



THE LONDON BOROUGH  
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DATE: 8 April 2013

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, Regeneration and Transformation
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 16 APRIL 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](http://www.bromley.gov.uk/meetings)

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- c OUTER LONDON FUND (VERBAL UPDATE)**
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- e BUSINESS AREAS POLICY (VERBAL UPDATE)**
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**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 UPDATE (VERBAL UPDATE)**
- d GENERAL NEWS ROUND (VERBAL UPDATE)**

**5 ANY OTHER BUSINESS**

**6 DATES OF FUTURE MEETINGS**

- 4.00pm, Tuesday 9<sup>th</sup> July 2013
- 4.00pm, Tuesday 8<sup>th</sup> October 2013
- 4.00pm, Tuesday 14<sup>th</sup> January 2014
- 4.00pm, Wednesday 9<sup>th</sup> April 2014

# Agenda Item 2

## **BROMLEY ECONOMIC PARTNERSHIP**

Minutes of the meeting held at 4.00 pm on 8 January 2013

### **Present:**

Councillor Peter Morgan (Chairman)  
Neville Cavendish, Jobcentre Plus  
Robert Cundy, Federation of Small Businesses  
Robert Innes, Skills Funding Agency  
Colin Maclean, Community Links Bromley  
Sam Parrett, Bromley College of Further and Higher Education  
Martin Pinnell, LBB Head of Town Centre Management and Business Support

### **Also Present:**

Amanda Grice, Jobcentre Plus  
Jim Kehoe, LBB Deputy Chief Planner  
Kevin Munnely, LBB Head of Town Centre Renewal  
Steve Nelson, South East London Chamber of Commerce  
Simon Wilson, Barclays Bank PLC  
Katy Woolcott, London Biggin Hill Airport

## **1 APOLOGIES FOR ABSENCE**

Apologies had been received from Councillor Sarah Phillips, Marc Hume, Director of Renewal and Recreation, Adrian Hollands from Baker Tilly Tax and Accounting Limited, Michael Lewis from Michael Rogers LLP and Suzanne Sharp from NewsQuest.

The Chairman welcomed Simon Wilson to the meeting as a representative of Barclay's Bank PLC and also Steve Nelson from the South East London Chamber of Commerce.

## **2 MINUTES OF THE MEETING HELD ON 16TH OCTOBER 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 16<sup>th</sup> October 2012 be agreed.

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

Members of the Partnership gave an update around progress across the main themes of the Partnership.

**A) TOWN CENTRE DEVELOPMENT**

The Head of Town Centre Renewal gave an update around Town Centre Development across the Borough, details of which were given in the table appended to his written report.

Progress was continuing across the sites that made up the Bromley Town Centre Area Action Plan. Since the previous meeting the following key milestones had been achieved:

**Churchill Place (Site G)**

The Council was moving towards the procurement of a development partner in relation to this site, which would deliver a significant expansion in retail and office space as well as housing. Following the successful conclusion of the Pre-Qualification stage of the procurement process, Muse Developments, Barratt Developments and Kier Property had been invited to proceed to the next stage of the selection process. The aim was to identify the preferred developer by April 2013.

**Bromley North Village**

Members of the Partnership were shown large scale display boards which illustrated the plans for East Street, Market Square and High Street North. The Executive was due to consider a report on 9<sup>th</sup> January 2013 seeking authority to release the Council match funding contribution to the redevelopment, subject to Transport for London approval being secured on 14<sup>th</sup> January 2013. The implementation programme was being finalised with the main capital works expected to commence in April 2013. Local businesses would be consulted to ensure the least amount of disruption during the construction which was due to take between 12 – 18 months.

Steve Nelson from the Chamber of Commerce asked if the use of local suppliers and businesses could be written into the construction agreement. The Head of Town Centre Renewal said that using local businesses was good practice and would be encouraged where possible. This view was iterated by the Chairman who further commented on the positive improvements which would be made to the area and also on the improvements to the pedestrian access from The Hill car park to the High Street.

**Bromley South (Site J)**

The railway station improvements were nearing completion. Work was also progressing on establishing a permanent drop off point on the Waitrose access road.

Westmoreland Road Car Park (Site K)

Some changes to the proposed basement car parking provision were being considered although the number of spaces (400) would be unchanged. Local businesses had been contacted and work on the demolition of the car park was due to commence shortly with the building work expected to commence in March 2013. There was to be a comprehensive publicity campaign to deal with the parking issues arising from the closure of Westmoreland Road car park. It was not anticipated that there would be any significant car parking problems. The Hill car park was being upgraded and there would be more on-street parking. In addition there was now additional car parking at weekends in the St Blaise car park at the Bromley Civic Centre. A Variable Messaging System was being installed to make parking in the town centre easier.

**RESOLVED that the update be noted.**

**B) BROMLEY TOWN CENTRE PARKING**

Bromley Town Centre Parking had been discussed during consideration of the previous item.

**RESOLVED that the update be noted.**

**C) 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 3 2012/13.

In Quarter 3 2012/13, the main priorities of the Town Centre Management had included the planning and delivery of a number of events in town centres across the Borough including a 2k 'Santa Dash' run through Bromley Town Centre and a Christmas parade in Beckenham. In addition events had taken place in Orpington and Penge. Community Events supported by Town Centre Management also took place in Biggin Hill, Chislehurst, Hayes, Petts Wood, St Mary Cray and West Wickham.

Christmas lights schemes had been funded for the four main town centres through the Town Centre Management Initiative Fund as well as donations from local residents and businesses. Town Centre Management had also provided donations to ten smaller town centres across the Borough, but the majority of the costs for these schemes were funded through business and community fund raising.

Work had also been ongoing to respond to applications from local areas for funding from the Local Parades Initiative, with improvements currently being implemented to Sundridge Park Parade and Keston Village.

Officers continued to assist the BID Working Group with the Business Improvement District (BID) campaign for Orpington. Business rate payers

within the Orpington BID area were being contacted prior to the official BID ballot and preliminary indications were that 75-80% of those businesses giving their voting intention said they would vote "yes". The BID ballot had been confirmed for 21<sup>st</sup> February 2013 and it was hoped that this would be successful.

Future activities for the Town Centre Management and Business Support Service included undertaking initial consultation and feasibility work for a possible BID proposal in Beckenham Town Centre. There would be continued delivery of the events programme across the borough and running of a spring event in Bromley Town Centre (funded by the Outer London Fund round 2). In addition a joint campaign was being developed with local commercial property agents to promote Bromley as a location for commercial space occupiers, including a possible promotional event.

**RESOLVED that:**

- 1) Recent work around Town Centre Management and Business Support in the 3<sup>rd</sup> Quarter of 2012/13 be noted; and,**
- 2) The plans for Town Centre Management and Business Support activity for the 4<sup>th</sup> Quarter of 2012/13 be noted.**

**D) OUTER LONDON FUND**

Work was ongoing to deliver Round 2 projects funded by successful bids to the Outer London Fund.

This included the introduction of a "Wayfinder" system for Bromley Town Centre which would help to streamline and reduce the amount of signage. Other planned events included an Arts based creative event at the end of March 2013 and a fashion week in the Glades Shopping Centre in May 2013. There would be an H G Wells "heritage" celebration later in the year.

Robert Cundy from the Federation of Small Businesses said that he had been approached about a new Smart phone App - the idea of which was to direct individuals to appropriate shops for specific purchases. The Chairman confirmed that the Council were aware of this App and it might be something which could receive future consideration.

**RESOLVED that the update be noted.**

**E) LOCAL PLAN DEVELOPMENT**

The Deputy Chief Planner provided an update on the development of planning policy in the Borough.

The National Planning Policy Framework had been published on 27<sup>th</sup> March 2012, and there was now a need to develop a Local Plan rather than a Local Development Framework. The Local Plan would replace the Bromley Unitary Development Plan and would work alongside the London Plan to set the future direction of development in the Borough. An updated version of the "Options and Preferred Strategy" of the Local Plan would be submitted to the Development Control Committee meeting on 29<sup>th</sup> January 2013. It was intended that the "Options and Preferred Strategy" would then go to the Executive meeting on 6<sup>th</sup> February 2013 for approval to go out to public consultation which was expected to take about six weeks.

A broad approach would be taken to determine where the priorities should be. This will take into account the findings of the recent Stimulating the Economy study carried out by G L Hearn for the Council. After the summer specific sites for development would be looked at. Consultations on this would take place in the Autumn.

The Community Infrastructure Levy would probably be introduced in Bromley in 2014.

**RESOLVED that the update be noted.**

#### **F) BUSINESS AREAS POLICY - GL HEARN REPORT**

The Deputy Chief Planner outlined the background to the commissioning of the study by G L Hearn Ltd to explore the potential for stimulating the economy in the borough. This had been done primarily in response to government announcements on a package of planning and housing measures aimed at stimulating economic growth.

The main conclusions in the report were that there was not the evident market demand to support a further major business park scheme in the Borough. The report considered that a targeted, multi-pronged strategy which sought to develop the economy and business base of the Borough up to 2031, (avoiding over-reliance on development of a single location), would be most likely to support increased economic growth into the longer term. This would include focussing on areas such as Bromley Town Centre, Cray Valley and Biggin Hill.

Robert Cundy asked if there had been any interest in building commercial premises and remarked that people preferred new office accommodation. The Chairman replied that there had not been a lot of interest so far and commented that Bromley Town needed to be promoted as a good office location. The Head of Town Centre Renewal said that discussions were taking place with the Mayor's Office regarding the Growth Fund and the possibility of refurbishment of existing office accommodation.

**RESOLVED that the update be noted.**

## **G) BROMLEY EMPLOYMENT INITIATIVE**

Hannah Jackson, LBB Project Officer was unable to attend the meeting. The Head of Town Centre Management and Business Support gave the following update on her behalf:

The Bromley Youth Employment Project had been developed by Bromley Council to support sustainable employment opportunities for young people who were unemployed. The project would run from 1<sup>st</sup> 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.

The Council recognised that in order to create a project that would provide the best outcomes for young people, it should source an experienced and proficient employment and skills provider who had an evidenced capability to broker sustainable jobs across all sectors. After evaluating 35 Pre-Qualification Questionnaires (PQQs), seven organisations were invited to tender. The tender returns have been considered by an evaluation panel, which included representation from the National Apprenticeship Service. Bromley Youth Council also participated in the evaluation process, offering comments on parts of the tender return which were not deemed to be commercially sensitive.

The results of this process would be scrutinised in a confidential report to Executive and Resources PDS on 31<sup>st</sup> January 2013, before the Resources Portfolio Holder takes a decision on awarding the contract.

Robert Cundy asked about the criteria for the young people participating in the project and whether the employment opportunities would need to be in Bromley Borough. Representatives from Jobcentre Plus who supported the project confirmed that the criteria was for unemployed Bromley residents in the specified age range. The Head of Town Centre Management and Business Support would clarify whether the placements would need to be in Bromley. He confirmed that the project would not exclude unemployed graduates.

**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**

Neville Cavendish and Amanda Grice from Jobcentre Plus, provided an update on unemployment and employment trends in the Borough as at November 2012 and circulated statistics at the meeting.

There continued to be a decrease in the number of people claiming Jobseekers Allowance (JSA). 44% of Bromley customers had been claiming JSA for over 6 months and 24% of jobseekers were aged between 18-24 years. These trends compared favourably with other London Boroughs.

Jobcentre Plus was continuing to work with colleagues at the Council in the introduction of the 'benefit cap' which would be launched in Bromley in April 2013. 400 households would be affected and discussions were taking place with those concerned as to how this would impact upon them. The Chairman was pleased to hear that Jobcentre Plus was working with the Money Advisory Service to help customers manage their household budgets.

It was reported that an initiative to try and reduce the level of unemployed young people was taking place in wards such as Crystal Palace which were in traditional areas of high unemployment for young people. Jobcentre Plus was working with partners to offer focused support and training in these areas.

Amanda Grice remarked that there was a misconception there were "no jobs", as there were jobs and good calibre employees available. The job market had changed and there was more part time and fixed contract work. Jobcentre Plus was considering specific industries in the Borough and in January 2013 was focussing on the Care industry, looking at employers, skill shortages and training.

## **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. At the previous Partnership meeting it had been noted that an Oxford Economics report had been published which explored the role of business aviation in the European economy and the benefits it realised for business and the local economy.

There were currently 1,000 jobs in and around Biggin Hill airport and the industrial estate. Over the next five years, the airport aimed to increase the number of businesses on the airport and industrial estate which could realise an additional 1,000 jobs. In answer to a question from Steve Nelson, Katy Woolcott confirmed that subject to planning policy there was ground available for commercial development.

Katy Woolcott reported that the Government's draft Aviation Policy Framework was expected to be concluded by March 2013, with the policy being implemented in 2015.

### **C) COMMERCIAL PROPERTY MARKET**

Mike Lewis from Michael Rogers LLP was unable to attend the meeting. The Head of Town Centre Management and Business Support gave the following update on his behalf:

There remained a steady flow of enquiries and there had been an upturn in the level of letting and sales activity across the commercial sectors (office, industrial and retail) during the second half of 2012. It was too early for this to translate into rental or value growth but there was little in the way of new space coming to the market and this could result in pressure upon supply later in the year if things continue the way they are. Although there had been no new office development for many years, Mike Lewis considered that there were good reasons to be optimistic for the future.

### **D) GENERAL NEWS ROUND**

Alicia Munday reported that Bromley Adult Education Centre was continuing to work with Jobcentre Plus in respect of training. 211 unemployed people had undertaken training opportunities in the last academic year. In the current academic year this figure was 203 (to date).

Sam Parrett from Bromley College of Further and Higher Education was pleased to announce that the merger with Orpington College had settled down well. The recent £2 million investment at the Bromley campus had raised the profile of higher education and increased facilities for those with learning disabilities. There were more young people attending the college and there had been an increase in the numbers pursuing part time higher education. It was reported that the college was hoping to rebuild the sports hall and sport facilities. It was also hoped that training opportunities for the hospitality industry could be developed, with the possibility of establishing a hospitality training academy in Orpington. In addition the college was also looking to develop an Apprenticeship Recruitment Centre. In answer to a question by the Chairman, Sam Parrett confirmed that a lot of the training for care workers took place at the college, mainly in conjunction with the NHS.

Steve Nelson reported that there were 5,500–6,000 members of the South East London Chamber of Commerce. Currently businesses were being

encouraged to join the Chamber of Commerce by being given six months free membership.

Colin Maclean from Community Links reported on an externally funded neighbourhood programme which had been commissioned in Mottingham. This was designed to help women into business. Training courses were being organised for such things as cake making, crafts etc and there could be opportunities for potential business 'start-ups'. The Partnership agreed that social enterprise would be a good topic for discussion at the next meeting.

Simon Wilson from Barclays Bank, who headed up Barclays recruitment in South East London was not aware of any candidates who had been referred from Jobcentre Plus. Some recruits were travelling long distances from out of the Borough to work in Bromley, but Barclays were keen to recruit local people. Amanda Grice believed that Jobcentre Plus had worked with Barclays and agreed to discuss the matter further with Simon Wilson outside of the meeting.

Robert Innes from the Skills Funding Agency said that more promotion would be given to encourage local businesses to take up the Apprenticeship Grant.

**RESOLVED that the updates be noted.**

## **5 ANY OTHER BUSINESS**

There was no other business.

## **6 DATES OF FUTURE MEETINGS**

4.00pm, Tuesday 9<sup>th</sup> April 2013

4.00pm, Tuesday 9<sup>th</sup> July 2013 (to be confirmed)

The Meeting ended at 5.50 pm

Chairman

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## **BROMLEY ECONOMIC PARTNERSHIP**

**Meeting:** Economic Partnership  
**Date:** 16<sup>th</sup> April 2013  
**Subject:** Town Centre Development Programme Update  
**Authors:** Kevin Munnely, Head of Renewal  
[kevin.munnely@bromley.gov.uk](mailto:kevin.munnely@bromley.gov.uk) , Tel No: 0208 313 4582

### **1. Recommendations.**

The Partnership is asked to:- note the contents of the Town Centre Development Programme update (see **Appendix A**).

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**Town Centres Development Updates – April 2013**

Site	Lead Officer	Background	Position Statement
<b><u>Bromley</u></b>			
<b>Site A: Bromley North</b>	Network Rail The Council Linden Homes  Lead: KM	<p>The 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><b>Position</b></p> <p>A strategic option to re-examine land uses for the redevelopment of the Bromley North Station site was included in the papers approved for consultation purposes the LDF Sub-committee in December 2012 and the Development Control Committee in January 13.</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. Officers have also held a preliminary meeting with the GLA planners to examine options for designating Bromley Town Centre an Opportunity Area in the revised London Plan.</p>
<b>Site B: Tweedy Rd</b>	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</p>	<p><b>Position</b></p> <p>Officers from the Environmental Services department are currently undertaking a traffic modelling assessment and are arranging a follow up meeting with TfL Highways. Following these discussions a</p>

		<p>park use, to meet a drop in overall capacity whilst the Hill MSCP is refurbished and Westmoreland MSCP is redeveloped.</p> <p>Further work undertaken concerning a temporary parking option for the site (approx 100 spaces) is underway. The traffic model is now available to assess the impact of any future use on the A21.</p>	<p>report will be taken to the Strategic Asset Management (SAM) Group with a detailed proposal for the site.</p> <p>This site is also being considered as a potential compound for the Bromley North Village improvement works.</p>
<b>Site C: Town Halls</b>	<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><b>Position</b></p> <p>Cathedral have developed their proposals in liaison with English Heritage, who have confirmed that their scheme design is acceptable in principle.</p> <p>Timescale: Clarification of the hotel proposals are awaited from Cathedral. It is hoped that the detailed terms of the Agreement for Lease will be finalised by April 2013.</p>
<b>Site F: Civic Centre</b>	<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><b>Position</b></p> <p>The Members' Strategic Asset Management (SAM) Group have recommended that officers examine options for the demolition of the Joseph Lancaster and Anne Springman buildings and the provision of temporary car parking on the site. A report on parking in the town centre was considered by The Executive on 23<sup>rd</sup> May 2012. Members agreed to a first phase of works to provide additional spaces. These cleared sites are in the second phase of proposals. Members agreed should be retained in case its use for parking is required to support the town centre.</p> <p>This site is being considered for use as a potential site compound for the Bromley North Village public realm improvements.</p>



			Timescale: The need for this site for parking will be reviewed following the implementation of the Phase 1 works to provide additional parking.
<b>Site G: West of High street</b>	Various Lead: KM	<p>Major site in the AAP, allocated for mixed use development incorporating residential, retail and community and health facilities.</p> <p>AAP Inspector recommended that a Masterplan should be prepared for the site and adopted by the Council as supplementary planning guidance.</p>	<p><b>Position</b> Members at the Executive meeting on 24<sup>th</sup> October 2012 agreed, following the successful conclusion of the Pre-Qualification stage of the procurement process, to invite <b>Muse Developments, Barratt Developments and Kier Property</b> 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><b>November 2012</b> Montagu Evans appointed as the Council's new development advisors.</p> <p><b>January 2013</b> Project Team meetings held with three bid teams.</p> <p><b>February 2013</b> Development Brief issued. Clarification workshop 1 w/c 25 Feb with Senior Members.</p> <p><b>March 2013</b> Clarification workshop 2 w/c 18 March.</p> <p><b>May 2013</b> Receive submission.. Evaluation of submission and identification of preferred bidder.</p>

<b>Site J: Bromley South</b>	Network Rail  Lead: KM	Network Rail is improving the station, in particular; access. Improvements will cover drop off facilities, disabled access, internal layout, repairs and refurbishment of the building.	<b>Position</b>  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 April 13.  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 allocations.
<b>Site K: Westmoreland Road car park</b>	The Council  Lead: HH	Mixed use development site comprising cinema, A3/4/5 uses, residential, hotel and re-provision of public car parking. Cathedral Group selected as the Council's development partner in December 2008 after a competitive process. The proposal includes a multi-screen cinema, 200 residential units, 130 bedroom hotel, restaurants and cafes, plus associated parking and public realm enhancements.	<b>Position</b>  Planning permission for the scheme was granted in March 2011.  Car park was formally closed on 2 April 13 and work has commenced on the demolition of the car park. Work programme is scheduled for 24 months for full scheme completion.
<b>Site L: Former DHSS</b>	Land Securities /Trillium Bromley Christian Centre.  Lead: KM	The AAP Policy seeks a comprehensive redevelopment of the Crown Buildings and the adjacent Bromley Christian Centre Site. The Policy seeks a mixed use scheme including hotel, residential and replacement of office floorspace.	<b>Position</b>  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). Timescale: This application is not in conformity with the AAP policy for this site and was refused by the DC Committee in the March 13 planning application cycle.

<p><b>Bromley North Village</b></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 Capital Programme 2012/13 in support of this project.</p>	<p><b>Position</b></p> <p>Bromley North Village (BNV) has completed its outline designs, which were approved by R&amp;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. These detailed were endorsed by the R&amp;R PDS meeting in January 13.</p> <p>Transport for London have sign off the project funding. The GLA have agreed to the reprofiling of project funds subject to clarification and sign off of the detailed design.</p> <p>Subject to the external funding approvals, implementation could start in June 2013 with the placing of material orders and decluttering, with the main capital works commencing in April 2013. This should take around 18 months during which there will be some disruption, although the intention is to keep this to a minimum.</p>
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**Orpington**

<p><b>Orpington Town Centre</b></p>	<p>Lead : KM</p>	<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>The block paving materials that were used for the raised areas in the carriageway have deteriorated through traffic loadings.</p>	<p><b>Position</b></p> <p>The new consortium is seeking to implement a comprehensive improvement programme for the Walnut Shopping Centre which will see Crown Buildings redeveloped for additional retail floorspace and a cinema. Planning permission has been granted for the scheme and work has commenced on the demolition of the job centre.</p>
<p><b>The Priory</b></p>	<p>Colin Brand</p>	<p>The Council were successful in a first round application to the Heritage Lottery Fund and have received a development grant to work up detailed designs and plans to support a second round application, due in December 2013.</p>	<p>Work has been undertaken to procure a specialist conservation architect to lead a multi-disciplinary team to work up the detailed designs for the Priory and a contractor has been appointed to undertake the work..</p> <p>A Project Activity Manager has also been appointed who will have the responsibility for leading on developing detailed learning and participation activity plans. These will build on consultation undertaken by officers and volunteers, the results of which will examine the museum's current heritage offer, and explore how it could be interpreted and diversified to appeal to a wider range of audiences.</p>

**Beckenham**

<p><b>Public Realm Improvements</b></p>	<p>Lead: KM</p>	<p>The Draft Local Implementation Plan (LIP), submitted to TfL in December 2010, indicates that, following the implementation of the Bromley North Village project, the Council envisages that Beckenham town centre would potentially be the subject of a future Major Schemes bid.</p> <p>This is supported by the inclusion in the LIP of an indicative sum of £150k of TfL funding for scheme development in 2013/14.</p>	<p><b>Position</b></p> <p>On 14<sup>th</sup> December 2012 TfL announced the Area Based Programme settlement for 2013/14. TfL did not support the Area Based Bid but did approve £200,000 under 2013/14 LiP funding for High Street/ Rectory Road junction improvements. Outline proposals for these works have already been developed as part of the Step 1 and officers are now proceeding with survey works to inform a detail design for implementation this year.</p> <p>A full range of short term improvement projects was approved by the Beckenham &amp; West Wickham Member Working Party on 7<sup>th</sup> February 13 and are currently being implemented.</p>
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**Penge**

<p><b>Penge Renewal Strategy</b></p>	<p>Lead: Colin Brand</p>	<p>Renewal Strategy has been published.</p>	<p><b>Position</b></p> <p>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.</p> <p>Timescale: Ongoing</p>
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**Office and Employment Floorspace.**

<p><b>Office Floorspace</b></p>	<p>Lead Various</p>	<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</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</p>
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		<p>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>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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## **BROMLEY ECONOMIC PARTNERSHIP**

**Meeting:** Economic Partnership

**Date:** 16<sup>th</sup> April 2013

**Subject:** Town Centre Management and Business Support Update Report April 2013

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### **1. RECOMMENDATIONS**

The Partnership is asked to:-

- 1.1 Note recent work around Town Centre Management and Business Support in the 4<sup>th</sup> quarter 2012/13
- 1.2 Note and endorse the plans for Town Centre Management and Business Support activity during the next quarter.

### **2. SUMMARY OF ACTIVITIES IN QUARTER 4 2012/13**

#### **2.1 Events**

- 2.2 The quarter began with a special event in the Walnuts on 26 January, commissioned by the BID Working Group in partnership with the Town Centre Management. The event was aimed at raising awareness about the proposed Business Improvement District amongst both business owners and shoppers. The day was a great success, with several hundred people passing through the doors of the pop up shop, which contained an exhibition about the proposed BID and the potential benefits to Orpington. More about the BID project is given in 2.6 below.
- 2.3 The TCM team assisted with the coordination of the Hayes Clock Unveiling on 24 February. After months in the planning, fundraising and making, the diamond jubilee clock was unveiled in Station Approach by the Lord-Lieutenant of London Sir David Brewer. Around 150 attended the unveiling before a reception was held at the New Inn nearby. The clock cost around £9,000, with the money coming mainly from fundraisers and donations by Hayes residents, businesses, schools and associations.
- 2.4 The major event to take place during this quarter was the Bromley Arts Festival on 24 March in Bromley Town Centre. This was a multifaceted event which provided opportunities for visitors to participate in a wide range

of arts and craft activities, story telling sessions, circus skills and music making. There was also an entertainment programme, a pop up art gallery (using a shipping container) and guided historic tours. The event was funded by the Mayor of London's Outer London Fund. Despite the weather the footfall in the town centre was up 11.9% compared to the Sunday the week before.

- 2.5 Due to the weather a planned fair for Beckenham Green on the same day was cancelled, due to very poor ground conditions.

## **2.6 Business Improvement District (BID) for Orpington**

- 2.7 Throughout January and early February, the BID Team worked closely with the BID Working Group, in preparation for the BID Ballot which took place on 21 February. Much of the work involved keeping track of the 346 ballot papers that had been issued by Bromley Electoral Services, making contact with the voters to ensure that they had the correct papers and encouraging ratepayers to vote. The result was announced on 22 February: 54% of votes were in favour, representing 60% of the rateable value – on a 48% turnout. Much of the remainder of the Quarter has been spent on finalising legal agreements and other arrangements in preparation for the BID Company to go 'live' in April 2013.

## **2.8 Environmental Issues**

- 2.9 During Quarter 4 environmental audits have taken place in a number of the towns including – with issues arising being pursued by the relevant TCMs, mostly involving liaison with colleagues in Environmental Services.

## **2.10 Vacant Units**

- 2.11 A verbal update will be provided about current town centre vacancy rates at the meeting.
- 2.12 As part of the Outer London Fund investment in Bromley town centre, the Foxton's-leased double-fronted shop in East Street will be treated with a vinyl design to highlight both heritage and the future plans for the area. Another unit in the pedestrian area is also expected to be treated soon under the same scheme.
- 2.13 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.

## **2.14 Beckenham and West Wickham Working Group**

- 2.15 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 next meeting of this Working Group will be the last as most elements of the improvement project are now at implementation stage. It has been agreed that a permanent Beckenham Town Centre Team will be established from the summer – which will involve a wide range of stakeholders for the town. The Town Centre



Manager will play a key role in helping to establish this Team and in coordinating its agenda going forward.

## **2.16 Local Parades Initiative**

2.17 Work has been ongoing to respond to applications from local areas for funding from the Local Parades Initiative. Because a fewer than expected number of applications have been received to date, the geographic criteria for the scheme was adjusted in February (with approval from the Council's Renewal & Recreation Portfolio Holder) to include many of the medium sized centres, such as Chislehurst, Petts Wood and Penge. At present work is ongoing to finalise improvements at Sundridge Park Parade and Keston Village and officers are working up a scheme for Anerley Hill. Other areas recently expressing an interest in the scheme are Coney Hall, Clock House and Chislehurst.

## **2.18 Business Support Programme**

2.19 As part of the Outer London Fund programme for Bromley, the Council has commissioned ActionCoach to deliver a programme of support, including workshops, business planning sessions and mentoring. The programme was launched in February and will run to the end of 2013. During the 4<sup>th</sup> quarter, 1 business planning session and 1 workshop (on business sales) took place with 34 business owners in attendance. To date 7 business owners have signed up to the mentoring programme.

2.20 The Bromley TCM continues to work closely with the Bromley North Town Team and thanks to Mayor of London funding has commissioned the design of a special map to promote the Bromley North area which will be used on leaflets and promotional goods during the next year.

## **3. PLANS FOR QUARTER 1 2013/14**

3.1 The Town Centre Management & Business Support team's main priorities for Quarter 1 of 2013/14 will be as follows:

- Assisting with the set up of the Orpington 1<sup>st</sup> BID Company – including concluding all required legal agreements and arrangements for BID levy collection. As a consequence of the BID ballot success there will be changes to the structure of the team, and the responsibilities of its individual members, from April.
- Engaging with and strengthening partnerships with local businesses and other town centre stakeholders. There will be a focus on developing Town Teams or similar partnership bodies for Bromley and Beckenham.
- Undertaking initial consultation and feasibility work for possible BID proposal in both Bromley and Beckenham town centre, and formulating a strategy for implementation of further BIDs across the borough.

- Leading on Town Centre Management elements of the short term improvements programme for Beckenham, working with Town Centre Development on capital projects.
- Continue delivery of the events programme across the borough including a major Fashion Week in Bromley in May and a HG Wells themed heritage event in September in Bromley town centre (funded by the Mayor of London) and a new local produce market for Beckenham in May. The team will also be working with the Town Centre Development Team on a project to activate the space between the Church House Gardens and the High Street in Bromley during the summer.
- Continue to guide and promote the Action Coach business support programme for Bromley Town Centre.
- Maintain regular business communication channels and publications – including the business e-bulletin, distribution and promotion of the Bromley Business Guide and Directory (2013/14 edition) and the 2013 edition of the 'A to Z Guide to Services for Business'. The Council will be represented at the 2013 Bromley Business Expo event at the Warren in June.
- 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.