



THE LONDON BOROUGH
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DATE: 8 October 2012

To: Members of the
BROMLEY ECONOMIC PARTNERSHIP

Councillor Peter Morgan (Chairman)

London Borough of Bromley

Adrian Hollands (Vice-Chairman)

Baker Tilly Tax and Accounting Limited

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

Marc Hume

LBB Director, Renewal & Recreation
Department

Robert Innes

Skills Funding Agency

Colin Maclean

Community Links Bromley

Liz McNaughton

Treval Engineering

Howard Oldstein

The Glades

Sam Parrett

Bromley College of Further and Higher
Education

Martin Pinnell

LBB Head of Town Centre Management
and Business Support

Peter Pledger

South London Business

Steve Price

Bromley Mytime

Dene Stuart

NewsQuest

A meeting of the Bromley Economic Partnership will be held at Bromley Civic Centre
on **TUESDAY 16 OCTOBER 2012 AT 4.00 PM** *

***PLEASE NOTE STARTING TIME**

Copies of the documents referred to below can be obtained from
www.bromley.gov.uk/meetings

A G E N D A

1 APOLOGIES FOR ABSENCE

2 MINUTES OF THE MEETING HELD ON 10TH JULY 2012 AND MATTERS ARISING (Pages 1 - 8)

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

- a TOWN CENTRE DEVELOPMENT (Pages 9 - 20)**
- b TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT (Pages 21 - 26)**
- c OUTER LONDON FUND (VERBAL UPDATE)**
- d LOCAL DEVELOPMENT FRAMEWORK (VERBAL UPDATE)**
- e BROMLEY EMPLOYMENT INITIATIVE (VERBAL UPDATE)**

4 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 OFFICE SECTOR WORKSHOP (VERBAL UPDATE)**
- e GENERAL NEWS ROUND (VERBAL UPDATE)**

5 ANY OTHER BUSINESS

6 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 8th January 2013

4.00pm, Tuesday 9th April 2013

Agenda Item 2

BROMLEY ECONOMIC PARTNERSHIP

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

Present:

Councillor Peter Morgan (Chairman)
Neville Cavendish, Jobcentre Plus
Marc Hume, LBB Director, Renewal & Recreation Department
Colin Maclean, Community Links Bromley
Howard Oldstein, The Glades
Martin Pinnell, LBB Head of Town Centre Management and
Business Support

Also Present:

Louisa Allen, LBB Community Development Manager
Carol Arnfield, Bromley Adult Education College
Amanda Grice, Jobcentre Plus
Vaughan Leyshon, Bromley College of Further and Higher Education
Paula Morrison, Public Health
Kevin Munnelly, LBB Head of Town Centre Renewal
Councillor Neil Reddin FCCA, Vice-Chairman, Renewal and Recreation PDS
Committee
Katy Woolcott, London Biggin Hill Airport

1 APPOINTMENT OF CHAIRMAN AND VICE-CHAIRMAN

Councillor Peter Morgan was confirmed as the Chairman of the Bromley Economic Partnership. Adrian Hollands, South East London Chamber of Commerce was confirmed as the Vice-Chairman.

2 APOLOGIES FOR ABSENCE

Apologies had been received from Bek Bekir – National Apprenticeships Service, Alena Harvey – South London Business, Adrian Hollands – South East London Chamber of Commerce, Robert Innes – Skills Funding Agency, Michael Lewis – Michael Rogers LLP, Mary Manuel – LBB Head of Planning Strategy and Peter Pledger, South London Business.

3 MINUTES OF THE MEETING HELD ON 19th APRIL 2012 AND MATTERS ARISING

The minutes of the meeting were agreed.

There were no matters arising

RESOLVED that the minutes of the meeting held on 19th April 2012 be agreed.

4 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, and the Council was now required to prepare, publish, consult upon and promote a new policy for the site. It was proposed that this be included within the forthcoming Local Plan, with the next round of consultation due to take place from September 2012. The final plan would be submitted for Independent Examination in Spring 2013.

Work was being undertaken to investigate further 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 be introduced to Bromley from September 2012 to improve traffic management across the town centre, and other measures would be used to further mitigate the impact of car park closures.

The Council was moving towards the procurement of a development partner in relation to Churchill Place (Site G), and interested parties were being asked to submit a completed Expression of Interest Pre-Qualification Questionnaire by 7th September 2012, with the aim of confirming the preferred developer by April 2013. The Churchill Place Development Brochure would be made available via the Bromley Council website shortly.

The planning application for the redevelopment of Site K: Westmoreland Road Car Park had been approved by Development Control Committee on 6th March 2012. Cathedral Group was considering some changes to the proposed basement car parking provision, although the number of spaces would be unchanged. It was planned that development would start on site in October 2012.

With regard to Site M: Queen's Gardens, a revised planning application for the development of the terrace had been refused by Development Control Committee on 28th June 2012.

In terms of development across the Borough, an outline design had been completed for Bromley North Village, and the designs were now going through the detailed design phase which was expected to be completed in July 2012, after which the business case and designs would be provided to Transport for

London. A decision regarding funding was expected from Transport for London in Autumn 2012 and, assuming no changes were required, implementation could start in January 2013. 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.

Officers were working with a new consortium that was seeking to implement a comprehensive improvement programme in the Walnuts Shopping Centre, Orpington to include retail and office space as well as a multiplex cinema. It was anticipated that a full planning application would be submitted during Summer 2012.

Work was ongoing to identify a suitable site for a new Library as part of the Penge Renewal Strategy. A concept scheme to improve Beckenham town centre was also being developed and would form the basis of a Step 1 Bid to the Transport for London Area Based Programme in September 2012.

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 1 2012/13.

In Quarter 1 2012/13, the main priorities of the Town Centre Management and Business Support Service included working in partnership with Orpington businesses towards the development of the proposed Business Improvement District (BID), the planning and delivery of the Queen's Diamond Jubilee events across the Borough, and assisting businesses in Bromley North Village and Chislehurst to establish Town Teams. A bid had also been developed for Bromley North Village to the Government's Portas Pilots scheme, which could secure up to £100k of funding for the area. Work was ongoing to finalise the delivery of Outer London Fund Round 1 projects as well as negotiating final grant agreement with the Greater London Authority for Outer London Fund Round 2 projects.

Future activities for the Town Centre Management and Business Support Service included working with local businesses to finalise the Orpington BID proposal. A number of summer events were planned, including the Big Dance event, the Bromley Town Centre Festival and Olympic Torch Relay events. Delivery of the Outer London Fund Round 1 and 2 projects would continue, and an Office sector workshop would also be delivered in partnership with local and central London property agents in October 2012.

In response to a question from the Chairman, Howard Oldstein confirmed that whilst events did not necessarily increase trade for retailers, such as those in The Glades Shopping Centre, they did encourage repeat visits to town centres. A recent increase in parking charges in Bromley Town Centre did

not appear to have deterred shoppers and the cost of parking in Bromley continued to be lower than other major retail centres in the region.

RESOLVED that:

- 1) Recent work around Town Centre Management and Business Support in the 1st Quarter of 2012/13 be noted; and**
- 2) The plans for Town Centre Management and Business Support activity for the 2nd Quarter of 2012/13 be noted.**

C) OUTER LONDON FUND

The Head of Town Centre Renewal confirmed that work was ongoing to deliver Round 1 and 2 projects funded by successful bids to the Outer London Fund.

RESOLVED that the update be noted.

D) LOCAL DEVELOPMENT FRAMEWORK

The Director of Renewal & Recreation 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 27th March 2012, and further guidance was awaited on the potential to move to developing a Local Plan rather than a Core Strategy.

Key areas of interest to the members of the Partnership included provision of employment land, business areas and the support of town centres across the Borough, as well as broader quality of life issues which would affect businesses. As options were developed around the future use of business and employment land, key stakeholders would be consulted and Members of the Economic Partnership were asked to contribute to this discussion.

Following the identification of London Biggin Hill Airport as a Strategic Outer London Development Centre in the London Plan, it was noted that there was potential to access significant Local Economic Partnership funding to develop the West Camp site which would bring economic growth and a wide range of employment opportunities to the area.

RESOLVED that the update be noted.

E) BROMLEY YOUTH EMPLOYMENT PROJECT

Louisa Allen, Community Development Manager outlined the Bromley Youth Employment Project which had been developed by Bromley Council following a decision by the Executive to allocate £500k to support sustainable employment opportunities for young people who were unemployed. It was proposed that the project would run for a three year period and be focused on creating sustainable jobs for young people aged between 18-24 years who were resident in the Borough. The project would provide a minimum of 52

places for young people, working with Jobcentre Plus to provide internship and apprenticeship opportunities.

Mandi Grice of Jobcentre Plus confirmed that the scheme also supported a drive for youth employment by Jobcentre Plus and noted the possibility of accessing Flexible Grant Funding for the project. Colin Maclean highlighted the potential for the voluntary community sector to work within the project's partnership framework, providing young people with access to a range of opportunities in the voluntary and community sector.

It was noted that Louisa Allen would be leaving Bromley Council shortly to take up a new opportunity. The Chairman thanked her on behalf of the Partnership for all her hard work and wished her well in her new role.

RESOLVED that the update be noted.

5 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, Jobcentre Plus, provided an update on unemployment and employment trends in the Borough as at May 2012, and noted there had been a decrease of 2.6% in the number of people claiming Jobseekers Allowance from the previous month, which represented 160 fewer claimants. With regard to jobseekers, 22.5% were aged between 18-24 years, however 57.5% were aged 25-49 years and 19.5% were aged 50+ years and it was noted that work to target older jobseekers was underway.

Jobcentre Plus was currently working to deliver a new national programme to support young people aged 16-24 years into employment, as well as with Bromley Council on the Bromley Youth Employment Project. Work was also being undertaken with Bromley College of Further and Higher Education and Bromley Adult Education College to support the skills agenda and skills conditionality, where jobseekers were supported to identify and build on their transferable skills. Additional funding had been made available to target young people in Crystal Palace and Mottingham and Chislehurst North wards which were traditionally areas of high unemployment for young people, and Jobcentre Plus would be working with partners to offer focused support and training in these areas.

Neville Cavendish, Jobcentre Plus confirmed that there would be an increased emphasis on outreach activities and co-location of services as part of the move to universal credit. Internet enabled devices would also be introduced to Jobcentre Plus offices shortly to support customers to access information regarding job vacancies.

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 to support continued economic development in the area.

The LoCATE Team had recently completed both a property report and an analysis of the economic value of the airport to the local economic community. This had identified the airport's key role in continuing to meet the need for direct air services to London into the future. The airport currently had a turnover of £225m per annum, £15m of which was spent within the Borough, and there were 980 jobs in and around the airport and industrial estate. Over the next five years, the airport aimed to increase the number of businesses on the airport and industrial estate from 62 to 130, which could realise an additional 1000 jobs.

The airport was also working with the owner of the West Camp site to realise development opportunities on the site, adding significant value to the customer offer. The green belt designation of the West Camp site was highlighted as a potential barrier to future development, as was the need to ensure the right sites were allocated for future development in the Local Development Framework. A direct link to the M25 would also have a significant impact on the future growth of the airport and industrial estate.

C) COMMERCIAL PROPERTY MARKET

The Head of Town Centre Management and Business Support gave an update on the commercial property market in the Borough. Work had commenced with local property agents to gather information on the office stock in Bromley Town Centre. This would allow further analysis of the future supply and demand for office floor space across the Borough with a view to promoting the benefits for businesses to locate in the Borough. A workshop would be held in October 2012 to understand the office/employment market in Bromley and consider how it might be developed and promoted into the future.

D) DISABLED ACCESS TO BUSINESSES

Paula Morrison, Assistant Director: Public Health, introduced a report outlining issues experienced by people with disabilities or sensory impairments in accessing businesses. It was noted that of every 20 customers, 6 either had or were close to someone who had some form of disability or sensory impairment. The benefits to businesses in ensuring all customers were accommodated were highlighted, as was the need to comply with the legal requirements for access in the Equality Act 2010. It would also be beneficial for businesses to consider what measures might be introduced to support the employment of people with disabilities or sensory impairments.

The DisabledGo website provided access information about a wide range of businesses and could help direct customers to businesses where accessibility was prioritised. A resource pack was available from Public Health to support businesses to be accessible for all their customers, and this information would be included in a future edition of the Bromley Business E-Bulletin and disseminated to local business groups for the benefit of businesses across the Borough.

E) GENERAL NEWS ROUND

Howard Oldstein confirmed that the celebrations to mark the 21st anniversary of The Glades Shopping Centre continued. A number of new retailers would be moving into The Glades Shopping Centre shortly.

Colin Maclean, Community Links Bromley, noted that the Mayor would be hosting a reception on 17th October 2012 on behalf of the Voluntary Sector Business Group.

Vaughan Leyshon announced that Bromley College of Further and Higher Education had secured funding to develop facilities used by students with learning disabilities. During the academic year, 500 new apprentices had been supported by the College and of those who did not already have a job, 50 had been matched with a job. Capital B, the new employer services team at Bromley College, had been launched and offered a wide range of training and business advice services.

Carol Arnfield was pleased to report that Bromley Adult Education College had opened a work club at the Kemnal Centre in partnership with Jobcentre Plus to support people looking for work in the north of the Borough.

RESOLVED that the updates be noted.

6 ANY OTHER BUSINESS

The Chairman thanked Katy Woolcott, Estate Manager on behalf of the Partnership for hosting the meeting at London Biggin Hill Airport, and for providing a tour of the airport to members of the Partnership in advance of the meeting.

7 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 16th October 2012

4.00pm, Tuesday 8th January 2013

4.00pm, Tuesday 9th April 2013

The Meeting ended at 5.32 pm

Chairman

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Report No.
DRR12/115

London Borough of Bromley

PART ONE - PUBLIC

Decision Maker: **RENEWAL AND RECREATION POLICY DEVELOPMENT AND SCRUTINY COMMITTEE**

Date: **Tuesday 2 October 2012**

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

Title: **TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE**

Contact Officer: Kevin Munnelly, Head of Town Centre Planning
Tel: 020 8313 4582 E-mail: kevin.munnelly@bromley.gov.uk

Chief Officer: Director of Renewal & Recreation

Ward: (All Wards);

1. Reason for report

1.1 To update Members of progress on delivering the Town Centres Development Programme.

2. **RECOMMENDATION(S)**

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

Corporate Policy

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

Financial

1. Cost of proposal: Not Applicable:
 2. Ongoing costs: Non-Recurring Cost
 3. Budget head/performance centre: Not Applicable
 4. Total current budget for this head: Not Applicable
 5. Source of funding: Not Applicable
-

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.
- Successfully completed the PQQ stage in the procurement of a development partner for Opportunity Site G. In line with the timetable the Council has received a number of returns to the PQQ tender process. These are currently being assessed and a report will be prepared for consideration at the Executive on 24th October 2012.
 - Planning permission was successfully granted for the redevelopment of the Crown Buildings in the Walnuts. The new development which will consist of a 7 screen cinema and new restaurants and retail floorspace. This investment forms the first phase of the redevelopment programme by the new long leaseholders of the Walnut Shopping Centre and is welcomed.
 - Repair works has commenced on 17th September 2012 to the Hill car park and is expected to last 10 weeks. The repairs comprise of removing the top shelf, installing temporary parapets and the strengthening of the remaining parapets. Planning permission has also been submitted for the development of a 28 space surface car park at Mitre close adjacent to the Hill Car Park with some minor replacement landscaping opposite Naval Walk.
 - Following the successful completion of the public realm concept design for Beckenham town centre a Step 1 bid was submitted to Transport for London Area Based Programme on 7th Sept 12.

4. POLICY IMPLICATIONS

- 4.1 Work delivering the Town Centres 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

None for purposes of this report

6. LEGAL IMPLICATIONS

None for purposes of this report

7. PERSONNEL IMPLICATIONS

None for purposes of this report

Non-Applicable Sections:	Financial, Legal, Personnel
Background Documents: (Access via Contact Officer)	Not Applicable

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Appendix 1 - Town Centres Individual Site Updates – September 2012

Site	Lead Officer	Background	Position Statement
<u>Bromley</u>			
Site A: Bromley North	<p>Network Rail The Council Linden Homes</p> <p>Lead: KM</p>	<p>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.</p> <p>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 with take place in from September 2012, with the final plan to be submitted for Independent Examination in Spring 2013.</p>	<p>Position</p> <p>Letters have been prepared to be issued to all parties who made representations on Opportunity Site A during the Area Action Plan development. Their views on what should be considered an appropriate land use mix will be sought.</p> <p>A request for sight of the Options Report on Dockland Light Rail Extensions has been made to Transport for London. This matter is to be raised through a Mayoral question from James Cleverly on 26th September. Officers are keen to understand and analyse the TfL case for DLR extensions and the potential for Bromley North.</p>
Site B: Tweedy Rd	<p>The Council</p> <p>Lead: KM /HH</p>	<p>The AAP states that the site could accommodate a scheme for around 70 residential units.</p> <p>One option being examined is a short term car park use, to meet a drop in overall capacity</p>	<p>Position</p> <p>The Strategic Asset Management Group (SAM) have recommended that further designs and costs associated with a temporary car park should be investigated by officers.</p>

		<p>whilst the Hill MSCP is refurbished and Westmoreland MSCP is redeveloped.</p> <p>Further work undertaken concerning a temporary parking option for the site (approx 100 spaces) is underway. The traffic model is now available to assess the impact of any future use on the A21.</p>	<p>Timescale: Officers from the Environmental Services department have been requested to complete the traffic modelling and arrange the follow up meeting with TfL Highways. Following these discussions a report will be taken to the Strategic Asset Management (SAM) Group with a detailed proposal for the site in Autumn 2012.</p>
Site C: Town Halls	<p>The Council</p> <p>Lead: HH</p>	<p>Site allocated for mixed use development comprising Hotel and/or offices.</p> <p>Cathedral Group and The Land Group granted 6 month exclusivity agreement.</p>	<p>Position</p> <p>Cathedral have developed their proposals for the Town Hall in accordance with the requirements of the Exclusivity Agreement.</p> <p>A meeting has been arranged between the Council, English Heritage and Cathedral on 27th Sept to review the scheme design before submission to the Council for approval.</p> <p>Timescale: A report will be taken to Executive in November 2012.</p>
Site F: Civic Centre	<p>The Council</p> <p>Lead: HH</p>	<p>Following a review of the options, it has been agreed that in the short term, up to 2015, the Council will concentrate on meeting its accommodation needs through the more efficient use of the campus site, undertaking limited investment in maintenance.</p> <p>The refurbishment of the North Block is now substantially complete with ICT cabling currently being completed.</p> <p>Staff should start to reoccupy the block in July 2012.</p>	<p>Position</p> <p>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 23rd 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 that these sites should be retained in case their use for parking is required to support the town centre.</p> <p>Timescale: The need for this site for parking will be reviewed following the implementation of the Phase 1 works to provide additional parking.</p>

Site G: West of High street	<p>Various</p> <p>Lead: KM</p>	<p>Major site in the AAP, allocated for mixed use development incorporating residential, retail and community and health facilities.</p> <p>AAP Inspector recommended that a Masterplan should be prepared for the site and adopted by the Council as supplementary planning guidance.</p>	<p>Position</p> <p>The Council is moving ahead towards the procurement of a development partner in accordance with the following timetable:</p> <p>In line with the timetable the Council has received a number of returns to the PQQ tender process. These are currently being assessed and a report will be prepared for consideration at the Executive on 24th October 2012.</p> <p>October 2012 Long list to be confirmed and issued with an ISOP on 26th October 2012.</p> <p>November 2012 Reponses to ISOP to be returned by 23 November 2012</p> <p>January 2013 Shortlist to be agreed and parties issued with Development Brief on 11th January 2013</p> <p>February 2013 Parties to submit their detailed proposals in response to the Development Brief on 15th February 2013.</p> <p>March 2013 Interviews and presentations in week commencing 18th March 2013</p> <p>April 2012 Confirmation of preferred developer in week commencing 8th April 2013.</p>
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Site J: Bromley South	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.	Position Timescale: Lifts have been operational since early September and the new ticket office and entrance hall is due to be complete by the end of October 2012. Work is also progressing on establishing a permanent kiss and drop off point on the Waitrose access road.
Site K: Westmoreland Road car park	The Council Lead: HH	Mixed use development site comprising cinema, A3/4/5 uses, residential, hotel and re-provision of public car parking. Cathedral Group selected as the Council's development partner in December 2008 after a competitive process. The proposal includes a multi-screen cinema, 200 residential units, 130 bedroom hotel, restaurants and cafes, plus associated parking and public realm enhancements.	Position 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. Officers are due to meet with Cathedral project team on 1 st October 2012 to confirm the development programme for the closure and demolition of the car park. A comprehensive publicity campaign is being drafted by the Press Office deal with the parking issues arising from the closure and this will be discussed with local ward members.
Site L: Former DHSS	Land Securities /Trillium Bromley Christian Centre. Lead: KM	The AAP Policy seeks a comprehensive redevelopment of the Crown Buildings and the adjacent Bromley Christian Centre Site. The Policy seeks a mixed use scheme including hotel, residential and replacement of office floorspace.	Position Telereal Trillium, the owners of the Crown Buildings have submitted a planning application for a mixed use scheme consisting of a hotel and residential units (on their site only) in September 2012. Timescale: This application is not in conformity with the AAP policy for this site. It is due to be considered in the November planning application cycle.

Site M: Queens Gardens	The Council Lead BMQ	The AAP allocates possible additional cafes and restaurants around the edge of the gardens, provided there is no loss of any green space.	Position A Town Green application has been submitted to cover the area covered by the AAP policy. This has been objected to by Capital Shopping Centres. The Council have instructed a counsel opinion on the validity of the claim before reporting the findings and recommendations to the Development Control Committee early in 2013. Capital Shopping Centres have instructed solicitors to ensure the "Council takes immediate steps to document its intention to dispose all land" previously linked to their planning application which was refused.
Site P: Sainsbury's	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.	Position 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. They are currently examining alternative redevelopment options within the framework of the AAP including an option to relocate. This would then allow the redevelopment of their current site in Bromley North Village for a mixed use scheme Timescale: Sainsbury's are due to report to the Council on their initial redevelopment thoughts in mid October 2012.
Bromley North Village	Lead: KM	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	Position Bromley North Village (BNV) has completed its outline design, which was approved by R&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

		<p>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>process is expected to be completed in October 2012. Following this 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 by the end of 2012 and assuming no changes are required.</p> <p>Implementation could start in January 2013 with the placing of material orders and decluttering, with the main capital works commencing in April 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			
Orpington Town Centre	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>Position</p> <p>The new consortium is seeking to implement a comprehensive improvement programme for the Walnuts Shopping Centre which will see the old Job Centre redeveloped for additional retail floorspace and a cinema. Application for this redevelopment has been approved by the Development Control Committee on 20th September 2012.</p>
Beckenham			
Public Realm Improvements	Lead: KM	<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</p>	<p>Position</p> <p>Work has been completed on the development of the public realm concept design for Beckenham town centre. This has formed the basis of a bid of a Step 1 bid which was submitted to Transport for London Area Based Programme on 7th Sept 12.</p> <p>Initial feedback on the bid is due in mid November 2012.</p>

		an indicative sum of £150k of TfL funding for scheme development in 2013/14.	
Penge			
Penge Renewal Strategy	Lead: Colin Brand	Renewal Strategy has been published.	Position A new site for a new Library which would allow the re-organisation of service delivery in this part of the Borough has been identified. Work is now ongoing to secure an acceptable lease and fit out programme.. Timescale: Ongoing
Office and Employment Floorspace.			
Office Floorspace	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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Report No.
DRR12/114

London Borough of Bromley

PART ONE - PUBLIC

Decision Maker: **Renewal & Recreation Portfolio Holder with pre-scrutiny by the Renewal and Recreation PDS Committee**

Date: **2 October 2012**

Decision Type: Non-Urgent Executive Non-Key

Title: **Town Centre Management Update Quarter 2 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

1. Reason for report

At the previous Renewal & Recreation PDS Committee meeting of 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 June until mid September 2012.

The report also requests that a sum of £8k from an earmarked s106 fund be re-allocated to assist with the Orpington BID project as described in paragraph 5.3.

2. **RECOMMENDATION(S)**

The Renewal and Recreation Portfolio Holder is requested to approve the re-allocation of £8k from the Nugent s106 agreement (total £45.3k) to assist with the Orpington BID project as described in more detail in paragraph 5.3.

Members of the R&R Committee are asked to note and consider the actions undertaken during Quarter 2 2012/13, and planned for Quarter 3, 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 £477.8k
 2. Ongoing costs: Recurring Cost £74k
 3. Budget head/performance centre: Town Centre Management
 4. Total current budget for this head: £74k, £59.5k, £44.3k, £50k and £250k
 5. Source of funding: Existing revenue budget 2012/13, OLF funding, S106 resources, GLA funding and resources 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 June to mid-September 2012

During Quarter 2 for Town Centre Management and Business Support the main priorities have been:

- 3.1 Continuing to work in partnership with Orpington businesses to develop the proposed Business Improvement District (BID). This has involved collating the results of 60 one to one business interviews, plus other informal consultation with local business owners and managers. This has resulted in the drafting of a BID Proposal and 5-year business plan – setting out the priorities of the BID should the ballot be successful. This is a key document which is in effect the ‘manifesto’ for the yes campaign.
- 3.2 Following the endorsement of the key themes of the BID Proposal by the R&R PDS Committee in July, officers worked with the BID Working Group members to prepare a full draft of the BID Proposal for consideration by the Executive – which as a result agreed to the running of an official ballot in February. Alongside the BID Proposal work has continued with the preparation of various draft legal agreements necessary for the BID to function, the development of BID branding and marketing materials and a customer relationship management database in preparation for the BID campaign – expected to start at the end of September.
- 3.3 Planning and delivery of town centre events continued over the summer period – particularly the Makers Market (7 July) and Big Dance event (14 July) in Orpington, Torch Relay events in Bromley, Beckenham and Penge (23 July) and the Bromley Town Centre Festival (incorporating a celebration of sport, arts, heritage and culture) in Bromley (29 July). The latter event, supported by a number of external organisations (including the Outer London Fund, London Outdoor Arts Festival, Bromley Arts Panel and ProActive South London) was particularly complex, given the huge range of activities on offer across multiple venues across the town centre. The large number of people attending the Festival is attested by the fact there was a 23% increase in footfall compared to the previous Sunday.
- 3.4 Liaison and support for Town Teams in Bromley North Village and Chislehurst continues. Bromley North Town Team – whilst unsuccessful in its bid for the latest round of Portas funding – is still ambitious to develop a pop up fashion outlet for Bromley North Village. Officers are exploring alternative sources of funding.
- 3.5 Assisting with the facilitation of the Beckenham & West Wickham Working Party – including facilitating public consultation on the East proposal for the upgrade of Beckenham’s public realm – which is the subject of a Step 1 bid to TfL submitted in early September. Officers are also developing proposals for possible short term improvements for the town.
- 3.6 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.
- 3.7 Finalising the protocols for applications for funding from the Local Parades Improvement initiative and disseminating these guidelines to all Councillors (sent via email in August). Officers have also been working up detailed proposals and starting to implement improvements to a number of parades as part of the Initiative.

- 3.8 Continuing to engage with landlords and agents to seek to insert shop front dressings (vinyls) to smarten the appearance of empty shops in 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.
- 3.9 Recruitment of new Town Centre Manager (TCM) to cover Beckenham, Penge, Hayes and Mottingham has taken place over the summer and during August a new incumbent, the former Events Manager in the Town Centre Management Team, was appointed. She has made it a priority to work closely with the business community in these towns and has already has a number of positive meetings with the Beckenham Business Association. The new TCM has also been planning, in partnership with the businesses, to ensure that Christmas lights and seasonal events in these towns are a success.
- 3.10 Liaising with contractor to ensure Christmas Lights for Bromley, Orpington and Penge are delivered in good time for proposed switch on events. Officers have also sought contributions from businesses, and undertaken procurement exercises to engage contractors for delivery of Christmas lights in Beckenham and smaller town centres.
- 3.11 Hosting and facilitation of the July 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 through local business groups such as the Beckenham Business Association and Orpington Business Forum. Town Centre Managers have also maintained communications with town centre businesses through regular emails and visits.

Priorities for mid-Sept to December 2012

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

- 3.13 Public launch of the Orpington BID campaign – starting at end of September and running until mid November. This is with a view to a ballot taking place in February and will involve intensive engagement with businesses in the BID area, with the aim to have face to face meetings with representatives from at least half of the 450 eligible businesses. The campaign will be particularly time intensive for the TCM covering Orpington, Biggin Hill, Petts Wood and St Mary Cray, who will have to focus almost exclusively on the Orpington BID project during this period.
- 3.14 In the original report of the Orpington BID presented to Members in October 2011, approval was given to use £37.1k of the Nugent centre S106 agreement resources to part fund the Orpington BID project and the balance of £7.2k be used for the purchase and installation of footfall counting equipment for Orpington. Since that date arrangements have been made to receive this information from the Walnuts Shopping Centre, therefore making the purchase and installation of a Council-owned footfall counter unnecessary. However, there is a need for additional resources to bolster the

BID project – particularly as we enter the critical BID campaign period. Officers are therefore requesting that the £7.2k previously allocated to people counting equipment be re-allocated to the BID project. These additional funds will be used to assist the Town Centre Management team to work towards a ‘Yes’ vote in the ballot planned for Feb 2013.

- 3.15 Planning & promoting autumn and winter events including the Late Summer Fair on Beckenham Green (22/23 Sept), a launch event for the Bromley North Village improvements (date tbc), with the main focus being on preparation for coordinating, supporting and promoting Christmas events taking place in towns across the borough.
- 3.16 Finalise details and ensure successful deployment of Christmas lights displays in all the main towns and support the installation of lights schemes in smaller towns.
- 3.17 Planning and promotion of markets, including regular markets (including the re-located Chislehurst Farmers Market) and specialist ones – for example use of Beckenham Green for a French Market on 22/23 September and Christmas market in Bromley.
- 3.18 Continuing to engage with the Beckenham & West Wickham Working Group to plan and facilitate the delivery of short term improvements as specified by the Working Group.
- 3.19 Finalise delivery of wayfinding improvements at Orpington Station (funded by Outer London Fund round 1) and start delivery of projects (e.g. events and business support workshops) in Bromley town centre funded by OLF Round 2. Assist with the delivery of the OLF Round 2 shop front improvement scheme in Bromley North Village. Commission research surveys (paid for by OLF) of Bromley town centre visitors / shoppers and business to establish baseline parameters for the evaluation of the Outer London Fund schemes.
- 3.20 Assist with the planning and delivery of Office sector promotional campaign and workshop in partnership with local and central London property agents.
- 3.21 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.
- 3.22 Continue to roll out the empty shop front vinyl scheme to vacant shops across the borough.
- 3.23 Working with Action Coach, Baker Tilly, 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.
- 3.24 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 programme of Outer London Fund-linked events (including the Bromley Town Centre Festival), business support and vacant shop dressing are funded through a revenue contribution for this financial year from OLF 1 and 2 of £59.5k.
- 5.3 The Orpington BID project is part funded by £37.1k from S106 funds earmarked for Town Centre Management. A further £7.2k is available, should the Portfolio Holder agree to the funding being used for the Orpington BID project.
- 5.4 The GLA has granted each London Borough up to £50k as a contribution towards supporting London Boroughs during the period of the 2012 Games. The Council used the funding to support the Bromley Town Centre Festival, The Big Dances and World Record Zumba attempt at Crystal Palace Park and a small amount was used for localised street dressing mainly around the Biggin Hill Airport.
- 5.5 £250k is available from the earmarked reserve for Member priority initiatives to improve local parades as reported to the July meeting of this committee.

Non-Applicable Sections:	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) Town Centre Management Update Quarter 1 2012/13 Report to R&R PDS Committee 10 July (DRR12/083)