



BROMLEY CIVIC CENTRE, STOCKWELL CLOSE, BROMLEY BRI 3UH

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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 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
Donna Still	Federation of Small Businesses

A meeting of the Bromley Economic Partnership will be held at Bromley Civic Centre on **TUESDAY 9 JULY 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 CONFIRMATION OF CHAIRMAN AND VICE-CHAIRMAN**
- 2 APOLOGIES FOR ABSENCE**
- 3 MINUTES OF THE MEETING HELD ON 16TH APRIL 2013 AND MATTERS ARISING (Pages 1 - 10)**

- 4 REVIEW OF TERMS OF REFERENCE AND MEMBERSHIP OF THE BROMLEY ECONOMIC PARTNERSHIP (Pages 11 - 14)**
- 5 UPDATES ON MAIN PARTNERSHIP THEMES AND OTHER RELEVANT COUNCIL INITIATIVES:**
 - a INVEST BROMLEY EVENT: 17TH JULY 2013 (VERBAL UPDATE)**
 - b TOWN CENTRE DEVELOPMENT UPDATE (Pages 15 - 24)**
 - c GROWTH AND DELIVERY PLANS - BROMLEY, BIGGIN HILL AND CRAY VALLEY (VERBAL REPORT)**
 - d TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT UPDATE (Pages 25 - 30)**
 - e OUTER LONDON FUND (VERBAL UPDATE)**
 - f LOCAL PLAN DEVELOPMENT (VERBAL UPDATE)**
 - g EMPLOYMENT AND SKILLS INITIATIVES (VERBAL UPDATE)**
- 6 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)**
- 7 GENERAL NEWS ROUND (VERBAL UPDATES)**
- 8 ANY OTHER BUSINESS**
- 9 DATES OF FUTURE MEETINGS**
 - 4.00pm, Tuesday 8th October 2013
 - 4.00pm, Tuesday 14th January 2014
 - 4.00pm, Thursday 10th April 2014

Agenda Item 3

BROMLEY ECONOMIC PARTNERSHIP

Minutes of the meeting held at 4.00 pm on 16 April 2013

Present:

Councillor Peter Morgan (Chairman)
Adrian Hollands, Baker Tilly Tax and Accounting Limited (Vice-Chairman)
Bek Bekir, National Apprenticeships Service
Robert Goddard, Thackray Williams Solicitors LLP
Colin Maclean, Community Links Bromley
Martin Pinnell, LBB Head of Town Centre Management and Business Support
Suzanne Sharp, NewsQuest
Donna Still, Federation of Small Businesses

Also Present:

Jeff East, Acorn Commercial
Helen Hart, Bromley Adult Education College
Hannah Jackson, LBB Community Development Manager
Matthew Jaffa, Federation of Small Businesses
Gary Kendall, Newsquest South London
Mike Lewis, Michael Rogers LLP
Vaughan Leyshon, Bromley College of Further and Higher Education
Mary Manuel, LBB Head of Planning Strategy
Kevin Munnely, LBB Head of Town Centre Renewal
Steve Nelson, South East London Chamber of Commerce
Robert Sargent, Acorn Commercial
Katy Woolcott, London Biggin Hill Airport

1 APOLOGIES FOR ABSENCE

Apologies had been received from Neville Cavendish – Jobcentre Plus, Amanda Grice – Jobcentre Plus, Robert Innes – Skills Funding Agency, Jean Norton – Bromley Education Business Partnership, Howard Oldstein – The Glades Shopping Centre and Sam Parrett – Bromley College of Further and Higher Education.

2 MINUTES OF THE MEETING HELD ON 8TH JANUARY 2013 AND MATTERS ARISING

The minutes of the meeting were agreed.

There were no matters arising

RESOLVED that the minutes of the meeting held on 8th January 2013 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 - INCLUDING PARKING ISSUES

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 following the challenge from Linden Homes/Network Rail to the number of residential units that could be accommodated on Site A: Bromley North. The Council was required to prepare, publish, consult upon and promote a new policy for the site, and it was proposed that this be included in the forthcoming Local Plan. Officers were continuing to work with Transport for London to examine the business case underpinning a potential extension of the Docklands Light Railway to Bromley North. The Council were anticipating that Transport for London would agree to fund and promote this business case work and engage in further discussion around the proposed scheme. Officers had also held a preliminary meeting with Greater London Authority planners to examine options for designating Bromley Town Centre an Opportunity Area in the revised London Plan.

With regard to Site B: Tweedy Road, Officers were currently undertaking a traffic modelling assessment of the area which would be discussed with Transport for London. Following these discussions, a report would be considered by the Strategic Asset Management Group with a detailed proposal for the site. The Land Group had been selected as the Council's development partner in relation to Site C: the Old Town Hall, and regular progress meetings had commenced. Proposals for the site had been developed by Cathedral in liaison with English Heritage who had confirmed that the scheme design was acceptable in principle. There was potential for a Michelin-starred restaurant to be developed as part of the hotel offer.

Following a review of the options for Site F: Civic Centre, it had been agreed that in the short term, the Council would meet its accommodation needs through more efficient use of the campus site. The Council was moving towards the procurement of a development partner in relation to Churchill Place (Site G), which would deliver a significant expansion in retail and office space as well as housing. Following consideration of a number of returns to the Pre-Qualification Questionnaire tender process, Muse Developments, Barratt Developments and Kier Property had been invited to proceed to the next stage of the selection process and submit outline proposals, with the aim of identifying the preferred developer for Site G by May 2013.

The improvement works at Site J: Bromley South would shortly be completed. Lifts had been operational since early September 2012 and the new ticket office and entrance hall were due to be completed by the end of 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. The car park had formally closed on 2nd April 2013 and work had commenced on the demolition of the car park. The work programme was scheduled for 24 months for full scheme completion, and a high proportion of the restaurant units had already been pre-leased, as well as the cinema. A planning application for a mixed use scheme consisting of a hotel and residential units had been submitted by agents in respect of Site L: Former DHSS in September 2012. This was not in conformity with the Area Action Plan policy for this site and was refused by the Development Control Committee in the March 2013 planning application cycle.

The designs for planned public realm improvements to Bromley North had now progressed through to the detailed design phase which added traffic and engineering details and calculated final estimates. Subject to external funding approvals, implementation of the scheme would start from June 2013. The work programme had been divided into seven phases to minimise disruption to traders and was expected to take around 18 months.

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 this redevelopment had been approved by the Development Control Committee on 20th September 2012, and work had commenced on the demolition of the job centre. Interest had been expressed by a range of businesses in relation to other available space across Orpington Town Centre.

Beckenham Town Centre had not been successful in its Step 1 Bid to the Transport for London Area Based Programme for 2013/14; however the Council had been awarded funding of £200,000 through the Local Improvement Programme for High Street/Rectory Road junction improvements. Outline proposals for this work had been developed as part of the Step 1 Bid and Officers were proceeding with survey works to inform a detailed design for implementation. A full range of short term improvement projects had been approved by the Beckenham and West Wickham Town Centres Working Party on 7th February 2013 and were currently being implemented.

RESOLVED that the update be noted.

B) TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT

The Head of Town Centre Management and Business Support gave an update on progress across the main Partnership themes of Town Centre Management and Business Support in Quarter 4 2012/13.

In Quarter 4 2012/13, the Town Centre Management and Business Support Service had worked to deliver a number of events in town centres including the Bromley Arts Festival, funded by the Outer London Fund, the Hayes Clock unveiling and a special event in the Walnuts commissioned by the Business Improvement District (BID) Working Group in partnership with the Town Centre Management team to raise awareness about the proposed Orpington BID amongst both business owners and shoppers.

The BID Ballot had taken place on 21st February 2013. There had been a 48% turnout of those eligible to vote, of which 54% were in favour, representing 60% of the rateable value. The recruitment process for a manager of the BID was now underway and it was planned for the Orpington 1st BID Company to 'go live' in April 2013. In response to a query from a member of the Partnership, the Head of Town Centre Management and Business Support confirmed that a BID could be developed for an industrial area and that BID status allowed businesses to access additional investment through a range of funding streams and potential sponsorship. The Head of Town Centre Management and Business Support also confirmed that there would be a renewal ballot for the Orpington 1st BID Company in 2018 and that any expansion of the BID area could be considered at that point.

Work was ongoing to action improvements under the Local Parades Initiative. A business support programme for Bromley Town Centre had also been launched in February 2013 in partnership with ActionCoach and would run to the end of the year. The Chairman asked members of the Partnership to signpost business owners who might benefit through either initiative as appropriate

Future activities for the Town Centre Management and Business Support Service included initial consultation and feasibility work for possible BID proposals in both Bromley and Beckenham Town Centres, and the development of a strategy to implement further BIDs across the Borough. The Local Parades Initiative would also continue, and the Head of Town Centre Management and Business Support would liaise with Suzanne Sharp, NewsQuest to promote the initiative to local businesses. A number of events were planned across the Borough during the quarter, including a major Fashion Week event in May 2013 and an HG Wells themed heritage event in September 2013 in Bromley Town Centre.

The Head of Town Centre Management and Business Support advised members of the Partnership that shop front vinyls continued to be used for vacant units. 7.4% of units were currently vacant in Bromley Town Centre (excluding The Glades Shopping Centre and The Mall), which was lower than the national average. Beckenham and Orpington Town Centres currently had

vacancy rates of 4.9% and 5.0% respectively, and West Wickham Town Centre had a vacancy rate of just 2.7%.

RESOLVED that:

- 1) Recent work around Town Centre Management and Business Support in the 4th Quarter of 2012/13 be noted; and**
- 2) The plans for Town Centre Management and Business Support activity for the 1st Quarter of 2013/14 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. This would include the introduction of 'Legible London' wayfinding signs, additional seating around bus stops and countdown crossings at major points. Improvements to the Bromley South area would include the introduction of a permanent kiss and drop off point on the Waitrose access road and work to open up St Mark's Churchyard at Bromley South to provide a semi-public green space. Officers had also contacted the owners of 2-22 High Street, which was sited opposite the station entrance, around the potential to renew the frontage of these buildings.

RESOLVED that the update be noted.

D) LOCAL PLAN DEVELOPMENT

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 replace the Bromley Unitary Development Plan and would work alongside the London Plan to set the future direction of development in the Borough.

Consultation on the Options and Preferred Strategy' stage of the Local Plan had closed on 15th April 2013, with consultation publicised and up to about 100 responses expected. The next stage was to prepare policies in line with the strategy (taking the consultation responses into account) and site allocations. There would be a further consultation later in 2013 regarding development policies and site allocations within the emerging Local Plan, and members of the Partnership were asked to contribute to these consultations where appropriate.

Members of the Partnership were advised that the Government had recently announced proposals to introduce permitted development rights for change of use from commercial to residential, which would allow offices to be converted to homes without the need for separate planning permission. The Local Authority was concerned at these proposals and was seeking to exempt a number of areas across the Borough, including Bromley Town Centre and the Cray Business Corridor to protect commercial space in key areas. The Local Authority was expected to know in May 2013 if the application for exemption had been successful.

In response to a question from a member of the Partnership, the Head of Planning Strategy confirmed that planning applications would have to take the Local Plan into account when it had been agreed, and that the 'weight' it was given during the planning application process would increase as its preparation progresses.

RESOLVED that the update be noted.

E) BUSINESS AREAS POLICY

The Head of Town Centre Renewal outlined the background to the commissioning of the study by GL 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 report considered that a targeted, multi-pronged strategy which sought to develop the economy and business base of the Borough up to 2031 would be most likely to support increased economic growth into the longer term. This would include a focus on areas such as Bromley Town Centre, Cray Valley and Biggin Hill. The plan for each area would be developed through a land use framework, an understanding of the development mix that was needed to secure future economic growth for the area, an infrastructure plan and a delivery plan.

In considering future economic growth across Bromley Town Centre, Robert Sargent, Acorn Commercial highlighted the need to ensure there was a high residential population in the town to support the office and retail space created, as well as the night time economy in the area.

RESOLVED that the update be noted.

F) BROMLEY EMPLOYMENT INITIATIVE

Hannah Jackson, LBB Community Development Manager gave an update on the Bromley Youth Employment Project which had been developed by Bromley Council 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.

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, seven organisations had been invited to tender. The tender returns were then considered by an evaluation panel, which included representation from the National Apprenticeship Service. Bromley Youth Council also had an opportunity to comment on elements of the tender return.

The LBB Community Development Manager confirmed that following scrutiny by the Executive and Resources PDS Committee on 31st January 2013, the Portfolio Holder for Resources had made his decision to award the contract for the Bromley Youth Employment Project to Bromley College of Further and Higher Education, which would include delivery of 198 internship and apprenticeship opportunities for unemployed Bromley residents between 18 and 24 over a three year period (April 2013 – March 2016). By delivering most of the project through existing staff and resources, Bromley College of Further and Higher Education would be able to deliver value for money and pass 79% of the contract value on to employers by offering a subsidy for employing apprentices and interns placed by the project. Both interns and apprentices would be paid at least the minimum wage during their internship.

Vaughan Leyshon confirmed that project had been branded the ‘Star Project’ and that work was already being undertaken to promote the project to employers as well as organisations such as Jobcentre Plus. A guide to the project for employers would be circulated to all members of the Partnership shortly.

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

Information on current unemployment and employment trends in the Borough would be circulated to members of the Partnership following the meeting.

B) BIGGIN HILL AIRPORT DEVELOPMENTS

Katy Woolcott, London Biggin Hill Airport 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 bought 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. There were currently 1,000 jobs in and around London 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.

Katy Woolcott was pleased to confirm that the new London Biggin Hill Airport Fire Station was now completed and would be officially opened by James Cleverly, Greater London Authority Member for Bromley and Bexley and Chairman of the London Fire and Emergency Planning Authority on Thursday 18th April 2013.

C) COMMERCIAL PROPERTY UPDATE

Mike Lewis, Michael Rogers LLP gave an update on the commercial property market in the Borough. The level of enquiries for commercial property in the Borough had reduced in recent months, however enquiries were now of a better quality. The market for industrial space had improved significantly. The demand for prime retail space was less strong, however there was increasing demand for secondary sites.

The Chairman noted that a major upgrade was being undertaken in Council-owned car parks across Bromley Town Centre which should support a better parking experience for town centre users.

D) GENERAL NEWS ROUND

Steven Nelson, South East London Chamber of Commerce reported that the offer of six months free membership to new members of the Chamber of Commerce was going well. The Chamber of Commerce had a database of around 6,000 businesses in the local area and would be pleased to use this to promote local business initiatives and procurement opportunities.

Colin Maclean, Community Links Bromley noted that Healthwatch Bromley was currently seeking to recruit a Chair and a Coordinator to drive forward improvements to local health and social care services, and asked Members of the Partnership to encourage local business people who had the appropriate skills and enthusiasm to apply for either role.

Vaughan Leyshon, Bromley College of Further and Higher Education was pleased to announce that Bromley College of Further and Higher Education had been rated as 'Good' in a recent Ofsted inspection, and that Ofsted

Inspectors had praised the way that the merger of Bromley and Orpington Colleges had been undertaken. A successful Apprenticeship Week had been held in March 2013 in advance of the forthcoming launch of the Star Project. Office space had been identified at the Orpington campus to accommodate the Orpington 1st BID Company.

Suzanne Sharp, NewsQuest thanked Bromley College, the Local Authority and The Glades Shopping Centre for supporting the Bromley Carer Awards. Limited Edition Magazine was working in partnership with The Glades Shopping Centre to deliver a ladies shopping evening on 21st May 2012, which would include special discounts, give-aways, live music and champagne. NewsQuest was also sponsoring the Bromley Expo in June 2013 and would be providing support to businesses on 'going digital'. In considering advertising and promotion, Gary Kendall, NewsQuest confirmed that property and recruitment advertising in local newspapers was increasing, however retail advertising remained low.

Bek Bekir, National Apprenticeships Service confirmed that the Apprenticeship bus had visited Bromley Town Centre in March and had signposted 1800 people who wished to find out more about apprenticeships. This had included several employers who were interested in recruiting an apprentice.

Donna Still, Federation of Small Businesses, introduced herself to the Partnership as the new representative of the Federation of Small Businesses and noted that a small business award had recently been launched by the Federation.

Helen Hart, Bromley Adult Education College confirmed that the Bromley Adult Education College was working closely with Jobcentre Plus to deliver qualifications to local people who were unemployed. 500 intensive accredited courses had been delivered in the 2012/13 academic year so far, and a short course was also being delivered to support people to use the Jobcentre Plus universal job match website.

Robert Goddard, Thackray Williams Solicitors LLP was pleased to confirm that activity levels were significantly increasing.

RESOLVED that the updates be noted.

5 ANY OTHER BUSINESS

The Head of Town Centre Management and Business Support noted that the London Fire and Emergency Planning Authority was currently consulting on its draft Fifth London Safety Plan which would determine the way fire services were delivered across the Borough into the future. All members of the Partnership were invited to contribute to the consultation, which would close on 17th June 2013, and to attend the joint public meeting for the London Boroughs of Bexley, Bromley and Croydon at 7.00pm on Thursday 23rd May at Bromley Central Library.

RESOLVED that the issues raised be noted.

6 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 9th July 2013
4.00pm, Tuesday 8th October 2013
4.00pm, Tuesday 14th January 2014
4.00pm, Thursday 10th April 2014

The Meeting ended at 5.23 pm

Chairman

Terms of Reference

1. Purpose of the Partnership

- 1.1** The purpose of the Partnership is to harness the skills, knowledge and experience of the private sector and other key stakeholders to sustain and promote the Borough's local economy.
- 1.2** The principal functions of the Partnership are to:
- champion Bromley, its local economy and its contribution to the wider London and South East economy as a place to work, study, invest in and do business;
 - provide a forum for sharing updates on activity taken or planned in support of the local economy, and act as a sounding board for proposals on future activity.
 - be a mechanism for sharing research, information and best practice on the local economy
 - inform, influence and contribute to the development of policy and programmes for development of the local economy and monitor progress on these;
 - improve borough-wide communication about economy, business and skills and help provide a coordinated approach to communications on these issues;

2. Membership

- 2.1** Membership of the Economic Partnership Board will be reviewed at least annually and should include relevant representatives from the public sector and business organisations:
- London Borough of Bromley (2 representatives)
 - Bromley MyTime (1)
 - Business Link in London (1)
 - Further and Higher Education (1)
 - Jobcentre Plus (1)
 - South East London Chamber of Commerce (2)
 - Federation of Small Businesses (2)
 - South London Business (1)
 - Local business representatives (up to 6, from a range of industry sectors).

A list of members as at April 2011 is attached as Appendix 1.

- 2.2** All members of the Partnership should:
- Have equal standing, and no one organisation should assume dominance.
 - Have sufficient authority to be able to speak for their organisations and/or sector or be able to give advice and information as an individual representative from the business community.
 - Provide information, data and consultation material to the Partnership as appropriate to inform discussions and decisions, subject to agreed data sharing protocols.
 - Ensure that the policies and decisions of the Partnership are widely disseminated within their organisation and cascaded to staff/members as appropriate.

3. Meetings:

- 3.1** Meetings will be open to the public (save for any confidential items). Members of the public may speak with the permission of the Chairman. Meeting times and venues will

be advertised publicly, including on the Bromley Council website, along with agendas, reports and minutes.

- 3.2 Meetings will take place at least four times a year. There may be additional meetings, at the request of the Chairman or requested by members and agreed by members.
- 3.3 Meetings will be chaired by the Council's Portfolio Holder for Renewal and Recreation. The Vice Chairman will be agreed by the Partnership.
- 3.4 The quorum for a meeting will be 5 members and consist of the Chairman or Vice-Chairman, one other council representative and partners from at least 3 businesses or business member organisations.
- 3.5 There will be a structured action and accountability orientated agenda and formal minutes for each meeting.
- 3.6 Papers for meetings will be circulated at least 5 working days in advance of meetings.
- 3.7 The Council's Director of Resources will be responsible for providing secretarial services for formal meetings of the Partnership.
- 3.8 Draft minutes of partnership meetings will be published on the Council website within 5 working days wherever possible, following consultation with the Chairman. The minutes will be updated if necessary and formally approved at the next partnership meeting.

4. Decision making

- 4.1 The Bromley Economic Partnership is not a legal entity and does not have executive decision making powers. Representatives remain responsible and accountable to their home organisations. Any decisions on their services and resources must be made in accordance with the requirements of their own executive structures. Decisions of the Partnership will be reached by consensus.

5 Operation of Sub-Groups or Working Parties

- 5.1 The Partnership may establish sub-groups or working parties for a particular purpose or theme, usually for a time limited period. Where possible these should be kept to a minimum and managed informally outside the Economic Partnership structure.
- 5.2 Sub-groups or Working Parties will elect their own chair who will report back on activity at quarterly Partnership meetings.

6 Public Statements

- 6.1 Individual members should not make press/public statements on behalf of the Bromley Economic Partnership. Requests for such statements should be referred to the partnership Chairman.

7 Revision of the Terms of Reference

- 7.1 The Bromley Economic Partnership Terms of Reference will be reviewed regularly, on at least an annual basis.

Agreed: 5 April 2011

Current Partnership membership:

Councillor Benington - Chairman	London Borough of Bromley
Marc Hume/Martin Pinnell	London Borough of Bromley
Steve Price/Brian Turpin	Bromley MyTime
Ruth Nightingale	Business Link London
Adrian Hollands	Baker Tilly / Chamber of Commerce
Sam Parrett/Simon Norton	Further & Higher Education
Prathiba Ramsingh	Jobcentre Plus
Howard Oldstein	The Glades Shopping Centre
Robert Cundy	RJC Financial Management / Federation of Small Businesses
Chandra Sharma	Tangent Office Supplies / Federation of Small Businesses
John Hayes	JCHcom/Chamber of Commerce
Kevin Dewick	Barclays Bank
Dene Stuart	NewsQuest
Robert Goddard	Thackray Williams
Peter Pledger/Alena Harvey	South London Business
Liz McNaughton	Treval Engineering

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BROMLEY ECONOMIC PARTNERSHIP

Meeting: Economic Partnership
Date: 9th July 2013
Subject: Town Centre Development Programme Update
Authors: Kevin Munnelly, Head of Renewal
kevin.munnelly@bromley.gov.uk , Tel No: 0208 313 4582

1. Recommendations.

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

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Town Centres Individual Site Updates – July 2013

Site	Lead Officer	Background	Position Statement
<u>Bromley</u>			
Site A: Bromley North	Network Rail The Council Linden Homes	<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 will 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 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>
Site B: Tweedy Rd	The Council	<p>The AAP states that the site could accommodate a scheme for around 70 residential units.</p> <p>One option being examined is a short term car park use, to meet a drop in overall capacity whilst the Hill MSCP is refurbished and Westmoreland MSCP is redeveloped.</p>	<p>Position</p> <p>A Planning Application has been submitted to use Site B as the (temporary) compound for storing materials and plant relating to Bromley North Village. It will be used as a compound for 2 years before being returned to its existing use.</p>

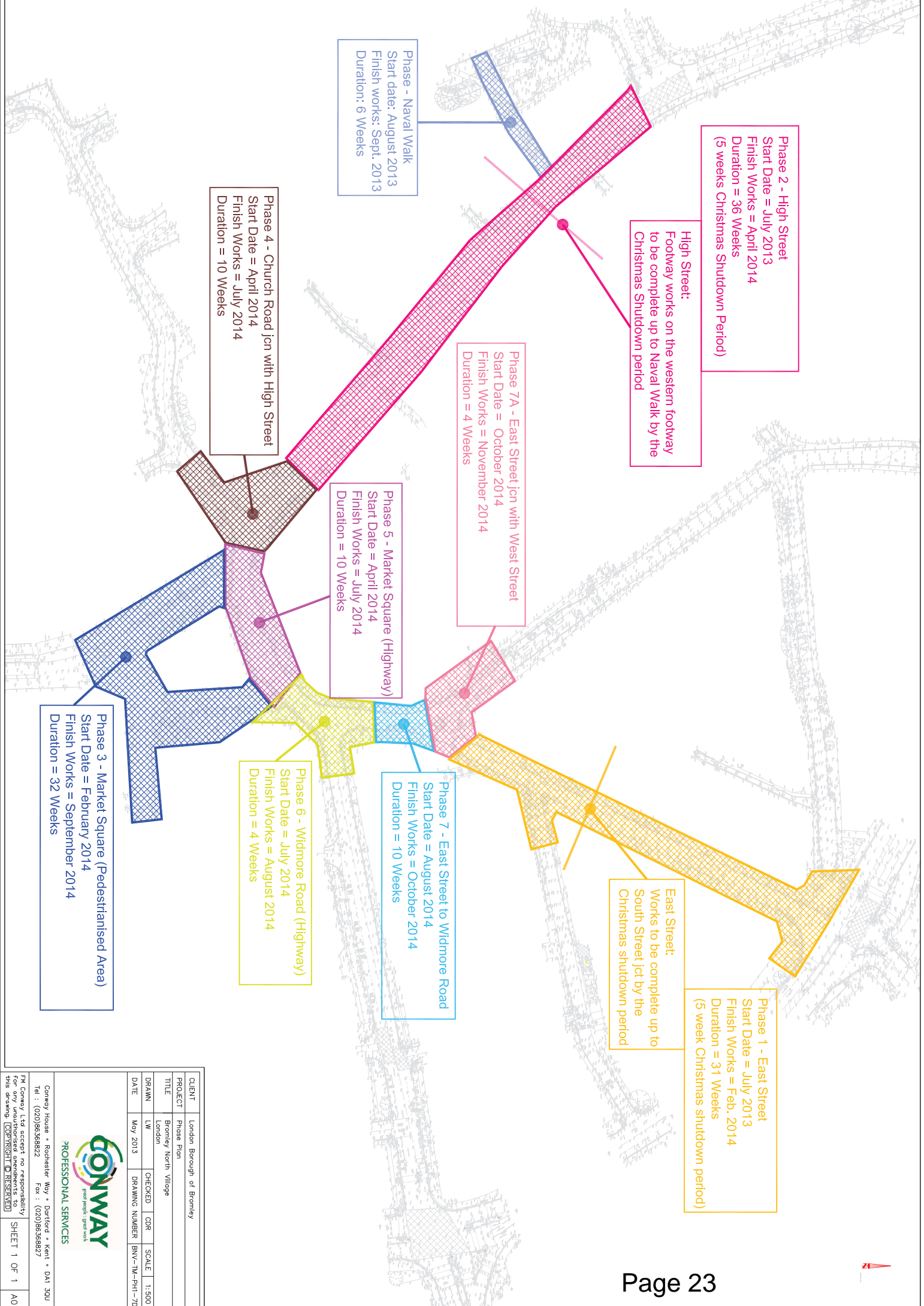
		Further work undertaken concerning a temporary parking option for the site (approx 100 spaces) is underway. The traffic model is now available to assess the impact of any future use on the A21.	
Site C: Town Halls	The Council Lead: HH	Site allocated for mixed use development comprising Hotel and/or offices. Cathedral Group and The Land Group granted 6 month exclusivity agreement.	Position Heads of Terms have been agreed and negotiations on the detailed terms of the agreement for lease and the leases are ongoing. Once the documents have been agreed authority will be sought to enter into the conditional agreement (July 2013). Cathedral will aim to submit their planning application within 6 months of entering into the conditional contract and will have to do so within 9 months. They aim to start on site in the summer of 2014 and to open the hotel and conference centre in late 2015.
Site F: Civic Centre	The Council Lead: HH	Following a review of the options, it has been agreed that in the short term, up to 2015, the Council will concentrate on meeting its accommodation needs through the more efficient use of the campus site, undertaking limited investment in maintenance. Anne Springman and Joseph Lancaster blocks have been vacated.	Position A report will be drafted setting options for the short term use of Anne Springman and Joseph Lancaster blocks for consideration by the Executive in July.
Site G: West of High street	Various Lead: KM	Major site in the AAP, allocated for mixed use development incorporating residential, retail and community and health facilities. AAP Inspector recommended that a Masterplan should be prepared for the site and adopted by the Council as supplementary planning guidance.	Position In Bromley Town Centre work is progressing on the selection of a preferred development partner for the main retail expansion opportunity at Churchill Place. In response to the development tender the Council received on 20th May 2013 a development proposal from Muse Developments, part of the Morgan Sindall Group PLC. Officers are currently assessing this proposal with a

			view to reporting to the Executive in July 2013. Initial assessments would suggest that some form of Council investment, particularly around land acquisitions, will be required to secure the full implementation of the master plan proposal.
Site J: Bromley South	Network Rail Lead: KM	Network Rail is improving the station, in particular; access. Improvements will cover drop off facilities, disabled access, internal layout, repairs and refurbishment of the building.	Position Timescale: Lifts have been operational since early September and the new ticket office and entrance hall is now completed. 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.
Site K: Westmoreland Road car park	The Council Lead: HH	Mixed use development site comprising cinema, A3/4/5 uses, residential, hotel and re-provision of public car parking. Cathedral Group selected as the Council's development partner in December 2008 after a competitive process. The proposal includes a multi-screen cinema, 200 residential units, 130 bedroom hotel, restaurants and cafes, plus associated parking and public realm enhancements.	Position Planning permission for the scheme was granted in March 2011 and demolition is currently under way. Scheme is due for completion by November 2014,
Site L: Former DHSS	Land Securities /Trillium Bromley Christian Centre. Lead: KM	The AAP Policy seeks a comprehensive redevelopment of the Crown Buildings and the adjacent Bromley Christian Centre Site. The Policy seeks a mixed use scheme including hotel, residential and replacement of office floorspace.	Position Discussion are on going with the site owners Telereal Trillium to explore a suitable land use mix that could be supported in policy terms.

Bromley North Village	Lead: KM	<p>In support of transformational public realm improvements an Area Based bid to the Transport for London, as part of the Mayor's 'Great Spaces' initiative, has been successful in providing access to £300k for detailed design work. A further allocation of £3m has been made available by TfL subject to the Council meeting a number of design gateways.</p> <p>£1.5m has been allocated in the Council's Capital Programme 2012/13 in support of this project.</p>	<p>Position</p> <p>The final consents and funding agreements have now been agreed and the main material orders for the improvement project have been placed. Due to the complexity of the build programme the implementation has had to be subdivided into 7 separate phases, which are illustrated on the phasing plan attached as <u>Appendix 1</u> to this report. The first phases, include East Street and High Street North which are due to commence by the end of July 2013 and the full programme will take 18 months to implement.</p>
Orpington			
Orpington Town Centre	Lead : KM	<p>There are 2 key opportunity sites. – Crown Buildings and Orpington Police Station (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 owner is seeking to implement a comprehensive improvement programme for the Walnuts Shopping Centre which will see Crown Buildings redeveloped for additional retail floorspace and a cinema. Planning permission has been granted for the scheme. Authority has been obtained to sell the Council's freehold interest in an area adjoining Crown Buildings which is required for the scheme. Crown Buildings have been demolished and the developer is progressing negotiations for the pre-letting of the proposed cinema.</p>

The Priory	Colin Brand	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>Specialist Conservation Architects have been appointed which will lead a multi-disciplinary team of specialists who will look at the building and landscape related design. We expect to submit our RIBA Stage C (Concept Designs) report to the Heritage Lottery Fund in July 2013, to keep on track with a November/December second round application submission (for a grant to deliver the plans).</p> <p>Alan Baxter are the members of the multi-disciplinary team responsible for producing a Conservation Management Plan for the Priory which will fully assess the historic significance of the Priory and the Seeley and Paget library extension to inform the architect's design process. Most of the construction survey work required has now been undertaken.</p> <p>Our public consultation activity is well under way and most of this will be completed by June.</p> <p>A Heritage and Arts Group has been formed to bring together representatives involved in heritage and arts from across the borough to look opportunities to work together to unify and strengthen the borough's offer. This includes considering partnerships which could benefit the re-development of the museum.</p> <p>We have also been exploring ways to sustain the HLF and LBB investment after the capital works complete and have been thinking about our business model for the future.</p>
Beckenham			
Public Realm Improvements		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	<p>Position</p> <p>Transport for London (TfL) have approved £200,000 under 2013/14 LIP funding for High Street/ Rectory Road junction improvements. Outline proposals for these works have already been developed as</p>

		<p>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>part of the Step 1 and officers are now proceeding with survey works to inform a detail design for implementation this year. It is proposed resubmit the Step 1 funding bid for the wider scheme to TfL in September 2013.</p> <p>A full range of short term improvement projects were approved by the Beckenham & West Wickham Member Working Party on 7th February 13 and are currently being implemented.</p>
Office and Employment Floorspace.			
Office Floorspace		<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>A selection of local and national property agents and local businesses have been invited to a Council sponsored Office Workshop on 17th July 2013 to discuss the future of the office market in Bromley. This workshop will be followed by the formal launch of the Summer edition of the Invest Bromley Magazine.</p>



Phase 2 - High Street
 Start Date = July 2013
 Finish Works = April 2014
 Duration = 36 Weeks
 (5 weeks Christmas Shutdown Period)

High Street:
 Footway works on the western footway to be complete up to Naval Walk by the Christmas Shutdown period

Phase 7A - East Street jcn with West Street
 Start Date = October 2014
 Finish Works = November 2014
 Duration = 4 Weeks

Phase - Naval Walk
 Start date: August 2013
 Finish works: Sept. 2013
 Duration: 6 Weeks

Phase 4 - Church Road jcn with High Street
 Start Date = April 2014
 Finish Works = July 2014
 Duration = 10 Weeks

Phase 5 - Market Square (Highway)
 Start Date = April 2014
 Finish Works = July 2014
 Duration = 10 Weeks

Phase 3 - Market Square (Pedestrianised Area)
 Start Date = February 2014
 Finish Works = September 2014
 Duration = 32 Weeks


Phase 6 - Widmore Road (Highway)
 Start Date = July 2014
 Finish Works = August 2014
 Duration = 4 Weeks

Phase 7 - East Street to Widmore Road
 Start Date = August 2014
 Finish Works = October 2014
 Duration = 10 Weeks

East Street:
 Works to be complete up to South Street jct by the Christmas shutdown period

Phase 1 - East Street
 Start Date = July 2013
 Finish Works = Feb. 2014
 Duration = 31 Weeks
 (5 week Christmas shutdown period)

CLIENT	London Borough of Bromley		
PROJECT	Phase Plan		
TITLE	Bromley North Village		
LOCATION	London		
DRAWN	LW	CHEKED	CDR
DATE	May 2013	DRAWING NUMBER	BNV-TM-PH1-7D
SCALE	1:500		

 PROFESSIONAL SERVICES	
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BROMLEY ECONOMIC PARTNERSHIP

Meeting:	Economic Partnership
Date:	9 th July 2013
Subject:	Town Centre Management and Business Support Update
Author:	Martin Pinnell, Head of Town Centre Management and Business Support. Tel: 020 8313 4457. Email: martin.pinnell@bromley.gov.uk

1. RECOMMENDATIONS

The Partnership is asked to:-

- 1.1 Note recent work around Town Centre Management and Business Support in the 1st Quarter 2013/14
- 1.2 Note and endorse the plans for Town Centre Management and Business Support activity during the next quarter.

2. SUMMARY OF ACTIVITIES IN FIRST HALF OF 2013

2.1 Business Improvement District (BID) for Orpington.

- 2.2 The BID ballot took place on 21 February 2013 and was in favour of the formation of the BID, by both a majority of votes and a majority of rateable value – with a turnout of 48%.
- 2.3 The Council maintains direct contact with the BID Board – now chaired by Martin Price, Manager of Walnuts Shopping Centre – through the attendance of non-voting members Cllr William Huntingdon-Thresher and Martin Pinnell. In addition, the Council is providing support to the BID Board through both a financial contribution (a grant of £38k, as agreed by the Council Executive in September 2012) and the loan of the former Town Centre Manager for Orpington for 18 hours per week until the end of June 2013.
- 2.4 Town Centre Management has therefore involved in assisting the BID in the following ways:
 - Managing an initial mail out to all BID Levy Payers regarding ballot result, and assisting with preparation and dispatch of further communications (e.g. newsletter) to businesses;
 - Finalising legal agreements between the Council and the BID;
 - Coordinating discussions between the BID, the Council's finance officers and Liberata regarding arrangements for collection of the BID Levy;

- Agreeing debt recovery arrangements for the BID;
 - Establishing an information sharing agreement and Data Protection protocols;
 - Setting up and coordinating theme groups for development of the BID business plan;
 - Drafting an information leaflet to be dispatched with BID levy bills; and,
 - Setting up arrangements to manage promotional and markets space in the town centre.
- 2.5 The BID Board has as one of its first responsibilities to recruit a BID Manager who will be employed by the Board to manage the BID organisation and develop and implement the BID programme of improvements. Recruitment is taking place during June and July and it is hoped that a suitable candidate will be selected and in post by mid-September. From end of June the Town Centre Management team will cease to provide such intensive support to the BID, although the Head of Town Centre Management will remain on the Board in an advisory capacity.
- 2.6 Environmental issues**
- 2.7 During March and April 2013 environmental audits have taken place in a number of the towns including Beckenham, Bromley, Orpington and Penge – with issues arising being pursued by the relevant TCMs, mostly involving liaison with colleagues in Environmental Services.
- 2.8 Vacant units**
- 2.9 Below are the March / April counts of vacant units in the 3 largest towns:
- Beckenham – 11 units empty – 4.9% vacancy rate
 Bromley – 27 units empty – 7.4% vacancy rate
 Orpington – 21 units empty (8 in the Walnuts) – 8% vacancy rate
- NB For comparison, the National vacancy rate is around 14%
- 2.10 TCM are engaging landlords for vacant units across the borough to press for the installation of shop window vinyls or temporary use for displays / pop up shops. In Bromley Town Centre, 2 empty shops have been dressed thank to funding from the Outer London Fund. These are both in East Street – one a large and prominent unit near to the old Post Office.
- 2.11 Although there a number of vacant units in Beckenham High Street, quite a few of these have recently been occupied or are about to be occupied. The treatment of Orpington vacant shops will now pass into the responsibility of the Orpington 1st BID.
- 2.12 Beckenham & West Wickham Working Group**
- 2.13 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 May meeting of the Working Group will be the last as many of the approved elements of the

project are now at implementation stage. Following agreement from members of the R&R PDS Committee, a permanent Beckenham Town Team has been established with coordination from the Town Centre Manager. The Town Team will play a key role in developing further proposals for funding by the Beckenham Short Term Improvement Fund. The current Team consists of representatives from the Beckenham Business Association and Copers Cope Residents Association – but additional members, representing a wide range of stakeholders for the town, will be invited. The Beckenham Town Centre Manager will facilitate the Town Team going forward.

2.14 Local Parades Improvement Initiative Fund

2.15 Work has been ongoing to respond to applications from local areas for funding from the Local Parades Improvement Initiative, which now has broadened geographical criteria following agreement by Members at the Renewal & Recreation PDS meeting in February 2012. Various projects have been implemented at Sundridge Park – including installation of a village sign - and a village sign is also on order for Keston Village. Applications to the Fund are in preparation for:

- Anerley Hill
- Biggin Hill
- Chislehurst High Street
- Chislehurst Belmont Parade
- Clock House
- Coney Hall
- Hayes, Station Approach
- Hayes Village
- Penge

In each case, Town Centre Managers are assisting local groups to identify costs and explore feasibility for a variety of projects.

2.16 Events

2.17 The year 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.

2.18 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.

- 2.19 The Bromley Arts Festival took place 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 poor weather the footfall in the town centre was up 11.9% compared to the Sunday the week before.
- 2.20 Beckenham hosted its first ever Local Produce Market at Beckenham Green on 18 May – which was combined with a mini-fun fair and a programme of entertainment and music. The event was very well attended with an estimated 3000 people visiting during the day, and some stall holders selling out of produce by early afternoon, suggesting an enthusiastic response to the market by residents and visitors. The event was supported by Town Centre Management, but the lead on the project was taken by Copers Cope Residents Association and the newly formed Town Team.
- 2.21 Another major Bromley town centre event part-funded by the Outer London Fund was the Bromley Fashion Week – which has been coordinated by the Bromley Town Centre Manager in partnership with Intu Bromley Shopping Centre (formerly the Glades Shopping Centre). This high profile event ran from 20 to 26 May and included catwalk events in the Shopping Centre and on the pedestrianised area of the High Street.

2.22 Business Support Programme

- 2.23 The Bromley Town Business Growth Club was launched with a workshop focussed on strategic business planning on 20 February at Bromley Central Library. The programme is being delivered in partnership with ActionCOACH Business Coaching and is supported by the Mayor of London's Outer London Fund. Business coaches from ActionCOACH are running a programme of workshops, webinars and one-to-one business support until December 2013 to help existing businesses realise their growth potential.
- 2.24 The Bromley TCM continues to work closely with the Bromley North Town Team and thanks to OLF 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 coming year.
- 2.25 The team led on the Council's representation at the 2013 Bromley Business Expo event at the Warren in June – and will continue to engage with business networking opportunities through attendance at other events.

2.26 Bromley Business Guide and Directory

- 2.27 The official Bromley Business Guide and Directory 2013/14 was published in April 2013. The Guide includes a CD listing of over 3000 businesses based in the borough – and an electronic version of the Guide and the database is available on the web (www.burrows.co.uk/bromley). This Guide is being distributed via Council locations, including all Libraries and through partner organisations.

3. PRIORITIES FOR QUARTER 2 2013/14

3.1 The Town Centre Management & Business Support team's main priorities for Quarter 2 of 2013/14 are as follows:

- Assisting with the set up of the Orpington 1st BID Company – including concluding all required legal agreements and arrangements for BID levy collection.
- 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 – for presentation of options and issues to Members of the R&R PDS in September 2013.
- Leading on business liaison and communications in respect of the major improvement works for Bromley North Village which are due to commence in the summer – including coordination of both public and business information events.
- Leading on Town Centre Management elements of the short term improvements programme for Beckenham, working with Town Centre Development on capital projects. Facilitating the work of the Beckenham Town Team in developing new improvement proposals for potential funding from the scheme.
- Continue delivery of the events programme across the borough including an event in September in Bromley town centre (funded by the Mayor of London) and further local produce markets for Beckenham. The team will also be working with the Town Centre Development Team on activation of the space between Church House Gardens and the High Street over the summer period, to create linkages into the town's 'hidden' green spaces.
- Continue to guide and promote the Bromley Business GrowthCLUB programme.
- 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 coordinate a 2013 update of the 'A to Z Guide to Services for Business'.
- Continue to liaise with local commercial property agents through the Agents Forum and work with colleagues in Town Centre Development to develop a joint campaign to promote Bromley as a location for commercial space occupiers, including the office sector workshop and Invest Bromley 2013 brochure launch on 17 July.

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