



THE LONDON BOROUGH
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DATE: 7 January 2014

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
Carol Arnfield	Bromley Adult Education College
Bek Bekir	National Apprenticeships Service
Neville Cavendish	Jobcentre Plus
Robert Goddard	Thackray Williams Solicitors LLP
Andrew Gunter-Smith	Prospects / South London Business
Marc Hume	LBB Director, Regeneration and Transformation
Robert Innes	Skills Funding Agency
Mike Lewis	Michael Rogers LLP
Colin Maclean	Community Links Bromley
Liz McNaughton	Treval Engineering
Steve Nelson	South East London Chamber of Commerce
Jean Norton	Bromley Education Business Partnership
Sam Parrett	Bromley College of Further and Higher Education
Martin Pinnell	LBB Head of Town Centre Management and Business Support
Suzanne Sharp	NewsQuest
Donna Still	Federation of Small Businesses
Laurie Taylor	intu Bromley
Katy Woolcott	London Biggin Hill Airport

A meeting of the Bromley Economic Partnership will be held at Bromley Civic Centre on **TUESDAY 14 JANUARY 2014 AT 4.00 PM** *

***PLEASE NOTE STARTING TIME**

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

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- 2 MINUTES OF THE MEETING HELD ON 8TH OCTOBER 2013 AND MATTERS ARISING** (Pages 1 - 10)

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

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4 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING TO INCLUDE:

- a BOROUGH OFFICERS GROUP AND DISCUSSION OF POTENTIAL JOINT PROJECTS FOR 2014/15 (VERBAL UPDATE)**
- b EMPLOYMENT/UNEMPLOYMENT TRENDS IN THE BOROUGH (VERBAL UPDATE)**
- c BIGGIN HILL AIRPORT (VERBAL UPDATE)**
- d COMMERCIAL PROPERTY MARKET (VERBAL UPDATE)**

5 BROMLEY ECONOMIC PARTNERSHIP WORK PROGRAMME 2014/15

6 GENERAL NEWS ROUND (VERBAL UPDATE)

7 ANY OTHER BUSINESS

8 DATES OF FUTURE MEETINGS

4.00pm, Thursday 10th April 2014

BROMLEY ECONOMIC PARTNERSHIP

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

Present:

Councillor Peter Morgan (Chairman)
Adrian Hollands, Baker Tilly Tax and Accounting Limited
(Vice-Chairman)
Carol Arnfield, Bromley Adult Education College
Mike Lewis, Michael Rogers LLP
Colin Maclean, Community Links Bromley
Steve Nelson, South East London Chamber of Commerce
Jean Norton, Bromley Education Business Partnership
Martin Pinnell, LBB Head of Town Centre Management and
Business Support
Katy Woolcott, London Biggin Hill Airport

Also Present:

Jeff East, Acorn Commercial
Mike Ellis, Prospects / South London Business
Councillor Peter Fookes
Dave Freeborn, George Proctor & Partners
Mark Henderson, MSE UK
Amanda Hone, Bromley Arts and Community Initiative
Peter Martin, Bromley Arts and Community Initiative
Tyler McGill, Phoenix Community Housing
Nigel Morriss, Bromley Arts and Community Initiative
Kevin Munnelly, LBB Head of Town Centre Renewal
Ivan Reffell, Best of Bromley Borough

1 BROMLEY ARTS AND COMMUNITY INITIATIVE

A presentation was given by Peter Martin, Amanda Hone and Nigel Morriss who were representatives of the Bromley Arts and Community Initiative. This Bromley-based community group aims to procure the Royal Bell Hotel in Bromley North with the intention of developing the building as a focal point for social, recreational, cultural and educational interests in the Borough, and to promote and encourage the work of Bromley-based artists and creative organisations. The members of the Bromley Arts and Community Initiative proposed to develop a partnership with the building owners to enable an application for up to £5m to be made to the Heritage Lottery Fund for restoration of the building and development of the arts and community offer.

The Chairman thanked the members of the Bromley Arts and Community Initiative for their presentation.

In considering the proposed development of the Royal Bell Hotel, the Chairman noted that any development of the building must be undertaken with the agreement of Spirit Pub Company which currently held a 20 year lease on the property. Peter Martin confirmed that Spirit Pub Company had given its agreement in principle to allow the community group to apply for funding to assess the feasibility of the project. Spirit Pub Company was responsible for the state of the building, and as the current state of repair of the building left it difficult to let, the proposal to seek funding from the Heritage Lottery Fund could help reduce the repair costs that Spirit Pub Company would be liable for at the end of the lease.

RESOLVED that the presentation be noted.

Peter Martin and Amanda Hone left the meeting.

2 APOLOGIES FOR ABSENCE

Apologies had been received from Bek Bekir – National Apprenticeships Service, Neville Cavendish – Jobcentre Plus, Robert Goddard – Thackray Williams Solicitors LLP, Jim Kehoe – LBB Chief Planner, Mary Manuel – LBB Head of Planning Strategy and Projects, Peter Pledger – South London Business, Melanie Ross – Barclays Bank PLC and Suzanne Sharp – NewsQuest.

3 MINUTES OF THE MEETING HELD ON 9TH JULY 2013 AND MATTERS ARISING

In considering matters arising from the previous meeting, the Head of Town Centre Management and Business Support noted the request for a step by step guide to employing a young person in the Borough, and confirmed that the jobs and careers section of the Bromley Council website was being updated to provide additional guidance to employers as well as links to access further support.

RESOLVED that the minutes of the meeting held on 9th July 2013 be agreed.

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

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

A) TOWN CENTRE DEVELOPMENT UPDATE

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. With regard to Site C: the Old Town Hall, Heads of

Terms had now been agreed with the developer and the leases had also been completed. A report seeking authority to enter into the agreements was considered by at a special meeting of the Council's Executive on 17th September 2013 and had been agreed. Cathedral would aim to submit their planning application with respect to this site within 6 months of entering into the conditional contract. It was hoped that works could commence on site in Summer 2014, with the planned hotel and conference centre expected to open in late 2015.

Work was now underway in East Street and High Street as part of the planned public realm improvements to Bromley North Village. The full programme would take 18 months to implement and was expected to finish in Winter 2014. A significant issue with a water main in High Street had caused some early difficulties, but the Local Authority was working with Thames Water to resolve this.

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 which would see Crown Buildings redeveloped for additional retail floor space and a cinema. Planning permission had been granted for the scheme and authority had been obtained to sell the Local Authority's freehold interest in an area adjoining Crown Buildings which was required for the scheme. Crown Buildings had been demolished and the developer was progressing negotiations for the pre-letting of retail units included in the proposed cinema-led development.

RESOLVED that the update be noted.

B) GROWTH AND DELIVERY PLANS - BROMLEY, BIGGIN HILL AND CRAY VALLEY

The Head of Town Centre Renewal gave an update on progress on developing growth and delivery plans for Bromley, Biggin Hill and Cray Valley. Work was currently being undertaken to identify the development capacity in each of the identified areas, and this would be used to inform the Local Plan for Bromley.

RESOLVED that the update be noted.

C) DLR EXTENSION TO BROMLEY

The Head of Town Centre Renewal confirmed that 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 from either Catford or Hither Green Stations. Transport for London had appointed consultants to undertake economic and design feasibility and viability assessments of a number of options and these were due to report in Autumn 2013.

In considering how the £800M scheme might be funded, the Chairman noted that Crossrail was funded through a London-wide tariff, which might be similarly utilised for an extension to the Docklands Light Railway. Bromley did not currently benefit from any underground service, and the proposed scheme would help reduce pressure on other routes used by commuters to travel to Canary Wharf. It was important to continue to promote the value of the proposed scheme to the Mayor for London, and the Chairman requested that members of the Partnership voice their support where appropriate.

Steve Nelson, South East London Chamber of Commerce, advised the Partnership that the London Borough of Greenwich was seeking to extend its Docklands Light Railway Service to Eltham, and it may be possible to link the proposed extension to Bromley to this scheme.

RESOLVED that the update be noted.

D) TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT UPDATE

The Head of Town Centre Management and Business Support gave an update on progress across the main Partnership themes of Town Centre Management and Business Support in Quarter 2 2013/14.

In Quarter 2 2013/14, the Town Centre Management and Business Support Service had worked to deliver a number of events in town centres including a number of High Street Garden activities in Bromley Town Centre, the family entertainment day, 'Are you Bromley's Future?' and the unveiling of the new Beckenham Town Signs on 6th July 2013. A new 'pop up market' in Penge had been launched on 27th July 2013, with two further markets held in August and September 2013.

Town Centre Managers continued to engage landlords and agents for vacant units across the Borough to encourage the use of shop window vinyls and pop-up shops. The Town Centre Manager for Beckenham had also been working with the new Beckenham Town Centre Team to develop draft terms of Reference and a business plan in advance of its first formal meeting on 26th September 2013. Work continued with the Local Parades Initiative and applications had been received from shopping parades across the Borough.

The Local Authority continued to maintain direct contact with the Orpington 1st BID Company through the attendance of non-voting members, Councillor William Huntington-Thresher and Martin Pinnell. A temporary manager had been employed by the Orpington 1st BID company in July 2013 to start delivering a range of projects and to oversee the development of internal management and finance systems. Interviews for the post of permanent BID Manager had taken place in late August 2013 and, subject to contact, it was hoped that the preferred candidate would be in post by early October 2013.

The Bromley North Village improvement works commenced in late July 2013 and were expected to run until November 2014, with a one month break in

December 2013 to support trade during the Christmas period. The Town Centre Manager for Bromley had been working closely with the Bromley North Village project team to help minimise disruption during the works and provide information to business owners and members of the public around the scheme. As part of this a public event and a business event had taken place in July 2013. A reduction in business rates had also been secured for businesses in the most affected streets.

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 which would be reported to Members during Autumn 2013, and the development of a strategy to implement further BIDs across the Borough. Work would also be undertaken to engage more with local businesses and town centre stakeholders, including a focus on developing Town Teams or similar partnership bodies in larger towns across the Borough. A number of events were planned across the Borough during the quarter, including markets in Beckenham and Penge as well as Christmas light switch on events and celebrations in each of the managed town centres during November and December. Other activities would include work to continue to guide and promote the Bromley Business GrowthCLUB programme and other business support events, and maintaining regular business communications channels and publications including the business e-bulletin.

The Head of Town Centre Management and Business Support advised members of the Partnership that a recent consultation had been published by the Department for Communities and Local Government around proposals to introduce permitted development rights for change of use from retail to residential, which would allow retail units to be converted to homes without the need for separate planning permissions. This was following a similar scheme introduced in May 2013 to support change of use from office to residential for a limited three year period. The consultation would close on 15th October 2013 and members of the Partnership were invited to contribute where appropriate.

In considering the proposals, the Chairman noted that the proposed scheme might be utilised to reduce the length of overlong high streets, however there was a danger that the proposals might damage smaller shopping parades.

Mark Henderson, MSE UK was concerned at the loss of industrial space in the Borough, particularly for larger businesses, and highlighted a security issue experienced by commercial premises in Worsley Bridge Road which might be resolved with the installation of CCTV. The Head of Town Centre Management and Business Support noted that the development of a Business Improvement District or other form of cross-working between businesses might resolve the issue and would speak with Mark Henderson following the meeting.

The Chairman advised the Partnership that Windsor had the Windsor Town Card which offered a range of retail and service discounts to encourage

residents to use their town centres. The Head of Town Centre Management and Business Support confirmed that a similar scheme was being re-launched by the Orpington 1st BID company. He promised to study a similar scheme for Bromley.

The Chairman also noted that a Town Centre Parking Working Group had recently been formed by Members and that it would consider a range of town centre parking issues.

RESOLVED that:

- 1) Recent work around Town Centre Management and Business Support in the 2nd Quarter of 2013/14 be noted; and**
- 2) The plans for Town Centre Management and Business Support activity for the 3rd Quarter of 2013/14 be noted.**

E) OUTER LONDON FUND

The Head of Town Centre Renewal confirmed that work was being undertaken with design teams to extend public realm improvements in Bromley North Village throughout Bromley Town Centre which would include the introduction of 'Legible London' wayfinding signs as well as supporting businesses in Bromley North Village to improve their premises. Lighting would also be used on key buildings, such as the Churchill Theatre, as a way to emphasise the town centre.

RESOLVED that the update be noted.

F) LOCAL PLAN DEVELOPMENT

The Head of Town Centre Management and Business Support confirmed that a further period of consultation would be undertaken on the draft Local Plan in January 2014 and asked all members of the Partnership to contribute where appropriate. It was expected that the final Local Plan would be agreed by Autumn 2014.

RESOLVED that the update be noted.

G) EMPLOYMENT AND SKILLS INITIATIVES

Jean Norton, Bromley Education Business Partnership advised members of the Partnership of the close partnership working across the Local Authority to deliver a joined up approach to employment and skills. There was a current focus on supporting the transition of young people from full time education into employment. A mapping exercise was also being undertaken to identify the full range of initiatives aimed at supporting young people into employment. This would allow better cross-working between initiatives, reduce duplication and develop a clearer route into employment for young people. The initiatives identified as part of the exercise would be invited to join the Bromley

Employment and Skills Group which continued to meet on a quarterly basis, bringing together a range of stakeholders to share best practice on support into employment as well as details of current and forthcoming programmes.

Other work being undertaken by the Bromley Education Business Partnership including organising a group of business ambassadors to undertake mock interviews with young people and help them develop a better understanding of the skills employers were seeking. The Partnership had also developed a pre-apprenticeship programme which matched businesses with young people, as well as a service which supported employers through the process of recruiting a young person and during the first six months of an apprenticeship.

An event would be held at the United Reformed Church, Bromley on 17th October 2013 outlining a range of employment initiatives as well as changes to the benefit system and how this would affect those in receipt of benefit and employers, and all members of the Partnership were invited to attend.

Mark Henderson, MSE UK noted the need for a suitable apprenticeship programme for the engineering industry. Steve Nelson, South East London Chamber of Commerce also highlighted the potential to establish a University Technical College in the Borough.

RESOLVED that the update be noted.

5 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING TO INCLUDE:

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

A) UNEMPLOYMENT AND EMPLOYMENT TRENDS IN THE BOROUGH

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 brought together a cluster of modern aviation-related businesses at and around London Biggin Hill Airport to support continued economic development in the area. A further meeting of the LoCATE stakeholders would be held in January 2014 to ensure that the economic development potential of London Biggin Hill Airport as a Strategic Outer London Development Centre was reflected fully in the Local Plan for Bromley.

Work had been undertaken towards securing a business deal which could realise significant investment in the airport and create a number of employment opportunities.

C) COMMERCIAL PROPERTY MARKET

Mike Lewis, Michael Rogers LLP gave an update on the commercial property market in the Borough. The market for retail space had improved, leading to a reduction in rent-free periods and other incentives. Less than 2% of Grade A office space was currently available to let.

Jeff East, Acorn Commercial reported that new home sales remained strong across the Borough, but was concerned that the cost of the planning application process continued to rise for developers. Dave Freeborn, George Proctor & Partners, agreed that it could be difficult to get planning permission, even when a developer had worked with the Local Authority on a pre-application enquiry, and noted that it was also difficult for businesses to apply successfully for bank loans. The Chairman noted the issues identified with the Local Authority planning process and requested that any suggestions on how it could be streamlined within the law be provided to him.

Mike Ellis, Prospects / South London Business confirmed that there was a shortage of industrial space in the Borough, particularly for larger businesses and that the need to protect existing industrial space from residential or other development should be reflected in the Local Plan.

RESOLVED that the updates be noted.

6 GENERAL NEWS ROUND

Carol Arnfield, Bromley Adult Education College confirmed that the Bromley Adult Education College continued to work closely with Jobcentre Plus to deliver qualifications to local people who were unemployed. Since the start of the Autumn Term 2013, 15 new courses had been run for Jobcentre Plus which had benefitted 120 jobseekers.

Steve Nelson, South East London Chamber of Commerce reported that the Chamber of Commerce was introducing an Executives' Club which would be launched later in 2013. A range of breakfast and lunchtime events would continue to be delivered.

Mark Henderson, MSE UK noted that this was the first meeting of the Partnership he had attended and advised members of the Partnership that MSE UK was a long established family firm which manufactured hospital and centrifuge equipment. The company currently exported 35% of its products.

Ivan Reffell, Best of Bromley Borough confirmed that work was currently being undertaken with smaller town centres across the Borough. As part of this, a film highlighting local independent traders in West Wickham High Street had recently been produced and a number of marketing surgeries had been held

for West Wickham traders which included the benefits of advertising via social media. The Best of Bromley Borough website had been contacted by Chislehurst traders to produce a similar film and it was hoped that a highly subsidised film package could be offered to retailers across the Borough.

Mike Ellis, Prospects / South London Business advised members of the Partnership that Prospects offered a national scheme for apprenticeships which employed apprentices directly and placed them with employers. The National start up loan scheme available to young people aged 18-30 years to support them to start their own businesses had now been opened to those aged 30+ years although funding was more limited for those over 30 years.

Adrian Hollands, Baker Tilly Tax and Accounting Limited (Vice-Chairman) was pleased to advise members of the Partnership that a quiz night in aid of the Bromley Community Fund would be held at The Warren, Hayes on 31st October 2013 and all members of the Partnership were invited to attend.

Colin Maclean, Community Links Bromley provided all members of the Partnership with a summary of the Community Links Bromley annual report. Community Links Bromley was currently exploring the issue of corporate social responsibility which could lead to a survey of Bromley businesses and an event in 2014.

Nigel Morris, Bromley Arts and Community Initiative, invited all members of the Partnership to become involved in the community group and noted that any business or legal advice around how the group should proceed in its stated aim to develop the Royal Bell Hotel as a venue for arts and the community would be welcome.

RESOLVED that the updates be noted.

7 ANY OTHER BUSINESS

There was no other business.

8 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 14th January 2014
4.00pm, Thursday 10th April 2014

The Meeting ended at 5.46 pm

Chairman

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Town Centres Individual Site Updates – January 2014

Site	Lead Officer	Background	Position Statement
<u>Bromley</u>			
Site A: Bromley North	Network Rail The Council Linden Homes Lead: KM	The Council has received the judgement with regards the Statutory Challenge to Policy OSA. An Order was issued that quashes Policy OSA in its entirety. It requires the Council to prepare, publish, consult upon and promote a new policy for the OSA site. It is proposed that this be dealt with in the forthcoming Local Plan, as it is at an appropriate stage of development.	Position 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 by the LDF Sub-committee. Work is progressing on the formulation of policy options including undertaking supporting massing and viability assessments. The results of which will form part of the Local Plan draft policies consultation which will commence in January 2014. TfL have completed an economic and design feasibility and viability assessments of a number of options. Officers are continuing to work with TfL to examine how these options can be further developed.
Site B: Tweedy Rd	The Council Lead: KM /HH	The AAP states that the site could accommodate a scheme for around 70 residential units.	Position The site is currently being used as a (temporary) compound for storing materials and plant relating to Bromley North Village for a two year period.

Site C: Town Hall	<p>The Council</p> <p>Lead: HH</p>	<p>Site allocated for mixed use development comprising Hotel and/or offices.</p>	<p>Position</p> <p>Contracts have now been exchanged with the Cathedral Group based on their proposal to convert the Town Hall to a hotel, conference centre and associated restaurants and bars.</p> <p>Cathedral aim to submit their planning application within 6 months of entering into the conditional contract. They aim to open the hotel and conference centre in the Spring of 2016.</p>
Site F: Civic Centre	<p>The Council</p> <p>Lead: HH</p>	<p>Following a review of the options, it has been agreed that in the short term, up to 2015, the Council will concentrate on meeting its accommodation needs through the more efficient use of the campus site, undertaking limited investment in maintenance.</p> <p>Anne Springman and Joseph Lancaster blocks have been vacated.</p>	<p>Position</p> <p>A report on options for the short term use of Ann Springman and Joseph Lancaster blocks is being prepared.</p>
Site G: West of High street	<p>Various</p> <p>Lead: KM</p>	<p>Major site in the AAP, allocated for mixed use development incorporating residential, retail and community and health facilities. AAP Inspector recommended that a Masterplan should be prepared for the site and adopted by the Council as supplementary planning guidance.</p>	<p>Position</p> <p>Officers are continuing to work with Muse Developments on agreeing a viable scheme proposal and partnering arrangements that will deliver the Council's objectives.</p>

<p>Site J: Bromley South</p>	<p>Network Rail Lead: KM</p>	<p>Network Rail is improving the station, in particular; access. Improvements will cover drop off facilities, disabled access, internal layout, repairs and refurbishment of the building.</p>	<p>Position</p> <p>Timescale:</p> <p>A permanent kiss and drop off point on the Waitrose access road has been completed as part of the Outer London Fund round 2 allocations.</p> <p>The development potential of the station site is being reconsidered as part of the Local Plan review, which will include supporting massing and viability assessments. The results of which will form part of the Local Plan draft policies consultation which will commence in January 2014.</p>
<p>Site K: Westmoreland Road car park</p>	<p>The Council Lead: HH</p>	<p>Mixed use development site comprising cinema, A3/4/5 uses, residential, hotel and re-provision of public car parking. Cathedral Group selected as the Council's development partner in December 2008 after a competitive process. The proposal includes a multi-screen cinema, 200 residential units, 130 bedroom hotel, restaurants and cafes, plus associated parking and public realm enhancements.</p>	<p>Position</p> <p>Work is progressing in accordance with the programme plan and is due for completion by Autumn 2015.</p>
<p>Site L: Former DHSS</p>	<p>Land Securities /Trillium Bromley Christian Centre. Lead: KM</p>	<p>The AAP Policy seeks a comprehensive redevelopment of the Crown Buildings and the adjacent Bromley Christian Centre Site. The Policy seeks a mixed use scheme including hotel, residential and replacement of office floorspace.</p>	<p>Position</p> <p>Planning Permission for the redevelopment of the site for a mixed use residential and office scheme was,(subject to a Planning Agreement and GLA referral) approved by the Development Control Committee on 6th October 2013.</p> <p>Telereal Trillium, the owners of the Crown Buildings have sold the site to the Education Funding Agency. The EFA are proposing to use the site to house a 3 form entry bi-lingual (French) primary school commencing in September 2014.</p>

<p>Bromley North Village</p>	<p>Lead: KM</p>	<p>In support of transformational public realm improvements an Area Based bid to the Transport for London, as part of the Mayor's 'Great Spaces' initiative, has been successful in providing access to £3.3M .</p> <p>£1.5m has been allocated in the Council's Capital Programme 2012/13 in support of this project and a further £800k has allocated from round 2 of the Outer London Fund.</p>	<p>Position</p> <p>Works are underway and on-schedule in East Street and Market Square. However, the issue with the water main in the High Street has caused some programming issues.</p> <p>Thames Water will commence replacing the main from January 2014, which is scheduled to take 3 months. The remaining works are being reprogrammed to 'catch up' and to reduce the impact of road closures.</p> <p>Additional gangs will be utilised where possible and currently the scheduled finish remains as winter 2014.</p>
<p>Orpington</p>			
<p>Orpington Town Centre</p>	<p>Lead : KM</p>	<p>Planning permission has been granted for a mixed use scheme, including a cinema and retail units, on the site of the Crown Buildings, which have been demolished.</p> <p>Orpington Police Station (Police Training facility), is currently available for redevelopment.</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 new units.</p> <p>A developer has expressed an interest in purchasing the Police Station site with a view to developing a mixed-use scheme comprising residential and a health and well-being centre. Officers are advising on the best way to bring this scheme forward.</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>Position:</p> <p>After reviewing project progress and the results of survey work undertaken to date, the Council's Executive Committee requested that the business case for this project be reviewed and a further report brought to a future meeting of the Executive.</p>
Beckenham			
Public Realm Improvements	Lead: KM	<p>The Draft Local Implementation Plan (LIP), submitted to TfL in December 2010, indicates that, following the implementation of the Bromley North Village project, the Council envisages that Beckenham town centre would potentially be the subject of a future Major Schemes bid.</p> <p>This is supported by the inclusion in the LIP of an indicative sum of £150k of TfL funding for scheme development in 2013/14.</p>	<p>Position:</p> <p>The funding bid to the Transport for London Area Based Programme has been successful and initial design funding has been provided.. The Beckenham Town Team will continue to work in close co-operation with officers on developing the short term programme of improvements.</p>

Penge

Penge Renewal Strategy	Lead: Colin Brand	Renewal Strategy has been published.	Position: The lease of the property in Green Lane identified for the new library has been completed and design work is being progressed. Timescale: A potential opening of May/June 2014
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West Wickham

West Wickham	Lead: Kevin Munnelly	The WW&BCTWP were consulted on a range of possible improvements to the town centre.	Position: TfL have agreed to fund the replacement of lamp columns and the improvement of the Swan Junction. Officers have commissioned Mott MacDonald to undertake a study of the design of the junction. Outline options have been considered by stakeholders and currently detailed design are being undertaken and again these will be consulted on.
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Office and Employment Floorspace.

Office Floorspace	Lead Various	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). 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.	Position: The Development Control Committee at their October meeting approved a proposal to promote an Article 4 Direction on offices in Bromley town centre to restrict their permitted development right to convert to residential. It is proposed that the Direction should be applied to enhanced Business Improvement Areas centred around Bromley South and Bromley North Rail Station, where a majority of the Class A office floorspace is located. It is proposed that these enhanced Business Improvement Areas will form part of a revised
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		<p>DTZ were commissioned to produce a Retail, Office, Industry and Leisure Study, which informed the production of policy options for the Local Plan consultation which was carried out in Autumn 2012. These options examined the future supply and demand for employment floorspace and current and future designation of employment sites.</p>	<p>policy response which will form part of the Local Plan draft policies consultation which will commence in January 2014.</p>
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BROMLEY ECONOMIC PARTNERSHIP

Meeting:	Economic Partnership
Date:	14 th January 2014
Subject:	Town Centre Management and Business Support Update
Authors:	Martin Pinnell, Head of Town Centre Management and Business Support martin.pinnell@bromley.gov.uk , 020 8313 4457

1. Recommendations.

The Partnership is asked to:-

- 1.1 Note recent work around Town Centre Management and Business Support in the 3rd 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 – October to December 2013

2.1 Business Improvement District (BID) for Orpington.

- 2.2 The Council continues to maintain direct contact with the Orpington 1st BID Board through the attendance of non-voting members Cllr William Huntingdon-Thresher and the Head of Town Centre Management & Business Support.
- 2.3 Following a recruitment campaign during the summer, the Board appointed a permanent manager in early October and most liaison between the Town Centre Management unit and the BID now takes place through this post holder. This includes detailed discussions about a proposal for the BID to take over the running of the town centre public toilets, already threatened with closure.
- 2.4 Following a feasibility study about an extension to the BID concept, involving analysis of business rates data and consultation with businesses in Bromley and Beckenham, recommendations for action were reported to the Council's Renewal & Recreation Committee in November. The report is going on to the 15 January Executive meeting for a decision about whether to focus resources on a potential Bromley town centre BID.

2.5 Environmental Issues

- 2.6 During the autumn, 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 and Community Services.

2.7 The Town Centre Manager for Penge worked alongside colleagues in ECS Area Management and local businesses and residents to organise a community clean up day in the town during in November.

2.8 Vacant Units

2.9 Below are the most recent Town Centre Manager counts of vacant units in the 3 largest towns:

Beckenham – 6 units empty – 2.4% vacancy rate (December count) cf April 4.5%
Bromley – 30 units empty – 8.2% vacancy rate (December count) cf April 8.2%
Orpington – 30 units empty – 12% vacancy rate (December count) cf April 8%
Penge – 15 units empty – 8.5% vacancy rate (December count) cf July 5.9%

NB For comparison, the National vacancy rate is around 14% (Source: Local Data Company)

2.10 TCM continue to seek to engage landlords and agents for vacant units across the borough to press for the installation of shop window vinyls or temporary use for displays / pop up shops.

2.11 Beckenham Town Team

2.12 The Town Centre Manager provided support to the emerging Town Centre Team – two meetings of which took place during the quarter. Officers worked with the Town Centre Team and other stakeholders to facilitate the launch of the new town heritage trail – on 19 October.

2.13 Local Parades Improvement Initiative Fund

2.14 Work has been ongoing to respond to applications from local areas for funding from the Local Parades Improvement Initiative.

2.15 Applications to the Fund are in preparation or pending decision for:

- § Biggin Hill
- § Clockhouse
- § Coney Hall (although new Christmas lights already approved and installed)
- § Mottingham – High Street
- § Petts Wood

Projects funded by the scheme are being implemented for:

- § Chislehurst, High Street and Belmont Parade – including new Christmas lights (installed and working over Christmas period), village signs, community notice boards, resurfacing of alleyways and additional pay and display parking
- § Anerley Hill – including improvements to paving and street furniture, new local history mural, vacant shop improvements and a deep clean
- § Mottingham, Kimmeridge Cross – including new planters, hanging baskets, community noticeboards and benches

- § Hayes Village, The Street – including resurfacing of forecourt, improvement to frontage of village hall, street signs and new bins
- § Penge – resurfacing of forecourts, new bins, new permanent Christmas tree and improved signage
- § Hayes, Station Approach – new permanent Christmas tree, community noticeboards, repair to car park entrances and deep clean.
- § Cray Valley – provision of street lamp banners to promote Cray Festival
- § Keston - Village Sign which was installed and unveiled in September

2.16 In each case, Town Centre Managers have been assisting local groups to identify costs and explore feasibility for a variety of projects. If all projects in implementation stage are delivered to budget and all pipeline applications are approved, the Local Parades Initiative is expected to be virtually spent or committed by end of 2013/14 financial year.

2.17 Bromley North Village Improvement Works

2.18 The Bromley North Village improvement works commenced in late July and are expected to run until November 2014, with a one month break for the Christmas season this December. Inevitably there has and will be disruption affecting the businesses in the area. The Town Centre Manager has been working closely with the Bromley North Village project team to help minimise the disruption and provide as much information as possible to the town's businesses and members of the public. Close contact is being maintained with the businesses affected, including the email dispatch of a weekly project status bulletin. There was also a launch event for the re-opened East Street on 7 December, coinciding with Small Business Saturday, to showcase the shops, restaurants and services located in this part of the town centre and to attract additional footfall to the revamped road.

2.19 Events

2.20 The focus for Town Centre Management events during this quarter has been the delivery of several Christmas celebration and lights switch on event, with direct management of the following:

Beckenham – 7 December

Featuring a candlelit procession, Christmas market, live music and Father Christmas. The event counted down the switch on of lights including new ones installed on trees in Beckenham Green.

Bromley – 1 December

Including the Santa Dash for the 2nd year running (delivered in partnership with MyTime Active), Christmas parade with Santa and real reindeer. Switch on by stars of Churchill Theatre Pantomime and Mayor of Bromley, followed by fireworks finale. Entertainment was provided on stage all day. The event was sponsored by Foresters.

Penge – 21 November

Featured Christmas market, live music and entertainment including David Beckham lookalike.

2.21 TCMs also supported town centre groups to deliver events in the following towns:

Biggin Hill – 16 November
Chislehurst, High Street – 30 November
Chislehurst, Royal Parade – 24 November
Hayes - 23 November
Petts Wood – 30 November
West Wickham – 7 December

2.22 In Orpington – the White Christmas event was delivered 20 November. This was the first time such a large scale event was delivered by Orpington 1st BID. The event featured craft market, children’s rides, live music, real reindeer and fireworks. The event also included an appearance from 2 of Charlton Athletic FC’s stars and for the first time dray horse rides along the high street. Also for the first time, the BID also organised activities, including dray rides, for three Saturdays in December to encourage additional footfall and dwell time during the peak shopping season.

2.23 Business Support Programme

2.24 The Bromley Town Business Growth Club continues to be delivered in partnership with ActionCOACH Business Coaching and is supported by the Mayor of London’s Outer London Fund – with a planning workshops and a webinar during the autumn. The programme is coming to its end in January and officers have been working with ActionCOACH to design and promulgate a feedback survey to help understand what the impact of the programme has been on the participating businesses. Further information about the programme is being promoted on the Council website: www.bromley.gov.uk/businessgrowthclub.

2.25 In addition to the Business Growth Club, officers have also been working closely with other organisations to organise and host joint support events - such as a Start Up Loans evening in November (co-hosted with Prospects Business Services) and a networking event in December (co-hosted with Metrobank and the Institute of Chartered Accountants in England & Wales (ICAEW)).

2.26 Priorities for the Town Centre Management & Business Support Team from January to March 2014

2.27 The Town Centre Management & Business Support team’s main priorities for the coming quarter will be:

- Engaging with and strengthen partnerships with local businesses and other town centre stakeholders. There will be a focus on continuing support for the Beckenham Town Centre Team who will play a key role in planning improvements in the town centre, whether or not the bid for TfL scheme funding is successful. The Bromley TCM will continue to establish the Bromley Stakeholder Group and will organise a meeting in early February – with a focus on a possible Business Improvement District.
- Continue to support the Orpington 1st BID through officer representation on the BID Board, including bringing to a successful conclusion negotiations around the proposed BID takeover of the public toilets in Orpington.
- Presentation of the options and issues for BID development to the Council’s Executive Committee. Assuming a positive decision on the recommendations, the TCM team will then start work on an action programme to support the businesses

of Bromley in establishing a new town centre BID – aiming for a possible ballot date of March 2015.

- Continue to take a leading role in business liaison and communications in respect of the major improvement works for Bromley North Village – entering a critical phase in January as the focus of the works moves to Market Square and High Street North.
- Preparation of plans for an events and activities programme for the managed town centres during 2014/15 financial year and presentation of options and recommendations to Councillors.
- Finalise the take down of Christmas lights in Bromley, Orpington, Penge, Beckenham and smaller town centres. Given that the contract for all Christmas lights will expire in 2014 – a new contract will be required for Christmas 2014 – officers will be working on a review of the Council’s policy regarding its financial support for Christmas lights. A report on options and recommendations for a Christmas lights policy and procurement of Christmas lights services will be presented to Councillors in early April 2014.
- Promote the last Bromley Business GrowthCLUB programme events, and undertake evaluation of the programme for reporting back to the GLA as part of the Outer London Fund evaluation.
- Work with colleagues in the Council’s Town Centre Renewal team to finalise the arrangements for evaluation of the Outer London Fund Round 2 programme – including commissioning of appropriate surveys.
- Maintain regular business communication channels and publications – including the business e-bulletin and promotion of the Bromley Business Guide and Directory (2013/14 edition). Explore options for replacement of the Guide during 2014/15. The team will continue to engage with businesses through attendance at various networking events.
- Facilitate the Bromley Economic Partnership and the Commercial Property Agents Forum.

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