



THE LONDON BOROUGH
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DATE: 30 September 2013

To: Members of the
BROMLEY ECONOMIC PARTNERSHIP

Councillor Peter Morgan (Chairman) London Borough of Bromley

Adrian Hollands (Vice-Chairman)	Baker Tilly Tax and Accounting Limited
Carol Arnfield	Bromley Adult Education College
Bek Bekir	National Apprenticeships Service
Neville Cavendish	Jobcentre Plus
Robert Goddard	Thackray Williams Solicitors LLP
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
Peter Pledger	Prospects / South London Business
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 8 OCTOBER 2013 AT 4.00 PM** *

***PLEASE NOTE STARTING TIME**

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

A G E N D A

1 **BROMLEY ARTS AND COMMUNITY INITIATIVE (PRESENTATION FOLLOWED BY Q&A SESSION)**

Peter Martin, Amanda Hone and Nigel Morriss to attend as representatives of Bromley Arts and Community Initiative.

2 **APOLOGIES FOR ABSENCE**

- 3 MINUTES OF THE MEETING HELD ON 9TH JULY 2013 AND MATTERS ARISING**
(Pages 1 - 10)
- 4 UPDATES ON MAIN PARTNERSHIP THEMES AND OTHER RELEVANT COUNCIL INITIATIVES:**
 - a TOWN CENTRE DEVELOPMENT UPDATE** (Pages 11 - 22)
 - b GROWTH AND DELIVERY PLANS - BROMLEY, BIGGIN HILL AND CRAY VALLEY (VERBAL UPDATE)**
 - c DLR EXTENSION TO BROMLEY (VERBAL UPDATE)**
 - d TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT UPDATE**
(Pages 23 - 28)
 - e OUTER LONDON FUND (VERBAL UPDATE)**
 - f LOCAL PLAN DEVELOPMENT (VERBAL UPDATE)**
 - g EMPLOYMENT AND SKILLS INITIATIVES (VERBAL UPDATE)**
- 5 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING TO INCLUDE:**
 - a UNEMPLOYMENT AND EMPLOYMENT TRENDS IN THE BOROUGH (VERBAL UPDATE)**
 - b BIGGIN HILL AIRPORT DEVELOPMENTS (VERBAL UPDATE)**
 - c COMMERCIAL PROPERTY MARKET (VERBAL UPDATE)**
- 6 GENERAL NEWS ROUND (VERBAL UPDATE)**
- 7 ANY OTHER BUSINESS**
- 8 DATES OF FUTURE MEETINGS**
4.00pm, Tuesday 14th January 2014
4.00pm, Thursday 10th April 2014

Agenda Item 3

BROMLEY ECONOMIC PARTNERSHIP

Minutes of the meeting held at 4.00 pm on 9 July 2013

Present:

Councillor Peter Morgan (Chairman)
Adrian Hollands, Baker Tilly Tax and Accounting Limited (Vice-Chairman)
Robert Innes, Skills Funding Agency
Colin Maclean, Community Links Bromley
Sam Parrett, Bromley College of Further and Higher Education
Martin Pinnell, LBB Head of Town Centre Management and Business Support
Suzanne Sharp, NewsQuest

Also Present:

Carol Arnfield, Bromley Adult Education College
Margaret Carr, LBB Projects and Partnership Manager
Mike Lewis, Michael Rogers LLP
Mary Manuel, LBB Head of Planning Strategy
Kevin Munnely, LBB Head of Town Centre Renewal
Steve Nelson, South East London Chamber of Commerce
Ivan Reffell, Best of Bromley Borough
Katy Woolcott, London Biggin Hill Airport

1 CONFIRMATION OF CHAIRMAN AND VICE-CHAIRMAN

RESOLVED that Councillor Peter Morgan be confirmed as the Chairman and Adrian Hollands – Baker Tilly Tax and Accounting Limited be confirmed as the Vice-Chairman of the Bromley Economic Partnership for the 2013/14 municipal year.

2 APOLOGIES FOR ABSENCE

Apologies had been received from Bek Bekir – National Apprenticeships Service, Robert Goddard – Thackray Williams Solicitors LLP, Vaughan Leyshon – Bromley College of Further and Higher Education, Jean Norton – Bromley Education Business Partnership, Donna Still – Federation of Small Businesses and Simon Wilson – Barclays Bank PLC.

Apologies for lateness were received from Katy Woolcott – London Biggin Hill Airport.

3 MINUTES OF THE MEETING HELD ON 16TH APRIL 2013 AND MATTERS ARISING

The Chairman noted that a number of matters arising from previous meetings would be considered during the meeting.

RESOLVED that the minutes of the meeting held on 16th April 2013 be agreed.

4 REVIEW OF TERMS OF REFERENCE AND MEMBERSHIP OF THE BROMLEY ECONOMIC PARTNERSHIP

Members of the Partnership considered the Terms of Reference and membership of the Bromley Economic Partnership.

In considering the purpose of the Partnership, Colin Maclean, Community Links Bromley, noted the importance of ensuring that the contribution of the voluntary and community sector was recognised. Following discussion, members of the Partnership agreed that the purpose be amended to state:

“The purpose of the Partnership is to harness the skills, knowledge and experience of the private sector and other key *sectors and* stakeholders to sustain and promote the Borough’s Local Economy.”

In considering the membership of the Bromley Economic Partnership, the Head of Town Centre Management and Business Support highlighted the need to update the membership of the Partnership to recognise a number of organisations that had made a significant contribution to the work of the Partnership, as well as include increased representation from the business community in Bromley. Following discussion, members of the Partnership agreed that the membership be amended to state:

- Bromley Adult Education College (1 representative)
- Bromley College of Further and Higher Education (1)
- Bromley Education Business Partnership (1)
- Community Links Bromley (1)
- Federation of Small Businesses (1)
- Jobcentre Plus (1)
- Local business representatives (up to 9, from a range of industry sectors).
- London Borough of Bromley (2)
- National Apprenticeships Service (1)
- Skills Funding Agency (1)
- South East London Chamber of Commerce (1)
- Prospects (formerly South London Business) (1)

RESOLVED that:

- 1) **The revised Terms of Reference of the Bromley Economic Partnership be agreed; and,**
- 2) **The revised membership of the Bromley Economic Partnership be agreed.**

5 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) INVEST BROMLEY EVENT: 17TH JULY 2013

The Chairman was pleased to advise members of the Partnership that an Invest Bromley Event would be held at 5.00pm on 17th July 2013 in the Council Chamber at Bromley Civic Centre followed by the launch of the second edition of the Invest Bromley magazine at 6.00pm. This event would bring together developers, property agents and local business leaders for a workshop debate on the Bromley office market and all members of the Partnership were invited to attend. Feedback from the workshop would contribute to the Council's Local Plan review of the Borough's office market.

In considering recently announced proposals to introduce permitted development rights for change of use from commercial to residential, it was noted that whilst there had been a few enquiries regarding change of use for commercial buildings in the Borough, only one application had so far been received. Mike Lewis, Michael Rogers LLP confirmed that full planning permission would also have to be successfully applied for following any change of use, and it was noted that the legislation was only for a three year period and that a building would have to be classed as an office as at May 2013 to qualify for a change of use.

RESOLVED that the update be noted.

B) 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. Officers were continuing to work with Transport for London to examine the business case underpinning a potential extension of the Docklands Light Railway to Bromley North. The Council were anticipating that Transport for London would agree to fund and promote this business case work and engage in further discussion around the proposed scheme.

The Council was moving towards the procurement of a development partner in relation to Churchill Place (Site G), which would deliver a significant expansion in retail and office space as well as housing. A development proposal had been received from Muse Developments, part of the Morgan Sindall Group PLC, and Officers were currently assessing this proposal with a view to reporting to the Council's Executive in July 2013.

The planning application for the redevelopment of Site K: Westmoreland Road Car Park had been approved by Development Control Committee on 6th March 2012, and work had commenced on the demolition of the car park. The scheme was due for completion by November 2014.

The final consents and funding agreements had now been agreed for the planned public realm improvements to Bromley North Village and the main

material orders for the project had been placed. Due to the complexity of the build programme, the implementation had been divided into seven phases. The first phase, including East Street and High Street North was due to commence in July 2013, with the full programme expected to take 18 months to implement. Events were being planned for both local residents and shoppers, and local businesses to increase awareness of the improvement programme, and a website and Twitter feed had also been established.

RESOLVED that the update be noted.

C) 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. The growth and delivery plans for these areas would be included as part of the Invest Bromley Event on 17th July 2013, and it was noted that a survey of the Cray Valley area was currently being undertaken to support the promotion of the area for a range of different economic uses.

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 1 2013/14.

In Quarter 4 2012/13, the Town Centre Management and Business Support Service had worked to deliver a number of events in town centres including the Bromley Fashion Week, coordinated by the Bromley Town Centre Manager in partnership with intu Bromley Shopping Centre. A local produce market had also been hosted on Beckenham Green on 18th May 2013.

The BID Ballot in Orpington had taken place on 21st February 2013. There had been a 48% turnout of those eligible to vote, of which 54% were in favour, representing 60% of the rateable value. The Orpington 1st BID Company had gone 'live' in April 2013, and the BID Board was chaired by Martin Price, Manager of the Walnuts Shopping Centre. The Local Authority maintained direct contact with the BID Board through the attendance of non-voting members, Councillor William Huntington-Thresher and Martin Pinnell. The Council had provided support to the BID Board through a grant of £38K, agreed at the Council's Executive in September 2012, and the loan of the former Town Centre Manager for Orpington for 18 hours per week until the end of June 2013. Recruitment of a BID Manager who would be employed by the BID Board would take place in July 2013 and it was hoped that a suitable candidate would be in post by mid-September 2013.

The Bromley Town Business GrowthCLUB was launched with a workshop on strategic business planning on 20th February 2013 at Bromley Central Library. The programme included delivery of a range of workshops webinars and one-to-one business support in partnership with ActionCoach and would run to January 2014. The Bromley Business Guide and Directory 2013/14 had been published in April 2013 and included a CD listing over 3000 businesses based in the Borough. An electronic version of the guide was available on the internet at www.burrows.co.uk/bromley. The Big Local App Bromley had also recently been launched and provided businesses with a direct marketing tool with which to promote their businesses.

Future activities for the Town Centre Management and Business Support Service included initial consultation and feasibility work for possible BID proposals in both Bromley and Beckenham Town Centres, and the development of a strategy to implement further BIDs across the Borough. 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 an event in Bromley Town Centre in September 2013 and further local produce markets for Beckenham. The Team would also be working with the Town Centre Development Team to 'activate' the space between Church House Gardens and Bromley High Street over the summer period to create linkages into the town's 'hidden' green spaces. Other activities would include work to continue to guide and promote the Bromley Business GrowthCLUB programme and to work with colleagues in Town Centre Development Team on a joint campaign to promote Bromley as a location for commercial space.

RESOLVED that:

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

E) OUTER LONDON FUND

The Head of Town Centre Renewal confirmed that work was ongoing to deliver Round 2 projects funded by successful bids to the Outer London Fund.

Work was now being undertaken with design teams to extend public realm improvements in Bromley North Village throughout Bromley Town Centre which would include the introduction of 'Legible London' wayfinding signs as well as supporting businesses in Bromley North Village to improve their premises. The installation of the High Street Garden aimed to set the tone for the forthcoming development of the pedestrianised area of the High Street and draw visitors to the Churchill Piazza and Gardens.

Officers had contacted the owners of 2-22 High Street, which was sited opposite the entrance to Bromley South Station, around the potential to renew the frontage of these buildings and it was proposed to erect a large 'Bromley' display in this location to welcome visitors to the town.

The Chairman advised members of the Partnership that architects had also been appointed to consider how the pedestrianised area in Bromley Town Centre could be improved to benefit local residents, visitors to the town centre and local businesses.

RESOLVED that the update be noted.

F) LOCAL PLAN DEVELOPMENT

The Head of Planning Strategy and Projects provided an update on the development of planning policy in the Borough.

Consultation on the Options and Preferred Strategy' stage of the Local Plan had closed on 15th April 2013. The next stage was to prepare policies in line with the strategy (taking the consultation responses into account) and site allocations. There would be a further consultation later in 2013 regarding draft development policies and site allocations within the emerging Local Plan, and members of the Partnership were asked to contribute to these consultations where appropriate. It was expected that the draft Local Plan would be published in early 2014, and that the final Local Plan would be agreed by Autumn 2014.

RESOLVED that the update be noted.

G) EMPLOYMENT AND SKILLS INITIATIVES

Margaret Carr, LBB Projects and Partnership Manager outlined a range of programmes being delivered across the Borough that were helping to support Bromley residents into employment.

The Mottingham Community and Learning Shop and Cotmandene Centre provided a wide range of support to Bromley residents. This included a weekly work club, and recruitment and support sessions by local employers and a range of partners including the National Careers Service. The Centres also offered volunteering opportunities, tailored one-to-one support and IT skills courses.

The Bromley Employment and Skills Group 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.

Employment support was offered by a wide range of stakeholders including the Bromley Adult Education Centre who supported the Work Club at the Kentwood Centre and the Tackling Troubled Families Programme which

aimed to help people into work. The Star Project at Bromley College was working to delivery 198 internship and apprenticeship opportunities for unemployed Bromley residents between the age of 18 and 24 years over a three year period. Sam Parrett, Bromley College of Further and Higher Education confirmed that the Star Project was working well, and that the College was keen to attract more businesses to participate in the Project. Robert Innes, Skills Funding Agency advised members of the Partnership that a further scheme was available that supported employers to offer unpaid traineeships for a period of up to 6 months to young people who were not yet ready for an apprenticeship or internship opportunity.

The Chairman noted the wide range of initiatives available to support people into work and highlighted the need to provide a step by step programme for employers around employing a young person in the Borough and the current initiatives and organisations that supported this.

Margaret Carr, LBB Projects and Partnership Manager advised members of the Partnership that forthcoming changes to the benefits system would impact businesses as all benefits, including those for working families, would be paid through the Universal Credit, which relied on employers submitting real time information on their employees.

RESOLVED that the update be noted.

6 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING TO INCLUDE:

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

A) UNEMPLOYMENT AND EMPLOYMENT TRENDS IN THE BOROUGH

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

B) BIGGIN HILL AIRPORT DEVELOPMENTS

Katy Woolcott, London Biggin Hill Airport provided an update on developments at London Biggin Hill Airport following its identification as a Strategic Outer London Development Centre in the London Plan, and as part of the LoCATE (London Centre for Aviation Technology and Enterprise) project which bought together a cluster of modern aviation-related businesses at and around London Biggin Hill Airport to support continued economic development in the area. The LoCATE Team had completed both a property report and an analysis of the economic value of the airport to the local economic community, and was now undertaking commercial testing of the West Camp area of the site.

The benefits of using London Biggin Hill Airport continued to be promoted to a wide range of businesses, and work was currently being 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 level of enquiries for commercial property in the Borough were approximately 50% lower than the same time in 2012, however enquiries were now of a better quality. The market for industrial space had improved significantly, although the demand for prime retail and office space was less strong. There continued to be an issue around the availability of quality office space across the Borough. It was noted that RBS Insurance had announced the closure of its Croydon office but this was not expected to affect Bromley significantly.

D) GENERAL NEWS ROUND

Colin Maclean, Community Links Bromley was pleased to advise members of the Partnership that Community Links Bromley currently had one apprentice and two intern positions and that there were significant opportunities for young people in building a career in the voluntary and community sector. Community Links Bromley was also working with Oxleas NHS Foundation Trust to provide volunteering opportunities for people who had experienced mental health issues to help support them back into work. Colin Maclean noted that Healthwatch Bromley would shortly be interviewing candidates for the position of Chair to drive forward improvements to local health and social care services.

Ivan Reffell, Best of Bromley Borough confirmed that the Best of Bromley Borough website had been launched to support and promote independent businesses in the Borough and encourage residents to shop locally. Work was being undertaken to raise public awareness around the local offer and other methods of communication were also being explored. Monthly networking meetings for local businesses were also being held.

Sam Parrett, Bromley College of Further and Higher Education confirmed that the new centre for young people with special educational needs and disabilities on the Bromley campus had now been completed and that these students would be supported towards work where appropriate. The College was now planning the construction of a £5m Sports Hall on the Bromley campus, of which £1.3m funding would be provided by the Skills Funding Agency. The Sports Hall would include a gym and lecture hall facilities and was expected to be in place by September 2014 to support the introduction of a range of sports science courses at the College, as well as increased community use of the campus facilities. Sam Parrett was pleased to note that the College had established a partnership with Canterbury Christ Church University which would expand the Higher Education offer of the College. The College was also working to establish a University Technical College and hoped to develop this in the area of Health and Life Sciences.

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. The Chamber's website would shortly be updated to include more business advice and make it easier for local businesses to access procurement opportunities with Local Authorities.

Suzanne Sharp, NewsQuest noted that the number of recruitment opportunities advertised through the recruitment service was equal to the same period in 2012. The News Shopper had a dedicated platform for Education and Training and a wide ranging readership which could support public awareness of partner initiatives and business opportunities.

Adrian Hollands, Baker Tilly Tax and Accounting Limited confirmed that a refurbishment of his offices had recently been completed. Clients of the firm continued to report difficulty in obtaining loans from banks, which was a major barrier to business investment and growth.

Robert Innes, Skills Funding Agency noted the need to raise awareness of the London Enterprise Panel, which was the Local Enterprise Partnership for London.

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. In the Summer Term 2013, 44 courses were offered to jobseekers. This had resulted in 352 enrolments, 80% of which were by Bromley residents. Key areas for training included IT, office skills, adult social care, retail and CV writing. A short course was also being offered to support people to use the Jobcentre Plus universal job match website which had resulted in over 100 enrolments. The work club at the Kentwood Centre ran two mornings per week and would continue throughout the summer break.

RESOLVED that the updates be noted.

7 ANY OTHER BUSINESS

The Head of Town Centre Management and Business Support advised members of the Partnership that a new National start up loan scheme was available to young people aged 18-30 years to support them to start their own businesses.

RESOLVED that the issue raised be noted.

8 DATES OF FUTURE MEETINGS

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

The Meeting ended at 5.39 pm

Chairman

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BROMLEY ECONOMIC PARTNERSHIP

Meeting: Economic Partnership
Date: 8th October 2013
Subject: Town Centre Development Programme Update
Authors: Kevin Munnelly, Head of Renewal
kevin.munnelly@bromley.gov.uk , Tel No: 0208 313 4582

1. Recommendations.

The Partnership is asked to:- note the contents of the Town Centre Development Programme update provided to Renewal and Recreation PDS Committee on 18th September 2013 (see **Appendix A**).

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Report No.
DRR13/120

London Borough of Bromley

PART ONE - PUBLIC

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

Date: 18th September 2013

Decision Type: Non-Urgent Executive Non-Key

Title: TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE

Contact Officer: Kevin Munnely, Head of Renewal
Tel: 020 8313 4519 E-mail: kevin.munnely@bromley.gov.uk

Chief Officer: Marc Hume, Director, Regeneration and Transformation

Ward: All Wards

1. Reason for report

1.1 To update Members of progress on delivering the Town Centres Development Programme

2. RECOMMENDATION(S)

2.1 Members are asked to note the progress on the delivery of the Town Centres Development Programme

Corporate Policy

1. Policy Status: Existing Policy: Bromley Town Area Action Plan
 2. BBB Priority: Vibrant, Thriving Town Centres:
-

Financial

1. Cost of proposal: NA
 2. Ongoing costs: Non-Recurring Cost:
 3. Budget head/performance centre: Renewal
 4. Total current budget for this head: £164K
 5. Source of funding: Local Public Sector Agreement Reward Grant (LPSA), earmarked reserve for Town Centre Development
-

Staff

1. Number of staff (current and additional): 4
 2. If from existing staff resources, number of staff hours:
-

Legal

1. Legal Requirement: Non-Statutory - Government Guidance:
 2. Call-in: Applicable:
-

Customer Impact

1. Estimated number of users/beneficiaries (current and projected): Borough-wide
-

Ward Councillor Views

1. Have Ward Councillors been asked for comments? No
2. Summary of Ward Councillors comments: No Comments Received

3. COMMENTARY

Development Programme

- 3.1 Attached as **Appendix 1** is an update on the progress that has been made in delivering each of the individual projects that make up the Development Programme. Members are asked to note the following key milestones that have been achieved since the last update report to the R&R PDS.

Churchill Place (Site G) Update

- 3.2 Members at the Executive meeting on 24th July 2013 agreed that Muse Developments should be awarded the status of preferred development partner and that the Council enter into an exclusivity agreement for a period of 12 months. This agreement is currently being drafted and is subject to on-going discussions as a prelude to further negotiations, which if successful, would lead to completion of Heads of Terms and the signing of a development agreement. In this period both parties will work together to refine the scheme proposal and commence the planning design. This period would also allow crucial commercial/risk matters determining scheme viability and deliverability to be pursued and concluded.
- 3.3 Officers are currently assessing the financial appraisal and cost/revenue assumptions that underpin the development proposal. Initial assessments would suggest that some form of Council investment, particularly around land acquisitions, will be required to secure the full implementation of the master plan proposal. The site acquisition costs for the first phase of the Masterplan have been estimated at £37M.
- 3.4 The Council's development advisors Montagu Evans are preparing a detailed assessment of Muse's development appraisal and assumptions and this will provide the Council with a full suite of investment options. In summary, the Montagu Evans report makes the following high level observations on the development proposal:
- From experience of this project and others we have been involved in with Muse, we believe them to be an excellent partner for long term projects being delivered in partnership with a local authority;
 - Muse and particularly their architect, Holder Mathias, have brought forward a comprehensive design and masterplan solution that responds very well to the Council's brief.
 - Presently, the risks of deliverability appear to be largely focused around 3 elements:
 - **Site Assembly**
 - **Viability**
 - **Anchor Store**
 - It is obvious from the work undertaken by Muse that if they delivered a scheme in accordance with their proposals, meeting their qualitative ambitions and it was sufficiently complementary to the Glades/existing Bromley offer, that it would be to the betterment of the Town. Without this level of significant investment, there is a real danger that Bromley will fall down the retail rankings as the affluent catchment go elsewhere for their retail and leisure experience.
- 3.5 A wider business case is also being prepared that will examine the wider financial and non-financial benefits that will arise from a successful development.

4. POLICY IMPLICATIONS

4.1 Work delivering the Town Centres Development Programme is entirely consistent with Policy Objectives set out in Building A Better Bromley 2011-2012 and the Renewal & Recreation Portfolio Business Plan 2013/14. The work of the Renewal team links to the Building a Better Bromley priorities by working towards the provision of Vibrant and Thriving Town Centres.

5. FINANCIAL IMPLICATIONS

5.1 In May 2012 Executive agreed that additional funding of £150k be set aside from uncommitted PSA/LAA reward grant monies to fund specialist legal and development advice. This was required to support the appointment of a preferred development partner and bring to a conclusion a development agreement for Site G. This funding was combined with the balance of £83k remaining from the Town Centre Development Programme, to provide a total budget of £233k. To date £69k has been spent/committed, leaving an uncommitted balance of £164k to fund specialist advice for the remaining part of the procurement process.

6. LEGAL IMPLICATIONS

6.1 None for the purposes of this report.

7. PERSONNEL IMPLICATIONS

7.1 None for the purposes of this report

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

DRR 13/120 - Appendix 1 - Town Centres Individual Site Updates – September 2013

Site	Lead Officer	Background	Position Statement
<u>Bromley</u>			
Site A: Bromley North	Network Rail The Council Linden Homes Lead: KM	<p>The Council has received the judgement with regards the Statutory Challenge to Policy OSA. An Order was issued that quashes Policy OSA in its entirety. It requires the Council to prepare, publish, consult upon and promote a new policy for the OSA site.</p> <p>It is proposed that this be dealt with in the forthcoming Local Plan, as it is at an appropriate stage of development.</p>	<p>Position</p> <p>A strategic option to re-examine land uses for the redevelopment of the Bromley North Station site was included in the papers approved for consultation purposes the LDF Sub-committee in December 2012 and the Development Control Committee in January 2013.</p> <p>Officers are continuing to work with TfL to examine the business case underpinning a potential extension of the DLR to Bromley North. TfL have appointed consultants to undertake economic and design feasibility and viability assessments of a number of options and these are due to report in the Autumn.</p>
Site B: Tweedy Rd	The Council Lead: KM /HH	<p>The AAP states that the site could accommodate a scheme for around 70 residential units.</p> <p>One option being examined is a short term car park use, to meet a drop in overall capacity whilst the Hill MSCP is refurbished and Westmoreland MSCP is redeveloped.</p>	<p>Position</p> <p>It is being used as a (temporary) compound for storing materials and plant relating to Bromley North Village for a two year period before being returned to its existing use.</p>

		Further work undertaken concerning a temporary parking option for the site (approx 100 spaces) is underway. The traffic model is now available to assess the impact of any future use on the A21.	
Site C: Town Hall	The Council Lead: HH	Site allocated for mixed use development comprising Hotel and/or offices.	Position Heads of Terms have been agreed and negotiations on the detailed terms of the agreement for lease and the leases have now been completed. A report seeking authority to enter into the agreements is to be considered by the Council's Executive Committee on 11 th September 2013. Cathedral will aim to submit their planning application within 6 months of entering into the conditional contract. They aim to start on site in the summer of 2014 and to open the hotel and conference centre in late 2015.
Site F: Civic Centre	The Council Lead: HH	Following a review of the options, it has been agreed that in the short term, up to 2015, the Council will concentrate on meeting its accommodation needs through the more efficient use of the campus site, undertaking limited investment in maintenance. Anne Springman and Joseph Lancaster blocks have been vacated.	Position A report on options for the short term use of Ann Springman and Joseph Lancaster blocks is being prepared for consideration by the Executive.
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.	Position See main report

		AAP Inspector recommended that a Masterplan should be prepared for the site and adopted by the Council as supplementary planning guidance.	
Site J: Bromley South	Network Rail Lead: KM	Network Rail is improving the station, in particular; access. Improvements will cover drop off facilities, disabled access, internal layout, repairs and refurbishment of the building.	Position Timescale: Lifts have been operational since early September and the new ticket office and entrance hall is now completed. Work is also progressing on establishing a permanent kiss and drop off point on the Waitrose access road as part of the Outer London Fund round 2 allocations.
Site K: Westmoreland Road car park	The Council Lead: HH	Mixed use development site comprising cinema, A3/4/5 uses, residential, hotel and re-provision of public car parking. Cathedral Group selected as the Council's development partner in December 2008 after a competitive process. The proposal includes a multi-screen cinema, 200 residential units, 130 bedroom hotel, restaurants and cafes, plus associated parking and public realm enhancements.	Position Work is progressing in accordance with the programme plan and is due for completion by Autumn 2015.
Site L: Former DHSS	Land Securities /Trillium Bromley Christian Centre. Lead: KM	The AAP Policy seeks a comprehensive redevelopment of the Crown Buildings and the adjacent Bromley Christian Centre Site. The Policy seeks a mixed use scheme including hotel, residential and replacement of office floorspace.	Position Telereal Trillium, the owners of the Crown Buildings are considering resubmitting a planning application for a mix use scheme consisting of offices and apartments.

<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 now underway in east Street and High Street. The scheduled finish is winter 2014, with a break in works in December 2013 to avoid works during the busy Christmas retail period.</p> <p>A significant issue with a water main in High Street has caused some early difficulties, but LBB are in negotiation with Thames Water over possible solutions.</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>Discussions are on-going with the designers and block manufactures to identify the cause of the failures and a permanent solution. In the short term the main area has been resurfaced in 'tarmac' to maintain safety. Permanent repairs are due to be completed in 2013</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.	Caroe Architecture have been appointed as the specialist conservation architect lead for a multi-disciplinary design team to develop detailed designs to support a second round application to the Heritage Lottery Fund. Redman Partnership have also been appointed and will have responsibility for the museum exhibition and interpretation design for the project. Designs are currently being developed to RIBA Stage C. A report outlining project progress is being considered by the Executive in October 2013. Due to some of the findings of the survey work undertaken, it is now expected that the second round application will be made in March 2013.
Beckenham			
Public Realm Improvements	Lead: KM	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. This is supported by the inclusion in the LIP of an indicative sum of £150k of TfL funding for scheme development in 2013/14.	Position To be reported.

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
Office and Employment Floorspace.			
Office Floorspace	Lead Various	<p>The AAP makes provision for 7,000 sq metres of additional office floorspace in the Plan period. This was allocated on Opportunity Site A (2,000) and Opportunity Site C (5,000).</p> <p>Given the revised policy position for Site A and the possibility that Site C could be redeveloped as a hotel, there is a concern that there could be insufficient provision made for future office employment growth in the town.</p> <p>DTZ 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>An office workshop took place on 17th July 2013 as part of the launch of the summer edition of the Invest Bromley magazine. The event was well attended by a selection of local and national property agents and local businesses. As part of the Local Plan review the Council is proposing to re-examine the office policy in Bromley town centre with a view to designating an office core around Bromley South Station.</p> <p>The Council is also considering promoting an Article 4 Direction on offices in Bromley town centre to restrict their permitted development right to convert to residential.</p>

BROMLEY ECONOMIC PARTNERSHIP

Meeting:	Economic Partnership
Date:	8 th October 2013
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 1st Quarter 2013/14.
- 1.2 Note and endorse the plans for Town Centre Management and Business Support activity during the next quarter.

2. Summary of Activities – June to August 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. During July the BID took on a temporary manager to start delivering some of the projects and oversee the setting up of internal management and finance systems. A sub group of the Board was established to oversee the financial aspects of the BID and this has been chaired on a temporary basis by the Head of Town Centre Management & Business Support – and has also at times included representatives from Liberata (the agency tasked with collecting the BID levy). During the summer the Board has been running a recruitment campaign for the appointment of a permanent manager. Interviews took place in late August and a permanent incumbent has now been offered the role, and subject to contract will be starting in early October.

2.3 As the Council's intensive involvement in the Orpington BID project comes to an end, officers have been exploring the feasibility of extending the BID model to other towns in the borough, particularly the other 2 large towns, Bromley and Beckenham. Business Rates data has been used to model potential financial gains for these towns and TCMs have undertaken some initial consultation with selected business stakeholders in each town centre. The findings of the feasibility study and recommendations for action will be reported to Council Members during latter part of the autumn.

2.4 **Environmental Issues**

2.5 During the summer, 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 The Beckenham Town Centre Manager worked alongside colleagues in ECS Area Management and Direct Line to organise a community clean up day in the town in early August.

2.7 **Vacant Units**

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

Beckenham – 11 units empty – 4.9% vacancy rate (April count)

Bromley – 30 units empty – 8.2% vacancy rate (July count)

Orpington – 21 units empty (8 in the Walnuts) – 8% vacancy rate (April count)

Penge – 9 units empty – 5.9% vacancy rate (July count)

NB For comparison, the National vacancy rate is around 14.1% (Source: Local Data Company)

2.9 TCM have been engaging 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.

2.10 **Beckenham Town Team**

2.11 Officers have been working on implementation of short term improvements to Beckenham Town Centre following the recommendations agreed by the Beckenham & West Wickham PDS Working Group – including the installation of a new town centre sign (unveiled at a ceremony on 6 July) and planning for the launch of a new town heritage trail – taking place on 19 October. The Town Centre Manager has been working closely with the new Beckenham Town Centre Team to develop draft terms of reference and a business plan – with its first formal meeting involving all stakeholders taking place on 26 September.

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.

Applications to the Fund are in preparation or pending decision for

- Biggin Hill
- Coney Hall
- Hayes, Station Approach
- Hayes Village
- Penge

Projects funded by the scheme are being implemented for:

- Chislehurst, High Street and Belmont Parade – including new Christmas lights, village sign, 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
- Cray Valley – provision of street lamp banners to promote Cray Festival
- Keston - Village Sign which was installed and unveiled in September

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

2.14 **Bromley North Village Improvement Works**

2.15 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. This included the coordinating of a public event and a business event in mid-July to provide detailed information on the changes and the potential impact of the different phases of the project. The TCM has also been in touch with the Valuation Office and secured a reduction in Business Rates for businesses in the most affected streets – and provided information to businesses about appealing this settlement. Close contact is being maintained with the businesses affected, including the email dispatch of a weekly project status bulletin.

2.16 **Events**

- 2.17 In Bromley the innovative installation of an artificial lawn forming a green link between the High Street and Church House Gardens has formed the background for a range events and activities delivered by the Town Centre Management Team. Between mid July to end of September the 'High Street Garden' activities have included sports and martial arts displays and demonstrations, children's art and craft sessions, storytelling, dance workshops, live music and special promotions from local businesses and community groups. The initiative is supported by the Mayor of London's Outer London Fund.
- 2.18 On Sunday 1 September, the summer activities on the grass were brought to a climax with a family entertainment day entitled 'Are you Bromley's future?' The event included an outdoor cinema, inflatable bowling alley, play sandpits, a "Magical Garden", balloon modelling and storytelling, craft workshops, music and dance performances, martial arts display, and a Pimms Hut. Models and plans for Bromley's future were also on display in a pop-up exhibition area. As with the 'High Street Garden' this event was supported by the Mayor of London. This event replaces the originally planned HG Wells / Heritage autumn event which was deemed impractical to deliver at this time due to access issues arising from the Bromley North Village works.
- 2.19 The Beckenham Town Centre Manager assisted with the coordination of an unveiling event for the new Beckenham town signs on Thornton's corner and Memorial Roundabout on 6 July. Following the success of the Beckenham Local Produce Market and event in May, a follow up market on Beckenham Green was

organised in partnership with Copers Cope Residents Association (CCARA) and the Beckenham Town Centre Team on 3 August. The event included entertainment and music to help draw in additional footfall. Also in August, the Beckenham Business Association delivered a successful shop window display competition, for the second year running, in association with the Town Centre Manager.

2.20 In Penge a new 'pop up market' in Maple Road was launched on 27 July with a follow up markets on 24 August and 21 September. The first two markets were considered such as success for the traders and for the town that plans are in hand to run these markets on a more regular basis.

2.21 **Business Support Programme**

2.22 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 number of workshops and webinars running over the summer. Further information about the programme is being promoted on the Council website: www.bromley.gov.uk/businessgrowthclub.

2.23 The Growth Club was promoted along side other business-relevant Council services at the Bromley Council stand at the Bromley Business Expo in June – which was attended by hundreds of local businesses.

2.24 **Priorities for the Town Centre Management & Business Support Team from October to December 2013**

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 developing and supporting the Beckenham Town Centre Team, and establishing a town-wide partnership body for Bromley town centre – with a first meeting of stakeholders planned for 22 October.
- Continue to support the Orpington 1st BID through officer representation on the BID Board.
- Following the summer's consultation and feasibility work for a possible BID proposal for Beckenham and Bromley, formulating a strategy for implementation of further BIDs – for presentation of the options and issues to Councillors.
- Continue to take a leading role in business liaison and communications in respect of the major improvement works for Bromley North Village.
- Leading on Town Centre Management elements of the short term improvements programme for Beckenham – including facilitating the launch of the new heritage trail. Facilitating the work of the Beckenham Town Team in developing new improvement proposals for potential funding from the scheme.
- Preparation and delivery of the events programme across the borough including markets in Beckenham and Penge – but also Christmas lights switch on events and celebrations in each of the managed town centres during November and

December. The TCM team will also coordinate the now annual display of Poppies in Bromley for commemoration during early November.

- Manage existing contracts for the successful display of Christmas lights in Bromley, Orpington and Penge, and finalise arrangements for delivery of lights displays in Beckenham and smaller town centres.
- Continue to guide and promote the Bromley Business GrowthCLUB programme, including evaluation of the programme which completes in January 2014.
- Maintain regular business communication channels and publications – including the business e-bulletin and promotion of the Bromley Business Guide and Directory (2013/14 edition). 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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