



THE LONDON BOROUGH  
www.bromley.gov.uk

BROMLEY CIVIC CENTRE, STOCKWELL CLOSE, BROMLEY BRI 3UH

TELEPHONE: 020 8464 3333

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

DIRECT LINE: 020 8313 4602

FAX: 020 8290 0608

DATE: 29 September 2014

To: Members of the  
**BROMLEY ECONOMIC PARTNERSHIP**

Councillor Peter Morgan (Chairman)	London Borough of Bromley
Katy Woolcott (Vice-Chairman)	London Biggin Hill Airport
Carol Arnfield	LBB Bromley Adult Education College
Sharon Baldwin	Orpington 1st BID Company
Dave Freeborn	George Proctor & Partners
Robert Goddard	Thackray Williams Solicitors LLP
Andrew Gunter-Smith	Prospects / South London Business
Paula Heffernan	Jobcentre Plus
Mark Henderson	MSE UK
Karen Hine	Baker Tilly Tax and Accounting Limited
Marc Hume	LBB Director, Regeneration and Transformation
Mike Lewis	Michael Rogers LLP
Colin Maclean	Community Links Bromley
Marc Myers	intu Bromley
Steve Nelson	South East London Chamber of Commerce
Adesina Okuboyejo	Skills Funding Agency - National Apprenticeships Service
Sam Parrett	Bromley College of Further and Higher Education
Martin Pinnell	LBB Head of Town Centre Management and Business Support
Steve Price	Bromley Mytime
Suzanne Sharp	NewsQuest
Donna Still	Federation of Small Businesses

A meeting of the Bromley Economic Partnership will be held at Bromley Civic Centre on **TUESDAY 7 OCTOBER 2014 AT 4.00 PM** \*

**\*PLEASE NOTE STARTING TIME**

*Copies of the documents referred to below can be obtained from*  
<http://cds.bromley.gov.uk/>

## A G E N D A

- 1 APOLOGIES FOR ABSENCE**
- 2 MINUTES OF THE MEETING HELD ON 8TH JULY 2014 AND MATTERS ARISING**  
(Pages 1 - 12)

- 3 WORK OF LONDON COUNCILS AND FUNDING OPPORTUNITIES ACROSS LONDON (PRESENTATION)**
- 4 UPDATES ON MAIN PARTNERSHIP THEMES AND OTHER RELEVANT COUNCIL INITIATIVES:**
  - a TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE (Pages 13 - 24)**
  - b LOCAL PLAN DEVELOPMENT (VERBAL UPDATE)**
  - c TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT UPDATE (Pages 25 - 30)**
  - d BROMLEY YOUTH EMPLOYMENT PROJECT ROUND 2 (VERBAL UPDATE)**
  - e BROMLEY BID DEVELOPMENT (VERBAL UPDATE)**
  - f CRYSTAL PALACE PARK IMPROVEMENT SCHEME (VERBAL UPDATE)**
- 5 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 UPDATE (VERBAL UPDATE)**
  - d COMMUNITY LINKS BROMLEY (VERBAL UPDATE)**
  - e GENERAL NEWS ROUND (VERBAL UPDATE)**
- 6 BROMLEY ECONOMIC PARTNERSHIP WORK PROGRAMME 2014/15 (VERBAL UPDATE)**
- 7 ANY OTHER BUSINESS**
- 8 DATES OF FUTURE MEETINGS**

4.00pm, Tuesday 20<sup>th</sup> January 2015  
4.00pm, Tuesday 14<sup>th</sup> April 2015

# Agenda Item 2

## **BROMLEY ECONOMIC PARTNERSHIP**

Minutes of the meeting held at 4.00 pm on 8 July 2014

### **Present:**

Councillor Peter Morgan (Chairman)  
Katy Woolcott, London Biggin Hill Airport (Vice-Chairman)  
Carol Arnfield, LBB Bromley Adult Education College  
Sharon Baldwin, Orpington 1st BID Company  
Dave Freeborn, George Proctor & Partners  
Robert Goddard, Thackray Williams Solicitors LLP  
Paula Heffernan, Jobcentre Plus  
Mark Henderson, MSE UK  
Lesley Holland, LBB Operations Manager, Bromley Education Business Partnership  
Colin Maclean, Community Links Bromley  
Steve Nelson, South East London Chamber of Commerce  
Sam Parrett, Bromley College of Further and Higher Education  
Martin Pinnell, LBB Head of Town Centre Management and Business Support

### **Also Present:**

John Dell, LBB CCTV Manager  
Mike Ellis, Prospects / South London Business  
Amanda Grice, Jobcentre Plus  
Michael Heanue, GLA Principal Policy Officer - Skills, Employment and SMEs  
Stella Marshall, LBB Youth Support Programme Development Officer  
Councillor Ian F. Payne, Chairman, Renewal and Recreation PDS Committee

## **1 APPOINTMENT OF VICE-CHAIRMAN**

**RESOLVED that Katy Woolcott – London Biggin Hill Airport be appointed Vice-Chairman for the 2014/15 municipal year.**

## **2 APOLOGIES FOR ABSENCE**

Apologies had been received from Karen Hine – Baker Tilly Tax and Accounting Limited, Marc Hume – LBB Director: Regeneration and Transformation, Mike Lewis – Michael Rogers LLP, Mary Manuel – LBB Head of Planning Strategy and Projects, Kevin Munnely – LBB Head of Town Centre Renewal and Donna Still – Federation of Small Businesses.

## **3 MINUTES OF THE MEETING HELD ON 10TH APRIL 2014 AND MATTERS ARISING**

The minutes of the meeting held on 10<sup>th</sup> April 2014 were agreed subject to the first sentence of Item 3f: Outer London Fund being amended to read:

*“The Head of Town Centre Planning confirmed that projects funded by the Outer London Fund had almost been completed at the end of March 2014,*

*including the transformation of green space at St Mark's Church, Bromley into a semi-public park"*

In considering Item 2d) Local Plan Development, Members were advised that it was incorrect to report that 11,000 square metres of office space had been lost to residential development since May 2013. Prior approval had been given for around 11,000 square metres of office space across 30-40 individual schemes, however to date only a very small number of these schemes had been implemented and office space actually lost.

**RESOLVED that the minutes of the meeting held on 10<sup>th</sup> April 2014 be agreed, subject to the above amendments.**

#### **4 APPOINTMENT OF BUSINESS REPRESENTATIVE TO SAFER NEIGHBOURHOOD BOARD**

The Chairman advised members of the Partnership that there was a need to nominate a member of the Bromley Economic Partnership as the Business Representative to the Safer Neighbourhood Board for the 2014/15 municipal year.

**RESOLVED that Sharon Baldwin – Manager, Orpington 1<sup>st</sup> BID Company be confirmed as the Business Representative to the Safer Neighbourhood Board for the 2014/15 municipal year.**

#### **5 WORK OF THE LONDON ENTERPRISE PANEL**

Michael Heanue, Principal Policy Officer (Skills, Employment and SMEs) - Greater London Authority gave a presentation on the work of the London Enterprise Panel.

The London Enterprise Panel was the local enterprise partnership for London. Chaired by the Mayor of London, the London Enterprise Panel was the body through which the Mayoralty worked with London boroughs, business and Transport for London to take a strategic view of the regeneration, employment and skills agenda for the London region.

The vision of the London Enterprise Panel was set out in the Jobs and Growth Plan for London and had four main priorities. These comprised:

1. Skills and employment, ensuring that skills funding reflected the needs of employers and learners
2. Support for growth of micro, small and medium-sized enterprises, including access to finance, increasing trade and export, workspace and business support opportunities
3. The development of London's digital creative, science and technology industries as a world-leading hub

4. A robust infrastructure for London, including investment to unlock new growth areas, management of energy production and use, and the provision of digital and telecommunications technology.

Following the announcement of the Growth Deal in July 2014, the London region had been awarded £55m capital funding for further education and skills funding (with £65m provisionally agreed for 2016/17), £5m to increase digital skills amongst young people, and £70m to be spent in partnership with London Boroughs to support the delivery of the Jobs and Growth Plan for London. Funding to increase the apprenticeship grant for small and medium-sized employers in London from £1500 to £3000, and £1.2m to pilot a mental health and employment project in East London had also been agreed. In addition to this, €746m of European Social Fund and European Regional Development Fund had been allocated to the London Enterprise Panel for 2014-20 which would be matched with a further 50% of domestic funding, as well as €42.8m European Social Fund for Youth Employment Initiative funding. There was a requirement for European Structural and Investment Funds to align with London Enterprise Panel Priorities, and discussions between the Government and the European Commission were ongoing to support this.

The London Enterprise Partnership was currently consulting on a new Economic Development Plan for London up to 2020 which would help sustain growth across London into the future. The final draft plan would be presented to the London Enterprise Panel on 29<sup>th</sup> October 2014 with a view to launching it before the end of 2014.

In response to a question from a member of the Partnership, Michael Heanue, Principal Policy Officer (Skills, Employment and SMEs) confirmed that the New Homes Bonus was allocated to London Boroughs based on the number of new homes created. Sharon Baldwin, Manager, Orpington 1<sup>st</sup> BID Company underlined the need for local enterprise partnerships to work together to maximise economic growth across communities and regions.

Sam Parrett, Bromley College of Further and Higher Education was pleased to note the additional skills funding available in London, and noted that work was being undertaken to explore the potential for the College to offer a specialist provision in the creative and cultural industries.

The Chairman thanked Michael Heanue for his presentation which is attached at **Appendix A**.

**RESOLVED that the presentation be noted.**

## **6 USE OF CCTV CAMERAS**

John Dell, LBB CCTV Manager outlined the use of CCTV cameras in the Borough to members of the Partnership.

The Local Authority had 184 CCTV cameras based in eight town centres across the Borough. Of these, 89 were on street, with the remainder based in multi-storey car parks and on the Bromley Civic Centre site. The Town Centre 'Shop Safe' radio system was connected to the CCTV control room, as was a police radio, and the CCTV control room was also able to feed CCTV images directly to the police control room for south east London. Every month the CCTV control room dealt with approximately 3000 incidents and had won a Safer Bromley Award in the 'Above and Beyond' category for its work to capture footage and close ups of the perpetrators during the public disorder in 2011.

The CCTV control room had recently been awarded funding to upgrade its internal equipment to digital, which would support the close working of the service with the Metropolitan Police Service and other enforcement agencies. The potential to develop the broadcasting of live pictures to the CCTV control room using mobile phone technology was also being explored.

In response to a query from a member of the Partnership, the CCTV Manager confirmed that short term CCTV cameras could be located in the Borough in conjunction with the Police if an ongoing issue was identified.

Sharon Baldwin noted the need for the Town Centre 'Shop Safe' radio system to be upgraded. The CCTV Manager confirmed that an upgrade request had been made to the company that delivered this service.

**RESOLVED that the update be noted.**

## **7            MARKETING BROMLEY - INITIAL PROJECT PROPOSAL**

The Head of Town Centre Management and Business Support outlined an initial project proposal for the marketing of the Borough.

Bromley was considered to be an excellent location for business for a number of reasons including excellent transport links, a strong and vibrant business community and a high quality of life and educational attainment. It was proposed that a potential project be established to market the Borough as a business location and to make businesses seeking opportunities for growth in London and the South East aware of the benefits of locating in Bromley.

In considering the proposal, the Chairman underlined the need to convey the message that Bromley was 'open for Business'. Invest Bromley had been launched in 2012 and there was potential to link any future marketing to this brand as well as raise the Borough's business profile with organisations such as 'London First', who worked to promote London as the best city in the world to do business.

Sharon Baldwin, Manager, Orpington 1<sup>st</sup> BID noted the potential for larger developers in the Borough also to market the benefits of living and working in Bromley.

**RESOLVED that comments by members of the Partnership on the initial project proposal be noted.**

**8 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) 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 analysis of the consultation response to the Local Plan would be reported to Development Control Committee at its meeting on 4th September 2014. The assessment of sites identified through the 'Call for Sites', which formed part of the consultation would also be assessed over the summer and reported to Members in autumn 2014.

Further work was being undertaken to evidence housing capacity and need in the Borough, and Planning Policy Officers were also reviewing non-designated employment land and business areas to ensure the most up-to-date information was held, which together with the work exploring development capacity in Bromley, Biggin Hill and Cray Valley, would inform Bromley's Local Plan.

Consultation was currently taking place on the proposed Article 4 Direction to remove the permitted development rights to change of use from office to residential for three specific areas in Bromley town centre. The consultation would run until 31<sup>st</sup> July 2014 and, should the Article 4 Direction subsequently be confirmed, it would come into operation after a period of one year. Article 4 protection for other identified growth areas in the Borough was under consideration. The Department for Communities and Local Government had recently asked for additional evidence to support the proposal to protect office space in these areas, which had been submitted by Officers.

The Mayor's draft Further Alterations to the London Plan would be examined by an Inspector in September 2014, and the Local Authority would be making representations in line with the response submitted by the Council's Executive to the formal consultation in April 2014.

**RESOLVED that the update be noted.**

**B) TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT**

The Head of Town Centre Management and Business Support gave an update on progress across the main Partnership themes of Town Centre Management and Business Support in Quarter 1 2014/15.

In Quarter 1 2014/15, a number of events had taken place in town centres including a very successful local produce market delivered in partnership with the Copers Cope Area Residents Association and the Beckenham Business Association on Beckenham Green. A 'Request for Quotes' procurement process had started in June 2014 to secure the services of a suitable contractor to install and maintain Christmas lights for Christmas 2014. The contract would include the supply of new lights and maintenance of existing lights in eight town centres across the Borough, five of which were externally funded by local business groups and lights committees.

The Local Authority continued to maintain direct contact with the Orpington 1<sup>st</sup> BID Company through the attendance of non-voting members, Councillor William Huntington-Thresher and Martin Pinnell. Bills for the 2014/15 BID levy had been issued and the Orpington 1<sup>st</sup> BID Company had been finalising its budget and activity programme for the new financial year..

Following a feasibility study on the potential for further Business Improvement Districts (BID) being established in other town centres across the Borough, recommendations for action were reported to the meeting of the Council's Executive on 15<sup>th</sup> 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. Following consideration at the meeting of the Renewal and Recreation PDS Committee, it was agreed that a Bromley BID Working Group be formed of people representative of Bromley Town Centre and that a grant of up to £90k be provided to the Bromley BID Working Group, subject to an agreement which stipulated a funding schedule conditional upon the Working Group meeting certain project milestones. The Bromley BID Working Group was chaired by Marc Myers, General Manager, Intu Bromley Shopping Centre, and had recently signed off its governance arrangements with a view to appointing a delivery partner following the finalisation of the Local Authority's grant agreement. It was anticipated that the Bromley BID ballot might take place in October 2015 with a view to starting the BID (if successful) on 1<sup>st</sup> April 2016. Before the Bromley BID Ballot could take place, a feasibility study would be undertaken followed by an in-depth consultation of at least 45% of the potential levy payers to understand the key issues for the town centre.

In considering town centre vacancy units, 12.8% of units were currently vacant in Bromley town centre, and 8.1% of units were vacant in Penge town centre, which was lower than the national average of 13.5%. Orpington town centre had a vacancy rate of 15.5%. A significant proportion of the vacant units in both Bromley and Orpington town centres were within the shopping centres. Work was ongoing to implement improvement projects agreed for funding from the Local Parades Improvement Initiative Fund. By the end of 2013/14, £237k of the original £250k was authorised by the Portfolio Holder for Renewal and Recreation, of which £138k had already been spent with the remainder committed to a range of projects. £13k remained unallocated to projects in parades and small town centres not yet served by this programme.



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 late summer 2014, which had impacted the ability of the Town Centre Management Team to utilise this space for events and promotions and generate income from these activities. 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.

Work continued to be undertaken with various organisations to provide a programme of support and networking opportunities for Bromley businesses. On 18<sup>th</sup> June 2014, the inaugural 'Bromley Means Business' Expo was held at Bromley Civic Centre with other 30 stands, seminars, one-to-one support surgeries and networking sessions. The bi-monthly Bromley Business e-Bulletin had also been re-launched in June 2014 with a new look and continued to be e-mailed to over 3000 business addresses.

Future activities for the Town Centre Management and Business Support Service included engaging more with local businesses and town centre stakeholders, including the Orpington 1<sup>st</sup> BID Company, the Beckenham Town Centre Team and the Beckenham Town Centre Working Group, as well as working closely with the Bromley BID Working Group to help engage with a wide cross-section of the town's businesses as the project moved forward. Work would also continue to implement the Local Parades Improvement Initiative where funding bids had been authorised.

An events and activities programme for the managed town centres would be delivered, including special markets and Christmas events, and work would also be undertaken with partner organisations to develop a programme of support workshops and seminars for local businesses. 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.

**RESOLVED that:**

- 1) Recent work around Town Centre Management and Business Support in the 1<sup>st</sup> Quarter of 2014/15 be noted; and**
- 2) The plans for Town Centre Management and Business Support activity for the 2<sup>nd</sup> Quarter of 2014/15 be noted.**

**C) BROMLEY YOUTH EMPLOYMENT PROJECT ROUND 2**

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 in consultation with a wide range of stakeholders, including business support organisations, Community Links, and the National Careers and Apprenticeship Services.

The recommendations from this review had now been reported to Members. It was proposed to:

1. Target priority client groups, including young people identified as at risk of being 'Not in Employment, Education or Training' (NEET), young people aged 18-24 years claiming Jobseekers Allowance and Looked After Children aged 15-24 years.
2. Increase the supply of local employment opportunities for young people by implementing a Borough-wide employer engagement programme, creating a Local Authority graduate internship opportunity to develop a Local Authority strategy to increase the offer of work experience placements, traineeships and apprenticeships across the Local Authority and its partners, and working with Community Links to create a voluntary and community sector based graduate internship to stimulate the creation of work experience placements, traineeships and apprenticeships across the voluntary and community sector.
3. Increase the work readiness of young people and raise their awareness of apprenticeships by delivering Next Step employability conferences and employability workshops to priority client groups, providing a tailored recruitment and matching service, and supporting short intervention mentoring relationships aimed at Jobseekers Allowance claimants aged 18-24 years

The key project outcomes over the two year project included creating 100 employment opportunities for young people, getting 500 employers participating in awareness raising events, offering one to one support for 200 employers, and creating 25 employment or work experience opportunities within the voluntary and community sector. It was also aimed to provide employability support to 900 students, enhanced employment opportunities for 25 Looked After Children, targeted mentoring support for 40 Jobseekers

Allowance claimants aged 18-24 years, and to support 100 young people into contracted employment lasting a minimum of six months.

To support the delivery of these project outcomes, Stella Marshall, Youth Support Programme Development Officer emphasised the need for the programme to work in partnership with the business community in Bromley, and requested members of the Bromley Economic Partnership consider becoming involved in the project.

In considering the update, Mark Henderson, MSE UK outlined issues in accessing appropriate education opportunities for engineering apprenticeships in the Borough.

**RESOLVED that the update be noted.**

**D) LOWER SYDENHAM INDUSTRIAL AREA (BID AND DEVELOPMENTS)**

The Head of Town Centre Management and Business Support gave an update on developments across the Lower Sydenham industrial area.

Initial work was being undertaken to explore the potential to establish a Business Improvement District (BID) in the Bromley part of the Industrial area, although there would be potential to establish a cross-borough BID if there was support by the businesses across the Lewisham border. There were approximately 100 business rate payers in the proposed location for the BID, which had the potential to generate around £45-£55k per annum in BID levy to support business-led projects, such as the introduction of CCTV, signage or road improvements to the area. Initial conversations were being held with business rate payers to assess support for a BID. The next stage would be to approach the Greater London Authority or other appropriate organisation to access funding to further explore the BID process.

**RESOLVED that the update be noted.**

**9 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**

Amanda Grice, Jobcentre Plus advised Members of the Partnership that the Jobseekers Allowance Count in Bromley in May 2014 was 3545 claimants. This was a decrease of 110 claimants on the previous month and 1465 claimants since May 2013. There had been a significant reduction in the number of Jobseeker Allowance claimants aged 18-24 years. In May 2014, there were 770 claimants aged 18-24 years, which was a decrease of 70 claimants on the previous month and 270 claimants since May 2013. Work to

support Employment Support Allowance claimants into sustained employment where appropriate remained a priority. Bromley continued to perform well in comparison with other Local Authorities across London and had achieved a reduction on 29.2% in Jobseekers Allowance claimants between May 2013 and May 2014, which was the sixth best performance in London.

Colin Maclean, Community Links Bromley, was pleased to advise members of the Partnership that work was being undertaken to develop an 'Our Place' project in partnership with Jobcentre Plus which would pilot the impact of volunteering on improving the employability of Jobseekers Allowance claimants aged 18-24 years in the Penge and Cator area.

## **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**

Mike Lewis, Michael Rogers LLP had provided a written update for the meeting which reported that the supply of office space across Bromley was very limited due to increased take-up, and there was evidence of increasing rental levels, a reduction in the amount of incentives being agreed and reducing yields, all of which would lead to increasing capital values. There was no Grade A space available in the Borough at present, although Wren Court, London Road was currently being refurbished and would bring an additional 14,500 sq. ft. of space to the market later in 2014.

Dave Freeborn, George Proctor & Partners, confirmed that interest in land development in Bromley had increased over the past six months, but that changes to mortgage criteria continued to impact sales levels.

## **D) COMMUNITY LINKS BROMLEY**

Colin Maclean, Community Links Bromley advised Members that the Corporate Social Responsibility Expo had taken place on 13<sup>th</sup> 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 the evaluation of this had identified that following the event, 100% of respondents had made contact with one or more of the community organisations they had met and were seeking to maintain a relationship with these organisations. All respondents to the survey had indicated they would attend a similar event in future.

**RESOLVED that the updates be noted.**

#### **E) GENERAL NEWS ROUND**

Mike Ellis, Prospects / South London Business advised Members that the National start up loan scheme available to young people aged 18-30 years to support them to start their own businesses had now been opened up to those aged 30+ years, and that there had been strong take up of the scheme over the past year. There had been an increase in referrals of Jobcentre Plus clients from the Work Programme.

Steve Nelson, South East London Chamber of Commerce reported that the Chamber of Commerce was working to introduce an Executives' Club which would be launched later in 2014.

Sam Parrett, Bromley College of Further and Higher Education confirmed that Bromley College of Further and Higher Education would shortly be opening the career college specialising in food and enterprise. This provision would be based at the College's Orpington Campus from September 2014, and would prepare students for employment in the catering and hospitality industry. A conference centre would also be opening at the College's Orpington campus shortly, offering opportunities for Orpington-based businesses to use the space as well as providing event management experience for students. The new sports facilities at the College's Bromley campus would open in September 2014, which would also be managed by the students. The College had recently been interviewed in its bid to become a University Technical College specialising in health and wellbeing. Work was also underway to explore the potential for the College to offer a specialist provision in the creative and cultural industries.

Sharon Baldwin, Manager, Orpington 1<sup>st</sup> BID Company was pleased to advise Members that the Orpington 1<sup>st</sup> BID Company had leased ten High Street offices which would provide office space for small and medium enterprises in Orpington. A lease had also been negotiated for a pop-up shop in the Walnuts Shopping Centre, and discussions were being undertaken on the potential provision of an information centre in the High Street which could also offer a base for the Police. Work on the cinema development at the Walnut's Shopping Centre was now underway.

**RESOLVED that the updates be noted.**

**10 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.

In discussion, it was agreed that a representative of London Councils be invited to a future meeting to discuss the economic development role of London Councils.

**RESOLVED that the update be noted.**

**11 ANY OTHER BUSINESS**

There was no other business.

**12 DATES OF FUTURE MEETINGS**

4.00pm, Tuesday 7<sup>th</sup> October 2014  
4.00pm, Tuesday 20<sup>th</sup> January 2015  
4.00pm, Tuesday 14<sup>th</sup> April 2015

The Meeting ended at 6.14 pm

Chairman

## BROMLEY ECONOMIC PARTNERSHIP

**Meeting:** Bromley Economic Partnership  
**Date:** 7<sup>th</sup> October 2014  
**Subject:** Town Centres Development Programme Update  
**Authors:** Kevin Munnelly, Head of Renewal  
[kevin.munnelly@bromley.gov.uk](mailto:kevin.munnelly@bromley.gov.uk) , Tel No: 0208 313 4582

### 1. **Recommendations.**

The Partnership is asked to:- note the contents of the Town Centres Development Programme update provided to Renewal and Recreation PDS Committee on 2<sup>nd</sup> September 2014 (see **Appendix A**).

This page is left intentionally blank



Report No.  
DRR14/080

## 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:** 2<sup>nd</sup> September 2014

**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

2. To update Members on progress in delivering the Town Centres Development Programme, endorse the submission of project proposals under the New Homes Bonus Top Slice programme and seek the approval of the Portfolio Holder for the use Section 106 funds for Town Centre Management Initiatives proposed.

#### 3. RECOMMENDATION(S)

##### Members

- 2.1 Members are asked to note the progress on the delivery of the Town Centres Development Programme
- 2.2 That the Portfolio Holder agrees that the Town Centre Management Initiatives set out in paras.3.12 to 3.15 be adopted and that the £50,000 of Section 106 funds from the Tesco Croydon Road, Beckenham development be used to fund Town Centre Management Initiatives in Beckenham, West Wickham, Penge and Elmers End.
- 2.3 Members endorse the project proposals submitted as part of the call for bids under the New Homes Bonus Top Slice programme and instruct that a further report is brought back to the Committee for full scrutiny once detailed project plans have been prepared.

### Corporate Policy

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

### Financial

1. Cost of proposal: £50k and NHB bid of £1.5m capital and £428k revenue
  2. Ongoing costs: N/A
  3. Budget head/performance centre: Town Centre Development Fund, Capital Programme, S106 funds and NHB top slice monies
  4. Total current budget for this head: £131k, £164k, £50k and between £1.7 - £2m
  5. Source of funding: Town Centre Development Fund, TfL funding, S106 funds and NHB top-slice funds
- 

### Staff

1. Number of staff (current and additional): 3
  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 N/A
2. Summary of Ward Councillors comments: N/A

## **Development Programme**

- 3.1 As agreed at R&R PDS on 1 April 2014 this report provides updates on only those individual projects where progress has been made.

### **Site C: Town Hall**

- 3.2 Cathedral are required under the agreement for lease to submit their planning application by the end of September 2014. The grant of the long lease is conditional on them obtaining planning permission to convert the Town Hall into a hotel, conference centre and associated restaurants.
- 3.3 Surveys have been carried out and a formal Pre–Application meeting has taken place with the Council’s Development Control section. Work is progressing on the development of the scheme in the light of the advice received from the Council and English Heritage. The applicant has also agreed to the Council’s request to undergo a CABE design review as part of the application process. Cathedral aim to open the hotel and conference centre in the Spring of 2016.

### **Bromley North Village**

- 3.4 Works in East Street, White Hart Slip, Naval Walk and the pedestrianised area of Market Square are now complete aside from minor finishing works. The Thames Water main replacement works are now also complete. Works are well underway and are progressing on schedule in the carriageway area of Market Square and in the High Street. During the summer, on site working hours are being extended to ensure the scheme is completed on 30 November 2014 in time for the important Christmas trading period.

### **Orpington Town Centre**

- 3.5 Planning Sub–Committee on 5 June 2014 approved a revised scheme by Miller Development for Walnut Shopping Centre for a part 4 / part 5 storey building. The revised scheme is under construction and will provide 7 screen cinema (950 seats); 3 retail units; 3 restaurants/ café units; a gym; and creation of a new square with associated landscaping. The build is schedule to be completed in Spring 2015. It is understood that B&M, one of the leading variety retailers in the UK, has secured space in the development in line with its strategy to grow its store base in southern England. Pure Gym, the national gym chain, will be making a substantial investment in the scheme, creating a new 24 hour gym. No details on the proposed restaurants are available. Also under construction is the Orpington College hospitality facility. Berkeley Homes are also preparing to submit a planning application for a new Wellness Centre and a residential scheme on the Old Police Station site
- 3.6 The Council are keen to maximise the opportunity offered by these new developments to implement a comprehensive public realm improvements to the Walnut Centre. Designers have been commissioned to develop a RIBA Stage A concept plan for the public areas of Walnut Centre. They have been tasked to working with Key Stakeholders:
- Millers Developments: the developers of the new Cinema complex
  - Bromley Further Education College
  - Berkeley Homes, new owners of the former police station site
  - Walnut Market Operator

- LB Bromley Library Services
- My Time Active –
- Orpington First – BID Management Company

- 3.7 It is proposed that a workshop with key stakeholders will take place in September with the final concept plan being available in October
- 3.8 A report detailing options for the future of the Priory site was considered at the 22 July Executive Committee meeting. At this meeting the Executive decided to withdraw the Priory Revisited Heritage Lottery Fund (HLF) application, ahead of the HLF decision meeting in September. At a time of huge financial pressures Members decided that they could not commit to the revenue requirements of entering into a 25 year contract with the HLF. Officers are now meeting with groups from the local community to reassess the future of the site. The first meeting is scheduled for the 21 August with the Orpington BID.

### **Beckenham Major Scheme**

- 3.9 The Major Scheme's Design and Development phase is on schedule. Traffic surveys were completed in July. Hyder Consulting are currently completing a base traffic model and future work for the traffic modellers will be to test options for the main junctions along the High Street. All traffic modelling work will need to be audited and verified by TfL
- 3.10 A Design Review Surgery was held with Urban Design for London (UDL) on 25 June. The Council's Concept Plans submitted as part of our bid to TfL were well received. The Design Panel felt that the plans were a thoughtful strategy for the town centre they also acknowledged the extensive consultation that had taken place. Their advice going forward included developing detailed designs which are more ambitious for the main functions of this High Street, including its vibrant evening economy and cycling provision. Other specific comments related to ensuring that plans are developed for Beckenham Green (an unused open space) and some of the key "alleyways" along the High Street. The Panel also suggested investigations are undertaken for a bolder proportion for the Cinema roundabout as well as investigating the benefits of a introducing a 20mph zone.
- 3.11 In addition to the Beckenham Working Group meetings wider community consultation is on-going. The Market Day event on 12 July was well attended. Approximately 60 members of the public visited the Council van exhibiting plans for key alleyways and Beckenham Green. These outlined plans were well received.

### **Section 106 Funds**

- 3.12 In order to facilitate on going delivery of the Town Centre Management Initiative, approval is sought for the release of the £50K of Section 106 funds related to the Croydon Road Tesco development which stipulated spend in Beckenham, Penge, West Wickham and Elmers End Town Centres. The S.106 did not allocate funding between the centres. The Council's current Town Centre Management Initiatives in Beckenham aim to complement the Major Scheme. The sum of £47K will be required to initiate some key projects which are complementary to the main TfL funded scheme but which can be implemented in advance of the main scheme. These projects have been identified by Town Centre Management working closely with the Beckenham Town Centre Team and also have approval from the Beckenham Working Group.
- 3.13 It is proposed that this funding is used to deliver improvements to Beckenham Green consisting of new stage cover for the existing stage area and infrastructure to facilitate markets and other more regular community events on the Green. Funding would also

support the naming of the town centre alleyways; a major feature of the High Street. Both these are objectives of the Beckenham Town Centre improvement scheme and are therefore within the scope of the wider TfL scheme.

3.14 Proposals for both will need to be developed via the Working Group and will be delivered ahead of the final approval from TfL, programmed for late winter 2015/ 2016. This S.106 requires all monies to be spend by February 2016.

3.15 The Council's current Town Centre Management Initiatives in Penge and West Wickham Town Centres would benefits from the a contribution (£1K each) to Christmas lights and events organised by local business groups during the seasons 2014/15 and 2015/16. For Elmers End, the allocated £1k will be earmarked and set aside whilst officers explore options for a project which will improve the vibrancy and vitality of that local centre.

3.16 Details of this section 106 and its proposed use are provided below:

Planning Ref	Development	S106 Agreement Clause	Amount and how the money will be allocated	Justification
187	Tesco Stores Ltd Croydon Road Beckenham	Town Centre contribution of £50,000 to be expended by the Council towards the Town Centres Management Initiatives. The contribution must be used to promote the vitality and viability of the following town centres: Beckenham, Elmers End, Penge and West Wickham. If any part of the Town Centre Contribution has not been expended by the Council within 5 years from the date on which it is paid (Feb 2011), it will be repaid to the Developer forthwith together with any accrued interest thereon.	Beckenham Town Centre £47K. Use of this funding will provide the following: <ul style="list-style-type: none"> <li>▪ Provide a stage cover at the Beckenham Green (£40k).</li> <li>▪ Provide market infrastructure, water and storage unit at the Beckenham Green (£5k);</li> <li>▪ Facilitate the naming of key alleyways along the High Street (£2k).</li> </ul> <p>West Wickham, Penge and Elmers End £3k in total. Use of this funding will contribute to Christmas lights/ activities during 2014 and 2015.</p>	This S.106 requires spend on the Council's Town Centre Management Initiatives and requires all monies to be spent by Feb 2016.  Justification for delivery ahead of the main TfL scheme initiated by Beckenham Working Group and Beckenham Town Team. Proposals meet specific objectives of the Council's scheme and are therefore within the original scope of the TfL scheme.

## **Proposed Beckenham Town Centre Conservation Area**

- 3.17 Consultation process for the proposed Beckenham Town Centre Conservation Area is due to commence in September, (programmed to start after the holiday period) and will run for 6 week. A 'red line' was agreed at Development Control Committee on 21 November 2013 with further amendments agreed with the Portfolio Holder earlier this year.
- 3.18 Consultation will consist of letters sent to all properties within the proposed 'red line' boundary. Further letters will be sent to properties directly adjoining the boundary as well as interest and community groups in the area. All letters sent will include a map of the proposed conservation area, as well as questionnaire. Site notices will be placed around the area. Documents related to this designation will be available on the Council website. Relevant information will also be available at Beckenham Library.
- 3.19 It is expected that the results of this consultation will be presented to Committee along with implications for the Local Planning Authority.

## **Crystal Palace and Penge Renewal Strategy**

- 3.20 The GLA in consultation with the 5 Boroughs that adjoin Crystal Palace Park have agreed to fund the production of a Regeneration Strategy for the Crystal Palace area. This Strategy will set a framework for future funding bids to the Mayor's evolving High Street fund. The regeneration strategy will cover both Penge and Anerly centres. Interviews with potential consultants took place on 12<sup>th</sup> June 2014 and the strategy should be completed by January 2015.
- 3.21 The lease of the property in Green Lane identified for the new library has been completed. The Executive on 2<sup>nd</sup> April 2014 agreed the appointment of the building contractors. Work commenced on site on 6 May 2014. Opening is scheduled for 26th August 2014.
- 3.22 Negotiations are on-going with Zhong Rong Group regarding their proposals for the rebuilding of Crystal Palace on the original site and for the refurbishment of the park. Negotiations are currently focussed on the lease agreement, including the length of the lease, area of demise and arrangements for the land deal.

## **New Homes Bonus Topslice – Project Proposals**

- 3.23 In 2015-16 £70 million of London boroughs' New Homes Bonus (NHB) allocation will be top sliced and pooled for use on a programme of projects across London to be agreed by the London Enterprise Panel (LEP). The funding that each borough contributes to the top slice is expected to be returned to that community through this process. The funding will be allocated to projects in line with seven LEP priorities. These are: Apprenticeships, Skills & Training; High Streets; Places of Work; Unlocking Development; Business Support; Digital, Creative, Science & Technology; and Resilience and Low Carbon. Boroughs will submit proposals to the LEP for agreement. Bid proposal needed to be submitted to London Councils by Friday 29<sup>th</sup> August 2014, following which proposals will be evaluated by the GLA and borough representatives, to be sure that they are in conformity with the Strategic objectives for the LEP; represent good value; and can be delivered.
- 3.24 Bromley has been asked to prepare bids up to the value of £1.753m + 10% contingency. Bids proposals have been designed to reflect the Council's current development priorities.

However, given the tight timetable set by London Councils for the submission of bids this item could not be scrutinised by the PDS Committee before submission. The following bid proposals are currently being finalised/ consulted on and a verbal update will be given at Committee on the final bid submission.

<b>Project Title</b>	<b>Amount (£000)</b>
Penge Town Centre/Crystal Palace	1,050
Place – Making Walnut Centre and Orpington Business Enabling and Support	550
Biggin Hill Aviation Technology & Enterprise Centre	164
Lagoon Road Industrial Estate Redevelopment	164
<b>Total</b>	<b>1,928</b>

### **Penge Town Centre/Crystal Palace**

- 3.25 The proposal comprises a package of schemes that relate directly to priorities that have been identified from Penge Renewal Strategy and emerging work commissioned by the GLA. The projects proposed will complement proposed junction improvements and the main focus of funding will be on: Public realm improvements; Shopfront improvements; Business Support; and Wayfinding.
- 3.26 Building on the proposed junction improvements works planned for 15/16, which are estimated at £410k and funded from the Council’s Local Implementation Plan settlement, the NHB project will deliver a design led programme of public realm improvements to the main High Street area. Focusing on improving the pedestrian environment and increasing pedestrian flow, the improvements will include realigned footways and improved lighting and wayfinding.
- 3.27 The Business Support package of £50k over two years will complement what is currently on offer and will build upon the scheme delivered in Bromley as part of the OLF funding. It will include a shopfront improvement scheme and offer a programme of targeted support and mentoring.

### **Orpington Town Centre £550k**

- 3.28 The public areas of the Walnut Centre are of their time (built in the 1960s) and looking tired. This area did not form part of the previous 2010 Major Public Realm improvements scheme as refurbishments and new developments were planned for the Walnut Centre. The new Odeon cinema and shops and restaurants are currently under construction, as is the Orpington College hospitality facility. Berkeley Homes are also preparing to submit a planning application for a new Wellness Centre and residential development on the Old Police Station site. The Council are keen to maximise the opportunity offered by these new developments to implement a comprehensive public realm improvements to the Walnut Centre. The focus of the NHB project is on place making and enhancing the pedestrian experience of this section of the prime shopping areas and increase footfall. Improvements will cover 5,125 sqm of the main Walnut Centre public areas including: Paving; Lighting; Treatment for trees/ new trees; New street furniture; Way finding; and new Market infrastructure

- 3.29 The Business Enabling and Support package of £50k over two years will complement what is currently on offer and will build upon the scheme delivered in Bromley as part of the OLF funding. Working with the Orpington First it will offer a programme of targeted support. This package of works also include the commissioning a feasibility study to consider demand for commercial space and supply side factors in the town centre.

### **Biggin Hill Aviation Technology & Enterprise Centre**

- 3.30 The Growth Study report concluded that the former RAF element of the West Camp estate could be redeveloped through a reuse of exiting Listed Buildings and new build to provide for 8,812 sq. m. additional employment floorspace. This could provide a range of business units for SME's businesses and form the core of the Aviation Technology and Enterprise Centre, including the training academy. The Council is keen to explore options to provide business support as part of the initiative and officers have already held talks with a range of specialist providers.
- 3.31 The next stage in the project development is to build upon the URS work and undertake a detailed feasibility report, with preliminary business plan for the development of the Biggin Hill Centre for Aviation Technology and Enterprise. This would explore different types of operating models and identify an appropriate delivery mechanism through which to develop and implement a preferred scheme. This would include the preparation of an overall masterplan for the site to reduce planning risk, fund necessary infrastructure to improve the opportunities for viable development and disposal of plots (freehold or long leasehold) on a site by site basis. The further assessment work would include:
- Site due diligence
  - Detailed financial appraisal to demonstrate viability
  - Site valuation
  - Site assembly strategy
  - Market testing
  - Identification of an appropriate procurement process
  - Comprehensive risk assessment
- 3.32 It is proposed to use the NHB funding to support the revenue costs of a development planner, the principal responsibilities of which will be to take forward this project work stream, on an initial two year contract. Based on recruiting into this role at BR 13 this would cost £45.5k pa inclusive of on costs. It is also proposed that a development consultancy budget of £73k is included.

### **Lagoon Road Industrial Estate Redevelopment**

- 3.33 The Council will achieve its wider regeneration and growth objectives by tackling the infrastructure and site assembly constraints that are contributing towards the failure to bring forward the redevelopment of key employment areas such as Lagoon Road. The aim is the provision of suitable and affordable industrial workspace for a range of industrial focused SME's.
- 3.34 The next stage in the redevelopment of Lagoon Road is the preparation of a development brief for the area, which will now include the Allied Bakery which is due for closure. This work would determine which interests need to be acquired to deliver a viable scheme as assessed via a detailed financial appraisal. This work would also build upon the infrastructure and transport assessments carried out to date to identify these enabling costs so they can be included in the Borough's Infrastructure Delivery Plan and future Transport for London Local Implementation Plan submissions. This work will also examine



the potential for alternative management of the area in the future such as the establishment of a Business Improvement District, which could in time, be rolled out to the whole of the Cray Business Corridor. It is proposed to use the NHB funding to support the revenue costs of a development planner, the principal responsibilities of which will be to take forward this project work stream, on an initial two year contract. Based on recruiting into this role at BR 13 this would cost £45.5k pa inclusive of on costs. It is also proposed that a development consultancy budget of £73k is included.

#### 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 A sum of £233k was set aside by Members to fund the Town Centre Development Programme. To date £102k has been spent leaving a balance of £131k available to fund specialist advice for the remaining part of the process.
- 5.2 TfL have provided £164k funding during 2014/15 to enable the design and development phase of the Beckenham Project to be undertaken.
- 5.3 This report is requesting approval to spend the £50k Section 106 funds from the Tesco, Croydon Road development on the following Town Centre Management Initiatives within the Beckenham, West Wickham, Penge and Elmers End Town Centres: -

<b>Town Centre Management Initiatives (S106 funds)</b>	<b>£'000</b>
Beckenham Town Centre	
Provision of stage cover at Beckenham Green	40
Provision of market infrastructure (water & storage)	5
Naming of alleyways	2
West Wickham & Penge Town Centres	
Contribution towards Christmas lights & activities for 2014 & 2015	2
Elmers End Town Centre	
Improvements of local centre	1
<b>Total</b>	<b><u>50</u></b>

- 5.4 As set out in the agreement, the S106 contribution must be spent before February 2016, otherwise any unspent monies must be returned to the developer along with any interest that has accrued.
- 5.5 Officers will be enter into discussions with TfL to ensure that the £47k S106 funding is counted as part of the Council's 28% match funding contribution towards the overall Beckenham project costs as these works were part of the original scheme.
- 5.6 The GLA will be top slicing the National Home Bonus allocation from each Local Authority in London. The GLA will expect Authorities to submit project bids to spend this top slice

amount. The actual allocation will not be known until January 2015, however for Bromley it is likely to be between £1.7m and £2m.

5.7 The table below summarises the NHB bid proposals from Bromley for the two year period from April 2015, split between capital and revenue: -

<b>Project</b>	<b>Capital £'000</b>	<b>Revenue £'000</b>	<b>Total £'000</b>
Penge Town Centre/Crystal Palace			
Junction and public realm improvements	1,000		<b>1,000</b>
Business Support - shopfront improvements, support & mentoring		50	<b>50</b>
Orpington Town Centre			
Improvements to Walnut Centre & new market infrastructure	500		<b>500</b>
Business Enabling and Support		50	<b>50</b>
Biggin Hill Aviation Technology & Enterprise Centre			
Preparation of a detailed feasibility report & business plan -			
Use of development consultants		73	<b>73</b>
Appointment of a development planner ( on fixed term contract)		91	<b>91</b>
Lagoon Road Industrial Estate Redevelopment			
Preparation of a development brief -			
Use of development consultants		73	<b>73</b>
Appointment of a development planner ( on fixed term contract)		91	<b>91</b>
<b>Total Bid</b>	<b>1,500</b>	<b>428</b>	<b>1,928</b>

5.8 Officers will seek the necessary Member approvals to add the schemes to the capital programme and revenue budgets should the project bids be successful.

## 6. LEGAL IMPLICATIONS

6.1 These are addressed in the report. S.106 monies are required to be spent in accordance with the terms of the particular agreement.

<b>Non-Applicable Sections:</b>	Personnel Implications
Background Documents: (Access via Contact Officer)	NA

## BROMLEY ECONOMIC PARTNERSHIP

**Meeting:** Economic Partnership  
**Date:** 7<sup>th</sup> October 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](mailto: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 2<sup>nd</sup> 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 – July to September 2014

#### 2.1 Business Improvement Districts

2.2 Over the summer work has been ongoing to finalise governance arrangements for the **Bromley BID** Working Group – which was a pre-requisite for the grant agreement to become operational – and also recruiting to the membership of the Working Group to ensure that it is representative. The Limited Company formed as a legal entity to support the Working Group – Bromley BID Ltd – now has two Directors in place and is seeking to recruit a third. Twelve individuals representing a wide range of business types (independents and nationals) and from different areas of the town now make up the Working Group. The grant agreement was finalised and signed in early September and Bromley BID Ltd has now appointed a delivery partner – Central Management Solutions (CMS). As stated in the June update the timescale for the Bromley BID proposal to go to ballot was amended to aim for an October 2015 ballot, with a view to starting the BID (if successful) on 1 April 2016.

2.3 With this revised schedule in mind, the Working Group (with assistance from CMS) will start in October 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 to understand the issues for the town centre, which could potentially be tackled by a BID in the future. The results of the BID consultation and an early draft of the Bromley BID Proposal are expected to be available in spring 2015.

2.4 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. Projects ongoing and planned for the benefit of the town by the BID include:

- Negotiating a partnership with the Police to enhance town centre policing– to help tackle ongoing anti-social behaviour problems
- Development of a new enterprise hub in an empty office building on the High Street
- Exploring opportunities for a pop up shop to provide space for community engagement and test trading for start ups
- Joint purchasing opportunities for BID members through partnership with Meercat procurement specialists – to help businesses save money
- Sponsorship / organisation of public events including:
  - Priory Live Music festival (16 August)
  - Cycle Mania (28 Sept)
  - Christmas event – involving road closure at War Memorial end of High Street (20 Nov)

2.5 Prompted by discussions at the Economic Partnership officers have undertaken an initial 'light touch' feasibility study into the possibility of a Business Improvement District on the **Lower Sydenham / Beckenham Industrial Estate**. The potential BID levy yield of such a BID could exceed £50k per annum which is viable for an industrial estate style BID. Discussions have been ongoing with a representative sample of the local business community to understand the operational needs / issues for their businesses and to gauge their responsiveness to the BID concept. Initial indications are that this could be supported if introduced in a sensitive and supportive manner. The next steps may involve requesting funding to support the development of a BID in this estate from the GLA (who have recently formed a task group to look specifically at development of industrial BIDs in London). Officers will continue to explore feasibility and options for funding a development project, but a funding BID to the GLA may require a level of match funding from the Council which will need Councillor approval. Officers have also been following up some of the day-to-day issues arising from conversations with businesses – e.g. street cleansing regime, parking restrictions and fly tipping.

## 2.6 Vacant Units

2.7 The latest Vacancy Rates based on Local Data Company research are as follows:

Beckenham (June 14) – 9.1%  
Bromley (May 14) – 12.8%  
Orpington (March 14) – 15.5%  
Orpington BID area (Sept 14) – 15.2%  
Penge (April 14) – 8.1%

## 2.8 Local Parades Improvement Initiative Fund

2.9 During the past 3 months work has been ongoing to implement improvement projects in various areas including:

- Anerley Hill – minor shop front improvements.
- Chatterton Village – flower towers and hanging baskets.

- Chislehurst, High Street and Belmont Parade – village sign, community notice boards, resurfacing of alleyways has taken place and a deep clean is planned.
- Chislehurst, Royal Parade – Liaison with businesses to identify possible projects has taken place
- Clockhouse – improvements to damaged shop frontage, a deep clean and upgraded litter bin installation planned.
- Coney Hall – awaiting installation of planters – with some other work - pending a possible change to parking and loading bays.
- Hayes Village, The Street – resurfacing of forecourt, improvement to frontage of village hall, street signs and new bins.
- Hayes, Station Approach – community noticeboards, repair to car park entrances, planters and deep clean.
- Keston - New planters and flower tower installed.
- Mottingham, Kimmeridge Cross – planters, hanging baskets, community noticeboards and benches.

2.10 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 for Renewal & Recreation. 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.

### **2.11 Bromley North Village Improvement Works**

2.12 The Bromley North Village improvement works are expected to run until November 2014. Works in Market Square have now come to an end and this space starting to be utilised again for both promotions and public entertainment. East Street works are now completed – with bollards installed around street café areas to allow restaurants to utilise for outdoor seating and tables. East Street became the focus for a special celebratory event on 17 July which involved a temporary road closure, free food tasting and a visit from the Mayor of London, Boris Johnson.

### **2.13 Beckenham Town Centre Improvements**

2.14 The Town Centre Manager continues to support the Town Centre Team and the Beckenham Member Working Group in their role of guiding and consulting on the design of the major TfL scheme currently in development. A number of short term improvements complementary to this scheme, but which may be implemented in advance of its commencement, have been identified by the Town Centre Team and have approval from the Working Group. Some of these, for example a permanent cover for the Beckenham Green stage, will be funded from a Section 106 Agreement related to a development in the Beckenham area.

### **2.15 Events**

2.16 The now regular Beckenham Green local produce market was organised for 12 July and on 20 September, in partnership with the Copers Cope Area Residents Association and the Beckenham Business Association. Both markets were very popular 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. A discount voucher booklet which encouraged visitors to utilise the businesses throughout the High Street was a feature of both events.

2.17 In late July a French Market again took place in Petts Wood and Beckenham. Concern was raised over the ability of the market operator to promote the events in public spaces in those town centres – and officers in the Town Centre Management team are now in discussions with Street enforcement colleagues over a compromise solution to allow some appropriately located banners / posters to be displayed in the run up to these types of events.

2.18 Looking ahead to Christmas, a number of special events are already in planning stage and the confirmed dates are as follows:

- Beckenham 29 November
- Biggin Hill 22 November
- Bromley 30 November
- Chislehurst 29 November
- Orpington 20 November
- Sundridge Park Parade 29 November

2.19 Dates of switch-on / Christmas events for other towns not mentioned above will be circulated once these are confirmed.

2.20 A contractor for the borough wide Christmas lights contract (covering Beckenham, Bromley, Chislehurst, Coney Hall, Orpington, Penge and Sundridge Park) has been appointed and the details of the delivery of the contract have been finalised. It should be noted that the Council is funding only the parts of this contract which deal with Beckenham, Bromley and Penge. Funding for the other locations will be provided by local groups, for example Orpington 1<sup>st</sup> BID are funding the Orpington scheme. Other towns, not included in the contract, may still organise Christmas lighting displays, but these will be procured independently of the Council.

## **2.21 Business Support Programme**

2.22 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. An example of this took place on 18 September, when Barclays with UKTI organised a joint international trade workshop for businesses, hosted in Committee Room 1 of the Civic Centre.

2.23 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, emailed to over 3000 business addresses in early August. A special issue of the E-bulletin was also published in early September, to ensure that our subscribers could be made aware of the large number of business events taking place during September and October.

2.24 In June Councillors approved the carry forward of £22.5k paid to the borough by Government for a special Business Support Scheme, as part of a range of support for businesses impacted by the winter flooding. This sits alongside funding available to provide Business Rate Relief and grants for flood resilience measures for both residents and businesses. To date £8.3k has been provided in business rates relief to 2 businesses affected by the flooding. However, no applications have so far been received from businesses for the Business Support Fund.

## **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 1.1 the Town Centre Management team maintains direct links to the Orpington 1<sup>st</sup> BID through both formal and informal meetings.

## **2.27 Priorities for the Town Centre Management & Business Support Team from October to December 2014**

2.28 The Town Centre Management & Business Support team's main priorities for this quarter will be:

- Encourage and support the Bromley BID Working Group in engaging with businesses across the town centre to consult on a potential BID. Coordinating the Council's internal officer team in responding to the development of the BID proposal as the project progresses.
- Support for the Beckenham Town Centre Team and the Beckenham Town Centre Working Group – including assisting with engagement with businesses and other town centre stakeholders on designs for the major TfL-funded scheme for Beckenham, and delivery of funded short term improvement projects.
- Liaison with local town centre groups to plan for the funding and development of public events. Direct management and coordination of major Christmas events in Bromley, Beckenham and Penge. Development of an enhanced promotions, entertainment and specialist markets offer for Bromley – utilising the newly refurbished Market Square spaces. Reviewing how the regular weekly market may operate in future years to provide an enhanced offer for Bromley town centre.
- With a contractor now in place, officers in this team will oversee the delivery of Christmas lights services for the 2014 season in Bromley, Beckenham, Penge, Orpington and some smaller towns / parades.
- In collaboration with colleagues in the Town Centre Renewal Team follow up on the borough's bid to the New Housing Bonus funding stream from the London Enterprise Panel – administered by London Councils. If successful these projects will include an element of business support which will be focussed on assisting businesses in the town centres of Penge and Orpington.
- Work with partner organisations to deliver a programme of support workshops and seminars for local businesses – including organising and promoting a joint

seminar / networking event with ICAEW and MetroBank (2 October) and re-launching the Bromley Business Growth Club in partnership with Action Coach (23 October) – which will have monthly events hereafter. The Town Centre Management & Business Support team will also be coordinating the Council's stand at the Bromley and Kent Business Expo – at Coolings Nursery on 15 October. The Mayor of Bromley, the Leader and the R&R Portfolio Holder are all expected to be in attendance. Officers are also in discussion with the Mayor about a special business networking event in the Palace to take place on 6 November.

- 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 December for reporting to the GLA.
- Maintain regular business communication channels and publications – including the business e-bulletin, website content, including a 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.