



THE LONDON BOROUGH
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DATE: 30 June 2014

To: Members of the
BROMLEY ECONOMIC PARTNERSHIP

Councillor Peter Morgan (Chairman) London Borough of Bromley

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
Andrew Lunn	National Apprenticeship Service
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
Martin Price	Orpington 1st BID Company
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 **TUESDAY 8 JULY 2014 AT 4.00 PM** *

***PLEASE NOTE STARTING TIME**

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

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 - c BROMLEY YOUTH EMPLOYMENT PROJECT ROUND 2 (VERBAL UPDATE)**
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- 9 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)**
 - d COMMUNITY LINKS BROMLEY (VERBAL UPDATE)**
 - e GENERAL NEWS ROUND (VERBAL UPDATE)**
- 10 BROMLEY ECONOMIC PARTNERSHIP WORK PROGRAMME 2014/15 (VERBAL UPDATE)**
- 11 ANY OTHER BUSINESS**
- 12 DATES OF FUTURE MEETINGS**
 - 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 10 April 2014

Present:

Councillor Peter Morgan (Chairman)

Karen Hine, Baker Tilly Tax and Accounting Limited

Colin Maclean, Community Links Bromley

Martin Pinnell, LBB Head of Town Centre Management and Business Support

Suzanne Sharp, NewsQuest

Katy Woolcott, London Biggin Hill Airport

Also Present:

Carol Arnfield, Bromley Adult Education College

Sharon Baldwin, Manager, Orpington 1st BID Company

Dave Freeborn, George Proctor & Partners

Paula Heffernan, Jobcentre Plus

Lesley Holland, LBB Operations Manager, Bromley Education Business Partnership

Stella Marshall, LBB Youth Support Programme Development Officer

Kevin Munnely, LBB Head of Town Centre Renewal

Kevin Neun, Acorn Commercial

Paul Symonds, LBB Assistant Director: Transport and Highways

Rob Vale, LBB Trading Standards Manager

1 APOLOGIES FOR ABSENCE

Apologies had been received from Bek Bekir – National Apprenticeships Service, Neville Cavendish – Jobcentre Plus, Jeff East – Acorn Commercial, Robert Goddard – Thackray Williams Solicitors LLP, Mark Henderson – MSE UK, Jim Kehoe – LBB Chief Planner, Mike Lewis – Michael Rogers LLP, Andrew Lunn – National Apprenticeships Service, May Manuel – Head of Planning Strategy and Projects, Marc Myers – intu Bromley, Steve Nelson – South East London Chamber of Commerce, Sam Parrett – Bromley College of Further and Higher Education, Martin Price – Orpington 1st BID, Robert Sargent – Acorn Commercial and Donna Still – Federation of Small Businesses.

2 MINUTES OF THE MEETING HELD ON 14TH JANUARY 2014 AND MATTERS ARISING

In considering matters arising from the previous meeting, the Chairman confirmed that work undertaken around the potential to develop a Business Improvement District or other form of cross-working between businesses based in the area around Worsley Bridge Road would be reported to the next meeting of the Partnership. 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 would be referred to the Bromley BID Task Group moving forward.

Colin Maclean, Community Links Bromley, was pleased to announce that Bromley's Corporate Social Responsibility Expo had been held on 13th March 2014 at Bromley Civic Centre. This event had showcased the voluntary sector in the Borough and support the development of links between local businesses and third sector organisations. Feedback from the event had been very positive and work was currently being undertaken to evaluate the impact of the event and identify how links between local businesses and third sector organisations had developed. Colin Maclean thanked all those who had helped make the event such a success, including the Local Authority.

RESOLVED that the minutes of the meeting held on 14th January 2014 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) MAJOR TRANSPORT PROJECTS IMPACTING BROMLEY
 BOROUGH**

Paul Symonds, Assistant Director: Transport and Highways provided an update on major transport projects impacting Bromley Borough.

It was an existing corporate priority to lobby for the extension of the Docklands Light Railway to Bromley North, which would improve connectivity to Canary Wharf for Bromley residents and help reduce commuter pressure on Victoria and London Bridge Stations. Transport for London had undertaken evaluation studies of the scheme, and no decision on funding for the £800m scheme had yet been made, but the cost benefit analysis would be critical, with Transport for London seeking added value of 50% greater than cost for successful schemes.

Alternate rail schemes in the Borough included the extension of London Overground to Bromley North, which was significantly cheaper than the proposed extension of the Docklands Light Railway as it would use existing infrastructure and be relatively quick to deliver. The extension of the Bakerloo tube line to Hayes had also been proposed, which could include a link between Beckenham and Bromley North, and would require analysis by Transport for London on the usage of the Hayes (Kent) line.

The potential to extend the Croydon Tramlink from Beckenham Junction to Crystal Palace and, subsequently, to Bromley North, was also under consideration by Transport for London as a means of improving orbital connectivity.

Transport for London would be briefing the Mayor of London on the full range of proposed rail schemes across London in Spring 2014, and the Local Authority

would be meeting with Transport for London around the analysis of usage of the Hayes (Kent) line.

A number of road improvements were also planned for the Borough. A scheme to widen the A21 in the section between Masons Hill and Homesdale Road had been identified within Bromley's Local Plan. This could include the introduction of a tidal flow system in which an additional lane would be added for traffic flow in either direction, depending on demand. Modelling had also been undertaken at the junction of Widmore Road with Kentish Way with a view to increasing capacity.

In considering the range of proposed transport schemes, Sharon Baldwin, Orpington 1st BID Company suggested that the Croydon Tramlink be extended from New Addington to Biggin Hill to link in with the identification of London Biggin Hill Airport as a Strategic Outer London Development Centre in the London Plan. The potential to directly link Bromley North station with the South Eastern main line was also noted.

Dave Freeborn, George Proctor & Partners, queried if the pedestrian crossings had been reviewed at the junction of Masons Hill and Homesdale Road. The Assistant Director: Transport and Highways confirmed that Transport for London had undertaken a consultation regarding the junction and decided on revisions to pedestrian facilities, however there were no plans to remove the traffic island to the north of the junction.

The Chairman was concerned that the Shortlands Railway Bridge remained a traffic pinch point. The Assistant Director: Transport and Highways confirmed that any work to alleviate this issue would have to be taken forward as part of Network Rail's Investment Programme and would involve major works.

RESOLVED that the update be noted.

B) INTRODUCING THE NEW SAFER NEIGHBOURHOOD BOARD

Rob Vale, Trading Standards Manager provided an update on the introduction of the Bromley Safer Neighbourhood Board.

The Bromley Safer Neighbourhood Board had been launched in April 2014 and replaced the Bromley Community Engagement Forum. Sitting above ward panels and neighbourhood panels (which were clusters of ward panels), the Board comprised a wide range of stakeholders, including representatives of the emergency services and public health, and would be chaired by the Portfolio Holder for Public Protection and Safety.

The role of the Board was to engage with people who lived and work across the Borough, and ensure that communities were more closely involved in problem solving and crime prevention. To support this, the meetings of the Board would be held at a range of locations across the Borough, and an annual Crime Summit would be held. The Board had been allocated £25k for projects to reduce neighbourhood crime and increase community confidence, and would also be able

to apply for funding to deliver projects across the Borough that targeted the seven key neighbourhood crime types of the Mayor's Office for Policing and Crime.

In considering the update, the Chairman noted the need to ensure that the business community was represented on the Bromley Safer Neighbourhood Board. Sharon Baldwin, Orpington 1st BID Company queried how the work of the Business Crime Reduction Partnership would feed into the Board.

A briefing note on the Bromley Safer Neighbourhood Board is attached at **Appendix A**.

RESOLVED that the update be noted.

C) TOWN CENTRE DEVELOPMENT UPDATE

The Head of Town Centre Renewal gave an update around Town Centre Development across the Borough.

The London Mayor had recently proposed designating Bromley town centre as an opportunity area in recognition of its capacity to deliver new residential development and jobs as part of the Mayor's draft revisions to the London Plan. The Greater London Authority was developing a framework for the Crystal Palace area in relation to the proposed development at Crystal Palace park, which could increase investment in the area. Funding for future transport schemes in the Borough was also being considered, with the potential to link up Bromley with opportunity areas such as Old Kent Road to create a corridor of growth.

Progress was continuing across the sites that made up the Bromley Town Centre Area Action Plan.

The public realm improvements to Bromley North Village had been completed in East Street, White Hart Slip and Naval Walk. Work was progressing on schedule in the pedestrianised area of Market Square and High Street and it was expected that the full programme of public realm improvements would be completed in Winter 2014.

A funding bid to the Transport for London Major Scheme Allocation fund for 2014/15 to develop the Beckenham Town Centre scheme had been successful. The Beckenham Town Centre Working Group had been reconvened to provide design oversight and strategic guidance during the initial scheme design stage. Project Governance procedures were also being established to ensure successful delivery of the scheme design.

Growth and delivery plans continued to be developed for Bromley town centre, Biggin Hill and Cray Valley, which had been identified as key areas for growth in Bromley's Local Plan. The Local Authority continued to work with the Greater London Authority to identify development opportunities in Bromley town centre, with the potential to extend the Business Improvement Area. The Local Authority was also working with London Biggin Hill Airport to ensure that the planning

framework was flexible enough to support economic growth and infrastructure improvements related to the airport.

RESOLVED that the update be noted.

D) LOCAL PLAN DEVELOPMENT

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

The consultation on the draft policies and designations of Bromley's Local Plan had closed on 24th March 2014. The responses to the consultation were currently being considered and would be reported to Members in Summer 2014. Local residents, business owners and other stakeholders had been encouraged to respond to the consultation in a wide range of ways including via the Business E-Bulletin, town centre networks, the Orpington Expo, the Property Agents Forum, as well as through the Bromley Council website, local media, social media and residents associations

A consultation had recently taken place on the draft 'Further Alterations to the London Plan', with the Council agreeing its response at the meeting of the Council's Executive on 2nd April 2014. New permitted development rights had also been introduced from April 2014 which included a change of use from retail to residential, which was subject to a size limit. The Local Authority continued to monitor the change from office to residential space which was introduced in May 2013.

In considering the update, the Head of Town Centre Planning confirmed that approximately 11,000 square metres of office space had been lost to residential use since May 2013. This comprised mainly of one office development and some smaller poor quality office provision.

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 4 2013/14.

In Quarter 4 2013/14, the Town Centre Management and Business Support Service had worked to deliver a number of events in town centres including the 'Love your Local High Street' event in Beckenham and two town-wide business meetings in Bromley with a focus on the future of the town and the potential to introduce a Business Improvement District (BID). Environmental audits continued to be undertaken in town centres across the Borough, with community clean up days organised in partnership with business volunteers in Beckenham. Environmental monitoring in Bromley town centre had also been carried out to ensure that the Bromley North Village works were being carried out in a way that minimised the impact on the shopping environment as far as possible.

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. Discussions had been ongoing between the BID, Town Centre Management and Liberata about arrangements for the BID levy collection in 2014/15, and the BID was currently setting its budget and activity programme for the new financial year. The BID had taken over the running of the Orpington Walnuts public conveniences and, with a Local Authority grant, had refurbished the facilities to a high standard. Following a feasibility study undertaken around further BIDs being established in other town centres across the Borough, recommendations for action were reported to the meeting of the Council's Executive on 15th January 2014, and the Council's Executive had endorsed the setting aside of £110k from reserves to fund a project to introduce a BID to Bromley town centre.

The Bromley Town Business Growth Club had its final workshop in January 2014, and Officers had been undertaken a survey of programme users to help understand the impact of the programme on participating businesses. Officers had been working closely with other organisations to organise and host joint support events including a Start Up Loans event in January 2014 and a Financial Fitness for Business workshop in January 2014, co-hosted with Metrobank and the Institute of Chartered Accountants in England & Wales.

The Bromley North Village improvement works commenced in late July 2013 and were expected to run until November 2014. The works in Market Square had commenced in January 2014 and were expected to continue until Summer 2014. The Town Centre Manager for Bromley had been working closely with the Bromley North Village project team to help minimise disruption during the works and provide information to business owners and members of the public around the scheme, which included a weekly project status e-bulletin.

Future activities for the Town Centre Management and Business Support Service included engaging more with local businesses and town centre stakeholders, such as the Orpington 1st BID Company, the Beckenham Town Centre Team and the recently re-convened Beckenham Town Centre Working Group, as well as working closely with the forming Bromley BID Task Group to help engage with a wide cross-section of the town's businesses.

An events and activities programme for the managed town centres during 2014/15 would also be developed, and work would also be undertaken with partner organisations to develop a programme of support workshops and seminars for local businesses. Subject to Member approval, Officers would also commission procurement of Christmas lights services for the 2014 festive season in Bromley, Beckenham and Penge, and would make arrangements to transfer ownership of the Orpington lights to the Orpington 1st BID Company.

Other activities would include maintaining regular business communications channels and publications, including the business e-bulletin. Work with an external partner would also be undertaken to arrange for publication of the Bromley Business Guide for future years.

Members of the Partnership were advised that an opportunity was currently available through the 'Superconnected Cities' project, which offered businesses in London the opportunity to apply for up to £3k towards high-speed broadband until March 2015. Schemes were also running to support businesses affected by the recent floods, which could include a three month rebate on business rates as well as funding for flood resilience measures.

The Bromley Business Expo 2014 would be held on 18th June 2014 at Bromley Civic Centre and all members of the Partnership were invited to attend.

Sharon Baldwin, Orpington 1st BID Company outlined work currently being undertaken across Orpington Town Centre. The four themes of the Orpington 1st BID Company were Customers, Businesses, Access and Environment. A project was also in development to encourage young entrepreneurs who would be able to use 10 newly reconditioned offices in the town centre to establish their own businesses. It was also expected that the start date for development works at The Walnuts would be announced by the end of April 2014 which was hoped to encourage additional investment to the town centre.

RESOLVED that:

- 1) Recent work around Town Centre Management and Business Support in the 4th Quarter of 2013/14 be noted; and**
- 2) The plans for Town Centre Management and Business Support activity for the 1st Quarter of 2014/15 be noted.**

F) OUTER LONDON FUND

The Head of Town Centre Planning confirmed that projects funded by the Outer London Fund had been completed at the end of March 2013, including the transformation of green space at St Mark's Church, Bromley into a semi-public park. An event would be held at 5.30pm on Monday 14th April 2014 at the Churchill Theatre to showcase the full range of improvement works that had been carried out across the Borough.

RESOLVED that the update be noted.

**4 BROMLEY YOUTH EMPLOYMENT PROJECT ROUND 2 -
PRESENTATION BY BROMLEY EDUCATION BUSINESS
PARTNERSHIP**

Stella Marshall, Youth Support Programme Development Officer and Lesley Holland, Operations Manager, Bromley Education Business Partnership gave an update on the Bromley Youth Employment Project Round 2 which had been developed by Bromley Council to support sustainable employment opportunities for young people who were unemployed.

In Phase 1, Bromley College of Further and Higher Education had been commissioned to deliver 198 internship and apprenticeship opportunities for unemployed Bromley residents between 18 and 24 over a three year period from April 2013. The Star Project had supported a number of young people into internship and apprenticeship opportunities over the past year, but following the agreement of both parties, the contract had been terminated and the Bromley Education Business Partnership had been requested to undertake a review of the best way to support sustainable employment opportunities for young people who were unemployed into the future. A task and finish group had been established to review current options on youth employment which would report to Members at the end of April 2014.

As part of the review, the Bromley Education Business Partnership was consulting with a wide range of stakeholders, including business support organisations, Community Links, and the National Careers and Apprenticeship Services, as well as considering the findings of recently published reports around youth employment and apprenticeships.

Key findings of the review so far included the benefits of providing one-to-one support to employers to help them understand and engage with apprenticeships, the value of work experience for both young people and businesses, the employability skills of young people and the promotion apprenticeships in schools. The need for employers to have more control over the funding for their apprentices in place of providers had been raised as an issue, as well as the need for apprenticeships to be more accessible for both apprentices and employers. It had also been identified that existing support was often targeted at 16-17 year olds, and that there was a need to ensure the right provision was in place for 18-21 year olds to support them into sustainable employment.

In discussion, members of the Partnership raised a number of issues. It was important to make young people aware of the opportunities available in the voluntary and community sector. Young people seeking to move into sustained employment might also benefit from additional support and information provided through mentoring or a Bromley job fair. There was potential for schools to further support careers and employment guidance for their pupils by appointing a Governor responsible for employment.

RESOLVED that the update be noted.

5 UPDATE ON BECKENHAM INDUSTRIAL ESTATE - LAND USE AND PLANNING CHARGES

A briefing note providing an update on Beckenham Industrial Estate would be circulated to members of the Partnership following the meeting.

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) EMPLOYMENT/UNEMPLOYMENT TRENDS IN THE BOROUGH

Paula Heffernan, Jobcentre Plus was pleased to announce that Bromley had the second highest reduction in unemployment over the past 12 months across the London and Home Counties group, and continued to work to attain challenging targets to support more Bromley residents into sustained employment, with an emphasis on those who were long term unemployed.

The 'Digital Jobcentre' would be rolled out in Summer 2014 in preparation for the launch of Universal Credit. Jobcentre Plus continued to work closely with a wide range of stakeholders, including the Tackling Troubled Families team and the Leaving Care team, with the aim of working collaboratively across a full range of areas.

B) 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 continue to 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.

C) COMMERCIAL PROPERTY MARKET

Kevin Nuen, Acorn Commercial, gave an update on the commercial property market in the Borough. The market for office, industrial and retail space continued to improve. Retail space in town centres was increasingly being used to deliver a wider range of services to traditional retail, including fitness and learning services. There was increased interest in retail properties in Bromley North Village following the completion of public realm improvements.

Dave Freeborn, George Proctor & Partners, confirmed that there continued to be high demand for residential properties in the Borough.

RESOLVED that the updates be noted.

7 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
- Crystal Palace Park Development
- Use of CCTV Cameras

RESOLVED that the update be noted.

8 GENERAL NEWS ROUND

Carol Arnfield, Bromley Adult Education College, advised members of the Partnership that additional funding from the Skills Funding Agency had been provided to the College to support Jobcentre Plus clients for whom English was an additional language in improving their spoken and listening English skills.

Karen Hine, Baker Tilly Tax and Accounting Limited, confirmed that demand for tax and accounting services in the Borough remained stable and that there had been some growth in demand.

Suzanne Sharp, NewsQuest reported that an edition of the News Shopper Lifestyle Magazine, a high end publication targeted to local business owners, had been published in March 2014. Advertising sales across a range of products and services remained strong, including retail, motor vehicles, and property, excluding new homes.

RESOLVED that the update be noted.

9 ANY OTHER BUSINESS

There was no 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

The Meeting ended at 6.05 pm

Chairman

INTRODUCING THE NEW SAFER NEIGHBOURHOOD BOARD Briefing Note

The role of the Safer Neighbourhood Board is to act as the primary borough-level mechanism for local engagement. Its main aim is to ensure communities are more closely involved in problem solving and crime prevention, and the Mayor's Office for Policing and Crime has identified ten key functions for the Safer Neighbourhood Board which are set out below:

1. Establish policing priorities in the borough
2. Monitor crime performance and community confidence
3. Monitor complaints against the police
4. Monitor complaints from victims of crime
5. Provide assurance that a system of independent custody visiting is delivered
6. Identify local projects for Community payback
7. Ensure all wards have a ward panel
8. Oversee the Borough Independent Advisory Groups
9. Support Neighbourhood Watch
10. Ensure the stop and search monitoring function is delivered

The Board sits at the top of the community engagement landscape, above Neighbourhood Panels (clusters) and Ward Panels.

Although not a statutory organisation with no statutory powers, the Safer Neighbourhood Board will provide a key local accountability mechanism for the Mayor. The way this is delivered locally will be up to Board members.

Membership of the Board is decided locally and should consist of a diverse representation. Currently, the membership will include representations which include:

- Bromley Economic Partnership
- Faith Group
- Independent Advisory Group
- LB Bromley
- Mayor's Office for Policing and Crime
- Met Police
- Payback
- Police Custody Visitor Group
- Probation
- Representation from minority groups
- Reps from each of the clusters
- Residents Associations
- Safer Neighbourhood Panels
- Victim Support
- Youth

An initial meeting has been held to review membership and terms of reference. The date for the first meeting proper has not yet been set.

The Safer Neighbourhood Board has been allocated £25,000 for projects which aim to reduce neighbourhood crime and increase community confidence.

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BROMLEY ECONOMIC PARTNERSHIP

Meeting: Economic Partnership
Date: 8th July 2014
Subject: Marketing Bromley - Initial Project Proposal
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 Provide their comments on the initial project proposal.

2. Marketing of the borough as a business location

2.1 Introduction

2.2 The Borough of Bromley has a lot going for it in terms of a business location: Excellent transport links; Strong and vibrant business community; High quality of life; Relatively low rents and property costs; High educational attainment; Plenty of green spaces and leisure opportunities to make it a great place to live, work and do business. All in all a compelling investment opportunity.

2.3 The problem is that Bromley is yet to appear on the map for many retailers, corporate businesses and those in the property and development community. This discussion paper sets out the parameters for a possible project to market the borough – to ensure Bromley as a business location is comprehensively and proactively marketed, and that businesses seeking opportunities for growth in London and the South East are fully aware of the borough's advantages.

3. Scope of project

3.1 The project could have the following parameters and deliverables:

3.2 Develop and deliver a strategy for ensuring that positive messages about Bromley are delivered to the decision makers at the businesses we want to see represented in the borough, and proactively encourage new investment in the borough.

3.3 The strategy would need to incorporate a number of elements but could include:

- Collating and managing key data about the borough and its town centres
- Drawing up a target list of retailers and other businesses desirable to ensure right mix for our local economy and town centres
- Producing high quality materials (e.g. website, brochures, briefing papers etc) presenting the borough proposition

- Raising awareness in the market through targeted PR and email newsletters
- Representing the borough at key events in the property / retail calendar
- Maintaining awareness of empty properties and site opportunities and matching these opportunities with potential inward investors
- Developing and exploiting close working links with property agents, developers and managing agents for shopping centres, both within and outside the borough.

3.4 Target audience for the marketing strategy would be existing businesses outside the borough, particularly retailers who would provide added value to our town centres, property agencies and developers.

3.5 Deliver the strategy over a 6 – 12 month period, with a review at 6 months against agreed Key Performance Indicators

3.6 Key Performance Indicators for the project would include number of external businesses contacted, number of these businesses expressing an interest in Bromley, number of businesses actually locating in the borough following contact through the project.

3.7 The project would probably be best delivered through a contract with a specialist marketing agency or a commercial property agent, who could bring to the project a range of relevant skills, expertise and ready-made contacts with decision makers in the property and retail industry.

3.8 Potential costs

3.9 Depending on what might be included in the strategy – but could range from £50k to £100 for the year. The higher figure would be more likely if the delivery was to include attendance at specialist industry events (e.g. MAPIC or MIPIM).

3.10 Sources of funding

3.11 It would be expected that the bulk of funding would have to come from a Council capital fund – which would require authorisation from the Council’s Executive. The potential for the project to bring a financial return on investment would be through potential business rates growth (for which the Council would take a share of the growth) – but this is would play out over a longer period than 12 months of the project. The more immediate return on investment for the Council would be through an increased level of occupancy for our retail and commercial property which would help to build up the vibrancy of the local economy and our town centres.

3.12 Given that a more coordinated approach to marketing of Bromley’s proposition and its retail and commercial properties would be of great benefit to both landlords and commercial property agents operating in the borough, we would seek a contribution towards this project from the agents and landlords, who would in return receive acknowledgement and visibility as sponsors.

3.13 Next steps (with indicative timescales)

July – August 2014: Informal consultation with interested parties – including the Bromley Economic Partnership and the Commercial Property Agents Forum.

September 2014: A proposal paper to be submitted for consideration by the Council's Cabinet.

October / November 2014: A committee report to formally request Council funding to be submitted to the Council's Executive Committee.

November 2014 – January 2015: Tendering contract for project

February 2015: Commencement of project

3.14 Questions for discussion

- Is this a legitimate use of public money ? What are the advantages of the Council stepping in to fund a project of this nature as opposed to leaving it to the agents and the market?
- Do other Councils do something similar and if so how and with what success?
- Should the focus of the project just be on retail premises, or other types of property and businesses?
- If the latter, should the project involve attracting developers to redevelop older office stock?
- Should an element of the project fees be on the basis of payment by results?
- How could suggested Key Performance Indicators (KPIs) be improved or added to?
- Could local commercial agents be persuaded to contribute financially or in other ways? What about role and contribution of managing agents for shopping centres (Intu and Walnuts)?

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BROMLEY ECONOMIC PARTNERSHIP

Meeting:	Economic Partnership
Date:	8 th July 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 1st Quarter 2014/15.
- 1.2 Note and endorse the plans for Town Centre Management and Business Support activity during the next quarter.

2. Summary of Activities – April to June 2014

2.1 Proposed Bromley Bid

2.2 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 Council Executive meeting, where the Executive endorsed the setting aside of £110k from reserves to fund a project to introduce BIDs to Bromley town centre.

2.3 At the 1 April 2014 R&R PDS meeting, a follow up report on the proposed BID was provided to Council Members. This recommended that the method of delivery for the project should be business-led and that therefore a BID working group should be formed of people representative of the whole town centre in terms of its various geographical quarters and different types and sizes of business. Members approved of the formation of the BID Working Group and that a grant of up to £90k be provided to this Group subject to an agreement which stipulated a funding schedule conditional upon the Group meeting certain project milestones. Mr Marc Myers, the new General Manager of Intu Bromley (formerly The Glades) Shopping Centre, was appointed as the Chair of the Working Group, and is ideally placed to lead on the project as he is the retiring Chair of Ilford BID – with which he has been involved for a number of years including through its recent renewal ballot – and also sits on the national Board of British BIDs.

2.4 Since April, much work has gone into building a BID working group and putting in place governance arrangements – a pre-requisite for any grant agreement to become operational. In doing so the Chairman has been mindful of the need to ensure the group is representative of the full range of potential levy-paying

businesses operating in the town – and to co-opt business owners and managers with a depth of knowledge of the needs of the town centre. In addition the Working Group has been augmented by a group of non-voting advisers representing users of the town such as residents, voluntary sector bodies and churches. The Working Group, although still looking to recruit from certain sectors and areas of the town, has already met twice and recently signed off its governance arrangements and will shortly appoint a delivery partner – subject to the finalisation of the Council’s grant agreement, which is expected before end of June.

2.5 Originally the timescale for the Bromley BID proposal to go to ballot was in February 2015. However, due to concerns raised in the most recent BID Working Group meeting that this would still be too soon after the severe disruptions experienced by businesses due to the Bromley North Improvement Works, a re-scheduling of the project timescale has been agreed. There are only a few times during the year when a BID ballot does not clash with significant activities in the business calendar (e.g. Christmas, Summer Holidays, etc): Generally the best times for a BID Ballot are Feb / March, June / early July or October / early November. Although a June 2015 date for the ballot was considered, it is noted that this would entail having a campaign period running parallel with a General Election (May 2015) which may cause some confusion. Therefore the Working Group are now aiming for an October 2015 ballot, with a view to starting the BID (if successful) on 1 April 2016.

2.6 With this revised schedule in mind, the Working Group (with assistance from a delivery partner) will start to undertake the first two stages in BID development which is to complete the feasibility study started by LBB officers, followed by an in-depth consultation of at least 45% of the potential levy payers to understand the issues for the town centre, which could potentially be tackled by a BID in the future. An Council Officer project group has been formed to provide coordination of the Council’s response to the Local Authority requirements of the project as it moves forward. The results of the BID consultation and a draft Bromley BID Proposal are expected to be available in early 2015 – at which time a further update on the project will be reported to Councillors.

2.7 Orpington BID

2.8 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. The BID refurbished the Orpington Walnuts public conveniences and have been running the facilities since March. Bills for the 2014/15 BID levy have been issued and the BID has been finalising its budget and activity programme for the new financial year. Alongside the existing offer the 2014/15 proposed programme includes the launch of a joint purchasing initiative to help BID members save money, environmental improvements to the High Street, a social media campaign, specialist markets and promotions, an inward investment campaign and major events (such a Fun in the Park event to coincide with Father’s Day in June, a Summer bunting festival throughout the summer, and a Christmas spectacular planned for late November).

2.9 Vacant Units

2.10 Vacancy rate summary 2011-2014
(Source: Local Data Company)

2.11 Vacancy rates shown as a % of all retail units

TOWN	Jan 11	Feb / Mar 11	Jun / Jul 11	Dec 11	Jan 12	Mar 12	May 12	Oct / Nov 12	May / Jun 13	Nov / Dec 13	Apr / May 14
Beckenham			9.6	9.4			9.5	8.4	9.5	9.1	
Bromley			10.3	9.3			9.5	10.1	11.8	11.3	12.8
Orpington		13.3				14.2			12		15.5
Penge		8.7			5				7.4		8.1
National (GB)	14.5			14.3			14.5	14.4	14.1	14.1	13.5

Notes

1. Local Data Company (LDC) survey the furthest extent of the towns as defined by DCLG boundaries including more peripheral areas and buildings not included in TCM surveys and also areas more prone to high vacancies. The boundaries for the LDC surveys for Bromley are being reviewed in the light of local boundaries for the town centres (e.g. Orpington BID boundary) and should be available for the next TCM Update report to Members.
2. For Bromley Town Centre the overall vacancy figure for the Retail Core masks some differences between the different sections of the town. In May 2014 there were 62 vacant units out of a total of 507 (including both retail and leisure) giving a 12.2% rate. This breaks down as follows:

Area	No of units	Vacant units	Rate %
High Street	351	37	10.5
Intu Bromley	138	21	15.2
The Mall	18	4	22.2

3. Similarly for Orpington Town Centre there are 255 units (both retail and leisure) which are surveyed by LDC – of which 39 are vacant, giving a rate of 15.3%. However this breaks down as follows:

Area	No of units	Vacant units	Rate %
High Street	203	27	13.3
Walnuts Shopping Centre	52	12	23

- 2.12 At the last PDS Committee Meeting Members asked for information about the level of churn – number of openings and closures within the main town centres. This information is summarised in the table below:

Openings & closures in retail core during last 12 months

TOWN	Openings	Closures	Net gain / loss	Notes
Beckenham	14	17	-3	
Bromley	66	68	-2	Majority of changes (gains and losses) have been in Comparison Retail.
Orpington	17	30	-13	Majority of gains in Leisure sector; Majority of losses in Comparison Retail
Penge	8	10	-2	

2.13 Local Parades Improvement Initiative Fund

2.14 Work has been ongoing to implement improvement project in various areas in response to bids to the Local Parades Improvement Initiative Fund.

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. Mostly completed.
- Biggin Hill – Christmas lights, tree pit for Christmas tree, noticeboards and flower towers. A grant has been provided to the Business Association.
- Chatterton Village – flower towers and hanging baskets. Installation completed.
- Chislehurst, High Street and Belmont Parade – including new Christmas lights (which were installed and working over 2013 Christmas period), village signs, community notice boards, resurfacing of alleyways and a deep clean. This project is ongoing.
- Clockhouse – including improvements to damaged shop frontage, a deep clean and upgraded litter bin. This project has recently received approval and will be started soon.
- 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. Consultation with traders and residents on parking changes is ongoing.
- Cray Valley – provision of street lamp banners to promote Cray Festival in 2013. Banner fixings will be reused in 2014 and future years.
- Hayes Village, The Street – including resurfacing of forecourt, improvement to frontage of village hall, street signs and new bins. Project ongoing.
- Hayes, Station Approach – new permanent Christmas tree, community noticeboards, repair to car park entrances and deep clean. Community notice boards awaiting planning approval.
- Keston - Village Sign completed. New planters and flower tower installed.
- Mottingham, Kimmeridge Cross – including new planters, hanging baskets, community noticeboards and benches. Project ongoing.
- Mottingham, High Street – funding for new Christmas lights agreed.
- Petts Wood – New Christmas lights – grant provided to Business Association.
- Penge – resurfacing of forecourts, new bins, new permanent Christmas tree and improved signage. Mostly completed but anti-pigeon measures to be confirmed.

2.15 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 £237k of the original £250k was authorised by the Portfolio Holder. Of this, £138k has already been spent in 2012/13 and 2013/14, the remainder committed or earmarked. There is therefore £13k remaining unallocated for projects in parades and small town centres not yet served by this programme. At the success of the programme the R&R Portfolio Holder has asked officers work up a proposal to the Council's Executive for the funding of a 2nd Round of the scheme.

2.16 Bromley North Village Improvement Works

2.17 The Bromley North Village improvement works are expected to run until November 2014. These continue to be complicated by the remedial work on Thames Water assets in the area. Works have been continuing in Market Square throughout this

quarter and are expected to continue there until late summer. The project is having 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 whole Bromley North area. The Town Centre Manager has been working closely with the Bromley North Village project team, including the contractor's Business Liaison Officer, 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 through the Council communications team.

2.18 Events

- 2.19 Due to reduced funding available, and restrictions on space in pedestrianized part of Bromley, there have been no public events taking place in Bromley and Penge town centres during the past quarter.
- 2.20 In April a French Market took place in Petts Wood and Beckenham – which was well supported and brought an additional 'continental' interest to these towns. Another very successful local produce market was organised in mid-May in partnership with the Copers Cope Area Residents Association and the Beckenham Business Association. The popular market on Beckenham Green was augmented with entertainment and a stall promoting businesses from across the town, along with a display caravan publicising the TfL funded plans for regeneration of the High Street.
- 2.21 Looking ahead to Christmas, for which a number of events are already in planning stage, the Town Centre Team has been running a Request for Quotes Procurement process during May and June to secure the services of a suitable contractor to install, de-install and maintain Christmas lights during the period from November 2014 to January 2015. The contract will include the supply of new lights and maintenance of existing ones in 8 town centres across the borough, 5 of which are being externally funded by local business groups / lights committees. It is expected that the contract will be finalised by early July.

2.22 Business Support Programme

- 2.23 Town Centre Management has continued to work closely with various organisations to ensure that there continues to be a programme of support and networking opportunities for local businesses. The events are organised without any financial subsidy from the Council – but rely on offering third parties free use of space, promotion via our networks and officer time. For example, on 11 June the Council hosted a joint ICEAW / MetroBank seminar at the Civic Centre to help businesses market themselves more effectively. On 18 June the Council Chamber and Committee Rooms became the venue for the first 'Bromley Means Business' Expo, with over 30 stands, seminars, one to one support surgeries and networking sessions – opened by the Mayor of Bromley and attracting hundreds of visitors.
- 2.24 In addition to events, the business support role of the team also involves ensuring free flow of information about support schemes of benefit to our businesses – e.g. the Government's £1000 discount off Business Rates for Retailers, or the £3000 voucher scheme to help businesses access faster broadband. One of the tools for

this is the bi-monthly Business e-Bulletin, re-launched in June with a new look, and emailed to over 3000 business addresses.

2.25 Business and Traders Group Liaison

- 2.26 In addition to the main town centre activities, the Town Centre Management team has maintained links, providing support and advice where required to a number of traders and town centre groups across the borough. As discussed in 1.2 the Town Centre Management team maintains direct links to the Orpington 1st BID through both formal and informal meetings.
- 2.27 The TCM for Beckenham has worked closely with the Beckenham Business Association (BBA) membership secretary to visit High Street traders door to door to raise awareness of the proposed regeneration scheme for the town and encourage sign-ups for the BBA. The TCM also coordinated a new format networking and information sharing breakfast meeting for BBA members and other local businesses – which took place at the end of April. Further BBA breakfast meetings are planned. A Penge Traders Association meeting also took place in June at which a number of issues were discussed – including how to improve the town’s environment and to attract inward investment.

2.28 Priorities for the Town Centre Management & Business Support Team from July to September 2014

- 2.29 The Town Centre Management & Business Support team’s main priorities for this quarter will be:
- Engaging with and strengthen partnerships with local businesses and other town centre stakeholders. We will continue support for the Beckenham Town Centre Team and the 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 continue to work closely with the forming Bromley BID Working Group and their delivery partners to help engage with a wide cross section of the towns businesses as the project moves forward. Officers in this team will play a lead role in the internal project group to ensure that the Local Authority role in developing the BID is coordinated.
 - Continue to support the Orpington 1st BID through officer representation on the BID Board, and will also be monitoring the BID Levy billing and recovery process for 2014/15.
 - Continue to take a leading role in business liaison and communications in respect of the major improvement works for Bromley North Village.
 - Continue to implement the Local Parades Improvement Initiative where funding bids have been authorised, and manage the process for allocation of the final remnant of funding. Work up a proposal for additional funding to implement a Round 2 of the Initiative.

- Liaison with local town centre groups to plan for the funding and development of public events, including special markets and Christmas lights switch-ons.
- Officers in this team will finalise the procurement of Christmas lights services for the 2014 season in Bromley, Beckenham, Penge, Orpington and some smaller towns.
- Work with partner organisations to deliver a programme of support workshops and seminars for local businesses during the year – at no cost to the Council.
- Work with colleagues in the Council’s Town Centre Renewal team to oversee the final evaluation of the Outer London Fund Round 2 programme – which will be undertaken by an external consultant and will be concluded by end of September for reporting to the GLA.
- Maintain regular business communication channels and publications – including the business e-bulletin, website content, including a possible new Bromley Business Directory (for publication in 2015). 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.

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