



BROMLEY CIVIC CENTRE, STOCKWELL CLOSE, BROMLEY BRI 3UH

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DATE: 27 December 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
Suzanne Sharp	NewsQuest

A meeting of the Bromley Economic Partnership will be held at Bromley Civic Centre on **TUESDAY 8 JANUARY 2013 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 16TH OCTOBER 2012 AND MATTERS ARISING (Pages 1 - 8)**

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

- a TOWN CENTRE DEVELOPMENT (Pages 9 - 22)**
- b BROMLEY TOWN CENTRE PARKING (VERBAL UPDATE)**
- c TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT (Pages 23 - 34)**
- d OUTER LONDON FUND (VERBAL UPDATE)**
- e LOCAL PLAN DEVELOPMENT (VERBAL UPDATE)**
- f BUSINESS AREAS POLICY - GL HEARN REPORT (Pages 35 - 36)**
- g 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 GENERAL NEWS ROUND (VERBAL UPDATE)**

5 ANY OTHER BUSINESS

6 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 9th April 2013

Agenda Item 2

BROMLEY ECONOMIC PARTNERSHIP

Minutes of the meeting held at 4.00 pm on 16 October 2012

Present:

Councillor Peter Morgan (Chairman)
Adrian Hollands, Baker Tilly Tax and Accounting Limited (Vice-Chairman)
Robert Goddard, Thackray Williams Solicitors LLP
Colin Maclean, Community Links Bromley
Howard Oldstein, The Glades
Martin Pinnell, LBB Head of Town Centre Management and Business Support
Peter Pledger, South London Business
Suzanne Sharp, NewsQuest

Also Present:

Councillor Peter Fookes
Hannah Jackson, LBB Project Officer
Mike Lewis, Michael Rogers LLP
Mary Manuel, LBB Head of Planning Strategy
Alicia Munday, Bromley Adult Education College
Kevin Munnelly, LBB Head of Town Centre Renewal
Councillor Sarah Phillips, Chairman, Renewal and Recreation PDS Committee
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, Neville Cavendish – Jobcentre Plus, Robert Cundy – Federation of Small Businesses, Mandi Grice – Jobcentre Plus, Paul King – LBB Head of Bromley Youth Support Programme and Sam Parrett – Bromley College of Further and Higher Education.

The Chairman welcomed Suzanne Sharp to the meeting who would be joining the Partnership as a representative of NewsQuest.

2 MINUTES OF THE MEETING HELD ON 10TH JULY 2012 AND MATTERS ARISING

In considering the minutes, Alicia Munday, Bromley Adult Education College, confirmed that the work club opened in partnership with Jobcentre Plus to support people looking for work in the north of the Borough was at the Kentwood Centre.

Colin MacLean, Community Links Bromley confirmed that the reception to be hosted by the Mayor on 17th October 2012 was on behalf of the Bromley Community Fund and all members of the Partnership were invited to attend.

There were no matters arising

RESOLVED that the minutes of the meeting held on 10th July 2012 be agreed, subject to the above amendments

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, and the Council had now prepared letters to be issued to all parties who made representations on Opportunity Site A during the Area Action Plan development to seek views on an appropriate land use mix for the site. The Options Report on Dockland Light Rail extensions had been requested from Transport for London to allow Officers the opportunity to assess the potential for the Dockland Light Railway to be extended to Bromley North.

The Council was moving closer to the procurement of a development partner in relation to Churchill Place (Site G), which would deliver a significant expansion in retail and office space to the town centre as well as housing. The Council had received a number of returns to the Pre-Qualification Questionnaire tender process which were currently being assessed and would be considered at the meeting of the Executive on 24th October 2012, with the aim of confirming the preferred developer by April 2013.

The planning application for the redevelopment of Site K: Westmoreland Road Car Park had been approved by Development Control Committee on 6th March 2012. Officers had met with the Cathedral project team on 1st October 2012 to confirm the development programme for the closure and demolition of the car park, and it had now been agreed that the closure of the car park would not take place until early 2013. A Variable Messaging System would be introduced to Bromley Town Centre by the end of November 2012 to support traffic management in the town centre during the Christmas period.

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. An application for the development of a 7 screen cinema and new restaurants and retail floor space which would comprise the first phase of the

redevelopment programme had been approved by the Development Control Committee on 20th September 2012.

Work had been completed on the development on a public realm concept design for Beckenham town centre. This formed the basis of a Step 1 Bid which had been submitted to the Transport for London Area Based Programme on 7th September 2012. Initial feedback on the bid was due in mid-November 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 2 2012/13.

In Quarter 2 2012/13, the main priorities of the Town Centre Management had included the planning and delivery of a number of summer events in town centres including the Bromley Festival of Sport, Art and Culture and the Big Dance event. A Town Centre Manager to cover Beckenham, Penge, Hayes and Mottingham areas had been appointed and was working with businesses across these town centres to ensure that Christmas lights and seasonal events were a success.

Future activities for the Town Centre Management and Business Support Service included the engagement of all business rate payers within the Orpington Business Improvement District (BID) area prior to the official BID ballot which would be held in February 2013. A range of autumn and winter events were planned and a number of markets would be held, including a Christmas market in Bromley Town Centre. Delivery of the Outer London Fund Round 2 projects would continue, as would the Local Parades Improvement initiative, and Town Teams in Bromley North Village and Chislehurst would continue to be supported to implement improvements in these areas. Local business workshops and seminars were also planned and would be delivered in partnership with local and regional business support organisations.

The Chairman noted that the Bromley Charter Market had now moved to the pedestrianised area in Bromley Town Centre and was popular with traders and shoppers. Feasibility work was also taking place on a potential redesign of the layout of the market to ensure that market stalls did not divert shoppers away from shop fronts.

Howard Oldstein, The Glades Shopping Centre, highlighted that work was currently being undertaken with the Town Centre Management and Business Support Team to deliver an outdoor fashion show in the Queen's Gardens in May 2013.

RESOLVED that:

- 1) Recent work around Town Centre Management and Business Support in the 2nd Quarter of 2012/13 be noted; and**
- 2) The plans for Town Centre Management and Business Support activity for the 3rd Quarter of 2012/13 be noted.**

C) OUTER LONDON FUND

The Head of Town Centre Renewal confirmed that work was ongoing to deliver Round 2 projects funded by successful bids to the Outer London Fund. Work was now being undertaken with design teams to extend public realm improvements in Bromley North Village throughout Bromley Town Centre which would include work in Bromley South which would complement the improvements to Bromley South station and the forthcoming development at Site K: Westmoreland Road Car Park.

RESOLVED that the update be noted.

D) LOCAL DEVELOPMENT FRAMEWORK

The Head of Planning Strategy provided an update on the development of planning policy in the Borough. The National Planning Policy Framework had been published on 27th March 2012, and there was now a need to develop a Local Plan rather than a Local Development Framework. The Local Plan would work alongside the London Plan to set the direction of development in the Borough for the next 10-15 years.

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.

Peter Pledger, South London Business highlighted the need to ensure that land for industrial and employment use was not lost to housing development. It was also important to ensure the continued development of successful industry sectors in the Borough was supported in strategic plans.

RESOLVED that the update be noted.

E) BROMLEY EMPLOYMENT INITIATIVE

Hannah Jackson, LBB Project Officer 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. The project would run from 1st April 2013 for a three year period, and would

provide internship and apprenticeship opportunities for a minimum of 80 young people aged between 18-24 years who were resident in the Borough with a view to supporting these young people to gain recognised qualifications and enter sustained employment.

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.

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

The Head of Town Centre Management and Business Support (reporting on behalf of Jobcentre Plus) advised members of the Partnership that Christmas recruitment was currently being undertaken by Jobcentre Plus and that additional retail job opportunities had been made available by the opening of Toys R Us in The Glades Shopping Centre in October 2012.

Jobcentre Plus was still offering a work experience programme to young people looking for work, and members of the Partnership were asked to contact Jobcentre Plus if they were able to provide any short term opportunities to provide work experience for young people.

Recent statistics for employment levels in Bromley would be circulated to members of the Partnership following the meeting.

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 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.

A meeting had recently been held with LoCATE stakeholders around the viability of establishing a skills academy, potentially linked to the proposed heritage centre which would support local people in gaining the skills needed to be employed by aviation-related businesses at London Biggin Hill Airport.

It was noted that an Oxford Economics Report had been published in September 2012 which explored the role of business aviation in the European economic and the benefits it realised for business and the local economy. This report would be provided to members of the Partnership following the meeting.

C) COMMERCIAL PROPERTY MARKET

Mike Lewis, Michael Rogers LLP gave an update on the commercial property market in the Borough. There had been a steady demand for commercial property in the Borough since August 2012, and of the quality office space available in Bromley approximately 10% was currently vacant.

D) OFFICE SECTOR WORKSHOP

The Head of Town Centre Renewal confirmed that 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.

Bromley Town Centre had been identified as a key location to attract larger companies seeking office space. Site L: Former DHSS had been identified as a potential location to develop more quality office space as part of the Bromley Town Centre Area Action Plan, however a pre-application enquiry for a mixed use, hotel-led development had been submitted by agents in respect of this site and would be considered as part of the planning application cycle in November 2012. Biggin Hill had also been recognised as a key location to attract aviation-related businesses into the Borough.

The results of the London Office Policy Review 2012 had been published in September 2012. The review charted changes in demand and supply of office space and office market trends across London, and outcomes from the review were currently being considered by Officers.

It was noted that an Office Sector Workshop would be held in early 2013 to understand the office/employment market in Bromley and consider how it might be developed and promoted into the future and all members of the Partnership were invited to attend.

E) GENERAL NEWS ROUND

Howard Oldstein confirmed that the celebrations to mark the 21st anniversary of The Glades Shopping Centre continued. Apple had recently moved into The Glades Shopping Centre and Toys R Us would open shortly.

Alicia Munday reported that Bromley Adult Education College was continuing to work in partnership with Jobcentre Plus to deliver a work club at the Kentwood Centre to support people looking for work in the north of the Borough.

Peter Pledger was pleased to announce that South London Business had developed and organised the 2012 Bromley Business Awards which were being sponsored by London Biggin Hill Airport and provided an excellent marketing opportunity for Bromley-based businesses. The award ceremony would be held at The Warren on 25th October 2012 and all members of the Partnership were welcome to attend. South London Business was now part of the Prospect Services Ltd Group and would be expanding the offer available to businesses in Bromley.

Katy Woolcott confirmed that the demand for business aviation services continued to increase, but that there had been a slight reduction in business over the period of the London 2012 Olympics following the introduction of restricted airspace during this period.

Robert Goddard confirmed that demand for legal services had been slow during Summer 2012, but that the steady demand for commercial property in the Borough since August 2012 should generate new business.

Suzanne Sharp confirmed that circulation figures for the News Shopper had recently increased by 13,000. The Glades Shopping Centre 21st birthday would be celebrated with an eight page spread in this week's Bromley News Shopper, and the Council would also be publishing a double page spread on Christmas events and activities towards the end of the year.

RESOLVED that the updates be noted.

5 ANY OTHER BUSINESS

There was no other business.

6 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 8th January 2013
4.00pm, Tuesday 9th April 2013

The Meeting ended at 5.22 pm

Chairman

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Report No.
DRR12/143

London Borough of Bromley

PART ONE - PUBLIC

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

Date: 17th January 2013

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

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: Bromley Town Area Action Plan
 2. BBB Priority: Vibrant, Thriving Town Centres:
-

Financial

1. Cost of proposal: £ None for the purposes of this report
 2. Ongoing costs: Non-Recurring Cost:
 3. Budget head/performance centre: Renewal
 4. Total current budget for this head: £219k and £6.667
 5. Source of funding: Local Public Sector Agreement Reward Grant (LPSA), earmarked reserve for Town Centre Development and capital programme.
-

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? No
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.

Churchill Place (Site G)

- 3.2 Following a competitive selection process Montagu Evans have been appointed as the Council's new development advisors. Officers have held clarification meetings with each of the selected developers to explore in more detail their appetite to be the Council's preferred development partner and undertake the Churchill Place scheme. Montagu Evans have advised that in the light of challenging market conditions it would be prudent to simplify the procurement process into one detailed phase. A development brief has been prepared which will be used as the basis by the three potential developers to prepare their detailed submissions. The development brief will cover the following the following topic headings:

- their team (internal and external) and leadership/PM
- their occupational strategy
- their phasing strategy
- their short term commitment of £'s
- their appraisal/viability model
- their masterplan
- their detail on quality/elevations
- their basic heads of terms/deal structure
- their funding strategy

Revised process and timetable:

- 3.3 In discussions with Montagu Evans officers have revised the delivery timetable and the first cut revision is set out below. This will be subject to further detailed revisions as the process evolves and the Committee meeting cycle is agreed.

Date	Action
w/b 7th January	Home team present to the Developers setting out the vision, work done to date, objectives, process and timeframe
w/b 7th January	Issue Development Brief
w/b 11th February	Workshop 1 / Presentation by Developers to Home team and Members
w/b 18th February	Written Feedback from Home team
w/b 4th March	Receive Submission
w/b 4th and 11th March	Initial Evaluation
April 2013	Identify preferred development partner

Bromley North Village

- 3.4 Bromley North Village (BNV) has completed its outline design, which was approved by R&R PDS Committee in March 2012. The designs have now progressed through to the detailed design phase whereby traffic and engineering details are added and final estimates calculated. The scheme design has been amended to take in to account concerns raised by stakeholders such as the Bromley North Village traders who have requested two-way traffic, working in the evenings on High Street North.
- 3.5 Transport for London have agreed the business case for the project and are due to consider the final design sign off on 14th January 2013. Following the successful sign off by TfL's Programme Board they will formally release the £3m of funding that has been allocated to this scheme. The Executive considered a report on 9th January 2013 seeking authority to release the Council match funding contribution, subject to the TfL approval being secured on 14th January 2013. Normally, a report would be brought to the R&R PDS for consideration prior to be approved by the Executive. However, the Council needs to agree the scheme funding so as to allow the purchase of materials that can be charged to the 2012/13 Outer London funding allocation, which may be lost if it is not defrayed before the end of March 2013. It is proposed that all Members of the R & R Committee and local ward members are invited to attend the Executive on 7th January for the consideration of this report. A manned presentation of the full scheme design will be held in Committee Room 5 on Friday 4th January from 2-6pm to which all R&R and Local Ward members will be invited to attend. Accompanied walks will also be available on the day to visit the material test panels which are located at the entrance to White Hart Slip in the town centre.
- 3.6 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.

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 In May 2012 Executive agreed that additional funding of £150k be set aside from uncommitted PSA/LAA reward grant monies to fund specialist legal and development advice. This was required to support the appointment of a preferred development partner and bring to a conclusion a development agreement for Site G. This funding was combined with the balance of £83k remaining from the Town Centre Development Programme, to provide a total budget of £233k. To date £14k has been spent, leaving an uncommitted balance of £219k to fund specialist advice for the remaining part of the procurement process.

5.2 The Bromley North Village is being funded from a variety of sources as set out in the table below:

Bromley North Village Public Realm Funding Schedule

	2012-13	2013-14	2014-15	
Works*	1584000	1974205	1587257	
Salaries	0	50	50	
Consultants	0	0	0	
Total	1584000	1974255	1587307	5145562
OLF	744000	0	0	744000
TfL	840000	1974205	87257	2901462
LBB	0		1500000	1500000
Total	1584000	1974205	1587257	5145462

* works includes all materials and labour costs combined

Programme Assumptions:

2013-14 = Market Square and East Street

2014-15 = High Street

6. LEGAL IMPLICATIONS

None for purposes of this report

7. PERSONNEL IMPLICATIONS

None for purposes of this report.

Non-Applicable Sections:	Legal Implications, Personnel Implications
Background Documents: (Access via Contact Officer)	

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DRR12/143 - Appendix 1 - Town Centres Individual Site Updates – January 2013

Site	Lead Officer	Background	Position Statement
<u>Bromley</u>			
Site A: Bromley North	Network Rail The Council Linden Homes Lead: KM	<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>A strategic option to re-examine land uses for the redevelopment of the Bromley North Station site was included in the papers considered by the LDF Sub-committee on 13th December 2012.</p> <p>Officers are continuing to work with TfL to examine the business case underpinning a potential extension of the DLR to Bromley North. The Council are anticipating that TfL will agree to fund and promote this business case work and engage in further discussions with the Borough.</p>
Site B: Tweedy Rd	The Council Lead: KM /HH	<p>The AAP states that the site could accommodate a scheme for around 70 residential units.</p> <p>One option being examined is a short term car park use, to meet a drop in overall capacity whilst the Hill MSCP is refurbished and</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>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 are currently undertaking a traffic modelling assessment and will 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.</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 took place between the Council, English Heritage and Cathedral on 27th Sept which confirmed that the current scheme design is acceptable before submission to the Council for approval.</p> <p>Timescale: A preliminary development timetable has been agreed with the developers, which seeks to agree draft Heads of Terms by January 2013.</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 should be retained in case its 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>

<p>Site G: West of High street</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>Position Members at the Executive meeting on 24th October 2012 agreed, following the successful conclusion of the Pre-Qualification stage of the procurement process, to invite Muse Developments, Barratt Developments and Kier Property to proceed to the next stage of the selection process and submit outline proposals. The three bidding companies are nationally recognised developers and all three companies are capable of addressing the necessary design and development, financing and funding requirements to undertake a scheme of the scale and nature of Churchill Place.</p> <p>November 2012 Montagu Evans appointed as the Council's new development advisors.</p> <p>December 2012 Initial meetings with 3 developers (purpose: to discuss the process, their concerns, their team, programme etc)</p> <p>January 2013 Issue Development Brief.</p> <p>February 2013 Workshop 1 / Presentation by Developers to Home team and Members and written feedback from Home team</p> <p>March 2013 Receive Submission and evaluation</p> <p>April 2012 Identification of preferred developer.</p>
<p>Site J: Bromley South</p>	<p>Network Rail Lead: KM</p>	<p>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.</p>	<p>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 December 2012.</p> <p>Work is also progressing on establishing a permanent kiss and drop off point on the Waitrose access road as part of the Outer London Fund round 2 allocation.</p>

<p>Site K: Westmoreland Road car park</p>	<p>The Council Lead: HH</p>	<p>Mixed use development site comprising cinema, A3/4/5 uses, residential, hotel and re-provision of public car parking. Cathedral Group selected as the Council's development partner in December 2008 after a competitive process. The proposal includes a multi-screen cinema, 200 residential units, 130 bedroom hotel, restaurants and cafes, plus associated parking and public realm enhancements.</p>	<p>Position</p> <p>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.</p> <p>Work on the demolition of the Car Park is due to commence early in January 2013.</p> <p>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.</p>
<p>Site L: Former DHSS</p>	<p>Land Securities /Trillium Bromley Christian Centre. Lead: KM</p>	<p>The AAP Policy seeks a comprehensive redevelopment of the Crown Buildings and the adjacent Bromley Christian Centre Site. The Policy seeks a mixed use scheme including hotel, residential and replacement of office floorspace.</p>	<p>Position</p> <p>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.</p> <p>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.</p>
<p>Bromley North Village</p>	<p>Lead: KM</p>	<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</p>	<p>Position</p> <p>Bromley North Village (BNV) has completed its outline design, which was approved by R&R PDS Committee in March 2012. The designs have now progressed through to the detailed design phase whereby traffic and engineering details are added and final estimates calculated. The scheme design has been amended to take in to account concerns raised by Bromley North Village traders regarding evening two way traffic working in High Street North.</p> <p>Bromley North Village (BNV) has completed its outline design, which</p>

		<p>Capital Programme 2012/13 in support of this project.</p>	<p>was approved by R&R PDS Committee in March 2012. The designs have now progressed through to the detailed design phase whereby traffic and engineering details are added and final estimates calculated. The scheme design has been amended to take in to account concerns raised by stakeholders such as the Bromley North Village traders who requested two-way traffic working in the evenings on High Street North.</p> <p>Transport for London have agreed the business case for the project and are due to consider the final design sign off on 14th January 2013. Following the successful sign off by TfL's Programme Board they will formally release the £3m of funding that has been allocated to this scheme. The Executive considered a report on 9th January 2013, seeking authority to release the Council match funding contribution, subject to the TfL approval being secured on 14th January 2013. Normally, a report would be brought to the R&R PDS for consideration prior to be approved by the Executive. However, the Council needs to agree the scheme funding so as to allow the purchase of materials that can be charged to the 2012/13 Outer London funding allocation, which may be lost if it is not defrayed before the end of March 2013. It is proposed that all Members of the R & R Committee and local ward members are invited to attend the Executive on 7th January for the consideration of this report. A manned presentation of the full scheme design will be held in Committee Room 5 on Friday 4th January from 2-6pm to which all R&R and Local Ward members will be invited to attend. Accompanied walks will also be available on the day to visit the material test panels which are located at the entrance to White Hart Slip in the town centre.</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>
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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 Walnut Shopping Centre which will see the old Job Centre redeveloped for additional retail floorspace and a cinema. The applicant has submitted prior notification documentation to demolish the Job Centre building.</p>
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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 an indicative sum of £150k of TfL funding for scheme development in 2013/14.</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>On 14th December 2012 TfL announced the Area Based Programme settlement for 2013/14. This did not include any allocation for Beckenham and officers are seeking further feedback from TfL.</p>
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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>Officers are considering the content of the London Office Policy Review 2012 recently published by the GLA. The LOPR 12 concludes that Bromley is unlikely to retain its position as a significant office centre and the report calls for a more pragmatic policy approach to be adopted. The reports suggests down grading Bromley as a speculative office location to a lesser designation that would see some office provision promoted as part of wider residential or residential and retail/leisure mixed use development. This would be likely to entail long-term net loss of overall office stock, partial renewal on the more commercially attractive sites and managed change of use of provision on less attractive sites.</p>

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Report No.
DRR13/005

London Borough of Bromley

PART ONE - PUBLIC

Decision Maker: RENEWAL AND RECREATION POLICY DEVELOPMENT AND SCRUTINY COMMITTEE

Date: Thursday 17 January 2013

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

Title: TOWN CENTRE MANAGEMENT UPDATE JANUARY 2013

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

Chief Officer: Director of Renewal & Recreation

Ward: (All Wards);

1. Reason for report

Members have requested an update on Town Centre Management and business support activities during Quarter 3 2012/13, and on activities planned for Quarter 4.

2. **RECOMMENDATION(S)**

Members of the Renewal and Recreation PDS Committee are asked to note the Town Centre Management and business support activities undertaken and planned for the quarter.

Corporate Policy

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

Financial

1. Cost of proposal: Estimated Cost for 2012/13 £382k
 2. Ongoing costs: Recurring Cost £74k
 3. Budget head/performance centre: Town Centre Management
 4. Total current budget for this head: ££74k, £14k, £44k & £250k
 5. Source of funding: Existing revenue budget 2012/13, OLF 2 funding, S106 resources 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: No decisions are requested by this report
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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

Members are asked to note the summary of activities, provided as Appendix 1.

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

The activities of the Town Centre Management and Business Support Team are resourced through various funding streams, summarised as follows:

Funding available for TCM and Business Support Activities

Funding type	£'000
Town Centre Management Initiative Fund	74
Outer London Fund	14
S106 funding	44
Earmarked Reserve re Local Parade improvements	250
Total	382

Non-Applicable Sections:	Personnel, Legal
Background Documents: (Access via Contact Officer)	Town Centre Management Update report November 2012 (DRR12/125)

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Summary of activities in Quarter 3 2012/13

1. Christmas 2012 events

1.1 Beckenham

Saturday 17 November

The Town Centre Manager worked closely with Beckenham Business Association and Copers Cope residents Association. The majority of the event was held on Beckenham Green, however some performances also take place along the High Street. The event included a Christmas parade from the George pub to St Georges Church, traditional carol singing, stage performances from various local groups and also professional acts. There were also various traditional food stalls, children's rides, face painting and other craft activities for children. Father Christmas, the Pearly King and Queen and members of the cast from the Churchill Theatre pantomime assisted the Deputy Mayor and the Beckenham MP to switch on the lights on the Christmas tree on the green at the end of the afternoon.

An estimated 2000 people attended the event on the Green throughout the afternoon and usage of the St Georges car park was 14% up on the previous week. Feedback from local traders and residents associations has been very positive. Col Bob Stewart MP said after the event: "A really worthwhile celebration. Proud to be involved."

1.2 Bromley

Sunday 2nd December

More than 500 runners took part in a 2k 'Santa Dash' run through Bromley as part of the event, which finished in the High Street and was organised in partnership with Bromley Mytime. Market Square was the centre of the event – with a stage which featured entertainment from both local schools and amateur groups along with professional acts, and an appearance from the Peter Pan pantomime stars. There was also carol singing, a festive parade with Santa, live reindeer and a spectacular fireworks display from the roof of Bonmarche in Bromley North.

A giant Christmas tree was in Market Square throughout the festive period, sponsored by EW Payne Fine Jewellers. A large static Nativity scene was also on display in the town centre. Bromley town centre's Christmas celebration was organised in partnership with Bromley Mytime, with additional contributions from the Churchill Theatre and a number of local businesses – who donated prizes for the Santa Dash.

The weekly market was augmented by a Christmas Market, which ran from Thursday 13th December to Christmas Eve

Feedback from the Glades suggests that 25% more people visited the shopping centre on the day of the event than the equivalent Sunday in 2011. There was an increase of 40% on numbers of people in the town centre on the day of the event compared to the same day the week before. Many businesses also reported an increase in numbers through the door and trade on the day. Numbers in the car park also increased by 11% on the equivalent Sunday in December 2011. In addition to this over £1,000 was raised for the youth charity JusB through sponsorship of the Santa Dash.

1.3 Orpington

Wednesday 21st Nov

This Community event – organised in partnership with Churches Together, Walnuts shopping centre and Orpington College – comprised a stage with local schools and Churches performing, an Italian Market, Sainsburys food tasting, craft stalls, face painting and a mini fun fair. The event culminated in a spectacular firework display from the roof of the Walnuts Shopping Centre.

Sponsorship for the event came from McDonalds, Sainsbury, Cargo, Walnuts Shopping centre, Crofton Residents Association, Knoll Residents and Park Avenue Residents Association. The Rotary Club also kindly provided the stewards.

Around 3,500 people were in attendance at the climax of event. The Walnuts Shopping Centre reported an increase on the previous weeks footfall of 54%. Feedback from local traders has been positive, with one local business owner (who had a promotional stall at the event) stating: “I think it may have been the

best Christmas festival yet. The turnout was particularly impressive, given the very poor weather. As a business, we felt it was a very worthwhile evening with significant interest in our work.” The Royal British Legion also attended as a stall holder and raised £200 for the Poppy Appeal. The Orpington MP, Jo Johnson, commented: "St Olaves brass band did brilliantly to fire up Orpington on a wet and windy afternoon. Congratulations to Orpington Town Centre Manager, as well as the Street Pastors for organising such a great event."

1.4 Penge

Thursday 22 November

The event included a stage in Empire Square which featured performances from a local primary school, dancing, and local bands ‘The Rise’ and 2011 X-Factor contenders ‘Rough Copy’. Children’s rides, face painting and food stalls also featured, along with appearances from Father Christmas and the traditional Penge Town Crier. The event included a switch-on the Penge Christmas Tree by Father Christmas and ‘Rough Copy’ band members.

TCM worked in partnership with Penge Traders to deliver the Christmas event, with input and sponsorship from Penge Partners and Penge Forum. Designer Drapes and Urban Chain Studios also provided sponsorship.

Whilst estimated numbers of attendees are not available at time of writing, the town centre was extremely busy during the event, and for much of the time Empire Square was at capacity during the various performances. The Chairman of the Penge Traders Association commented: “the event was the best ever (the word from the street!)”.

1.5 Small town centres

Community events took place during November and December in 6 smaller town centres across the borough, supported by Town Centre Management. These were Biggin Hill, Chislehurst, Hayes, Petts Wood, St Mary Cray and West Wickham.

2. Christmas lights

Christmas lights schemes were in place for the 4 main town centres thanks to funding from the Town Centre Management Initiative Fund along with contributions from local businesses and residents. Town Centre Management also provided donations of £500 to 10 smaller town centres across the

borough, but the majority of the costs for these schemes were found through business and community fund raising.

The Town Centre Managers were able to arrange enhancements to the basic schemes in some of the towns, thanks to additional contributions from external partners. For example a 20ft Christmas tree on Beckenham Green was possible due to funding from Copers Cope Residents Association and a contribution from the Beckenham short term improvements fund. There was also a similar sized Christmas tree in Penge thanks to the generosity of local groups such as Penge Partners, Penge Forum and the businesses of the Penge Traders Association. For the first time a lights scheme has been installed in Sundridge Park Parade, with the lights and installation paid for from the Local Shopping Parades Improvement Initiative. It should be noted that traders in the Sundridge Park Parade will need to collect together all the required finances for the installation of the lights (now owned by the Council) for 2013.

Officers will provide more detail on the outcome of efforts to obtain sponsorship and other contributions to the Christmas Lights schemes, and possible spending requirements in 2012/13 financial year as part of the February Town Centre Management update report.

3. Other Town Centre Management highlights

3.1 Starting the Business Improvement District (BID) campaign for Orpington. Now that the BID ballot is confirmed for 21 February 2013, officers continued to assist the BID Working Group with:

- Preparing legal agreement drafts
- Setting up a campaign action plan
- Undertaking a voter registration mailing
- Maintaining a publicity campaign material including the first of a monthly BID newsletter
- Managing the ongoing BID campaign
- Liaising with Electoral Services on the Ballot arrangements

The Orpington Town Centre Manager has focussed much of her time on the campaign which involves direct contact with all 350 business rates payers. The aim of the campaign is to offer one to one meetings, and have these with at least half of the business rates payers – to ascertain voting intentions. At time of writing (early December) around 170 initial contacts have been made with

ratepayers, and 100 one to one meetings or telephone conversations have taken place. As at early December there were 37 businesses with the intention of voting 'Yes' and 11 intending to vote 'No'. The majority of those contacted to date are undecided at present. Although all local decision makers (voters) have at least had initial contact, at least 200 of the 350 businesses have ratepayers not located within the BID area and there is much work still to do in terms of identifying and engaging with voters at the remote address.

To assist with the very intense campaign stage an external consultant, who is a local businessman with strong links to the town, has been engaged to work alongside Officers and the BID Working Group members. An administrative assistant has also been employed on a temporary basis to assist with the data management aspects of the BID campaign, which are complex.

It is expected that the campaign phase will run into mid- to late-January. The ballot papers will be issued on the 24 January and the registered voters will have until 21 February to send these back to Bromley Electoral Services. During this period the BID Working Group and the Town Centre Management team will be involved in canvassing the voters to encourage as high a turn out for the ballot as possible.

As the BID campaign involves a very fast-changing situation, Officers will welcome the opportunity to provide Members with a verbal update at the R&R PDS Committee Meeting on 17 January.

3.2 Environmental issues

During Quarter 3 environmental audits have taken place in a number of the towns including Beckenham, Penge, Orpington and St Mary Cray - with issues arising being pursued by the relevant TCMs, mostly involving liaison with colleagues in Environmental Services.

3.3. Vacant units

At the latest count (December) the number of vacant shops in each centre was:

	Ground floor voids (no.)	Percentage of total ground floor units
Beckenham	8	3.3%
Bromley	16	4.8%
Orpington	22	8.3%

Penge

5

3.8%

Note that the national retail vacancy rate is 14.4% (source: Local Data Company).

After negotiations with Town Centre Management, the leaseholders of the former Zenith Windows unit in Beckenham High Street, have undertaken (at their own cost) the design, production and installation of a bespoke vinyl window decoration for the unit, which is expected to remain empty until 2014. They have also given over the copyright of the image so that this design can be adapted and used in other vacant units in Beckenham town centre.

TCM are engaging landlords for other vacant units across the borough to press for the installation of shop window vinyls or temporary use for displays / pop up shops.

3.4 Beckenham & West Wickham Working Group

Officers are working on implementation of short term improvements to Beckenham Town Centre following the recommendations agreed by the Beckenham & West Wickham PDS Working Group. The team will also be supporting the meetings of the Working Group focussing on West Wickham.

3.5 Local Parades Initiative

Work has been ongoing to respond to applications from local areas for funding from the Local Parades Initiative (agreed following the Renewal & Recreation PDS meeting in July 2012). At present work is ongoing to implement improvements to Sundridge Park Parade (Christmas lights, hanging baskets, tree planning and village sign) and Keston Village (a village sign). An application has been received for Anerley Hill (and proposals included are in the process of being costed up). Proposals are also in early draft stage for St Mary Cray High Street and 2 Biggin Hill area parades.

3.6 Remembrance poppies

Poppies were installed in Bromley High Street and Mottingham village for the season of Remembrance as in 2011, with some additional poppy dressing taking place in Beckenham town centre for the first time. The displays receive many compliments and thanks from members of the public.

3.7 Bromley Town Team

The Bromley TCM continues to work closely with the Bromley Town Team. The Government is making the Bromley Town Team an official Town Team Partner and providing it with a package of support from the Association of Town Centre Management (ATCM) which includes £10,000 worth of funding to help towards putting some of its plans into action. A proportion of this will be used to contribute to a business support scheme (encompassing workshops and one to one mentoring) for both existing and new businesses for Bromley Town Centre, which is paid for mainly from the Outer London Fund round 2. Alongside the business support programme, due to launch in January or February 2013, the Town Team will also be overseeing a joint marketing project (a Bromley town centre visitor map) also paid for from Outer London Fund.

4. Plans for Quarter 4 2012/13

The Town Centre Management & Business Support team's main priorities for Quarter 4 of 2012/13 will be as follows:

- Concluding a successful campaign in favour the Orpington Business Improvement District (BID) Undertaking the canvassing stage of the BID project to ensure maximum possible turnout for the ballot, taking place on 21 Feb
- In the event of a 'Yes' result, putting in place necessary arrangements for the Orpington 1st BID to begin trading from 1 April 2013.
- Following up on successful Christmas events and lights schemes in 2012 with fund raising and requests for funding from partners and businesses – looking for contributions towards both the 2012 schemes and events and for the 2013 season.
- Engaging with and strengthening partnerships with local businesses and other town centre stakeholders – especially in the 4 main towns.
- Undertaking initial consultation and feasibility work for possible BID proposal in Beckenham town centre.
- Leading on Town Centre Management elements of the short term improvements programme for Beckenham, working with Town Centre

Development on capital projects. Liaising with the Beckenham and West Wickham Working Group about potential improvements to the town.

- Continue delivery of the events programme across the borough (including planning and preparation for 2012/13 events) and running a spring event funded by the Outer London Fund round 2 in Bromley Town Centre.
- Launch and promote a business support programme for Bromley Town Centre, funded by the Outer London Fund and the Bromley Town Team.
- Maintain regular business communication channels and publications – including the business e-bulletin, Bromley Business Guide and Directory (2013/14 edition due out March 2013) and the 2013 edition of the ‘A to Z Guide to Services for Business’.
- Work with local commercial property agents to develop a joint campaign to promote Bromley as a location for commercial space occupiers, including a possible promotional event.

London Borough of Bromley

Members' Strategic Asset Management Group

- Title:** Introduction to 'Stimulating the Economy' Study (G.L.Hearn Ltd)
- Date:** 13th December 2012
- Contact Officer:** Jim Kehoe, Deputy Chief Planner
- Purpose of report:** To introduce Members to the findings of this Study and draw initial conclusions
- Recommendation:** To consider in more depth the G L Hearn findings, in particular by using the Council's Strategic Assets.

Commentary.

On 6th September 2012, the Secretary of State for Communities and Local Government made an important announcement on a package of planning and housing measures aimed at stimulating economic growth.

In response to this, one initiative by Bromley Council was to commission a study by G L Hearn Ltd (GLH) into the ways into the potential for stimulating the economy in Bromley Borough. This was aimed both at creating employment and economic growth and with increasing business rates through commercial development.

GLH's work is nearly complete and the main findings are now available. GLH have considered the 6th September measures, Planning Policy, Business Rates Reforms, and have previous evidence that is relevant. They also used economic forecasts of November 2012. They bring their knowledge in particular of the property market.

GLH have assessed the potential for a hierarchy of employment sites, from a Premier Business Park through to a Local Industrial Estate. In their assessment they have taken into account the office market, factors influencing the locational decision of possible occupiers and competing sites.

Their main conclusions are that:-

- There is not the evident market demand to support a further major business park scheme in the Borough. This is principally due to :- established sites at Crossways, Dartford and Kings Hall, West Malling;

further schemes already in the pipeline at The Bridge, Dartford and Ebbsfleet Valley with excellent transport accessibility; the lack of a 'optimum' site in the Borough that could compete with these and attract developer and occupier interest; and policy constraints, in particular Green Belt designation.

- They consider that a targeted but multi-pronged strategy which seeks to develop the economy and business base of the Borough over the period to 2031 but avoids over-reliance on development on a single location has the greatest chance of success. This would mean a comprehensive approach to fostering economic growth including:

Proactive activity to nurture growth of the office market in Bromley Town Centre over the short, medium and long-term;

Progressive upgrading of employment land at Crays Avenue in line with the SIL status (principally to provide modern industrial premises);

Upgrading, intensification and potentially extending the concentration of employment use along Main Road, Ruxley (to provide commercial floorspace with suitable parking provision);

Supporting the growth of employment activities at Biggin Hill Airport focusing on aviation-related activities, with provision of associated business infrastructure and amenities.