. This model has been used successfully in a number of other parks across the country. Particularly successful examples include the Chiswick House and Gardens Trust ([www.chgt.org.uk](http://www.chgt.org.uk)) and the Nene Park Trust ([www.neneparktrust.org.uk](http://www.neneparktrust.org.uk)).
- 3.12 In summary, on evaluation of each of the identified governance options, the report recommends a ‘not-for-profit’ governance model for the future management of Crystal Palace Park and suggests that further investigation into the practicalities of this option should be made. It also recommends that some investigations should be made into the specialist parks authority governance model to ensure the is accurate. The report also recommends exploring management options with established industry standard organisations such as the National Trust, English Heritage and the Eden Project.
- 3.13 Given the complexities of the history and the diverse interests in Crystal Palace Park, members have agreed to further investigate the ‘not-for-profit’ organisation governance model and by setting up a Crystal Palace Park Management Board (at **Appendix 1**).

### **The Crystal Palace Park Management Board**

- 3.14 The Crystal Palace Park Management Board will be responsible for making recommendations to Bromley Council’s Executive Committee which will determine the future management of Crystal Palace Park. This recommendation will place an emphasis on:
- Restoring and protecting Crystal Palace Park ’s heritage and infrastructure
  - Improving and developing community use and investment in the park
  - Recognising the park’s local, regional and national significance
  - Determining and securing the park’s importance for the future.
- 3.15 It is suggested that the Crystal Palace Park Management Board members all work towards the following aims:
- To examine and agree a legal structure for the future management of Crystal Palace Park .
  - To challenge the Lee Valley Regional Park Act 1966 in collaboration with neighbouring boroughs to obtain agreement to reinvest Bromley’s funds into Crystal Palace Park.

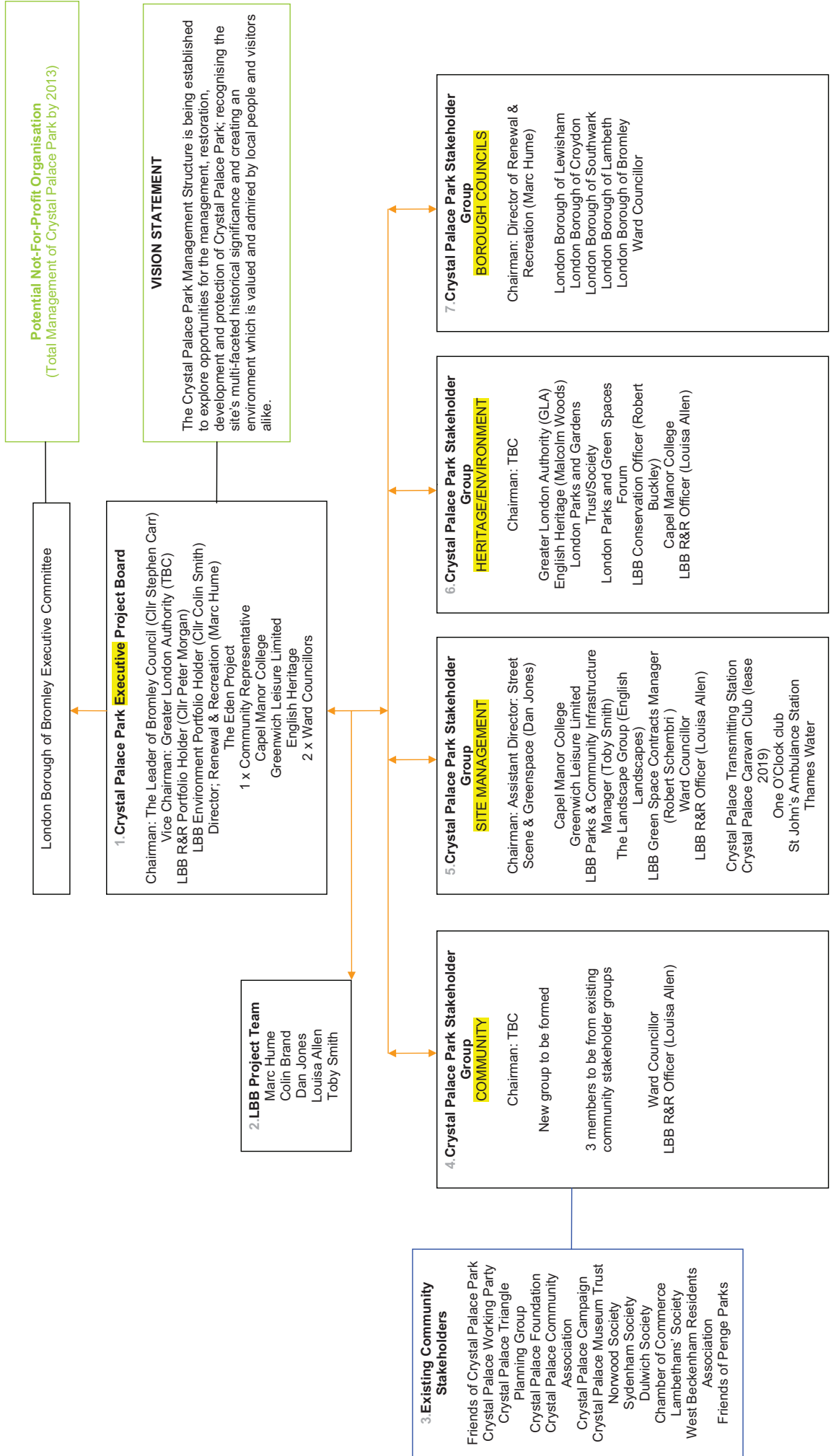
- To approve and champion capital and revenue projects that improve the usage and visitor experience at Crystal Palace Park.
- To examine and pioneer different opportunities for investment at Crystal Palace Park.
- To work closely with the Mayor of London to:
  - Explore a regional status for Crystal Palace Park
  - Enter into discussions with the National Trust, English Heritage and other industry sectors about the future governance of Crystal Palace Park .
- Develop employment and skills opportunities at Crystal Palace Park.

#### 4. Timetable

Hold first Executive Project Board meeting and agree Terms of Reference	February 2012
Set up four stakeholder groups and agree tasks <i>Including formal recruitment process for Community stakeholder Group membership opportunities. See <b>Appendix 1</b>, boxes 4,5,6,7.</i>	End December 2011
A Community Conference to report on progress, galvanise the vision	April 2012
Stakeholder Groups' tasks completed	End October 2012
Report back to the Executive on progress and findings	End November 2012

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PROPOSED CRYSTAL PALACE PARK MANAGEMENT BOARD (Development Phase)



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