



BROMLEY CIVIC CENTRE, STOCKWELL CLOSE, BROMLEY BRI 3UH

TELEPHONE: 020 8464 3333

CONTACT: Kerry Nicholls
kerry.nicholls@bromley.gov.uk

DIRECT LINE: 020 8313 4602

FAX: 020 8290 0608

DATE: 1 April 2014

To: Members of the
BROMLEY ECONOMIC PARTNERSHIP

Councillor Peter Morgan (Chairman)	London Borough of Bromley
Bek Bekir	National Apprenticeships Service
Robert Goddard	Thackray Williams Solicitors LLP
Andrew Gunter-Smith	Prospects / South London Business
Karen Hine	Baker Tilly Tax and Accounting Limited
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
Marc Myers	intu Bromley
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
Katy Woolcott	London Biggin Hill Airport

A meeting of the Bromley Economic Partnership will be held at Bromley Civic Centre on **THURSDAY 10 APRIL 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

A G E N D A

- 1 APOLOGIES FOR ABSENCE**
- 2 MINUTES OF THE MEETING HELD ON 14TH JANUARY 2014 AND MATTERS ARISING (Pages 1 - 10)**

- 3 UPDATES ON MAIN PARTNERSHIP THEMES AND OTHER RELEVANT COUNCIL INITIATIVES:**
 - a MAJOR TRANSPORT PROJECTS IMPACTING BROMLEY BOROUGH (VERBAL UPDATE)**
 - b INTRODUCING THE NEW SAFER NEIGHBOURHOOD BOARD (VERBAL UPDATE)**
 - c TOWN CENTRE DEVELOPMENT UPDATE (Pages 11 - 18)**
 - d LOCAL PLAN DEVELOPMENT (VERBAL UPDATE)**
 - e TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT (Pages 19 - 24)**
 - f OUTER LONDON FUND (VERBAL UPDATE)**
- 4 BROMLEY YOUTH EMPLOYMENT PROJECT ROUND 2 - PRESENTATION BY BROMLEY EDUCATION BUSINESS PARTNERSHIP (VERBAL UPDATE)**
- 5 UPDATE ON BECKENHAM INDUSTRIAL ESTATE - LAND USE AND PLANNING CHARGES (VERBAL UPDATE)**
- 6 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING TO INCLUDE:**
 - a EMPLOYMENT/UNEMPLOYMENT TRENDS IN THE BOROUGH (VERBAL UPDATE)**
 - b BIGGIN HILL AIRPORT (VERBAL UPDATE)**
 - c COMMERCIAL PROPERTY MARKET (VERBAL UPDATE)**
- 7 BROMLEY ECONOMIC PARTNERSHIP WORK PROGRAMME 2014/15 (VERBAL UPDATE)**
- 8 GENERAL NEWS ROUND (VERBAL UPDATE)**
- 9 ANY OTHER BUSINESS**
- 10 DATES OF FUTURE MEETINGS**
 - 4.00pm, Tuesday 8th July 2014
 - 4.00pm, Tuesday 7th October 2014
 - 4.00pm, Tuesday 20th January 2015
 - 4.00pm, Tuesday 14th April 2015

BROMLEY ECONOMIC PARTNERSHIP

Minutes of the meeting held at 4.00 pm on 14 January 2014

Present:

Councillor Peter Morgan (Chairman)
Adrian Hollands, Baker Tilly Tax and Accounting Limited (Vice-Chairman)
Robert Goddard, Thackray Williams Solicitors LLP
Mike Lewis, Michael Rogers LLP
Colin Maclean, Community Links Bromley
Sam Parrett, Bromley College of Further and Higher Education
Martin Pinnell, LBB Head of Town Centre Management and Business Support
Suzanne Sharp, NewsQuest
Katy Woolcott, London Biggin Hill Airport

Also Present:

Margaret Carr, LBB Projects and Partnership Manager
Councillor Peter Fookes
Dave Freeborn, George Proctor & Partners
Jackie Goad, LBB Executive Assistant
Mark Henderson, MSE UK
Lesley Holland, Bromley Education Business Partnership

1 APOLOGIES FOR ABSENCE

Apologies had been received from Carol Arnfield – Bromley Adult Education College, Bek Bekir – National Apprenticeships Service, Jeff East – Acorn Commercial, Mike Ellis, Prospects / South London Business, Hannah Jackson – LBB Community Development Manager, Mary Manuel – Head of Planning Strategy and Projects, Marc Myers – intu Bromley, Steve Nelson – South East London Chamber of Commerce and Jean Norton – Bromley Education Business Partnership

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

In considering matters arising from the previous meeting, the Head of Town Centre Management and Business Support confirmed that businesses would be contacted shortly to identify if there was interest in the potential to develop a Business Improvement District or other form of cross-working between businesses based in the area around Worsley Bridge Road. The possibility of introducing a loyalty card scheme for Bromley town centre, similar to that recently launched by the Orpington 1st BID Company for Orpington town centre, was also being explored.

RESOLVED that the minutes of the meeting held on 8th October 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 UPDATE

The Chairman gave an update on 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 following completion of economic and design feasibility and viability assessments of a number of options.

Site B: Tweedy Road was currently being used as a temporary compound to store materials and plant machinery relating to the public realm improvements at Bromley North Village. This would continue for a period of two years. With regard to Site C: the Old Town Hall, contracts had 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. Following a review of the options for Site F: Civic Centre, it had been agreed that in the short term, up to 2015, the Council would meet its accommodation needs through more efficient use of the campus site. Ann Springman and Joseph Lancaster buildings had now been vacated, and the short term use of these buildings was being considered.

In considering Site G: West of High Street, Officers continued to work with Muse Developments on agreeing a viable scheme proposal and partnership arrangements for a mixed-use development incorporating residential, retail and community and health facilities. Improvements to Site J: Bromley South continued. A permanent kiss and drop off point on the Waitrose access road had been completed and the further development potential of the station site was being considered as part of the Local Plan review. The redevelopment of Site K: Westmoreland Road Car Park was progressing in accordance with the programme plan. The scheme was due for completion by Autumn 2015.

Planning permission for the redevelopment of Site L: Former DHSS as a mixed-use residential and office scheme had been approved by Development Control Committee on 6th October 2013, subject to a Planning Agreement and GLA referral. The site owners, Telereal Trillium had subsequently sold the site to the Education Funding Agency which proposed to use Site L to house a three form of entry bi-lingual (French) primary school from September 2014.

Work was underway in East Street and Market Square as part of the planned public realm improvements to Bromley North Village which was expected to finish in Winter 2014. A significant issue with a water main in the High Street had caused some early difficulties, and Thames Water had now commenced works to replace the water main, which was expected to take three months.

In terms of development across the Borough, Officers were continuing to work with a new consortium that was seeking to implement a comprehensive improvement programme in the Walnuts Shopping Centre, Orpington. 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 the new units. A developer had expressed an interest in purchasing the Police Station site with a view to developing a mixed-use scheme comprising residential and a health and wellbeing centre, and Officers were advising on how this scheme might be progressed.

The Local Authority had been successful in a first round application to the Heritage Lottery Fund to develop detailed designs for The Priory to support a second round application to the Heritage Lottery Fund, and a consultation event would be held on Thursday 16th January 2014 at The Priory.

In considering public realm improvements in Beckenham town centre, a funding bid to the Transport for London Area Based Programme had been successful and initial design funding had been provided to support the development of a scheme. A full range of short term improvement projects had also been approved by the Beckenham and West Wickham Town Centres Working Party on 7th February 2013, and the Beckenham Town Team continued to work closely with Officers on developing the programme of improvements.

Mark Henderson, MSE UK was concerned at the loss of industrial space in the Borough, particularly for larger businesses and requested that further information on development of former industrial sites in the area around Worsley Bridge Road be provided to the next meeting of the Bromley Economic Partnership.

RESOLVED that the update be noted.

B) LOCAL PLAN DEVELOPMENT

The Head of Town Centre Management and Business Support provided an update on the development of planning policy in the Borough.

Development Control Committee considered a report at its meeting on 7th January 2014 regarding draft policies and designations, which would also be considered by the Council's Executive at its meeting on 15th January 2014 with a view to agreeing consultation to start later this month for a period of six weeks. This was the next stage in the preparation of Bromley's Local Plan, and would lead to a Draft Local Plan for consultation later in 2014. Draft policies covered all aspects of the Local Plan, including housing, open space, business areas, town

centres, local parades and community facilities. Members of the Partnership were encouraged to contribute to the consultation where appropriate.

RESOLVED that the update be noted.

C) GROWTH AND DELIVERY PLANS

The Head of Town Centre Management and Business Support advised members of the Partnership that work was currently being undertaken to identify the development capacity in Bromley, Biggin Hill and Cray Valley, and that this would be used to inform the Local Plan for Bromley.

The Chairman noted the potential to develop a growth and delivery plan for the area around Worsley Bridge Road, where there was a significant amount of industrial land.

RESOLVED that the update be noted.

D) DLR EXTENSION TO BROMLEY

The Chairman advised members of the Partnership that Officers continued to work with Transport for London to examine the business case underpinning a potential extension of the Docklands Light Railway to Bromley North. The projected cost of the extension was very high (over £0.5bn) and therefore it was unlikely that the scheme would be approved. As an alternative, the Local Authority was requesting an improved link which would connect Bromley North station directly to Lewisham station, from which passengers could access the Docklands Light Railway.

The Chairman noted that Officers were also liaising with Transport for London around how key access roads into Bromley Town centre could be improved.

RESOLVED that the update be noted.

E) TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT

The Head of Town Centre Management and Business Support gave an update on progress across the main Partnership themes of Town Centre Management and Business Support in Quarter 3 2013/14.

In Quarter 3 2013/14, the Town Centre Management and Business Support Service had worked to deliver a number of events in town centres including several Christmas celebration events and Christmas markets.

8.2% of units were currently vacant in Bromley town centre (excluding into Bromley shopping centre), which was lower than the national average of approximately 14%. Orpington and Penge town centres currently had vacancy rates of 12% and 8.5% respectively, and Beckenham town centre had a vacancy rate of just 2.4%. Work was ongoing to respond to applications from local areas for funding from the Local Parades Improvement Initiative Fund and, if all existing

applications for projects were approved and delivered to budget, the fund was expected to be fully committed by the end of the 2013/14 financial year.

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. Following a feasibility study undertaken around additional BIDs (Business Improvement Districts) being established in other town centres across the Borough, a report would be considered by the Council's Executive on 15th January 2014 about whether to focus resources on a potential Bromley town centre BID (Business Improvement District).

The Bromley Town Business Growth Club continued to be delivered in partnership with ActionCOACH Business Coaching and was supported by the Outer London Fund. The programme would end in January 2014 and Officers had been working with ActionCOACH to design a feedback survey to identify the impact of the programme on participating businesses. Officers had also been working with other organisations to organise and host joint support events including a Start Up Loans evening in November 2013, co-hosted with Prospects Business Services, and a networking event in December 2013, co-hosted with Metrobank and the Institute of Chartered Accountants in England & Wales.

Future activities for the Town Centre Management and Business Support Service included presentation of the options and issues for the development of a Bromley town centre BID to the Council's Executive. Work would also be undertaken to engage more with local businesses and town centre stakeholders, including continuing to support the Orpington 1st BID Company and Beckenham Town Team, as well as working to establish the Bromley Stakeholder Group with a focus on a possible Bromley town centre BID. An events and activities programme for the managed town centres during 2014/15 would also be developed. A report on options and recommendations for a Christmas lights policy and procurement of Christmas lights services would be presented to Councillors in April 2014.

Other activities would include work to promote the remaining Bromley Business Growth CLUB programme events and evaluate the effectiveness of the programme as part of the Outer London Fund evaluation, as well as consider whether there was potential to extend the programme.

RESOLVED that:

- 1) Recent work around Town Centre Management and Business Support in the 3rd Quarter of 2013/14 be noted; and**
- 2) The plans for Town Centre Management and Business Support activity for the 4th Quarter of 2013/14 be noted.**

F) OUTER LONDON FUND

The Chairman 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 and work to upgrade bus shelters, as well as supporting businesses in Bromley North Village to improve their premises.

RESOLVED that the update be noted.

G) EMPLOYMENT AND SKILLS INITIATIVES

Margaret Carr, LBB Projects and Partnership Manager gave an update on employment and skills initiatives across the Borough.

The Government's Work Programme continued to support people into work. A further programme was now being developed to target people who were long term unemployed which would include the provision of community work placements as well as information, advice and guidance on moving into employment. A number of other programmes were delivered across the Borough by a range of stakeholders, including the Bromley Youth Employment Project (also known as the Star Project), work clubs at the Mottingham Community and Learning Shop, Cotmandene Community Resource Centre, and Kentwood Centre, and the Tackling Troubled Families Programme.

The Thyme Out Too project, funded by the Big Lottery, offered free horticultural training to people with learning disabilities. A significant number of the participants in the scheme obtained City and Guilds or entry level qualifications, and three participants had been supported into work. The Chairman advised members of the Partnership that the Body Shop had recently held a corporate day with the Thyme Out Too project to plant a scented spring garden in Bromley town centre and underlined the benefits that similar events offered local businesses.

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) BOROUGH OFFICERS GROUP AND DISCUSSION OF POTENTIAL JOINT PROJECTS FOR 2014/15

Jackie Goad, Executive Assistant outlined the work of the Borough Officer Group which brought together representatives from the public and voluntary sector in Bromley to support collaborative working across a range of areas.

The Borough Officers Group had developed six main priorities which comprised the integration of health and social care, asset management, strengthening the community and voluntary enterprise sector, the local economy, pooling resources and early intervention, prevention and safeguarding. It was aimed to deliver a range of neighbourhood projects targeting these priorities, with Government funding made available through the neighbourhood budgets programme. The

Executive Assistant asked members of the Partnership to consider any potential projects which support the achievement of these priorities.

Mike Lewis, Michael Rogers LLP underlined the recent presentation to the Bromley Economic Partnership by the Bromley Arts and Community Initiative and noted the potential to support the work of this Bromley-based community group as part of the programme.

B) EMPLOYMENT/UNEMPLOYMENT TRENDS IN THE BOROUGH

The Head of Town Centre Management and Business Support reported labour market information provided by Jobcentre Plus. The November 2013 Jobseeker Allowance Count had totalled 4130 claimants. This was a decrease of 130 claimants from the previous month and of 1455 claimants from November 2012. The number of people moving onto Jobseekers Allowance in November 2013 was 1010 claimants which was 3.8% lower than in November 2012. As at November 2013, 940 18-24 year olds were claiming Jobseekers Allowance, which was a decrease of 15 claimants on October 2013 and of 330 claimants from November 2012.

C) BIGGIN HILL AIRPORT

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. Work would be undertaken 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 and support the airport in its aim to realise a further 2300 jobs in and around the airport by 2031.

The recent report following the Airports Commission independent review had recognised the important role of local airports in supporting general and business aviation into the future.

D) COMMERCIAL PROPERTY MARKET

Mike Lewis, Michael Rogers LLP gave an update on the commercial property market in the Borough. The market for office, industrial and retail space had recovered, however there was currently no Grade A office space available to let in Bromley and there was a general need for more high quality commercial property to be developed across the Borough with sufficient space for parking.

RESOLVED that the updates be noted.

5 BROMLEY ECONOMIC PARTNERSHIP WORK PROGRAMME 2014/15

Members of the Partnership considered the forward rolling work programme for

the Bromley Economic Partnership for 2014/15.

A number of themes that might be explored at future meetings were suggested. These comprised:

- London Enterprise Partnership – the agenda for London
- Transport for London – major transport schemes affecting the Borough
- LBB Environment & Community Services and private providers – recycling business waste
- Jobcentre Plus – employment and unemployment trends in the Borough
- Crystal Palace Park Development – engagement with the Bromley Economic Partnership

RESOLVED that the work programme for the Bromley Economic Partnership for 2014/15 be noted.

6 GENERAL NEWS ROUND

Sam Parrett, Bromley College of Further and Higher Education was pleased to confirm that Bromley College of Further and Higher Education would shortly launch a career college specialising in food and enterprise. This provision would be based at the College's Orpington Campus from September 2014, and would prepare students for employment in the catering and hospitality industry. An Options Event open day would be held on Saturday 1st February 2014, and members of the Partnership were requested to consider how they might assist the College in linking with local restaurateurs. A unit in the Walnut's Shopping Centre would also be converted to a hairdressing training centre shortly. A member of the College staff had been seconded to work for the London Enterprise Partnership which would enable closer working around employment and skills. Bromley College of Further and Higher Education was also seeking Bromley employers to act as Governors.

Suzanne Sharp, NewsQuest reported that an edition of the News Shopper Lifestyle Magazine would be published in March 2014. This high end publication was targeted to local business owners and members of the Partnership were requested to contribute news items around the local economy, voluntary and education and skills sectors. New functionality was now available on the News Shopper website to allow members of the public to directly submit their news stories, videos and photographs.

Adrian Hollands, Baker Tilly Tax and Accounting Limited (Vice-Chairman) was pleased to announce that he would be retiring at the end of March 2014. His colleague, Karen Hine would be attending future meetings of the Partnership as a representative of Baker Tilly Tax and Accounting Limited.

Robert Goddard, Thackray Williams Solicitors LLP reported that there had been considerable growth in demand for legal services in recent months, and that Thackray Williams Solicitors LLP had been recruiting new staff to meet this demand.

Mark Henderson, MSE UK advised members of the Partnership that MSE UK, a long established family firm which manufactured hospital and centrifuge equipment, continued to increase its export markets. The company currently exported 35% of its products. Increased investment was currently being made to develop new products for the British transfusion market.

Dave Freeborn, George Proctor & Partners, noted that residential property prices had increased approximately 10-15% over the past year in parts of the Borough. There was also increased interest in the purchase of land for development.

The Chairman advised Members of the Partnership that an international competition had been launched to find an architect to rebuild the Crystal Palace which would be open to expressions of interest until 20th January 2014, after which three architect teams would be shortlisted to prepare a detailed submission including initial concept designs. The contest was backed by the Chinese Zhang Rong Group which planned to spend £500 million resurrecting the Bromley landmark for use as a hotel and conference centre, and for other commercial space.

RESOLVED that the updates be noted.

7 ANY OTHER BUSINESS

Colin Maclean, Community Links Bromley, announced that Bromley's Corporate Social Responsibility Expo would be held at 5.30pm on Thursday 13th March 2014 at Bromley Civic Centre and invited all members of the Partnership to attend. This event would showcase the voluntary sector in the Borough and support the development of links between local businesses and third sector organisations.

The Chairman noted that Adrian Hollands, Baker Tilly Tax and Accounting Limited would soon be retiring and thanked him on behalf of the members of the Economic Partnership for the excellent and long-standing contribution he had made to the London Borough of Bromley during his time as a member and Vice-Chairman of the Bromley Economic Partnership.

RESOLVED that the issues raised be noted.

8 DATES OF FUTURE MEETINGS

4.00pm, Thursday 10th April 2014

The Meeting ended at 5.42 pm

Chairman

This page is left intentionally blank

Town Centre Development - Individual Site Updates – April 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 inform the drafting of Local Plan draft policies. 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	The Council Lead: HH	Site allocated for mixed use development comprising Hotel and/or offices.	<p>Position</p> <p>Contracts were exchanged with the Cathedral Group on 16th December 2013. The grant of the long lease is conditional on them obtaining planning permission to convert the Town Hall to a hotel, conference centre and associated restaurants.</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	The Council Lead: HH	<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 review of the use of the Civic Centre buildings is currently underway to ensure that use is maximised. A strategy for the future of the Civic Centre will be developed in tandem with a consideration of the Council's medium and long term office requirements.</p>
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.	<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. Muse are amending their original scheme design following the commencement of the Crest Nicolson residential scheme in Ringers Road. Officers are working with Muse to work up and evaluate this alternative proposal and this work should be completed by the end of March 2014.</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 policy development.</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>Trillium Bromley Christian Centre.</p> <p>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. The EFA/ Schools Minister have been urged to reconsider their plans for this site.</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>East Street, White Hart Slip and Naval Walk are now complete. Works have commenced and are progressing on schedule in the pedestrianized area of Market Square and High Street. Thames water works to replace the water main are progressing well. Works are due to be completed in November 2014.</p>

Orpington

<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 of the Walnuts are 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. The Crown Buildings have been demolished.</p> <p>Berkeley Homes has completed the purchase of 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> <p>This September Orpington College will be launching the UK's first Career College in Hospitality, Food & Enterprise, in partnership with the Careers College Trust. New industry-standard facilities will include training kitchens, classrooms and a student-run restaurant in Orpington town centre which will offer students real-life work experience in the hospitality and catering industry.</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.	<p>Position:</p> <p>After reviewing project progress and the results of survey work undertaken the Council's Executive Committee requested that the business case for this project be reviewed.</p> <p>As part of reviewing the business case, detailed designs are being developed to prepare for a potential second round application in June 2014. This work will establish more accurate delivery costs and will inform a full assessment of the revenue implications of proceeding with the project. A report outlining the options for the future of the Priory will be considered by the Council's Executive Committee.</p>
Beckenham			
Public Realm Improvements	Lead: KM	As reported at the last Committee, the Council has secured funding from TfL Major Scheme Allocation for 2014/15 to develop the Beckenham town centre scheme.	<p>Position:</p> <p>As agreed at the last meeting, the Beckenham Working Group, Chaired by Cllr. Tickner has been reconvened. This is a task and finish group to provide design oversight and strategic guidance during the initial scheme design stage. Project Governance procedures are also being established to ensure successful delivery of the scheme design.</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 July 2014. A report on Penge Library is going to the Executive on April 2 nd .
---------------------------------------	-------------------------	--------------------------------------	---

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.
---------------------	----------------------------	---	---

This page is left intentionally blank

BROMLEY ECONOMIC PARTNERSHIP

Meeting: Economic Partnership

Date: 10th April 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 4th 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 – January to March 2014

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. Discussions have been ongoing between the BID, Town Centre Management and Liberata about the arrangements for BID levy collection in 2014/15, and the BID has been setting its budget and activity programme for the new financial year. On 1 February the BID officially took over the running of the Orpington Walnuts public conveniences and, with a grant from the Council to support this initiative, have refurbished the facilities to a high standard. The expected launch date is 19 March.

2.3 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 15 January Executive meeting, where the Executive endorsed the setting aside of £110k from reserves to fund a project to introduce BIDs to Bromley town centre. The means of implementing this project is the subject of a separate report to the R&R PDS Committee (on 2 April 2014).

2.4 Environmental Issues

2.5 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.

- 2.6 Environmental monitoring in Bromley town centre has focused around ensuring the Bromley North Village works by the contractor Conway are being carried out with the least amount of impact on the shopping environment as possible.
- 2.7 Discussions have taken place regarding the storage of the green bags collected by Kier in Beckenham as these are constantly being torn and the contents strewn about. A solution has been identified. Enforcement notices have been issued to premises in Beckenham re waste issues behind shops. Work has been on going with the Odeon cinema regarding fly tipping in their car park. Clean up days organised with business volunteers in Beckenham. TCM visited Barclay's Bank to discuss with the business manager environmental issues in front of the branch. Barclays staff to help on future clean up days.
- 2.8 Local Shopping parade Initiative funding may be used to help address Pigeon problem in Penge.

2.9 Vacant Units

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

Beckenham - 9 empty units - 3.4% vacancy rate (March 2014) * cf December 2013 - 2.4%

(Source: TCM count)

* NB Work has already begun refurbishing 3 of the vacant units and a fourth is under offer

Bromley – 29 units empty – 8% vacancy rate (February 2014) cf December 2013 - 8.2%

(Source TCM count)

Penge – 15 units empty – 8.5% vacancy rate (December 2013) cf July 5.9%

(Source TCM count)

Orpington – High street vacancy rate 13.7% (March 2014) cf May 2013 – 9.2%
(Source: Local Data Company)

NB For comparison, the National vacancy rate is 12% (Source: Local Data Company)

- 2.11 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.

2.12 Local Parades Improvement Initiative Fund

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

- 2.14 Applications to the Fund are in preparation or pending decision for

- Clockhouse

- Mottingham – High Street

2.15 Projects funded by the scheme include:

- Anerley Hill – including improvements to paving and street furniture, new local history mural, vacant shop improvements and a deep clean
- Biggin Hill – Christmas lights, tree pit for Christmas tree, noticeboards and flower towers
- Chatterton Village – flower towers and hanging baskets
- Chislehurst, High Street and Belmont Parade – including new Christmas lights (which were installed and working over Christmas period), village signs, community notice boards, resurfacing of alleyways and additional pay and display parking (under consultation)
- Coney Hall – Christmas lights, new bins, planters, village signs, new trees, pavement repair – although some of this work is pending a favourable decision on signage from TfL and also a possible change to parking and loading bays
- Cray Valley – provision of street lamp banners to promote Cray Festival
- Hayes Village, The Street – including resurfacing of forecourt, improvement to frontage of village hall, street signs and new bins
- Hayes, Station Approach – new permanent Christmas tree, community noticeboards, repair to car park entrances and deep clean.
- Keston - Village Sign
- Mottingham, Kimmeridge Cross – including new planters, hanging baskets, community noticeboards and benches
- Petts Wood – New Christmas lights
- Penge – resurfacing of forecourts, new bins, new permanent Christmas tree and improved signage

2.16 In each case, Town Centre Managers have been assisting local groups to identify costs and explore feasibility for a variety of projects. By the end of the 2013/14 financial year it is expected that £117k of the original £250k will have been spent. However, another £118k has been authorised and is planned expenditure for 2014/15. There is therefore £15k available to allocate to projects in parades and small town centres not yet served by this programme.

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. Works commenced in the first week of January in Market Square and are expected to continue there until the summer. This will have an impact on the ability of Town Centre Management to utilise this space for events or for promotions (which generate income for the Town Centre Management programme). Inevitably the works are causing disruption for businesses in the Bromley North 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. The TCM has been involved in commissioning a number of promotional initiatives, for example vinyl signs and banners which have been installed across the town to promote Bromley North Village and its businesses.

2.19 Events

- 2.20 The last quarter of the year is traditionally quiet for public events – but in mid-February there was a Valentines–themed ‘Love your local high street’ event in Beckenham, which incorporated a popular Lego workshop, promotional banners and balloon decorations.
- 2.21 In Bromley, the Town Centre Manager has concentrated on developing a strong stakeholder group for the town centre and two town-wide business meetings have taken place – with a focus on the future of the town and the potential for a Business Improvement District (BID).
- 2.22 TCM is seeking to develop a more retailed involvement in the Beckenham Business Association and a date has been set for a breakfast networking meeting as felt may be a more suitable time for traders to attend. This event will be sponsored by Weatherspoon and Love a Slice.

2.23 Business Support Programme

- 2.24 The Bromley Town Business Growth Club had its last workshop in early January. Since then officers have been undertaking a survey of the programme users to help understand what the impact of the programme has been on the participating businesses. The survey was undertaken online and via telephone – and had 28 responses, mostly from businesses based in the Bromley area. Of these, 13 saw an increase in turnover during the period of the programme and 9 took on additional staff. 6 employees were taken on directly as a result of the support provided and 10 jobs were safeguarded due to the support.
- 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 event in early January, and ‘Financial Fitness for Business’ workshop on late January (co-hosted with Metrobank and the Institute of Chartered Accountants in England & Wales (ICAEW)). In late March an event to promote the Growth Accelerator programme, for fast growth business, will be held in the Central Library.

2.26 Business and Traders Group Liaison

- 2.27 In addition to the main town centre groups, the Town Centre Management team has maintained links and attended meetings, providing support and advice where required to a number of traders and town centre groups across the borough.
- 2.28 A new edition of the Bromley Town Centre Guide for 2014 has now been published. This booklet provides visitors, residents and businesses a guide to Bromley Town Centre, highlighting not only the shopping and leisure on offer but also the history and culture of the town. Copies have been distributed to key locations in and around the town centre.

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

- 2.30 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 and also the re-established Beckenham Town Centre Working Group – which has a focus on guiding and influencing the developing designs for the major TfL-funded scheme for Beckenham. In Bromley, the Town Centre Manager will work closely with the forming Bromley BID Task Group to help engage with a wide cross section of the towns businesses.
- Continue to support the Orpington 1st BID through officer representation on the BID Board, and liaison with Liberata and the BID to set up the BID Levy billing and recovery process for 2014/15.
- Subject to Member approval of a proposed grant to the forming Bromley BID Task Group (see separate report on the R&R PDS agenda for 1 April), officers in this team will start to work closely with the Group, as they lead on the development of a proposed BID in Bromley town centre. The aim is to run a ballot for the establishment of a BID in Feb or early March 2015. An internal BID project team will be formed to ensure that the Local Authority role in developing the BID is coordinated.
- Continue to take a leading role in business liaison and communications in respect of the major improvement works for Bromley North Village.
- Liaison with local town centre groups to plan for the funding and development of public events, including special markets, during the year.
- Subject to Member approval, officers in this team will commission procurement of Christmas lights services for the 2014 season in Bromley, Beckenham and Penge and will make arrangements for the transfer of ownership of the Orpington lights to the Orpington 1st BID.
- Work with partner organisations to develop a programme of support workshops and seminars for local businesses during the year – at low cost to the Council.
- 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). Work with an external partner to arrange for publication of the Business Guide in future years – without cost to the Council. The team will continue to engage with businesses through attendance at various networking events, and also facilitate the Bromley Economic Partnership and the Commercial Property Agents Forum.

This page is left intentionally blank