



THE LONDON BOROUGH  
www.bromley.gov.uk

BROMLEY CIVIC CENTRE, STOCKWELL CLOSE, BROMLEY BRI 3UH

TELEPHONE: 020 8464 3333

CONTACT: Kerry Nicholls  
kerry.nicholls@bromley.gov.uk

DIRECT LINE: 020 8313 4602

FAX: 020 8290 0608

DATE: 10 April 2012

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 **THURSDAY 19 APRIL 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)

## A G E N D A

- 1 **APOLOGIES FOR ABSENCE**
- 2 **MINUTES OF THE MEETING HELD ON 10TH JANUARY 2012 AND MATTERS ARISING** (Pages 3 - 10)
- 3 **UPDATES ON MAIN PARTNERSHIP THEMES AND OTHER RELEVANT COUNCIL INITIATIVES:**
  - a **TOWN CENTRE DEVELOPMENT** (Pages 11 - 20)

Kevin Munnely, LBB Head of Town Centre Planning Projects

**b TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT (Pages 21 - 24)**

Martin Pinnell, LBB Head of Town Centre Management and Business Support

**c OUTER LONDON FUND (VERBAL UPDATE)**

Kevin Munnely, LBB Head of Town Centre Planning Projects and Martin Pinnell, LBB Head of Town Centre Management and Business Support

**d LOCAL DEVELOPMENT FRAMEWORK AND PLANNING POLICY ISSUES (VERBAL UPDATE)**

Mary Manuel, LBB Head of Planning Strategy

**e CRYSTAL PALACE PARK PROJECT (VERBAL UPDATE)**

Louisa Allen, LBB Community Development Manager

**f BROMLEY EMPLOYMENT INITIATIVE (VERBAL UPDATE)**

Louisa Allen, LBB Community Development Manager

**4 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING TO INCLUDE:**

**a UNEMPLOYMENT AND EMPLOYMENT TRENDS IN THE BOROUGH (VERBAL UPDATE)**

Mandi Grice, Jobcentre Plus

**b BIGGIN HILL AIRPORT DEVELOPMENTS (VERBAL UPDATE)**

Katy Woolcott, London Biggin Hill Airport

**c COMMERCIAL PROPERTY UPDATE AND PROPOSED WORKSHOP (VERBAL UPDATE)**

Jeff East, Acorn Commercial and Martin Pinnell, LBB Head of Town Centre Management and Business Support

**d GENERAL NEWS ROUND - ALL (VERBAL UPDATE)**

**5 ANY OTHER BUSINESS**

**6 DATES OF FUTURE MEETINGS**

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

*\* To be reviewed - a meeting of Renewal and Recreation PDS Committee has been scheduled for the same date.*

## **BROMLEY ECONOMIC PARTNERSHIP**

Minutes of the meeting held at 4.00 pm on 10 January 2012

### **Present:**

Councillor Peter Morgan (Chairman)  
Adrian Hollands, SE London Chamber of Commerce (Vice-Chairman)  
Robert Cundy, Federation of Small Businesses  
Robert Goddard, Thackray Williams Solicitors LLP  
Marc Hume, LBB Renewal & Recreation  
David Keogh, Jobcentre Plus  
Colin Maclean, Community Links Bromley  
Howard Oldstein, The Glades  
Martin Pinnell, LBB Renewal & Recreation  
Dene Stuart, NewsQuest

### **Also Present:**

Louisa Allen, LBB Renewal and Recreation  
Carol Arnfield, Bromley Adult Education College  
Paul Le Blond, Biggin Hill Airport  
Mike Gibson, SoutheasternTrains  
Amanda Grice, Jobcentre Plus  
Phillip Lapper, Baxter Philips  
Mike Lewis, Michael Rogers  
Jenny Whyte, LBB Environmental Services

## **1 APOLOGIES FOR ABSENCE**

Apologies for absence had been received from Chris Bannister (Rizon Jet), Bek Bekir (National Apprenticeships Service), Jeff East (Acorn Commercial), Mary Manuel (LBB Head of Planning Strategy and Projects), Sam Parrett (Bromley College), Liz McNaughton (Trevall Engineering) and Councillor Sarah Phillips (Chairman, Renewal and Recreation PDS Committee).

## **2 MINUTES OF THE MEETING HELD ON 18 OCTOBER AND MATTERS ARISING**

Martin Pinnell reported that the Council had been in contact with White Label (who had organised the Invest Bromley event in September 2011), and it should be possible to pull together an event to promote office/industrial property in Bromley. He would be pulling together a small team within the Council and involving partners.

**RESOLVED that the minutes of the meeting held on 18<sup>th</sup> October 2011 be agreed.**

### **3 UPDATES ON MAIN PARTNERSHIP THEMES:**

Members of the Partnership gave updates on progress across the main themes of the Partnership.

#### **A) TOWN CENTRE DEVELOPMENT**

Marc Hume reported on progress across the town centre development sites. He stated that although there was plenty of vision, what was needed, and what he thought Bromley had, was a sense of momentum and confidence to meet the challenge from Croydon and elsewhere.

**Site A: Bromley North.** Lord Justice Binning's judgement on 20<sup>th</sup> December 2012 quashed Policy OSA and directed the Council to review the policy. This was an opportunity to develop a business case and lobby for a DLR extension in the run-up to the mayoral election in May. It was agreed by the Partnership that this should be a major economic development priority for the borough.

**Site B: Tweedy Road.** Work was being carried out to test the viability of using the site as a temporary car park – TfL would only support the proposal with sound traffic modelling data. The Chairman added that a variable message system for town centre parking was due to be installed later in the year.

**Site C: Town Hall.** The exclusivity agreement with the Land Group/Cathedral had been extended for up to six months.

**Site E: The Pavilion.** The £5m investment programme was on target, and work should be finished in the next few months.

**Site F: Civic Centre.** Refurbishment of the North Block should be completed by April, allowing the Joseph Lancaster and Anne Springman blocks to be emptied.

**Site G: West of the High Street.** Officers would be meeting with potential developers in the next 4-6 weeks to obtain their views, modify the scheme as necessary and then move on to securing a development partner. The scheme would still be retail-led, and a document would be circulated later in the month, including to members of the partnership. Work was also being carried out to investigate the possibilities for refurbishing the Churchill Theatre/Central Library in conjunction with this site.

**Site J: Bromley South.** Officers were discussing with Network Rail whether a more long-term redevelopment above the station would be possible following the withdrawal of the previous developers.

**Site K: Westmoreland Car Park.** The planning application was due to go to Development Control Committee on 3<sup>rd</sup> April 2012.

**Site L: Former DHSS Building.** Trillium Real had indicated that they would be submitting an application for a hotel/residential scheme. The policy requirement for the site was replacement office space.

**Site M: Queen's Gardens.** A full planning application for five restaurants had been submitted by Capital Shopping Centres in December 2011; this was due to be considered by Development Control Committee on 14<sup>th</sup> February 2012. The application was controversial because of the impact on the gardens.

**Bromley North Village.** Funding of £3m had been allocated by TfL, subject to the Council meeting certain design requirements, and the Council would be contributing £1.5m. The majority of the comments received during the public consultation had been positive. Officers were also in discussion with Sainsbury's about their options for expansion.

**Orpington Town Centre.** Officers were in discussion with the new owners, Miller Properties, about the possibilities for development, particularly on the former DHSS site.

## **B) TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT**

Martin Pinnell, the Head of Town Centre Management and Business Support, gave an update across the main Partnership themes of Town Centre Management and Business Support in Quarter 3, 2011/12. In particular, he outlined the projects funded through the Outer London Partnership bid –

- Support for independent businesses – a series of workshops were being arranged – details would be available later in the week;
- Installation of graphics to empty shop-fronts;
- Extension of public realm design and upgrade to the central part of Bromley high Street;
- A revised heritage trail for Bromley;
- “Are You Bromley?” themed arts/cultural events;
- Support for the Orpington Business Improvement District (BID) proposal – a specialist agency had been engaged and a ballot on the proposal was expected in September/October 2012. The Chairman hoped that this could lead to BIDs for Bromley and Beckenham, and Howard Oldstein commented that he was focussing on ensuring that the Glades and the rest of the town centre co-operated on opening hours.

## **C) OUTER LONDON FUND**

The Head of Town Centre Management and Business Support provided an update on bids to the second round of the Outer London Fund, submitted on 14<sup>th</sup> November 2011 – the outcome was expected by the end of the month. The proposals, which needed to have a greater emphasis towards capital spending, included extending the street scene upgrade in Bromley along the High Street towards Bromley South, guiding people to use the open spaces in

Bromley town centre, upgrading shopfronts in Bromley and Penge, and public realm improvements in Beckenham.

#### **D) UPDATE ON CORE STRATEGY PROGRESS AND TIMESCALES**

The Partnership received an update on Bromley's Core Strategy. Issues of particular importance for the Partnership included the need to protect and promote employment land and the focus on business areas at Biggin Hill.

#### **E) CRYSTAL PALACE PARK PROJECT**

Louisa Allen, Community Development Manager, gave an update on the Crystal Palace Park Project. The Executive had set up a development board involving a number of stakeholders, which would meet for the first time on 13<sup>th</sup> February. A not-for-profit trust was seen as the most effective means of securing sustainable investment for the park.

The Chairman invited members of the Partnership to let the Council know of any ideas for the Park.

### **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.

#### **A) UNEMPLOYMENT AND EMPLOYMENT TRENDS IN THE BOROUGH**

Dave Keogh and Amanda Grice of Jobcentre Plus provided an update on unemployment and employment trends in the Borough, tabling figures as at the end of November 2011. The number of claimants for each vacancy was 6.8 in Bromley, as opposed to 6.3 across London and 4.7 nationally. Claimants in Bromley were being urged to look further afield for work in surrounding boroughs, Docklands and opportunities related to the Olympics. There had been a marginal increase in people on Job Seekers Allowance to 5,927, (3% of the working age population). The London figure was 4.4%, the national figure was 3.8%.

About 1,500 of these were young people between the ages of 18 and 24. The Government was investing £1bn in a national programme, the Youth Contract, to support this age group. They would be interviewed on a weekly basis, and there would be increased opportunities for work experience. Colin Maclean asked whether the voluntary sector could be involved in work experience placements as employers: this would be checked. Anyone interested in providing work experience was urged to contact Amanda Grice.

## **B) BIGGIN HILL AIRPORT DEVELOPMENTS**

Paul Le Blond provided an update on developments at London Biggin Hill Airport following its identification as a Strategic Outer London Development Centre in the London Plan, and in particular the LoCATE (London Centre for Aviation Technology and Enterprise) project. Since the last meeting, there had been a number of one to one and larger meetings, including a full stakeholder meeting on 1<sup>st</sup> December 2012 at the new RizonJet facility at the Airport. Stakeholders had also been shown the new heritage hangar where five Spitfires were being restored and maintained, visited Jet Aviation and saw the potential of the West Camp.

The first six LoCATE apprentices had been identified – they would have eight months of training at Cotswold Airport starting in August, then move to Biggin Hill for a further sixteen months.

The LoCATE Team were undertaking a survey of the economic value of the Airport to the local economic community, the results of which would be fed in to Bromley's Core Strategy. There was already evidence of the global connectivity offered by the Airport – 747 locations around the world were connected by flights to or from the Airport in 2010, about three times more than the scheduled flights offered by all London's other airports.

He concluded by stating that the LoCATE Team was keen to participate in development of the Core Strategy for the area and to get more positive stories about the Airport into the local press. He also invited the Partnership to hold one of its meetings at the Airport.

## **C) UPDATE ON LOCAL COMMERCIAL PROPERTY MARKET**

Jeff East of Acorn was not able to attend the meeting, but had sent in some comments. He reported that 2011 had been better than 2010 for his business, although the same challenges continued to affect the market. Funding was in short supply, with cash more important and loan to value ratios greatly reduced. There was strong interest in commercial property investments. The summer was expected to be fairly quiet with the Olympics and the usual holiday period.

Mike Lewis confirmed that although market conditions were tough, there was still some activity. The availability rate for offices in Bromley had recently dropped to about 5% (having been 10% in recent years.) He felt that there was a lack of good quality modern office space in Bromley, with nothing available for letting having been built since 1989, and the market was therefore fairly stale. It was suggested that part of the reason for this was a lack of infrastructure and poor transport links at Bromley North and this was echoed by Philip Lapper. Marc Hume commented that with TfL identifying that the Jubilee Line between London Bridge and Canary Wharf was nearing capacity, there was a strong case for providing direct links to Canary Wharf. There already existed the potential to market the Bromley South area as an important cluster for banking/finance/insurance.

The Chairman also raised the issue of developing high tech/business park provision at Biggin Hill. Transport links were critical for this type of activity, and accommodation needed to be high quality.

#### **D) THE GLADES RETAIL PERFORMANCE**

Howard Oldstein reported on trading conditions at the Glades in the run-up to Christmas and in the New Year. The Glades had tried to engage more with the High Street, and there had been footfall gains on 24<sup>th</sup> November with the lights switch-on. Trading had otherwise been poor in late November, but had increased leading up to the holidays, with the best Christmas trading for five years. He felt that the Council's free parking on Thursdays initiative had been successful and should be repeated, and that the Glades should not attempt to match competitors by staying open to 9pm. He felt that the position was stable overall – although some national retailers had been lost, the occupancy rate was still at 96%. His 3-5 year plan was to establish larger units to match what was available at Bluewater.

#### **E) IMPROVEMENTS AT BROMLEY SOUTH STATION AND OTHER PLANNED RAIL/STATION IMPROVEMENTS IN THE BOROUGH**

Mike Gibson gave an update on proposed rail improvements in the Borough. There were now about 80 additional services with more services stopping at Lewisham for the DLR. Passenger numbers were holding up well following decreases in 2009 as the banking crisis hit, but it was noticeable that there had been a move from annual to monthly season tickets. All Southeastern stations in the borough would be refurbished during the current contract (which ran to 2014) and Bromley South was receiving a £41m upgrade including lifts, a new booking hall, refurbished toilets and re-painting. This would be completed by May/June 2012. At Orpington Station, Network Rail was considering a new parking deck for 160 cars to meet demand. There were no immediate plans to re-instate direct services to London from Bromley North, but consultation with stakeholders on the new franchise would be an opportunity to lobby for improvements.

#### **F) GENERAL NEWS ROUND**

Dene Stuart (NewsQuest) appealed for stories for their weekly business newsletter.

Colin Maclean (Community Links Bromley) reported that he was building relationships in his new role, and was helping RBS Insurance with employee volunteering and the Glades with their 21 good deeds 21<sup>st</sup> birthday initiative. He also inquired about how the voluntary sector could be involved with the Olympic torch relay – the contact at the Council for the Olympics was John Gledhill.



Robert Goddard (Thackray Williams Solicitors) reported that although residential conveyancing was fairly strong, companies were reducing their discretionary spend.

Carol Arnfield (Bromley Adult Education College) reported that they were doing a lot of work with Jobcentre Plus with an increased range of courses including literacy, numeracy, budgeting, pod-casting and touch-typing. A staff member now attended the job centre every Tuesday morning. The College had also applied to run a job-club at Kentwood.

Robert Cundy (Federation of Small Businesses) reported that insolvencies were up for the third or fourth quarter running. Overall, Bromley was doing well in the current climate, but some other areas such as Kingston/Richmond and central London were doing better. The Federation was looking to hold another business expo, probably in May, but they needed to find a larger venue than Oakley House. Marc Hume suggested that they consider the Civic Centre.

## **5 DATES OF FUTURE MEETINGS**

The Chairman stated that although the next meeting was due to be at 4.00pm on Tuesday 24<sup>th</sup> April 2012, it was likely that this would need to change – a new date would be circulated as soon as possible.

(The date for the next meeting was subsequently confirmed as 4pm on Thursday 19<sup>th</sup> April 2012.)

The Meeting ended at 5.58 pm

Chairman

This page is left intentionally blank

## **BROMLEY ECONOMIC PARTNERSHIP**

**Meeting:** Economic Partnership  
**Date:** 19<sup>th</sup> April 2012  
**Subject:** Town Centre Development Programme Update  
**Authors:** Kevin Munnelly, Head of Renewal  
[kevin.munnelly@bromley.gov.uk](mailto: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.

This page is left intentionally blank

**Town Centres Individual Site Updates – 21<sup>st</sup> March 2012**

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	<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>A hearing at the High Court took place on 31<sup>st</sup> October 2011.</p>	<p><b>Position – 21<sup>st</sup> March 2012</b></p> <p>The Council has now received the Judgement with regards the Statutory Challenge to Policy OSA. In the Judgement Justice Binner made clear his intention to make an Order that would quash Policy OSA. The Judgement states he is also minded to require the Council to prepare, publish, consult upon and promote an AAP for the OSA site The Council’s legal team are reviewing the judgement and will advise on an appropriate options for complying with the Consent Order. The detail of the Judgement is subject to a more detailed report on the agenda.</p> <p>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>Timescale: It is anticipated that the LDF Advisory Panel will be considering any site allocations as part of the Core Strategy/Local Plan process in Autumn 2012.</p>

<p><b>Site B: Tweedy Rd</b></p>	<p>The Council</p> <p>Lead: KM /HH</p>	<p>The AAP states that the site could accommodate a scheme for around 70 residential units.</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>Further work undertaken concerning a temporary parking option for the site (approx 100 spaces) is underway. The traffic model should be available at the end of February, in order to assess the impact of any future use on the A21.</p>	<p><b>Position – 21<sup>st</sup> March 2012</b></p> <p>The Strategic Asset Management (SAM) has agreed that further designs and costs associated with a temporary car park should be investigated by officers.</p> <p>Timescale: Following discussion with TfL a report will be taken to the Strategic Asset Management (SAM) Group with a detailed proposal for the site in Summer 2012.</p>
<p><b>Site C: Town Halls</b></p>	<p>The Council</p> <p>Lead: HH</p>	<p>Site allocated for mixed use development comprising Hotel and/or offices.</p> <p>December 2011 – Cathedral Group and The Land Group Granted 6 month exclusivity agreement.</p>	<p><b>Position – 21<sup>st</sup> March 2012</b></p> <p>Regular progress meetings have commenced. A meeting has taken place on site with English Heritage (EH) and Cathedral Group’s consultants on 24<sup>th</sup> February. It has been agreed that the scheme architects would seek to bring forward a scheme which retained the ground floor of the Old Town Hall.</p> <p>Timescale: A report will be taken to Executive in Summer 2012.</p>
<p><b>Site E: The Pavilion</b></p>	<p>The Council Capital Shopping centres Bromley Mytime</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><b>Position – 21<sup>st</sup> March 2012</b></p> <p>The new gymnasium is now open. Contractors are still on site, with a continuous service planned throughout the redevelopment works.</p> <p>Timescale: Completion is set for May 2012</p>

	Lead: CB	In the short term a comprehensive refurbishment of the Leisure centre offer has been agreed.	
<b>Site F: Civic Centre</b>	The Council  Lead: HH	<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>North Block is now vacant and refurbishment work has commenced. The internal strip out is complete, and new windows have been fitted.</p> <p>Estimated end date for the works is early Spring 2012.</p>	<p><b>Position – 21<sup>st</sup> March 2012</b></p> <p>Strategic Asset Management (SAM) Group have agreed that officers should examine options for the demolition of the buildings and the provision of temporary car parking on the site.</p> <p>Timescale: A report will be taken to SAM with a detailed proposal and costs in Summer 2012.</p> <p>MyTime have advised that they intend to relocate the Adventure Kingdom play facility into the refurbished Pavilion. As a result the current Adventure Kingdom unit in front of the Civic Centre will become vacant from late Summer 2012. Officers will be seeking alternative short term letting options, including the use of the site for parking.</p>
<b>Site G: West of High street</b>	Various  Lead: KM	<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><b>Position – 21<sup>st</sup> March 2012</b></p> <p>The Pin Notice and Information brochure has been published and a series of interviews have taken place with a number of potential development partners. This soft market testing exercise has been useful in informing the potential structure of any tender the Council may wish to utilise if Members agreed to move ahead with the procurement of a development Partner.</p>

			<p>A feedback report is being prepared for initial consideration by the Strategic Asset Management (SAM), prior to formal consideration by the Executive and Resources PDS and the Executive in the April cycle of meetings</p>
<p><b>Site J: Bromley South</b></p>	<p>Network Rail  Lead: KM</p>	<p>Network Rail is improving the station, in particular; access. Improvements are 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.</p>	<p><b>Position – 21<sup>st</sup> March 2012</b></p> <p>A temporary ticket office has been installed on the forecourt of the station whilst improvement works commence.</p> <p>Work is also progressing on establishing a permanent kiss and drop off point on the Waitrose access road.</p> <p>Timescale: The delivery target remains as having step-free access in time for the Olympics.</p> <p>Network Rail have also indicated that they has secured main Board approval to issue an OJEU Notice seeking a development partner to redevelop the Station site. It is Network Rail's intention to issue the OJEU notice at the same time as any OJEU is issued for Site G (Churchill Place).</p>
<p><b>Site K: Westmoreland car park</b></p>	<p>The Council  Lead: HH</p>	<p>Mixed use development site comprising cinema, A3/4/5 uses, residential, hotel and re-provision of public car parking. Cathedral Group selected as the Council's development partner in December 2008 after a competitive process. The proposal includes a multi-screen cinema, 200 residential units, 130 bedroom hotel, restaurants and cafes, plus associated parking and public realm enhancements.</p>	<p><b>Position – 21<sup>st</sup> March 2012</b></p> <p>DC Committee on 6<sup>th</sup> March approved the planning application for the redevelopment of the site. This is subject to a S106 agreement and referral to the GLA.</p> <p>The application has been sent to the Mayor's office who have 14 days to raise any issues they may have.</p> <p>Cathedral Group anticipates starting on site in Autumn 2012.</p>



<p><b>Site L: Former DHSS</b></p>	<p>Land Securities /Trillium Bromley Christian Centre.</p> <p>Lead: KM</p>	<p>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.</p>	<p><b>Position – 21<sup>st</sup> March 2012</b></p> <p>Trillium Real, the owners of the Crown Buildings submitted a pre-application enquiry for a mixed use scheme consisting of a hotel and residential units (on their site only) in November 2011.</p> <p>Feedback would indicate that Trillium propose submitting an application for a mixed use Hotel and Housing development before Easter 2012.</p> <p>Timescale: Pre-application discussions are ongoing.</p>
<p><b>Site M: Queens Gardens</b></p>	<p>The Council</p> <p>Lead BMQ</p>	<p>The AAP allocates possible additional cafes and restaurants around the edge of the gardens, provided there is no loss of any green space.</p>	<p><b>Position – 21<sup>st</sup> March 2012</b></p> <p>DC Committee on 14<sup>th</sup> February refused Capital Shopping Centres' (CSC) planning application for a development comprising 5 new restaurant units on the terrace in Queens Gardens.</p> <p>Timescale: Officers are in discussion with CSC regarding how their proposals could be amended to overcome the refusal reasons.</p>
<p><b>Site P: Sainsbury's</b></p>	<p>Lead: KM</p>	<p>The AAP acknowledges that the existing store performs an important retail function but does not meet the future business demands of the operator. The Policy encourages the replacement or extension of the current store subject to environmental and heritage considerations.</p>	<p><b>Position – 21<sup>st</sup> March 2012</b></p> <p>Sainsbury's and their design team have considered numerous options for the redesign of their store on the current site. Due to site limitations they have concluded that they are unlikely to be able to meet their future growth requirements from either an extension or on-site redevelopment.</p> <p>They are currently examining alternative redevelopment options within the framework of the AAP, including an option to relocate onto Opportunity Site F. This would then allow the redevelopment of their current site in Bromley North Village for a mixed use scheme, such as that has developed in the Lanes at Brighton.</p>

			Timescale: Awaiting details from Sainsbury's on their future plans.
<b>Bromley North Village</b>	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><b>Position – 21<sup>st</sup> March 2012</b></p> <p>The latest scheme designs were subject to a design review at TfL on 8<sup>th</sup> March.</p> <p>Authority is currently being sought from the Portfolio Holder (R&amp;R) to approve the Outline design as the basis for undertaking detailed engineering designs.</p> <p>See separate report.</p>
<b>Orpington</b>			
<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><b>Position – 21<sup>st</sup> March 2012</b></p> <p>Landlord Consent letter has been issued in respect to the assignment of the Head Lease on the Walnut Shopping Centre to a new JV consortium, which comprises Ellandi and Miller Property.</p> <p>The new consortium are seeking to implement a comprehensive improvement programme which will see the old Job Centre redeveloped for additional retail floorspace. The consortium believe that the addition of new quality shops will be the catalyst for an uplift across the whole of the wider shopping centre. The proposal could also see the refurbishment and relocation of the Market onto College Green. A pre-application meeting has been held where the applicants introduced the possibility of including a 5 screen multiplex cinema in a new third and fourth floor. Discussions are ongoing.</p>

			<p>South London Heathcare Trust and Holiday Inn Hotels are also in discussions with the consortium to explore the possibility of either relocating a number of local health services or a new hotel onto the Walnut Estate.</p> <p>Engagement continues with the Metropolitan Police Property Division over the reuse of their surplus property.</p> <p>Timescale: Planning Application for new retail shops is anticipated in April 2012.</p>
<b><u>Penge</u></b>			
<b>Penge Renewal Strategy</b>	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><b>Position – 21<sup>st</sup> March 2012</b></p> <p>Following the stakeholder workshop on 21<sup>st</sup> Nov 2011 local businesses have welcomed the OLF funded proposed scheme of physical enhancements to the public realm of Empire Square and the shop front improvement scheme for businesses in the high street. The workshop also identified issues and options which will be fed into the renewal strategy.</p> <p>Timescale: The OLF Round One funded Empire Square public realm enhancement project is currently underway with the expected completion date of 31<sup>st</sup> March 2011.</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</p>	<p><b>Position – 21<sup>st</sup> March 2012</b></p> <p>The recently resurrected Working Party will provide the quality oversight and input into the preparation of concept scheme which will form the basis of a Step 1 bid to TfL Area Based Programme in Sept 12.</p>

		<p>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>See separate report</p>
--	--	----------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------

## **BROMLEY ECONOMIC PARTNERSHIP**

<b>Meeting:</b>	Economic Partnership
<b>Date:</b>	19 April 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 4th quarter 2011/12
- 1.2 Note and endorse the plans for Town Centre Management and Business Support activity during the next quarter.

### **2. Quarter 4 update**

- 2.1 For Town Centre Management and Business Support the main priorities have been:
  - Delivery, monitoring and administration for the Outer London Fund round 1 projects
  - Developing the Business Improvement District (BID) project for Orpington
  - Preparation for major event to celebrate Queen's Diamond Jubilee in Bromley town centre and smaller events on same theme in other centres
  - Supporting the establishment and running of the Beckenham & West Wickham Working Group
  - Continue environmental monitoring – working with colleagues in Environment and Public Protection
  - Planning a programme of town centre events and activities in 2012/13
  - Ensure publication of an edition of the Bromley Business E-bulletin and promoting the wider take up of the service.
  - Publishing and promoting an updated version of the online 'A to Z Guide of Services for Business' in partnership with the NewShopper.

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 As reported at the January Economic Partnership Outer London Fund 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 many of these were delivered during the final quarter. Highlights include:

- Are You Bromley? – creation and adoption of a Bromley town centre brand and themed arts / cultural events, including bus advertising of the town centre.
- Installation of graphics to empty shop fronts – 3 installations in Bromley (including the old Royal Bell), 1 in Orpington (the Village Halls ground floor) and 1 in Penge – and others in progress. Additional vinyl material has been purchased for future use.
- Support to independent businesses – including a programme of free workshops (marketing on a budget, controlling costs and business rates / property management for business), and a subsidised mentoring programme took place in each town centre.
- Updating and launch (on 31 March) of Heritage Trail for Bromley
- Preparation of design guidance for the Bromley North Conservation Area to encourage high quality frontages, and as a pre-cursor to a shop front grant scheme for Round 2.
- Preparation of Bromley North Village Marketing Strategy to assist with encouraging inward investment for the area.
- Installation of people counter to improve data on footfall in Bromley town centre.
- Design and installation of improved signage from the station to the High Street in Orpington – with Legible London style maps to follow at the station exits
- Revamping of Empire Square in Penge – alongside new town sign (with celebratory launch event to take place in late April).

During the period the results of the Outer London Fund Round 2 bid was announced. Bromley was successful in attracting an additional £2m of investment – mainly to extend the design treatment from Bromley North Village to other parts of the town centre, but also to fund a shop front grant scheme

and some major events on the 'Are You Bromley' theme. Unfortunately the other two bids submitted, Beckenham and Penge, were unsuccessful.

- 2.3 Following agreement from Councillors to support the ambitions of the Orpington Business Forum to develop a Business Improvement District (BID) a working group focussed on the delivery of the BID and comprising key local businesses has formed and has met several times. With the support of The Means, a consultancy with specific experience in the BID area, a special Visioning Event took place in February to tease out the key areas for improvement in the town which could be taken forward by a BID. Starting in March members of the Working Group, supported by the Town Centre Management Team, have been undertaking one to one interviews with a cross section of the town's businesses in order to understand needs and gauge response to the BID proposal.

## **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:

- Finalisation of the Outer London Fund Round 1 projects including administration of claims to the fund.
- Set up of Outer London Fund Round 2 projects for Bromley Town Centre including major events, business support and shop front grant scheme.
- Delivery of Queens Diamond Jubilee events (including major event in Bromley Town Centre in May) and preparation for Olympics and Big Dance linked events in various towns during the summer.
- To continue in depth consultation and feasibility on the Orpington BID project – working with the businesses to develop a business plan and proposal which would be put to a ballot during the 2012/13 financial year.
- Review operation and location of town centre markets – specifically the Bromley Charter Market.
- Work with colleagues in Town Centre Development on a programme of improvement for smaller shopping parades.
- Continue to 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 2 editions of the Bromley Business E-bulletin (in April and June). Review content, design and distribution methods to 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. Start the conversation with local traders about potential BIDs for other town centres.
- Liaison with local commercial property agents through forum meeting
- Maintain vigilance on town centre environmental issues
- Delivery of a SME business finance workshop in partnership with Action Coach and Baker Tilly (23 May)

This page is left intentionally blank