



THE LONDON BOROUGH  
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DATE: 3 July 2012

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

Bek Bekir	National Apprenticeships Service
Neville Cavendish	Jobcentre Plus
Robert Cundy	Federation of Small Businesses
Robert Goddard	Thackray Williams Solicitors LLP
John Hayes	South East London Chamber of Commerce
Adrian Hollands	South East London Chamber of Commerce
Marc Hume	LBB Renewal & Recreation
Robert Innes	Skills Funding Agency
Colin Maclean	Community Links Bromley
Liz McNaughton	Treval Engineering
Councillor Peter Morgan	London Borough of Bromley
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 London Biggin Hill Airport on **TUESDAY 10 JULY 2012 AT 4.00 PM** \*

**\*PLEASE NOTE STARTING TIME AND VENUE**

*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 APPOINTMENT OF CHAIRMAN AND VICE-CHAIRMAN**
- 2 APOLOGIES FOR ABSENCE**
- 3 MINUTES OF THE MEETING HELD ON 19TH APRIL 2012 AND MATTERS ARISING (Pages 1 - 8)**

**4 UPDATES ON MAIN PARTNERSHIP THEMES AND OTHER RELEVANT COUNCIL INITIATIVES:**

- a TOWN CENTRE DEVELOPMENT (Pages 9 - 28)**
- b TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT (Pages 29 - 34)**
- c OUTER LONDON FUND (VERBAL UPDATE)**
- d LOCAL DEVELOPMENT FRAMEWORK (VERBAL UPDATE)**
- e BROMLEY YOUTH EMPLOYMENT PROJECT (Pages 35 - 44)**

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

- a UNEMPLOYMENT AND EMPLOYMENT TRENDS IN THE BOROUGH (VERBAL UPDATE)**
- b BIGGIN HILL AIRPORT DEVELOPMENTS (VERBAL UPDATE)**
- c COMMERCIAL PROPERTY MARKET (VERBAL UPDATE)**
- d DISABLED ACCESS TO BUSINESSES (Pages 45 - 50)**
- e GENERAL NEWS ROUND (VERBAL UPDATE)**

**6 ANY OTHER BUSINESS**

**7 DATES OF FUTURE MEETINGS**

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

# Agenda Item 3

## **BROMLEY ECONOMIC PARTNERSHIP**

Minutes of the meeting held at 4.00 pm on 19 April 2012

### **Present:**

Councillor Peter Morgan (Chairman)  
Adrian Hollands, South East London Chamber of Commerce (Vice-Chairman)  
Marc Hume, LBB Renewal & Recreation  
Colin Maclean, Community Links Bromley  
Sam Parrett, Bromley College  
Martin Pinnell, LBB Renewal & Recreation  
Peter Pledger, South London Business

### **Also Present:**

Councillor Sarah Phillips, Chairman, Renewal and Recreation PDS Committee  
Councillor Pauline Tunnicliffe, Vice-Chairman, Renewal and Recreation PDS Committee  
Louisa Allen, LBB Community Development Manager  
Amanda Grice, Jobcentre Plus  
Mike Lewis, Michael Rogers LLP  
Kevin Munnelly, LBB Town Centre Renewal  
Laurie Taylor, The Glades  
Katy Woolcott, London Biggin Hill Airport

## **1 APOLOGIES FOR ABSENCE**

Apologies had been received from Carol Arnfield – Bromley Adult Education College, Bek Bekir - National Apprenticeships Service, Robert Cundy – Federation of Small Businesses, Jeff East – Acorn Commercial, Robert Goddard – Thackray Williams Solicitors LLP, Robert Innes – Skills Funding Agency, Mary Manuel – LBB Head of Planning Strategy, Jean Norton – Bromley Education Business Partnership and Howard Oldstein – The Glades

## **2 MINUTES OF THE MEETING HELD ON 10TH JANUARY 2012 AND MATTERS ARISING**

The minutes of the meeting held on 10<sup>th</sup> January 2012 were agreed. There were no matters arising.

**RESOLVED** that the minutes of the meeting held on 10<sup>th</sup> January 2012 be agreed.

## **3 UPDATES ON MAIN PARTNERSHIP THEMES AND OTHER RELEVANT COUNCIL INITIATIVES:**

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 Renewal gave an update around Town Centre Development across the Borough.

Progress was continuing across the sites that made up the Bromley Town Centre Area Action Plan. The Council had received the judgement of the High Court with regard 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. The Council's Legal Team were currently reviewing the judgement, which would be reconsidered at the High Court on 16<sup>th</sup> May 2012 to clarify the position regarding the site. The Head of Town Centre Renewal also confirmed that Officers were in discussions with Transport for London to examine a business case for a potential extension of the Docklands Light Railway to Bromley North Station.

Work was being undertaken to investigate the designs and costs associated with creating a temporary parking area at Site B: Tweedy Road which would provide an additional 100 spaces during the refurbishment of The Hill and the redevelopment of Westmoreland Multi-Storey Car Parks. A Variable Message System would also be introduced to Bromley from September 2012 to improve traffic management across the town centre.

The Land Group had been selected as the Council's development partner in relation to Site C: the Old Town Hall, and regular progress meetings had commenced. A meeting had taken place on site with English Heritage and Cathedral Group's consultants on 24<sup>th</sup> February 2012, and it had been agreed that the scheme's architects would seek to bring forward a scheme which retained the ground floor of the Old Town Hall.

Work was ongoing on the refurbishment of Site E: The Pavilion and the new gymnasium was now open. Contractors would remain on site until May 2012 with a continuous service planned throughout the redevelopment works. With regard to Site F: Civic Centre, a decision had been made by Members' for the Council Offices to remain on the site at the current time.

The Pin Notice and Information Brochure had now been published in relation to Site G, and a series of interviews had taken place with a number of potential development partners. The improvement works at Site J: Bromley South had also commenced, with step free access due to be implemented prior to the start of the London 2012 Olympics.

The planning application for the redevelopment of Site K: Westmoreland Road Car Park had been approved by Development Control Committee on 6<sup>th</sup> March 2012. This was subject to a S106 agreement and referral to the Greater London Authority, and Cathedral Group anticipated starting the 2 year build in Autumn 2012. A pre-application enquiry for a mixed use, hotel-led development had been submitted by agents in respect of Site L: Former DHSS in November 2011 and Officers were in discussion with the owners around the potential to retain offices on site.

With regard to Site M: Queen's Gardens, a planning application for the development of the terrace had been refused by Development Control Committee on 14<sup>th</sup> February 2012. Officers were currently working with Capital Shopping Centre around how the proposals might be amended to overcome the reasons for refusal. Sainsbury's were considering future development options for their store based at Site P and, concluding that they were unlikely to be able to meet their future growth requirements from either an extension or on-site redevelopment, were examining alternate redevelopment options within the framework of the Area Action Plan.

Detailed design work had been undertaken in respect of Bromley North Village. The scheme of improvements to the public realm had secured £2m funding from the Outer London Fund Round 2 and would now be expanded through other parts of the town centre when the scheme was implemented in January 2013. Local businesses had been very supportive of the plans and following consultation, additional loading and parking provision had been introduced to the scheme.

In terms of development across the Borough, Officers were working with a new consortium that was seeking to implement a comprehensive improvement programme in the Walnuts Shopping Centre, Orpington. Police had now vacated Orpington Police Station and alternate uses linked to health provision were being considered for the site. The first phase of environmental improvements had been successfully implemented as part of the Penge Renewal Strategy, and the Outer London Fund Round One funded Empire Square public realm enhancement project was progressing with an expected completion date of 31st March 2012. Work was also being undertaken to prepare a concept scheme for Beckenham town centre which would form the basis of a Step 1 Bid to the Transport for London Area Based Programme in September 2012.

The Director of Renewal and Recreation notified the Partnership that a Council Investment Programme had been developed, and that £10m had been allocated to acquire properties in the Borough to encourage regeneration and renewal. The Chairman requested that members of the Partnership notify Officers of any shopping areas in need of improvement in the Borough.

**RESOLVED that the update be noted.**

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

The Head of Town Centre Management and Business Support gave an update on progress across the main Partnership themes of Town Centre Management and Business Support in Quarter 4 2011/12.

In Quarter 4 2011/12, the main priorities of the Town Centre Management and Business Support Service had been the delivery, monitoring and administration for the Outer London Fund Round 1 projects and developing the Business Improvement District project for Orpington. Outer London Fund Round 1 Bids for Bromley Orpington and Penge had been successful and the projects funded included the creation of 'Are You Bromley' a Bromley Town Centre brand,

installation of graphics to empty shop fronts, support to independent businesses which included a programme of free workshops and a subsidised mentoring programme and the updating of the Heritage Trail for Bromley which had been launched on 31<sup>st</sup> March 2012.

Work had also been undertaken to prepare a programme of town centre events and activities for 2012/13, including a major event to celebrate the Queen's Diamond Jubilee in Bromley Town Centre and smaller events on the same theme in other town centres across the Borough. A further edition of the Bromley Business E-Bulletin was being developed and an updated version of the online 'A to Z Guide of Services for Business' had been published and was being promoted in partnership with the News Shopper. The Town Centre Management Team had also maintained regular communications with businesses across the Borough through newsletters and e-mail updates and had contributed to town centre initiatives including the Bromley North Village project.

Future activities for the Town Centre Management and Business Support Service included continued work on the Outer London Fund Round 1 and 2 projects, delivery of the Queen's Diamond Jubilee events and preparation for Olympics and Big Dance linked events in various town centres during Summer 2012. Consultation and feasibility work would continue on the Orpington BID work, working with businesses to develop a business plan and proposal which would be put to a ballot during the 2012/13 financial year. The operation and location of town centre markets would also be reviewed, and Bromley Charter market would shortly be moving to a town centre location. Work would also be undertaken on a programme of improvement for smaller shopping parades.

Peter Pledger, representing South London Business, underlined the value of the practical workshops that had been delivered to SME businesses as part of the Outer London Fund Round 1 funded projects, which had included individual mentoring to businesses and a mystery shopping service. In response to a question from a member of the Partnership, the Head of Town Centre Management and Business Support confirmed that the main role of the Council was to ensure that the Olympic Torch Relay had a safe passage through the Borough on 23<sup>rd</sup> July 2012. However, Town Centre Managers were in discussions with local businesses around the potential to deliver some events associated with the Torch. Sam Parrett, representing Bromley College, noted that free Olympic tickets had been provided to children and young people across the Borough and that there was an opportunity to engage with children and young people as part of these events. In considering the Bromley Business E-Bulletin, the Vice-Chairman suggested that a link to the E-Bulletin be placed on the South East London Chamber of Commerce website.

**RESOLVED that:**

- 1) Recent work around Town Centre Management and Business Support in the 4<sup>th</sup> Quarter of 2011/12 be noted; and**
- 2) The plans for Town Centre Management and Business Support activity for the 1<sup>st</sup> Quarter of 2012/13 be noted.**

### **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. The results of the Round 2 bids had been announced in January 2012, and Bromley had been successful in attracting an additional £2m of investment for Bromley town centre, 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 deliver some major events on the 'Are you Bromley' theme. Unfortunately a bid to fund public realm improvements in Beckenham had been unsuccessful, and the Beckenham and West Wickham Town Centres Working Party had been re-constituted to support the development of future bids for external funding for Beckenham town centre.

**RESOLVED that the update be noted.**

### **D) LOCAL DEVELOPMENT FRAMEWORK AND PLANNING POLICY ISSUES**

The Head of Town Centre Management and Business Support provided an update on the development of planning policy in the Borough on behalf of the Head of Planning Strategy. The National Planning Policy Framework had been published on 27<sup>th</sup> March 2012, and further guidance was awaited on the potential to move to developing a Local Plan rather than a Core Strategy. The evidence base and consultation on the draft Core Strategy Issues document undertaken during Summer 2011 would be used for the Local Plan rather than a Core Strategy if Members agreed to take this approach.

There was still a requirement for the Council to be in general conformity with the London Plan and apply the London Plan policies. Key areas of interest for the Economic Partnership in this plan included the provision of employment land, business areas and the town centres, as well as broader quality of life issues which would affect businesses. As options were developed around business and employment land, key stakeholders would be consulted and Members of the Economic Partnership were asked to contribute to this discussion.

It was noted that a progress report around the development of planning policy in the Borough would be provided to the next meeting of the Partnership.

**RESOLVED that the update be noted.**

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

The Community Development Manager gave an update on the Crystal Palace Park Project.

The Crystal Palace Park Executive Project Board had met for the first time on 13<sup>th</sup> February 2012 and had agreed an Action Plan which was structured around six strategic aims. A stakeholder group to represent the community and work with

the Board had also been formed with the support of Community Links Bromley, and a number of community projects were planned for delivery in Autumn 2012.

Work was also being undertaken around a proposal to host a London Garden Festival in the park. This London-wide event was proposed to take place in green spaces across London every four years, and would provide an excellent opportunity for development and community involvement.

**RESOLVED that the update be noted.**

#### **F) BROMLEY EMPLOYMENT INITIATIVE**

The Community Development Manager gave an update on the Bromley Employment Initiative which aimed to support young people aged 16-24 years into employment. The way the scheme would work was currently being developed but would likely include a programme of support to local businesses to provide apprenticeship and internship opportunities to young people.

Colin Maclean, Community Links Bromley, highlighted the opportunities available in the voluntary, community and social enterprise sector workforce for young people and offered to lead a pilot project to facilitate opportunities for young people in the voluntary, community and social enterprise sector. He also announced that Community Links Bromley would shortly be recruiting an apprentice and making two internship opportunities available. Sam Parrett, Bromley College highlighted a similar national scheme in which the Government was making £250m available to businesses to run apprenticeship schemes. It was important to ensure that the Bromley scheme benefitted local businesses and young people.

**RESOLVED that the update be noted.**

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

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

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

Mandi Grice of Jobcentre Plus provided an update on unemployment and employment trends in the Borough as at March 2012, and noted there had been a decrease of 70 people appearing in the unemployment figures for the Borough.

New benefit rates would be introduced from 9<sup>th</sup> April 2012. Household benefit payments would also be limited to no more than average household earnings from April 2013. This would impact approximately 350-400 families in the Borough and work was underway to notify and support those affected. Changes had also been made to Employment Support Allowance, and claimants within the Work Related Activity Group would be supported to move back into employment.



Jobcentre Plus was working to deliver a new national programme to support young people aged 16-24 years into employment. The Youth Contract would provide young people with training and apprenticeships that would lead to real employment opportunities.

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

Katy Woolcott 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 as part of the LoCATE (London Centre for Aviation Technology and Enterprise) project which brought together a cluster of modern aviation-related businesses at and around London Biggin Hill Airport.

The LoCATE Team had recently completed an analysis of the economic value of the airport to the local economic community which would feed into the development of Bromley's Core Strategy. London Biggin Hill Airport offered flights to 747 destinations, and Katy Woolcott was pleased to announce that seven young people had recently been recruited to a range of career opportunities at the airport.

In response to a question from the Chairman, Katy Woolcott confirmed that there was some land available for development at London Biggin Hill Airport but that other vacant land was restricted for safeguarding purposes.

## **C) COMMERCIAL PROPERTY UPDATE AND PROPOSED WORKSHOP**

Mike Lewis of Michael Rogers LLP gave an update on the commercial property market in the Borough. Demand for commercial property had recently increased, however the majority of offices in Bromley tended to be of older stock and space was fragmented with no capacity to accommodate larger businesses. The Chairman agreed that the quality of space available was important in attracting businesses to the Borough, however Bromley had a number of other advantages including its excellent transport links and close proximity to London.

Peter Pledger, representing South London Business, highlighted the need to consider how to accommodate the changing requirements for office space in the Borough, including the need to meet higher demand from SME businesses. The Head of Town Centre Management and Business Support confirmed that a half-day commercial property workshop was currently being developed to promote the benefits of locating in Bromley to both major occupiers and SME businesses.

## **D) GENERAL NEWS ROUND**

Sam Parrett confirmed that Bromley College of Further and Higher Education had secured an additional 100 places for full-time Higher Education students and 300-400 places for part-time Higher Education students. Work was also being undertaken to attract more international students to the College and provide an increased offer to people and young people with learning disabilities. The growth in student numbers would necessitate further development on the Bromley campus and there was potential to submit a bid to the Government to secure

capital funds There were also more opportunities for the local community to become involved in the college, including the establishment of a weekend college provision and the delivery of Bromley Adult Education College courses from the Bromley campus, and the identification of space on the Orpington campus for small businesses.

Peter Pledger was pleased to announce that South London Business would be delivering the South London Business Awards in 2012.

Colin Maclean noted work undertaken by an informal group of Bromley organisations focusing on skills and employment issues which was currently undertaking a mapping exercise. He requested that this subject be included as a standing item under 'Partner Updates' in future.

Adrian Hollands announced that the South East London Chamber of Commerce was considering the introduction of open membership across South East London. He also noted an opportunity announced in the Chancellor's Budget 2012 which provided a tax incentive for higher rate taxpayers for investing in a qualifying small business. This opportunity was similar to work undertaken by the Business Angels and other networks, and there was potential to secure support for local qualifying small businesses.

Laurie Taylor was pleased to note that the Glades would be undertaking a programme of 21 good deeds as part of its 21<sup>st</sup> anniversary celebrations. Capital Shopping Centres would also be pioneering the introduction of LED lights in 10 shopping centres across the country from June 2012, and members of the Partnership were invited to come into The Glades to view the new lighting.

**RESOLVED that the updates be noted.**

## **5 ANY OTHER BUSINESS**

The Head of Town Centre Management and Business Support announced that a 'Money on the Table' Business Seminar for small businesses was being delivered in association with Baker Tilly at 6.00pm on 23<sup>rd</sup> May 2012.

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

## **6 DATES OF FUTURE MEETINGS**

The date of the next meeting of the Bromley Economic Partnership would be provided to Members shortly.

The Meeting ended at 5.42 pm

Chairman

Report No.  
DRR12/077

London Borough of Bromley

PART ONE - PUBLIC

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**Decision Maker:** **Renewal and Recreation Portfolio Holder for Pre-decision Scrutiny by the Renewal and Recreation PDS Committee**

**Date:** 10<sup>th</sup> July 2010

**Decision Type:** Non-Urgent                      Executive                      Non-Key

**Title:** **TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE**

**Contact Officer:** Kevin Munnely, Head of Renewal  
Tel: 020 8313 4519 E-mail: kevin.munnely@bromley.gov.uk

**Chief Officer:** Marc Hume, Director Renewal & Recreation

**Ward:** All Wards

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1. Reason for report

- a. To update Members of progress on delivering the Town Centres Development Programme.
- b. To update Members on the outcome of the Outer London Fund Round 2 bid.

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2. **RECOMMENDATION(S)**

The Renewal and Recreation PDS Committee and Portfolio Holder are asked to note this report.

### Corporate Policy

1. Policy Status: Existing Policy: Bromley Town Area Action Plan
  2. BBB Priority: Vibrant, Thriving Town Centres:
- 

### Financial

1. Cost of proposal: £6.667m capital and £313k revenue
  2. Ongoing costs: Non-Recurring Cost:
  3. Budget head/performance centre: Capital Programme and Town Centre Management
  4. Total current budget for this head: £6.667m and £313k
  5. Source of funding: Outer London Fund Round 2 Allocation (£1.998m, capital receipts £1.5m, £3.3m contribution from TfL, 95k contributions from partner organisations/businesses and £86k from TCM budgets including officer time (£72k).
- 

### Staff

1. Number of staff (current and additional): 7
  2. If from existing staff resources, number of staff hours:
- 

### Legal

1. Legal Requirement: Non-Statutory - Government Guidance:
  2. Call-in: Applicable:
- 

### Customer Impact

1. Estimated number of users/beneficiaries (current and projected): Borough-wide
- 

### Ward Councillor Views

1. Have Ward Councillors been asked for comments? Yes
2. Summary of Ward Councillors comments: No Comments Received

### 3. COMMENTARY

#### Development Programme

3.1 Attached as **Appendix 1** is an update on the progress that has been made in delivering each of the individual projects that make up the Development Programme. Members are asked to note the following key milestones that have been achieved since the last update report to the R&R PDS.

- LB Bromley has been successful in its Outer London Fund Round Two bid, receiving an award of nearly £2m for Bromley Town Centre.
- The High Court decision to quash Policy OSA of the AAP with respect to the Linden Homes/Network Rail legal challenge requires the Council to prepare, consult and adopt a new policy for the site.
- Beckenham Town Centre Improvements (a separate report is included on the PDS agenda)
- The Council is preparing to issue an OJEU Notice to commence the procurement of a development partner for Opportunity Site G, west of the High Street.

#### Site A - Bromley North Station

3.2 The Council has received the judgement with regards the Statutory Challenge to Policy OSA. An Order was issued that quashes Policy OSA in its entirety. It requires the Council to prepare, consult and adopt a policy for the OSA site. It is proposed that this be dealt with in the forthcoming Local Plan which will replace the current UDP, as it is at an appropriate stage of development. The LDF Advisory Panel and Development Control Committee are guiding the preparation of the Local Plan, with the next stages of consultation to take place in September 2012. The LDFAP has confirmed that the Council will move to a "Local Plan" as required by the Government's recent planning reforms. This will be a more comprehensive document than the earlier proposed core strategy. The intention is to consult in early Autumn on the Options and Preferred Strategy for the Local plan with a draft plan being produced in early 2013 and independent examination thereafter.

#### Outer London Fund Round 2

- 3.3 At the centre of this initiative was funding of up to £50 million over three years, supported by offers of advice that can be targeted at improving the character, quality and economic vitality of high streets. Funding applications were allocated in two rounds and successful Councils received the first round allocation of £10 million for projects that were implemented by 31st March 2012. Bromley Council received £500k to support projects in Bromley, Orpington and Penge Town Centres.
- 3.4 The Mayor's Office maintained the same criteria and approach for Round 2 as was set out for Round 1. The funding for Round 2 is predominantly for capital works and projects that need to support local priorities and is to be split equally between the financial years 2012/13 & 2013/14. Bromley Council submitted Round 2 applications on 14th November 2011 which were prioritised and agreed by the Chairman of the R&R PDS Committee, the Portfolio Holder for Renewal and Recreation and the Leader of the Council. The Council submitted three Round Two bids covering the principal town centres of Bromley, Beckenham and Penge. The outcome of the bid was that the Council was successful in being awarded **£1,998,349** for Bromley Town centre. (See Appendix 2)

## **Extension of the Public Realm and Way-finding**

- 3.5** The successful Bromley town centre OLF Round One bid secured funding to undertake an extension of the public realm concept design and link the public realm improvements proposed at Bromley South, as a part of the Cathedral scheme, with those at Bromley North Village being developed and funded as part of the Transport for London Area Based scheme. Part of the award for Round Two will be used for the detailed design and implementation of interventions that will add and complement the £6.7M of public and private sector investment in the public realm that has already been committed at Bromley North and Bromley South Central. Three main intervention projects will involve the implementation of physical improvements to public realm at Market Square, Bromley Boulevard and the implementation of an interactive way-finding system to guide visitors around the town.

## **Shop Front Improvement Scheme**

- 3.6** The successful Bromley Town Centre OLF Round One Bid included provision for the preparation and launch of a shop front improvement scheme based around the historic core of Bromley North Village. The Council considers that it is vital that the proposed investment in the public realm improvements should be mirrored by improvements to the fabric of the shop fronts and wider facades, which will truly enhance the quality of the built heritage in the Village area. Using the analysis of the shop fronts in the area and the production of a High Street Design Guide for Bromley North Village funded by Round One. A copy of the design guide is attached as **Appendix 3**. It is proposed that £150k of the OLF Round 2 award will provide capital funding to support the establishment of the shop front improvement scheme. This amount is based on a critical assessment of the shop fronts in the area and the likely take up of improvement grants based on the experience of other existing improvement schemes.
- 3.7** Priority blocks have been identified through a detailed on site analysis and work is ongoing with the owners of these blocks to assess the potential for a realistic improvement programme. The fund will be used to support physical improvements to fascias, frontages and facades and could include the addition or replacement of awnings.

## **4. POLICY IMPLICATIONS**

- 4.1** Work delivering the Town Centres Draft Development Programme is entirely consistent with Policy Objectives set out in Building A Better Bromley 2011 and Renewal & Recreation Portfolio Plan 2011/12. The work of the Renewal Group links to the Building a Better Bromley priorities by working towards the provision of Vibrant and Thriving Town Centres.

## **5. FINANCIAL IMPLICATIONS**

- 5.1** As mentioned in 3.4 above, Bromley has been awarded £1.998m from the Outer London Fund for 2012 to 2014. The table below summarises the funding over the two financial years and between capital and revenue.

<b>Project Funding Details</b>	<b>2012/13</b>	<b>2013/14</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>
OLF 2 Capital Funding	1,443,866	385,483	1,829,349
OLF 2 Revenue Funding	126,500	42,500	169,000
<b>Total OLF 2 Funding</b>	<b>1,570,366</b>	<b>427,983</b>	<b>1,998,349</b>
<b>Match funding capital contributions</b>			
Contributions from partner organisations & businesses	18,750	18,750	37,500
<b>Match funding revenue contributions</b>			
TCM budget contribution	7,300	6,300	13,600
Cash/In kind contributions from partner organisations & businesses	57,700	0	57,700
LBB officer time (in kind contribution)	35,989	36,489	72,478
<b>Total match funding</b>	<b>100,989</b>	<b>42,789</b>	<b>143,778</b>
<b>Total Project Funding</b>	<b>1,690,105</b>	<b>489,522</b>	<b>2,179,627</b>

5.2 In addition to the OLF 2 Capital funding of £1.829m, the Bromley North Village Improvements Capital Scheme has £1.5m from capital receipts, £37.5 from private sector contributions and £3.3m from TfL (of which £1.5m is still a provisional sum for 2013/14 until confirmation is received in September 2012). The total budget available for the scheme is therefore £6.667m.

## 6. LEGAL IMPLICATIONS

None for purposes of this report

## 7. PERSONNEL IMPLICATIONS

None for purposes of this report.

<b>Non-Applicable Sections:</b>	Legal Implications, Personnel Implications
Background Documents: (Access via Contact Officer)	The Outer London Fund 2011 Round 2

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## Appendix 1 - Town Centres Individual Site Updates – June 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	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.  A hearing at the High Court took place on 31 <sup>st</sup> October 2011.	<b>Position – June 2012</b>  The Council has received the judgement with regards the Statutory Challenge to Policy OSA. An Order was issued that quashes Policy OSA in its entirety. It requires the Council to prepare, publish, consult upon and promote a new policy for the OSA site.  It is proposed that this be dealt with in the forthcoming Local Plan, as it is at an appropriate stage of development. It is anticipated that the next round of consultations will take place in from September 2012, with the final plan to be submitted for Independent Examination in Spring 2013.
<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.	<b>Position – June 2012</b>  The Strategic Asset Management Group (SAM) have recommended that further designs and costs associated with a temporary car park should be investigated by officers.  Timescale: Following discussion with TfL a report will be taken to the Strategic Asset Management (SAM) Group with a detailed proposal

		Further work undertaken concerning a temporary parking option for the site (approx 100 spaces) is underway. The traffic model is now available to assess the impact of any future use on the A21.	for the site in Summer 2012.
<b>Site C: Town Halls</b>	The Council  Lead: HH	Site allocated for mixed use development comprising Hotel and/or offices.  Cathedral Group and The Land Group granted 6 month exclusivity agreement.	<b>Position – June 2012</b>  Cathedral have developed their proposals for the Town Hall in accordance with the requirements of the Exclusivity Agreement and will be presenting them to officers in July 2012..  Timescale: A report will be taken to Executive in September 2012.
<b>Site F: Civic Centre</b>	The Council  Lead: HH	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.  The refurbishment of the North Block is now substantially complete with ICT cabling currently being completed.  Staff should start to reoccupy the block in July 2012.	<b>Position –June 2012</b>  The Members' Strategic Asset Management (SAM) Group has recommended that officers should examine options for the demolition of the Joseph Lancaster and Anne Springman buildings and the provision of temporary car parking on the site. A report on parking in the town centre was considered by The Executive on 23 <sup>rd</sup> May 2012. Members agreed to a first phase of works to provide additional spaces. These cleared sites are in the second phase of proposals. Members agreed should be retained in case its use for parking is required to support the town centre.  Timescale: The need for this site for parking will be reviewed following the implementation of the Phase 1 works to provide additional parking.  Adventure Kingdom has closed following the relocation of the facility to the Pavilion. Officers will be seeking alternative short term letting options.

<p><b>Site G: West of High street</b></p>	<p>Various Lead: KM</p>	<p>Major site in the AAP, allocated for mixed use development incorporating residential, retail and community and health facilities.</p> <p>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 – June 2012</b></p> <p>The Council is moving ahead towards the procurement of a development partner in accordance with the following timetable:</p> <p><b>Week commencing 25<sup>th</sup> June 2012</b> Contract notice placed in OJEU and marketing brochure, and Expressions of Interest, Pre Qualification Questionnaires issued.</p> <p><b>September 2012</b> Interested parties to submit completed Expression of Interest Pre Qualification Questionnaire by no later than 7<sup>th</sup> September 2012.</p> <p><b>October 2012</b> Long list to be confirmed and issued with an ISOP on 26<sup>th</sup> October 2012.</p> <p><b>November 2012</b> Responses to ISOP to be returned by 23 November 2012</p> <p><b>January 2013</b> Shortlist to be agreed and parties issued with Development Brief on 11<sup>th</sup> January 2013</p> <p><b>February 2013</b> Parties to submit their detailed proposals in response to the Development Brief on 15<sup>th</sup> February 2013.</p> <p><b>March 2013</b> Interviews and presentations in week commencing 18<sup>th</sup> March 2013</p> <p><b>April 2012</b> Confirmation of preferred developer in week commencing 8<sup>th</sup> April 2013.</p>
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<b>Site J: Bromley South</b>	Network Rail  Lead: KM	Network Rail is improving the station, in particular; access. Improvements will cover drop off facilities, disabled access, internal layout, repairs and refurbishment of the building.	<b>Position –June 2012</b>  Timescale: The delivery target remains as having step-free access in time for the Olympics.  Work is also progressing on establishing a permanent kiss and drop off point on the Waitrose access road.
<b>Site K: Westmoreland Road 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 proposal includes a multi-screen cinema, 200 residential units, 130 bedroom hotel, restaurants and cafes, plus associated parking and public realm enhancements.	<b>Position –June 2012</b>  Planning permission for the scheme was granted in March 2011. Cathedral are considering some changes to the proposed basement car parking provision although the number of spaces will be unchanged. Regular monthly meetings are held with Cathedral.  They anticipate starting on site in October 2012.
<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.	<b>Position – June 2012</b>  Telereal Trillium, 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.  Timescale: Pre-application discussions are ongoing.
<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.	<b>Position – June 2012</b>  Following the refusal by DC Committee on 14 <sup>th</sup> February Capital Shopping Centres’ (CSC) have submitted a revised planning application for a development on the terrace in Queens Gardens.

			Timescale: The application will be considered by the Development Control Committee on 28 <sup>th</sup> June 2012. The officer's recommendation is that permission be granted subject to legal agreement.
<b>Site P: Sainsbury's</b>	Lead: KM	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><b>Position – June 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</p> <p>Timescale: Awaiting details from Sainsbury's on their future plans.</p>
<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>£1.5m has been allocated in the Council's Capital Programme 2012/13 in support of this project.</p>	<p><b>Position – June 2012</b></p> <p>Bromley North Village (BNV) has completed its outline design, which was approved by R&amp;R PDS Committee. The designs are now going through the detailed design phase whereby traffic and engineering details are added and final estimates calculated. It is normal during this process for small changes to the design to be made. This process is expected to be completed in late July 2012, whereby the drawings together with a business case will be sent to TfL to secure the funding. It is expected that TfL will inform us of their decision in Autumn 2012 and assuming no changes are required, implementation could start in January 2013. This should take between 12 and 18 months depending upon business owners' preference over the level and length of time disruption will occur during construction.</p>

**Orpington**

<b>Orpington Town Centre</b>	Lead : KM	<p>There are 2 key opportunity sites.– The 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 – June 2012</b></p> <p>The new consortium is seeking to implement a comprehensive improvement programme for the Walnut Shopping Centre which will see the old Job Centre redeveloped for additional retail floorspace and a cinema. It is anticipated that a full planning application will be submitted by the end of June 2012.</p>
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**Beckenham**

<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 – June 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>See separate report</p>
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**Penge**

<b>Penge Renewal Strategy</b>	Lead: KM  Colin Brand – Library	<p>Renewal Strategy has been published.</p>	<p><b>Position – June 2012</b></p> <p>Work is ongoing to identify a suitable site for a new Library which would allow the re-organisation of service delivery in this part of the Borough. Timescale: Ongoing</p>
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<b>Office and Employment Floorspace.</b>			
<b>Office Floorspace</b>	Lead Various	<p>The AAP makes provision for 7,000 sq metres of additional office floorspace in the Plan period. This was allocated on Opportunity Site A (2,000) and Opportunity Site C (5,000).</p> <p>Given the revised policy position for Site A and the possibility that Site C could be redeveloped as a hotel, there is a concern that there could be insufficient provision made for future office employment growth in the town.</p> <p>DTZ have been commissioned to produce a Retail, Office, Industry and Leisure Study, which will inform the production of policy options for the Local Plan consultation which will commence in September 2012. These options will examine the future supply and demand for employment floorspace and current and future designation of employment sites.</p>	<p>In conjunction with local property agents work has commenced on gathering both quantitative and qualitative information on the office stock in Bromley Town Centre. This will allow further analysis of the future supply and demand for office floorspace both in town centres and in other potential employment locations such as Biggin Hill.</p> <p>It is intended that the results of this analysis could be used to develop a potential financial incentive package, targeted at bringing back redundant office into use, for which funding could be sought from the Mayor's Growth Fund.</p> <p>It is intended that an industry focused workshop/event will be held in the Autumn, which will look at the state of the Office/Employment market in Bromley and examine measures to ensure its continued success.</p>

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**APPENDIX 2 - Outer London Fund Round Two – Schedule of Projects**

<b>Project</b>	<b>Details and award</b>	
<b>Project BROM1:</b>	<b>Extension of public realm design treatment and improvements to frontages</b>	
Implementation of physical improvements to public realm	Market square: Renewal of paving, planters, drainage, installation of kiosks & market infrastructure	£931,447
	Bromley Boulevard: Renewal of paving and kerbs, installation of planters & trees, cycle stands	£501,479
	Bromley Beacons (Legible London)	£158,923
Interactive wayfinding maps	Purchase and installation of interactive town maps (2no)	£87,500
	Running costs for interactive town maps	£20,000
Shop frontage improvement scheme	funding capital improvements in shop fronts (25% match funded from participating businesses / landlords)	£150,000
Treatment of vacant shop fronts	Production and application of vinyl graphics for empty shops	£5,000
<b>Total for BROM1</b>		<b><u>£1,854,349</u></b>
<b>Project BROM2:</b>		
	<b>“Are you Bromley 2012/13 and 2013/14 marketing and events programme</b>	
Major Events	Queens Diamond Jubilee Event (May 2012)	£80,000
	Once in a Lifetime Festival of Sports and Culture (July 2012)	£15,000
Smaller Events	Arts based events and ongoing marketing campaign	£25,000
<b>Total For BROM2</b>		<b><u>£120,000</u></b>

<b>Project BROM3:</b>	<b>Boosting independent business</b>	
Business Support	4 free workshops for up to 50 businesses	£2,600
	Subsidised mentoring for up to 20 businesses	£4,200
	Support to Bromley business groups for joint marketing initiatives	£3,200
<b>Total for BROM3</b>		<b><u>£10,000</u></b>
Project Evaluation	Project evaluation, including business, resident & shopper surveys	£14,000
<b>Total OLF Round Two Award</b>		<b><u>£1,998,349</u></b>

# Bromley North Village



## Shopfronts - design principles

THIS PROJECT IS SUPPORTED BY  
**THE  
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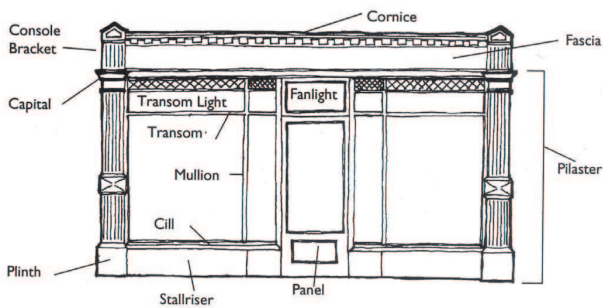
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# Introduction



Well designed shopfronts are essential to maintaining an attractive appearance for Bromley

North Village, and this document is intended to provide helpful design advice. Good quality individual shopfronts are essential to the success of the town centre, and it is desirable that shopfronts are seen in relation to their neighbours and complement them.



## Good Shopfront design principles

When designing a shopfront it is important to consider the style of building within which your business is located. The proportions and materials should take into account the general hierarchy within the street scene and the buildings as a whole.



## Framing your business

A shopfront can be seen as a frame to display your product or service. The design can be either traditional or modern but basic principles of scale and quality materials should be employed.

Often shopfronts do not need to be replaced and can simply be repaired or restyled with the use of different signage etc. The Council encourages the retention of historic or original shopfronts. Below are some examples of how shopfronts can be improved without complete replacement. These examples convey a simple message about the business in a stylish and uncluttered manner.



Before



After



Before



After

# Good Design Details

## Stallrisers



A stallriser is a solid panel below the shop window which reduces the appearance of excessive glazing. Generally this is made of painted timber to match the rest of the surround but buildings such as banks often use stone. A more modern approach may use metal for example, but advice should be sought from the Council.

## Consoles



These are projecting brackets at either end of the fascia and are a popular feature of traditional shop fronts. If original examples exist, it is best not to obscure them. There may also be an opportunity to reinstate them if they were previously removed.

## Pilasters

Pilasters visually support the consoles and fascias, divide the space between shops and are an important element of the visual rhythm of the street scene.

## Materials

Painted timber is the most common material for traditional style shop fronts. 20th Century shopfronts often used metal frames to good effect but unfinished aluminium or uPVC can look out of place.

## Canopies



Victorian style retractable canvas canopies have been enjoying a revival and can give shelter to shoppers in addition to enlivening the street scene. Care should be taken however to avoid obscuring architectural details, excessive amount of advertising, garish colours or reflective

materials such as acrylic. Solid canopies and Dutch canopies are best avoided. Victorian style canopies are fitted above the fascia and have side supporting brackets, unlike some other types on the market which are more suited to domestic use.

## Fascias and Lettering

The fascia should not be overly deep and should respect adjoining shopfronts. Internally illuminated box signs are not appropriate to Bromley North Village, and the Council encourages owners to consider more traditional approaches such as hand painted or applied lettering. Such approaches are often more cost effective than factory-made signage.

Wording should also be succinct as too much lettering can create confusion and appear untidy.



## Projecting signs

Such signs should not be overly large in relation to the rest of the shopfront and should be placed at fascia level. Heavy box type signs with internal illumination are not suitable for Bromley North Village. Light hanging signs with a minimum of lettering are preferable.



## Security shutters

Solid shutters can create a dead street scene in the evening and the Council therefore encourages shopkeepers to consider alternatives such as laminated glass or lattice shutters (preferably inside the shop window) if they are concerned about security.

## Is Planning Permission Required?

New shop fronts, projecting signs, lighting or external shutters will require Planning Permission and new lettering may require Advertisement Consent. If the shop is a Statutory Listed Building, you may also require Listed Building Consent. We therefore advise that you contact the Heritage Team at the Council if you are considering carrying out any work. Telephone 020 8461 7532.



## Bromley Planning Policies

If you are submitting a planning application for a new shopfront several of our policies may apply. These include BE19 (shopfronts), BE20 (Security Shutters) and BE21 (Advertisements, Hoardings and Signs). The Bromley Town Centre Conservation Area Statement also provides useful information. Shop entrances should also be fully DDA compliant.

Report No.  
DRR12/083

London Borough of Bromley

PART ONE - PUBLIC

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**Decision Maker:** **Renewal & Recreation PDS Committee**

**Date:** **10 July 2012**

**Decision Type:** Non-Urgent                      Non-Executive                      Key Non-Key

**Title:** **Town Centre Management Update Quarter 1 2012/13**

**Contact Officer:** Martin Pinnell, Head of Town Centre Management & Business Support  
Tel: 020 8313 4457 E-mail: martin.pinnell@bromley.gov.uk

**Chief Officer:** Director of Renewal & Recreation

**Ward:** All

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1. Reason for report

At the previous Renewal & Recreation PDS Committee meeting (27 March 2012) Members requested that an update report be provided at future meetings of the Committee, to summarise the activities undertaken by the Council's Town Centre Management and Business Support team. Each report will cover any activity undertaken since the previous PDS Committee meeting. This report therefore focuses on the period from end of March until the end of June 2012.

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2. **RECOMMENDATION(S)**

**Members of the R&R Committee are asked to note and consider the actions undertaken during Quarter 1 2012/13 in the town centres served by the Town Centre Management and Business Support team.**

### Corporate Policy

1. Policy Status: Existing Policy
  2. BBB Priority: Vibrant, Thriving Town Centres
- 

### Financial

1. Cost of proposal: Estimated Cost for 2012/13 £269k
  2. Ongoing costs: Recurring Cost £74k
  3. Budget head/performance centre: Town Centre Management
  4. Total current budget for this head: £74k, £95k and £100k
  5. Source of funding: Existing revenue budget 2012/13, OLF funding and funding set aside in an earmarked reserve
- 

### Staff

1. Number of staff (current and additional): 4
  2. If from existing staff resources, number of staff hours:
- 

### Legal

1. Legal Requirement: Non-Statutory - Government Guidance
  2. Call-in: Not Applicable: This is an information only report.
- 

### Customer Impact

1. Estimated number of users/beneficiaries (current and projected):
- 

### Ward Councillor Views

1. Have Ward Councillors been asked for comments? Not Applicable
2. Summary of Ward Councillors comments:



### **3. COMMENTARY**

#### **Activities during April to June 2012**

During Quarter 1 for Town Centre Management and Business Support the main priorities have been:

- 3.1 Working in partnership with Orpington businesses, consultation and development of the proposed Business Improvement District. This has involved coordination of one to one interviews with up to 60 local businesses, development of BID branding, collation of draft baseline agreement, development of customer relationship management database (to assist with BID campaign and canvassing), consultation on BID levy rules and drafting of BID proposal and budget. The BID project is the subject of a separate (Part 2) report to the R&R PDS Committee.
- 3.2 Planning and delivery of town centre Queen's Diamond Jubilee events which took place in various locations, the biggest of which was the visit by the Queen and the Duke of Edinburgh to Bromley Town Centre on 15 May. In spite of poor weather conditions tens of thousand people turned out to watch the progress of the Royal Party through the town by car and on foot. The sheer size and complexity of the event meant a considerable proportion of staff time from the Town Centre Management team and a number of other Council sections were devoted to the event which was partially funded by the Mayor's Outer London Fund (Round 2).
- 3.3 Assisting businesses in Bromley North Village and Chislehurst to set up Town Teams and to develop a bid for Bromley North Village to the Government's Portas Pilots scheme. Successful bids could be in receipt of up to £100k towards the development of each town. The latest version of the Bromley North Village Portas bid includes a proposal to work with Fashion Enter (one of the main partners for the delivery of Bromley's Queen's Diamond Jubilee event) to open a 'pop up' fashion outlet in the High Street.
- 3.4 Assisting with the facilitation of the Beckenham & West Wickham Working Party – including development of a list of possible short term improvements, and working up more detailed proposals for these as required.
- 3.5 Finalise delivery of Outer London Fund Round 1 – working on delivery of some projects (including Shop Front renewal scheme in Bromley North and installation of Wayfinding maps at Orpington station) extended to 2012/13, and completing claims and evaluation for Q4 of 2011/12 as required by Greater London Authority. Also negotiating final grant agreement with the Greater London Authority for Outer London Fund Round 2 – working with colleagues in Town Centre Renewal.
- 3.6 Consulting with local businesses and Members regarding the proposed Local Parades Improvement initiative, also the subject of a separate report to the R&R PDS Committee.
- 3.7 Engaging with landlords and agents to seek to insert shop front dressings (vinyls) to smarten the appearance of empty shops in the borough. Vinyls have already been applied to the old Bell Hotel in Bromley North Village, the lower level of the Village Halls in Orpington and a number of smaller shops around the borough. A stock of printed vinyl is now available thanks to the Outer London Fund – although the cost of installation of these would need to be paid for from contributions from landlords, where possible.

- 3.8 Since the end of April due to the re-deployment of the previous post-holder, the post of Town Centre Manager covering Beckenham, Penge, Hayes and Mottingham has been vacant. The Head of Town Centre Management has continued to engage with businesses and residents in these towns and work has continued with business groups in Beckenham and Penge, with a particular focus on promotion of the Torch Relay through these towns and provision of entertainment to accompany that event. The Head of Town Centre Management has also been liaising with the Hayes residents with a view to the installation of a new town clock in honour of the Queen's Diamond Jubilee (paid for by residents and businesses). Recruitment of a new Town Centre Manager, with a remit to cover these towns, is ongoing and the post is expected to be filled by the end of the summer.
- 3.9 Engagement and liaison with businesses in all the towns affected by the Torch Relay has been undertaken since the route was first announced publicly. Members of the Town Centre Management Team have also distributed messages about the potential transport impact of the Games (including for freight movements) to businesses across the borough
- 3.10 Hosting and facilitating the regular commercial property agents forum and establishment of a sub-group to develop a programme of promotion for the borough's office market, which will include a workshop planned for autumn 2012.
- 3.11 Hosting and facilitation of the quarterly Bromley Economic Partnership meeting – which is a forum involving a range of representatives including South East London Chamber of Commerce, Federation of Small Businesses, Job Centre Plus etc.
- 3.12 Maintaining regular communications with businesses across the borough, for example editing and distributing the Bromley Business E-Bulletin (sent bi-monthly to approx 2400 mailboxes) and contributing to the Council's bi-monthly page in the NewShopper's 'Talking Business' supplement. Also engaging with businesses through networking events such as the Chamber of Commerce Business Breakfast meetings and the Bromley Business Expo – and through local business groups such as the Beckenham Business Association and Orpington Business Forum. Town Centre Managers have also maintained regular communications with town centre businesses through regular emails and visits.
- 3.13 Working in partnership with Action Coach and Baker Tilly to co-host and promote a free evening 'Money on the Table' workshop attended by 30 local businesses and which provided practical advice on understanding business financial figures. The event was paid for by private sector partners and involved no financial commitment from the Council.

### **Priorities for July to September 2012**

For the next quarter the Town Centre Management & Business Support team will prioritise the following activities:

- 3.14 Finishing consultation on the Orpington Business Improvement District (BID), followed by development and finalisation of the BID Proposal. This is with a view to a formal request to hold a ballot to be presented to the Council's Executive Committee in September. These actions would be prerequisite to the launch of the BID campaign in late September.

- 3.15 Planning & promoting summer events such as the Big Dance event in Orpington (14 July), Torch Relay events in Beckenham and Penge (23 July) and the Bromley Town Centre Festival (incorporating a celebration of sport, arts, heritage and culture) in Bromley (29 July).
- 3.16 Planning and promotion of markets such as the re-launched and relocated Charter Market (5 July) and the Makers Market (arts & crafts) in Orpington (7 July).
- 3.17 Continuing to engage with the Beckenham & West Wickham Working Group and assist the urban design consultants developing the initial designs for a public realm improvement scheme for Beckenham. Town Centre Management will also facilitate the delivery of short term improvements as specified by the Working Group.
- 3.18 Delivery of extended Outer London Fund (OLF) Round 1 schemes in Bromley & Orpington and of revenue schemes (such as business support workshops and empty shop vinyls) in Bromley town centre under OLF Round 2. Assist with the delivery of the OLF Round 2 shop front improvement scheme in Bromley North Village.
- 3.19 Planning and delivery of Office sector workshop in partnership with local and central London property agents.
- 3.20 Delivery of proposed Local Parades Improvement initiative – including liaising with Ward Councillors, local businesses and resident groups, and processing applications for use of earmarked funds.
- 3.21 Continue to roll out the empty shop front vinyl scheme to vacant shops across the borough.
- 3.22 Extension of work with Action Coach, GLE and other partners to run local business workshops, to help small and medium businesses to grow. This activity would be cost neutral to the Council, but would involve some staff time and use of the Council's links with local businesses.
- 3.23 Liaise with contractor to ensure Christmas Lights for Bromley, Orpington and Penge are delivered in good time for proposed switch on events. Obtain quotations, seek contributions from businesses and engage contractors for delivery of Christmas lights in Beckenham and smaller town centres.
- 3.24 Continue to engage with businesses, local business groups and business representative bodies across the borough, and maintain regular communications with businesses through e-bulletins, visits and meetings. Undertake a review of the contents, promotion and financing of the Bromley business e-bulletin to ensure it is fit for purpose and represents value for money.

#### **4. POLICY IMPLICATIONS**

The work of the Town Centre Management & Business Support team has as its primary focus the delivery of the Council's Building a Better Bromley priority of encouraging and sustaining Vibrant Thriving Town Centres.

#### **5. FINANCIAL IMPLICATIONS**

- 5.1 The majority of the costs associated with the activities of the Town Centre Management & Business Support team are met from within existing Culture & Leisure budgets, including the Town Centre Management Initiative Fund of £74k, which was

allocated to events, Christmas lights and match funding for specific Outer London Fund projects following a report to the R&R PDS on 27 March 2012.

- 5.2 The Queen's Diamond Jubilee event and the planned Bromley Town Centre Festival were part funded by Outer London Fund round 2 – with contributions from that source of £80k and £15k respectively.
- 5.3 An earmarked reserve of £100k was set aside as a contribution towards the Jubilee event.

<b>Non-Applicable Sections:</b>	Legal, Personnel
Background Documents: (Access via Contact Officer)	Town Centre Management Initiative Fund 2012/13 Report to R&R PDS Committee 27 March 2012 (DRR12/028)

Report No.  
DRR12/049

London Borough of Bromley

PART ONE - PUBLIC

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**Decision Maker:** Resources Portfolio Holder

**For pre-decision scrutiny at the  
Executive & Resources Policy Development and Scrutiny  
Committee**

**For noting at the  
Renewal & Recreation Policy Development and Scrutiny  
Committee**

**Date:** 14<sup>th</sup> June 2012  
10<sup>th</sup> July 2012

**Decision Type:** Non-Urgent Non-Executive Key

**Title:** Bromley Youth Employment Project

**Contact Officer:** Louisa Allen, Community Development Manager  
Tel: 020 8313 4880 E-mail: [louisa.allen@bromley.gov.uk](mailto:louisa.allen@bromley.gov.uk)

**Chief Officer:** Marc Hume, Director: Renewal & Recreation

**Ward:** All

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1. Reason for report

Following a decision by Bromley Council's Executive Committee to allocate £500,000 to support sustainable employment opportunities for young unemployed people who live in Bromley, this report recommends the creation of a three year project which focuses on creating sustainable jobs for unemployed residents aged between 18 and 24.

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2. **RECOMMENDATION(S)**

The Executive and Resources Policy Development and Scrutiny Committee are asked to note the contents of this report and provide the Portfolio Holder with their comments.

The Resources Portfolio Holder is asked to

- 2.1 Approve the creation of an employment programme for young people aged 18 -24 over 3 years (2013 -2016) by way of apprenticeships and internships.

- 2.2** Approve the outsourcing of the project to a suitable, experienced and proficient employment and skills provider to deliver the outcomes desired from the aforesaid programme.
- 2.3** To approve an application to Jobcentre Plus' Flexible Learning Fund to deliver environmental skills and training to young people over the next 3 years with support from local and regional partnerships. It should be noted that the application may actually be submitted by one of Bromley's partners rather than by the Council directly. (Please see paragraph 3.32)

To be noted at the Renewal & Recreation Policy Development and Scrutiny Committee on 10<sup>th</sup> July 2012.

### Corporate Policy

1. Policy Status: Not Applicable
  2. BBB Priority: Excellent Council Quality Environment Safer Bromley Supporting Independence Vibrant, Thriving Town Centres
- 

### Financial

1. Cost of proposal: £500k will be spent over a period of 3 years
  2. Ongoing costs: N/A
  3. Budget head/performance centre: Earmarked reserve for Members Priority Initiatives to support tackling youth unemployment amongst young people
  4. Total current budget for this head: £500k
  5. Source of funding: Earmarked reserve for Members Priority Initiatives
- 

### Staff

1. Number of staff (current and additional): 1 (current)
  2. If from existing staff resources, number of staff hours: 36 hrs per week for 3 years
- 

### Legal

1. Legal Requirement: None
  2. Call-in: Applicable
- 

### Customer Impact

1. Estimated number of users/beneficiaries (current and projected): Unknown number of young unemployed Bromley residents and an unknown volume of local and regional businesses. If an application to the Jobcentre Plus Flexible Learning Fund is successful, it is likely that a further number of young unemployed residents will benefit from the scheme.
- 

### Ward Councillor Views

1. Have Ward Councillors been asked for comments? Not Applicable
2. Summary of Ward Councillors comments:

### 3. COMMENTARY

#### Introduction

- 3.1 The Department for Work and Pensions and other organisations concerned with welfare to work issues are highlighting the negative affects that unemployment has on a generation of young people. Notably, a dependency on out of work benefits, mental health problems and a reduced ability to join the labour market are all consequences of unemployment for young people.
- 3.2 The number of 18-24 year olds unable to get work has been high since 2008 when the UK went into recession. In July of 2004, around 12.2 % of young people in the UK were unemployed and in September 2011, 21% were out of work.
- 3.3 The table below illustrates the number of young people claiming job seekers allowance both nationally and locally since the beginning of the recession. *Please note that these statistics report on those claiming job seekers allowance only and do not include all young people who are out of work.*

Date	18-24 year olds claiming JSA nationally		18-24 year olds claiming JSA in the London Borough of Bromley	
	Number	Rate	Number	Rate
April 2009	44800	7.8%	1585	7.1%
July 2009	450975	7.9%	1595	7.1%
October 2009	462250	8.1%	1670	7.4%
January 2010	465880	8.1%	1425	6.4%
April 2010	428320	7.4%	1290	5.8%
July 2010	388355	6.7%	1170	5.2%
October 2010	394165	6.8%	1335	5.9%
January 2011	401840	7.0%	1205	5.4%
April 2011	411195	7.1%	1295	5.8%
July 2011	433650	7.5%	1360	6.1%
October 2011	459615	8.0%	1560	7.0%
January 2012	465415	8.1%	1515	6.8%
April 2012	449,645	7.8%	1,445	6.4%

*Table 1: Number of 18-24 year olds claiming Job Seeker's Allowance nationally and locally (2009 – 2012)  
This does not include all unemployed 18-24 year olds.*

- 3.4 In March 2012, Bromley Council's Executive Committee agreed to contribute £500k over the next three years to a programme which will engage unemployed 18-24 year olds with support to access sustainable employment opportunities in a difficult labour market.

#### Programme Aim

- 3.5 It is proposed that a programme is designed around a model of apprenticeships and internships opportunities created for 18-24 year olds who are claiming job seekers allowance, aimed at giving young people the skills and experience they require to take their next steps into the labour market.

#### Apprenticeships

- 3.6 An apprenticeship combines 'hands on' training at work with a structured qualification recognised by the apprentice's chosen industry.



- 3.7 A programme of apprenticeships will be targeted at school leavers aged between 18-24 who are eligible for apprenticeship funding but are finding it difficult to obtain their first paid position

### *Internships*

- 3.8 A programme of internships will be aimed at young people aged between 18-24 who have completed further education courses such as degrees or higher level qualifications. It is reported that, for the first time, graduates are finding it more difficult to enter the labour market than school leavers. Internship opportunities will be designed to give these young people the opportunity to gain work place experience to strengthen their future employment prospects.
- 3.9 Subject to paragraph 3.18, it is expected that salaries for both apprenticeship and internship opportunities will be paid at the full national minimum wage as a minimum (£4.98 per hour for 18-20 year olds and £6.08 per hour for those aged 21 and over) and job descriptions will be designed to reflect this level of pay.
- 3.10 The programme to allow flexible working to ensure diverse participation. Apprentices will be given day release for one day per week to train for their qualification.
- 3.11 These employment opportunities would have a duration of six months (for internships) and one year (for apprenticeships).
- 3.12 The aim of this programme is to ensure that the employment opportunities created for young unemployed Bromley residents should have a sustainable outcome following the end of the opportunity; improving quality of life and boosting the local economy.
- 3.13 A pivotal aspect of the programme is effective job brokerage with businesses locally and regionally to ensure the young person moves into a sustainable job at the end of the Bromley Youth Employment Project.

### **Programme Delivery**

- 3.14 Bearing in mind that the emphasis of the programme is job brokerage for sustainable employment, it is proposed that this programme is delivered by an external service provider.
- 3.15 This is appropriate because:
- In the current climate of budgetary reductions, the public sector is not best placed to create sustainable jobs for young people.
  - In this climate the Council does not have the capacity to create sustainable jobs in the private sector and to achieve the best results for these young people.
- 3.16 Officers are therefore recommending that the programme be outsourced to the market for delivery by an experienced and proficient employment and skills service provider.
- 3.17 A robust performance specification will be designed and the opportunity will be tendered. The successful service provider will manage the programme on behalf and in partnership with the Council.
- 3.18 Before the specification is finalised, a soft market testing exercise will be undertaken to ensure that the specification and outcomes are designed to achieve the best value from the market. It is essential that the successful service provider demonstrates value for money.

3.19 The performance specification will be based around a set of core outcomes/key performance indicators. Based on previous employment schemes, it is anticipated that this approach could achieve the following outcomes:

- A **minimum** of 52 unemployed Bromley residents aged between 18 and 24 are employed as part of the programme over a period of three years.
- A **minimum** of 70% of employees are matched with sustainable employment opportunities following the programme.
- A **minimum** of 50% of employees achieve industry recognised training/qualifications as part of their employment opportunity.

Ultimately, the levels of outcomes for both training and employment will be dependent on the tender returns which, as the timetable in 3.21 demonstrates, will be reported to Committee in January 2013 for approval.

3.20 In addition to core outcomes, the provider will also be expected to provide:

- Information, advice and guidance and pastoral care to those young people employed as part of the programme, with a particular emphasis on career progression.
- A promotional launch event and a set of Council approved publicity documents to promote the scheme and increase its profile among employers and young Bromley residents.

3.21 The anticipated timetable for procurement will be as follows:

<b>Procurement Activity</b>	<b>Deadline</b>
Soft market testing exercise undertaken	June 2012
Specification, conditions and ITT drawn up	27 <sup>th</sup> July 2012
Advertisement in press	30 <sup>th</sup> July 2012
Deadline for expressions of interest	13 <sup>th</sup> August 2012
PQQ documents issued	27 <sup>th</sup> August 2012
Deadline for PQQ returns	10 <sup>th</sup> September 2012
PQQ returns analysed and reviewed	5 <sup>th</sup> October 2012
Tender documents issued	8 <sup>th</sup> October 2012
Deadline for return of tender documents	5 <sup>th</sup> November 2012
Interviews take place	w/c 19 <sup>th</sup> November 2012
Analysis of tender documentation/interviews complete and report recommending preferred contractor prepared for committee deadline.	3 <sup>rd</sup> December 2012
Report to E&R and R&R PDS Committees for approval to award contract	3 <sup>rd</sup> January 2013 17 <sup>th</sup> January 2013

Award of contract following call in	31st January 2013
Launch of project	February 2013
Delivery begins	March 2013

Table 2: Proposed timetable for procurement of service provider

- 3.22 Initial consultation on the scheme has been undertaken with Jobcentre Plus and the National Apprenticeship Service and it has been indicated that there is an appetite among providers to deliver this sort of programme in the Bromley area. The National Apprenticeship Service has agreed to offer advice on the procurement and assessment of a service provider to support officers to appoint the best places service provider.
- 3.23 The potential partners for this scheme will be proficient training providers with experience managing similar contracts and delivering similar outcomes. They will have pre-existing skills and training programmes and knowledge of training frameworks recognised by employers that will make the programme more efficient.
- 3.24 Perhaps the biggest advantage that is achieved by outsourcing is that these potential service providers have pre-existing networks and links into the private sector. It is recognised by all parties already consulted that in order to meet the primary objective of the programme: sustainable employment for young people, opportunities in the private sector will need to be brokered so that positions are created with a view to converting the role into a long term opportunity after the funding has been withdrawn. This sort of brokerage service has already been developed by those providers in the market and relationships have been created and managed over a number of years.
- 3.25 The service provider will carry the risk for the programme. It is also likely that they will take on some of the HR functions for those employed as part of the programme.
- 3.26 The programme will be branded as Bromley Council's initiative.
- 3.27 An existing officer will be assigned to monitor the delivery of the contract, funded from within Renewal and Recreation budgets. As part of the contract management procedures, the chosen provider will be expected to provide the following on a monthly basis:
- Evidence of a referral from Jobcentre Plus of each young person employed as part of the programme.
  - For those employed to complete an apprenticeship opportunity, an original copy of the signed agreement between the employer, training provider and young person that is required to create the apprenticeship.
  - For those employed to complete an internship opportunity, a signed copy of their contract of employment.
  - An itemised invoice for the payment of the subsidy for the salaries of those employed as part of the programme and the provider's management fee.
- 3.28 The provider will also be expected to provide a quarterly report on the delivery of the contact that gives a progress update on the achievement of the core outcomes and that demonstrates the delivery of other outcomes and objectives highlighted in the specification. Case studies will be requested as part of this monitoring process.
- 3.29 An audit on the contract will be completed bi annually.

- 3.30 There is also a requirement that no double funding should be achieved by the provider or their partners if they claim financial support from other available funds.

### **Jobcentre Plus, Flexible Learning Fund**

- 3.31 To compliment the Council's allocation of funding for a youth employment project, officers are seeking permission to work with partner agencies to apply to the Jobcentre Plus Flexible Learning Fund. It is recommended that the fund should be applied for to create a skills based environmental training programme that will compliment Council initiatives in the borough's parks and green spaces.
- 3.32 The value of this programme is estimated to be at £60,000 per annum and will be entirely funded by the Flexible Learning Fund, supported by partnerships with Capel Manor College, the National Housing Association and Groundwork London. Scoping for the project is currently underway with these partners.
- 3.33 Partnership working on this project will ensure value for money and effectiveness. It may be that the application is submitted by one of these partners with support from Bromley Council.
- 3.34 A number of short-term (6 week) courses will be run over three years that will provide training in conservation and horticulture. These short term courses are designed to move young people nearer to employment.
- 3.35 The trainees will complete their training in the borough's parks and green spaces under the guidance of the ranger service, giving added benefit to community spaces.
- 3.36 The fund will be applied for on an annual basis and it is expected that, if successful, delivery will commence before January 2013.

## **4. FINANCIAL IMPLICATIONS**

- 4.1 An allocation of £500k has been set aside in an earmarked reserve to support tackling youth unemployment amongst young people.
- 4.2 This report is seeking approval to investigate whether the three year programme can be outsourced for delivery by an experienced and proficient employment and skills service provider.
- 4.3 The contract is expected to be based on the delivery of specific outcomes and no funds will be released unless these outcomes have been delivered.
- 4.4 The project is intended to be monitored by existing staff at no additional cost to the Council.
- 4.5 This report is also seeking approval to submit an application to Jobcentre Plus Flexible Learning Fund to deliver environmental skills and training to young people over a 3 year period with support from local and regional partnerships. It should be noted that the application may actually be submitted by one of Bromley's partners rather than by the Council direct.

## **5 LEGAL IMPLICATIONS**

The selection of the service provider to support the programme is in accordance with the Council's contract procurement rules.

## 6 PERSONNEL IMPLICATIONS

There are no direct personnel implications because the scheme will be delivered by a third party provider however the client role will be delivered by Culture, Libraries and Leisure division within existing budgets.

All jobs created through this project will be managed by the service provider and the employer.

<b>Non-Applicable Sections:</b>	Policy Implications
Background Documents: (Access via Contact Officer)	N/A

**EXTRACT FROM THE MINUTES OF THE EXECUTIVE AND RESOURCES PDS COMMITTEE  
MEETING HELD ON 14 JUNE 2012**

**187 RESOURCES PORTFOLIO - PRE-DECISION SCRUTINY**

The Committee considered the following report for pre-decision scrutiny on a matter where the Resources Portfolio Holder was minded to make a decision.

**187.1 The Bromley Youth Employment Project  
Report DRR12/049**

The Executive had allocated £500,000 to support sustainable employment opportunities for young unemployed people living in Bromley and it was proposed to establish a three year project to create these jobs for young residents aged 18-24. The programme would focus on creating sustainable apprenticeships and internships in the private sector to give young people skills and experience in the workplace, and it was estimated that about 52 places could be created over the life of the project. Alongside this, it was also proposed to work with other partners to apply to the Jobcentre Plus Flexible Learning Fund to create a skills based environmental training programme that would complement Council initiatives in the borough's parks and open spaces. Opportunities would be sought to lever in other funding. It was confirmed that referrals to the scheme would be through Jobcentre Plus, ensuring that only unemployed young people would be taken on, but young people who pulled out of the scheme would not be at risk of losing benefits.

It was proposed to carry out a tendering exercise to engage specialist providers, and report back to the Committee on 3<sup>rd</sup> January 2013 before a final decision was taken to award a contract. Officers would ensure that a sound proposal was drawn up incorporating financial controls which would be monitored by existing staff at no additional cost to the Council. Members commented that the criteria for awarding the contract needed to be weighted more towards quality than price to ensure that an effective provider was chosen, and that the contract needed to be closely monitored and payment made by results rather than up-front. A Member suggested that payments to the young people should be based on the London Living Wage, but the Committee supported the project in principle.

Members requested further information or clarification on the following –

- The relation between the unemployment rates given in paragraphs 3.2 and 3.3 of the report.
- The numbers of unemployed young people in each age group cohort.

**RESOLVED that that Resources Portfolio Holder be recommended to**

- (1) Approve the creation of an employment programme for young people aged 18-24 over three years (2013-2016) by way of apprenticeships and internship.**
- (2) Approve the outsourcing of the project to a suitable, experienced and proficient employment and skills provider to deliver the outcomes desired from the programme.**
- (3) Approve an application to the Jobcentre Plus Flexible Learning Fund to deliver environmental skills and training to young people over the next 3 years with support from local and regional partnerships (the application may be submitted by one of the Council's partners rather than directly by the Council.)**

## **Disabled access: the commercial and legal imperatives**

The needs of disabled and sensory impaired people in Bromley were assessed by the PCT and LBB during 2010/11, and it emerged that what disabled people want more than anything is to be able to live as normal lives as possible. An important part of normal life is to be able to use local services – banks, shops, cinemas, restaurants and so on.

For every 20 customers in the UK, 6 are likely to be disabled, or close to someone who is, therefore businesses which have poor accessibility are missing out on a large number of potential customers. They are also missing out on the chance to build their business's reputation as a socially responsible organisation, as has been done, for example, by Waitrose and Marks and Spencer.

In addition to the commercial benefits of accessibility, the Equality Act 2010 obliges all organisations that provide a service to the public to take steps to ensure equality of access to people with protected characteristics, including those with disability. Failure to do so leaves an organisation open to prosecution.

LBB has responded to the public sector equality duty by making access to services a priority for 2011/12. The local health service has also committed to taking steps to improve access. It therefore remains for Bromley to take a look at the commercial sector, to see how well it caters for the 10-20% of the population who are disabled.

Attached is a briefing for businesses. What is sought from the Bromley Economic Partnership is support for the endeavour to make Bromley a place where disabled people feel welcome, and advice on how best to take it forward.

## Is your business disabled-friendly?

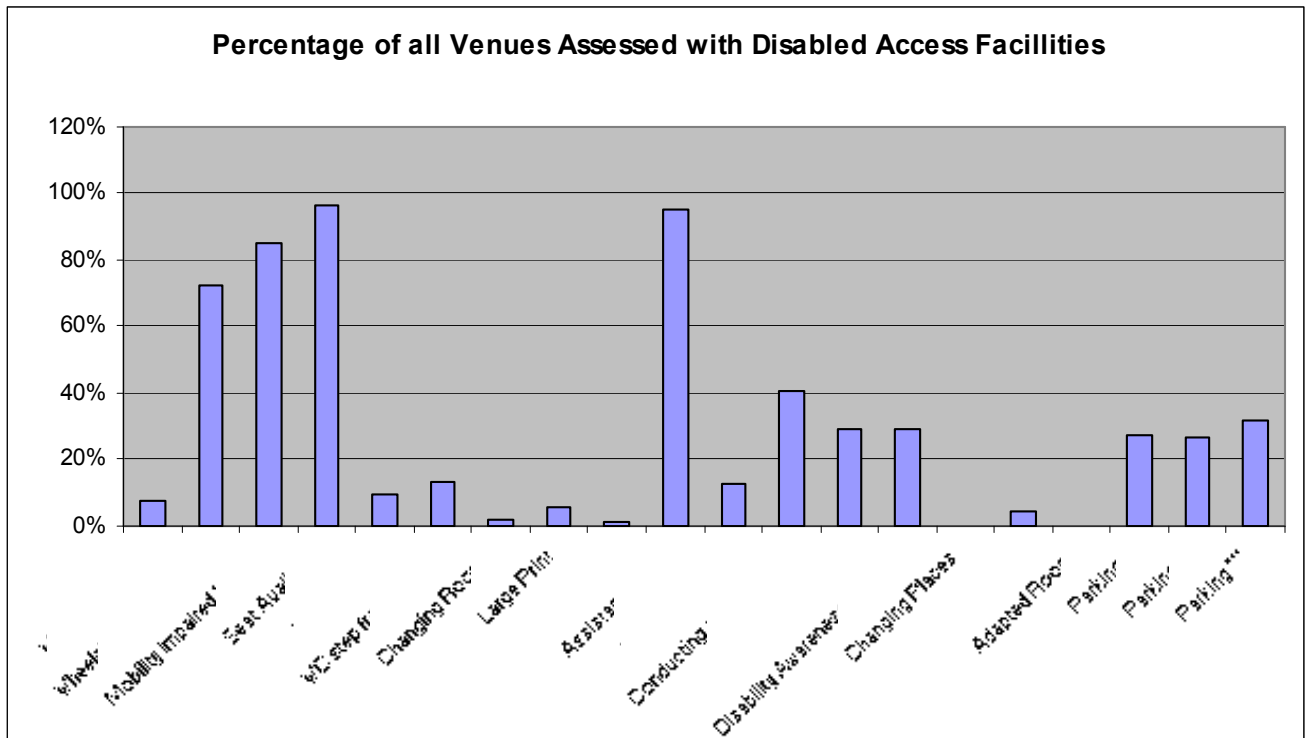
- Do your front line staff know how to approach and serve people who are deaf, blind, in a wheelchair, or have a learning difficulty?
- Can a wheelchair-user enter your premises without assistance? (ramps, wide automatic doors)
- Are any signs in and around your premises clear, colour coded and accessible to people who are visually impaired or who have difficulty reading?
- Are your toilets and changing rooms accessible to wheelchair users?
- Do you have alternative forms of communication for deaf people, such as Type Talk, Minicom, pen and pad?
- Do you provide written materials in easy read format, for profoundly deaf and learning disabled people?
- Do you have an induction loop system for people with hearing aids? If so, is it functioning, and are staff aware how to use it?
- Do you provide British Sign Language Interpretation?
- Do you have ways of communicating with people other than by post (eg email)?
- Do you provide alternative formats for visually impaired people (Braille, large print, audio cassette)?
- Is your website accessible: to people who are unable to use a keyboard; to visually impaired people; to people who have difficulty reading mainstream materials; and to British Sign Language users? See [‘Web Content Accessibility Guidelines \(WCAG\)’](#)
- Do you enable disabled people to apply for jobs in your business? Do you employ any disabled people?

**If you have answered ‘no’ to one or more questions that are relevant to your business, then you:**

- **Are missing out on a large number of potential customers.**
- **Are missing out on the opportunity to build your reputation as a socially responsible organization.**
- **Are at risk of being sued under the Equality Act 2011.**



## Disabled Access in Bromley



Disabled Go is a charity that Bromley council has contracted to assess the accessibility of all premises in Bromley that are used by the general public, including shops and services, restaurants and cafes, leisure and entertainment outlets, and public transport. The above graph shows the accessibility of all venues assessed. While most premises are accessible to wheelchairs with assistance, few are accessible to independent users. Assistance dogs are welcome in most places, but hearing loops are only present and functioning in 12%, and a low proportion had trained their staff, installed hearing loops, or provided alternative formats for visually impaired people.

### **What support is available for local businesses?**

A resource pack will shortly be available on the Bromley council website. Meanwhile, please contact [anita.houghton@bromleypct.nhs.uk](mailto:anita.houghton@bromleypct.nhs.uk) for information.

## How many customers are you missing out on?

For every 20 customers in the UK, 6 are likely to be disabled, or close to someone who is. The most common disabilities are hearing impairment (15%), visual impairment (3%), and using a wheelchair (2%).

The Employers Forum on Disability undertook a survey in 2006 into the opinions and shopping habits of disabled people. They found:

- 83% of disabled people had 'walked away' from an inaccessible service in the previous 12 months.
- 78% had been unable to purchase a product or service at least once.
- 63% made most of their purchases in store, 23% online.
- 66% deliberately chose disabled-friendly businesses.
- 58% said the way businesses treated them affected the shopping habits of friends and family, both positively and negatively, but especially when experience had been poor.
- 67% sought out businesses whose customer service had a good reputation.

### **Example of good practice: John Lewis accessibility statement**

The John Lewis Partnership welcomes all customers: we are committed to ensuring that everyone can access our products and services. We treat our customers as individuals, responding to their particular needs. Shopping can be difficult for disabled customers if their needs aren't catered for: we aim to make the experience as easy and as pleasurable for them as for anyone else, and take all reasonable steps to ensure every customer receives the same high level of service.

The Partnership is committed to meeting the requirements of the Disability Discrimination Act (DDA). We have integrated the principles of accessibility into the design, construction and operation of all our shops and continually strive to improve access and respond to customer feedback.

All our customer-facing Partners are trained to meet customer access needs and to help customers with their shopping. Our multi-channel approach shops, internet shopping, call centres and home delivery means everyone can access our goods and services in whichever way is easiest for them.

## What disabled people in Bromley have said

***'If a member of staff can indicate that my presence has been observed, and that I will receive attention within a reasonable timeframe, I will feel less anxious.'***      A blind person talking about approaching a shop counter.

***'I do not want everyone I pass (staff or customers) to put out their hands or coo at her without asking. It's like interrupting a conversation in which he/she is not involved.'***      A blind person talking about her assistance dog.

***'Attitudes are much better today than they were twenty years ago, but people still pat you on the head and treat you as if you're simple'***

***'The greatest challenge to a deaf/hard of hearing person is the general lack of understanding of the challenges involved and the need for good communication tactics.'***

***'I love the theatre, but the equipment available at venues to aid those who are deaf is very basic and often not in the best working order.'***

***'I don't go to restaurants where they play background music because I just can't hear to talk.'***

***'Lots of places say they have hearing loops, but often they're not working and the staff know nothing about them.'***

***'I once conducted a survey of shops – one shop owner told me he didn't care if wheelchair users (like me) couldn't get into his shop.'***

**Dr Anita Houghton  
Directorate of Public Health  
June 2012**

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