



THE LONDON BOROUGH  
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DATE: 12 January 2015

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  |
| 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 20 JANUARY 2015 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 7TH OCTOBER 2014 AND MATTERS ARISING** (Pages 1 - 10)

- 3 UPDATES ON MAIN PARTNERSHIP THEMES AND OTHER RELEVANT COUNCIL INITIATIVES:**
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  - b LOCAL PLAN DEVELOPMENT UPDATE (VERBAL UPDATE)**
  - c TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT UPDATE (Pages 35 - 42)**
  - d BROMLEY YOUTH EMPLOYMENT PROJECT ROUND 2 UPDATE (VERBAL UPDATE)**
  
- 4 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 (VERBAL UPDATE)**
  - d COMMUNITY LINKS BROMLEY (VERBAL UPDATE)**
  - e GENERAL NEWS ROUND (VERBAL UPDATE)**
  
- 5 BROMLEY ECONOMIC PARTNERSHIP WORK PROGRAMME 2014/15 (VERBAL UPDATE)**
  
- 6 ANY OTHER BUSINESS**
  
- 7 DATES OF FUTURE MEETINGS**  
4.00pm, Tuesday 14<sup>th</sup> April 2015

## **BROMLEY ECONOMIC PARTNERSHIP**

Minutes of the meeting held at 4.00 pm on 7 October 2014

### **Present:**

Councillor Peter Morgan (Chairman)  
Katy Woolcott, London Biggin Hill Airport (Vice-Chairman)  
Sharon Baldwin, Orpington 1st BID Company  
Dave Freeborn, George Proctor & Partners  
Mark Henderson, MSE UK  
Colin Maclean, Community Links Bromley  
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  
Suzanne Sharp, NewsQuest

### **Also Present:**

Lydia Coelho, LBB Community Development Manager  
Mike Ellis, Prospects  
Amanda Grice, 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  
Dianna Neal, Head of Economy and Culture, London Councils  
Adam Pope, Phoenix Community Housing  
Ivan Reffell, Best of Bromley Borough  
Robert Sargent, Acorn Commercial

### **1 APOLOGIES FOR ABSENCE**

Apologies had been received from Robert Goddard – Thackray Williams Solicitors LLP, Karen Hine – Baker Tilly Tax and Accounting Limited, Mike Lewis – Michael Rogers LLP, Mary Manuel – LBB Head of Planning Strategy and Projects, Tyler McGill – Phoenix Community Housing, Marc Myers – intu Bromley, Steve Nelson – South East London Chamber of Commerce and Melanie Ross, Barclays Bank PLC.

### **2 MINUTES OF THE MEETING HELD ON 8TH JULY 2014 AND MATTERS ARISING**

**RESOLVED** that the minutes of the meeting held on 8<sup>th</sup> July 2014 be agreed.

### **3 WORK OF LONDON COUNCILS AND FUNDING OPPORTUNITIES ACROSS LONDON**

Dianna Neal, Head of Economy and Culture at London Councils gave a presentation on the work of London Councils in the area of economic development and outlined a number of funding opportunities available across London.

London Councils was a cross-party organisation which represented London's 32 borough council's and the City of London, and worked to develop policy and provide London-wide services such as the Freedom Pass.

London Councils had a number of economic development priorities which included working collaboratively with a range of agencies to accelerate London's growth, greater devolution of employment and skills programme to enhance individual opportunity, and supporting local economic growth. Recent activities of London Councils included supporting a governance review of the London Enterprise Panel, developing the London Enterprise Panel Economic Development Plan and working to secure greater devolution of powers and resources to London through the London Growth Deal.

A range of funding opportunities were currently available across London to support economic development. This included a number of pilot projects funded through the London Growth Deal which aimed to support the employment and skills agenda in identified pilot areas across London. Funding of £678m would be made available across London through European Structural and Investment Funds between 2014 and 2020. This funding would be available to organisations seeking to deliver programmes which targeted support into employment and business competitiveness. Funding for projects which were designed to benefit regional or local economies was also available through the European Regional Development Fund, and could be accessed via direct bidding. Free support and advice on applying for European funding was available from AccessEurope at <http://www.accesseurope.org.uk/>. Additional guidance could also be provided by the Local Authority where appropriate.

In response to a question from a Member of the Partnership, Dianna Neal confirmed that the New Homes Bonus was paid to each London Borough based on the number of homes built in the Borough in the previous year. In 2014/15, Bromley was expected to receive up to £1.928m to fund agreed projects across the Borough which supported the delivery of the seven London Enterprise Panel priorities.

The Chairman noted that there was potential to bid for European funding to support infrastructure projects across the Borough where it could be evidenced that the proposed projects contributed directly to business growth and competitiveness.

The Chairman thanked Dianna Neal for her excellent presentation which is attached at **Appendix A**.

**RESOLVED that the presentation be noted.**

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

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

**A) TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE**

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

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

With regard to Site C: the Old Town Hall, Cathedral was required under the agreement for lease to submit their planning application shortly. The grant of the long lease was conditional on the Group obtaining planning permission to convert the Town Hall to a hotel, conference centre and associated restaurants. Surveys had been carried out and a formal pre-application meeting had taken place with the Council's Development Control section. Work was progressing on the development of the scheme following advice from the Local Authority and English Heritage. The applicant had also agreed to the Local Authority's request to undergo a Commission for Architecture and the Built Environment (CABE) design review. Cathedral aimed to open the hotel and conference centre in Spring 2016.

Work had now been completed in East Street, White Hart Slip, Naval Walk and the pedestrianised area of Market Square as part of the planned public realm improvements to Bromley North Village. The Thames Water main replacement works were also complete. Following an extension of onsite working hours during the summer, the full programme of public realm improvements was expected to be completed by 30<sup>th</sup> November 2014. It had been agreed to add a section of Widmore Road to the public realm improvement scheme and works would commence in early 2015.

In terms of development across the Borough, a revised scheme by Miller Development for the Walnuts Shopping Centre had been approved at Plans Sub-Committee No.1 on 5<sup>th</sup> June 2014. The revised scheme was now under construction and would provide a seven screen cinema, three retail units, three restaurant units, a gym and the creation of a new square with landscaping. The build was scheduled for completion in Spring 2015. Berkeley Homes was preparing to submit a planning application for a new Wellness Centre and a residential scheme on the Old Police Station site.

Following the successful funding bid to the Transport for London Major Scheme Allocation fund for 2014/15 to develop the Beckenham Town Centre scheme, the Design and Development phase was on schedule with the outline design expected to be agreed by the end of 2014. The design and development of the scheme was being undertaken through Beckenham Town Centre Working Group and Beckenham Town Centre Team, as well as through wider community consultation with residents, local businesses, community groups and other stakeholders.

The Local Authority had submitted its proposals to the London Enterprise Panel for the New Homes Bonus to fund projects across the Borough totalling £1.928m for 2014/15 which were based around the seven London Enterprise Partnership priorities. The priorities comprised apprenticeships, skills and training, high streets, places of work, unlocking development, business support, digital, creative and science and technology, and reliance and low carbon. The Local Authority was seeking to fund projects for Penge Town Centre/Crystal Palace, place making at the Walnuts Centre and Orpington business enabling and support, Biggin Hill Aviation Technology and Enterprise Centre and Lagoon Road Industrial Estate redevelopment.

Small business and community groups on London's high streets were being encouraged to apply for a share of a new £9m fund from the Mayor of London to help revitalise high streets. The High Street Fund aimed to support ideas for new activities for high streets, such as shop front and public space improvements and festivals, and members of the Partnership were encouraged to apply to the fund, which would require match-funding. Further information on the new fund would be provided to members of the Partnership following the meeting.

**RESOLVED that the update be noted.**

#### **B) LOCAL PLAN DEVELOPMENT**

The Head of Town Centre Management and Business Support gave an update on progress in developing the Local Plan. The results of the consultation undertaken for the Local Plan 'Draft Policies and Designations' stage in Spring 2014 had been considered by Members and would form part of the next stage of the Local Plan which would be subject to consultation.

Work continued to protect areas of high priority from permitted development rights. The Local Authority was seeking to claim an Article 4 direction on identified sites across the Borough, and a submission had now been made to the Inspector which, if successful, was expected to come into operation by Summer 2015.

**RESOLVED that the update be noted.**

#### **C) TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT UPDATE**

The Head of Town Centre Management and Business Support gave an update on progress across the main Partnership themes of Town Centre Management and Business Support in Quarter 2 2014/15.

In Quarter 2 2014/15, a number of events had taken place in town centres including very successful local produce markets delivered in partnership with the Copers Cope Area Residents Association and the Beckenham Business Association on Beckenham Green. A contractor for the Borough-wide Christmas lights contract (covering Beckenham, Bromley, Chislehurst, Coney Hall, Orpington, Penge and Sundridge Park) had been appointed, with the Local Authority funding the part of the contract which dealt with Beckenham, Bromley and Penge town centres.

Work had been ongoing with the Bromley BID Working Group. An initial 'light touch' feasibility study had also been undertaken into the possibility of a Business Improvement District (BID) on the Lower Sydenham/Beckenham Industrial Estate. A representative sample of the local business community had been contacted for their views on the operational needs and issues for businesses in the area and to gauge the support for the proposal to establish a BID. The next stage would involve requesting funding from the Greater London Authority to support the development of a potential BID.

The Town Centre Management and Business Support Service had worked closely with various organisations to deliver a programme of support and networking opportunities for local businesses. The bi-monthly Business e-Bulletin continued to be provided to over 3000 business addresses and a special edition of the e-Bulletin had been published in September 2014 to ensure that subscribers were aware of the large number of business events taking place during September and October 2014.

Future activities for the Town Centre Management and Business Support Service included encouraging and supporting the Bromley BID Working Group in engaging with businesses across the town centre to consult on a potential BID, assisting the Beckenham Town Centre Team and the Beckenham Town Centre Working Group in engaging with businesses on designs for the major Transport for London funded scheme for Beckenham and delivery of funded short term improvement projects, and overseeing the provision of Christmas lights services for the 2014/15 season in Bromley, Beckenham, Penge, Orpington and other smaller towns and parades.

An events and activities programme for the managed town centres would be developed, 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.

**RESOLVED that:**

- 1) Recent work around Town Centre Management and Business Support in the 2<sup>nd</sup> Quarter of 2014/15 be noted; and**
- 2) The plans for Town Centre Management and Business Support activity for the 3<sup>rd</sup> Quarter of 2014/15 be noted.**

**D) 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 the Local Authority to support sustainable employment opportunities for young people who were unemployed.

The project aimed 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 opportunity 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.

The Operations Manager, Bromley Education Business Partnership advised members of the Partnership that a number of employer engagement meetings had now taken place and that a series of employability workshops had been arranged for young people seeking to move into employment. One to one employer support was taking place with 20 employers, and five young people had been supported into employment. The two Local Authority graduate interns had now been appointed, and were expected to start in post shortly.

Sam Parrett, Bromley College of Further and Higher Education underlined the importance of ensuring that young people were supported into employment that had opportunities for training and development. She was also concerned to note the 'door knocking' element of the project, which aimed to identify young people whose employment, education and training status was unknown as this was the responsibility of the Youth Support Service. The Youth Support Programme Development Officer confirmed that the Bromley Youth Employment Project Round 2 funding would enable additional 'door knocking' to take place where appropriate, including to young people aged 18 years and over, and that this would not be used to replace any responsibilities which were part of the Local Authority's duties.

**RESOLVED that the update be noted.**

#### **E) BROMLEY BID DEVELOPMENT**

The Head of Town Centre Management and Business Support provided an update on the development of the proposed Bromley Business Improvement District (BID).

Work had been ongoing to finalise governance arrangements for the Bromley BID Working Group, which was a pre-requisite for the grant agreement with the Local Authority to become operational. There were now twelve members of the Working



Group who represented a wide range of business types and locations across Bromley town centre, and the grant agreement had been finalised and signed in September 2014. Central Management Solutions (CMS) had been appointed by Bromley BID Limited as a delivery partner. A feasibility study on the Bromley BID would be undertaken from October 2014, and would be followed by an in-depth consultation of at least 45% of the potential levy payers to understand the key issues for the town centre. 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.

**RESOLVED that the update be noted.**

#### **F) CRYSTAL PALACE PARK IMPROVEMENT SCHEME**

Lydia Coelho, Community Development Manager provided an update on the Crystal Palace Park Improvement Scheme.

Following completion of a public consultation, nine projects had now been agreed as part of a £2.4m works programme for Crystal Palace Park. The agreed projects included conservation of the dinosaur models and sphinxes, converting the parking site in the central area back into parkland, the renovation of the concert platform and the creation of a skate park. Work to appoint a consultant to deliver the scheme of works was now underway and it was hoped that feasibility studies would be completed in Spring 2015, with capital works starting in Summer 2015. The scheme of works was expected to be completed by Summer 2016.

A consultation had just been launched on the future of the National Sports Centre based at the park, and members of the Partnership were encouraged to contribute to the consultation where appropriate.

**RESOLVED that the update be noted.**

#### **5 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING TO INCLUDE:**

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

#### **A) EMPLOYMENT/UNEMPLOYMENT TRENDS IN THE BOROUGH**

Amanda Grice, Jobcentre Plus advised members of the Partnership that the Jobseekers Allowance Count in Bromley in August 2014 was 3,070 claimants. This was a decrease of 75 claimants on the previous month and 1,475 claimants since August 2013. There had been a significant reduction in the number of Jobseeker Allowance claimants aged 18-24 years. In August 2014 there were 655 claimants aged 18-24 years, which was a decrease of 50 claimants on the previous month and 310 claimants since August 2013.

The time that new customers claiming Jobseekers Allowance and Employment Support Allowance were expected to wait prior to receiving their first allowance payment would be increased from three to seven days from 27<sup>th</sup> October 2014.

Universal Credit would be introduced from January 2015 for single customers, and later in 2015 for couples or other groups of customers.

The digital rollout had now been completed at Bromley Jobcentre. Customers had increased access to computers to support online job searches and applications, and a dedicated team was available to assist customers in using the new technology.

## **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.

London Biggin Hill Airport was currently consulting with local residents and stakeholders on plans to extend the operating hours of the airport. The proposed extension of opening hours aimed to ensure the airport remained competitive with other business aviation airports across Europe, and to support the future potential development of the airport's offer which included plans to build a hotel, establish an aviation training college and increase the employment opportunities at the airport. Nine pledges had been made by the airport in conjunction with these proposals, which included limitations on the number of flights, noise monitoring measures and the continuing provision of the annual Festival of Flight, and members of the Partnership were encouraged to contribute to the consultation.

## **C) COMMERCIAL PROPERTY UPDATE**

Mike Lewis, Michael Rogers LLP had provided a written update for the meeting which reported that the commercial property market continued to improve with strong occupier demand from all sectors, in particular the office and industrial markets. Recent transactional evidence clearly showed that rents were increasing, incentives were being reduced and leases were returning to their pre-recession lengths with an increase in capital values.

There had been no new office development in the Borough for approximately 30 years and, as demand was likely to soon outstrip supply, there was an urgent need for new development. Unfortunately, some office buildings in the town were now owned by residential developers and were likely to be converted into blocks of flats. Members of the Office Agents Society were concerned that the introduction of permitted development rights from 30<sup>th</sup> May 2013 had removed viable office stock and significantly reduced the amount of available office space across London. The Government was now consulting on proposals to remove the exemptions obtained by Central London and some London Boroughs to further allow the conversion of B1a offices beyond May 2016.

Dave Freeborn, George Proctor & Partners, confirmed that there continued to be interest in land development in Bromley, but that in some cases developers had expressed frustration at the length of the planning application process.

#### **D) COMMUNITY LINKS BROMLEY**

Colin Maclean, Community Links Bromley advised Members that following the highly successful Corporate Social Responsibility Expo that had taken place earlier in the year, a further event had now been planned for March 2015. This event would showcase the voluntary sector in the Borough and support the development of links between local businesses and third sector organisations, and members of the Partnership were invited to attend.

Community Links Bromley continued to work with Jobcentre Plus to deliver an 'Our Place' project in the Penge and Cator area, which would pilot the impact of volunteering on improving the employability of Jobseekers Allowance claimants aged 18-24 years.

**RESOLVED that the updates be noted.**

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

Mike Ellis, Prospects 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 continued to be available, and that there had been strong take up of the scheme over the past year. Global Entrepreneurship Week would take place from 17<sup>th</sup> November 2014, and Prospects would deliver a number of seminars across the Borough around starting a business and accessing funding.

Ivan Reffell, Best of Bromley Borough, was pleased to announce that the Bank on Business Expo would take place on 15<sup>th</sup> October 2014 at Coolings Nuseries Ltd, Knockholt. This was the first joint expo for Bromley and Kent businesses with exhibitions, networking and seminars, and members of the Partnership were invited to attend the event.

Adam Pope, Phoenix Community Housing, confirmed that Phoenix Community Housing was seeking to undertake small scale development on some of its housing stock, which was largely based in Lewisham. A 'Building Lives' academy was being developed through one of its community centres, which could potentially benefit Bromley residents who were unemployed.

Suzanne Sharp, NewsQuest, reported that the web audience of the News Shopper now matched the level of its print audience at 180,000 unique users per week. Work continued to support businesses to effectively market their services online, and members of the Partnership were invited to contact NewsQuest to discuss sponsorship and partnership opportunities.

Sharon Baldwin, Manager, Orpington 1<sup>st</sup> BID Company was pleased to advise Members that the 'Orpington's Finest' award had now been launched, sponsored by Newsquest. Orpington's Finest aimed to recognise the best businesses in the Orpington BID area across a number of categories. Work continued to develop Orpington town centre. This included a contract agreed with the Metropolitan Police to provide a town centre policing team for High Street, Orpington, and work with

Bromley College of Further and Higher Education to develop links with the Hospitality and Catering College with a view to developing a vibrant street food offer.

**RESOLVED that the updates be noted.**

**6 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 noted that both the Local Authority and Orpington 1<sup>st</sup> BID Company were investigating the possibility of introducing super-fast broadband to Bromley town centre and the Orpington BID area and that progress would be reported to a future meeting of the Partnership.

**RESOLVED that the update be noted.**

**7 ANY OTHER BUSINESS**

There was no 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

The Meeting ended at 6.11 pm

Chairman

## **BROMLEY ECONOMIC PARTNERSHIP**

**Meeting:** Bromley Economic Partnership  
**Date:** 20<sup>th</sup> January 2015  
**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 18<sup>th</sup> November 2014 (see **Appendix A**).

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Report No.  
 DRR14/106

## London Borough of Bromley

### PART ONE - PUBLIC

**Decision Maker:** Renewal and Recreation PDS Committee

**Date:** 18<sup>th</sup> November 2014

**Decision Type:** Non-Urgent                      Non-Executive                      Non-Key

**Title:** TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE

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

**Chief Officer:** Marc Hume, Director, Regeneration and Transformation

**Ward:** All Wards

#### 1. Reason for report

- 1.1 To update Members on progress in delivering the Town Centres Development Programme and the findings of the Growth Study and proposed programme of action. Member endorsement is also sought for the development of the project proposals for submission to the Mayor's High Street Fund which have to be submitted to the GLA by 1<sup>st</sup> December 2015

#### 2. RECOMMENDATION(S)

##### Members

- 2.1 Note the progress on the delivery of the Town Centres Development Programme
- 2.2 Endorse the project proposal to be developed for submission to the Mayor's High Street Fund and delegate final sign off for any bid submissions to the Portfolio Holders for Renewal & Recreation and Resources, the Leader and the Director of Regeneration & Transformation.

### Corporate Policy

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

### Financial

1. Cost of proposal:
  2. Ongoing costs: Non-Recurring Cost:
  3. Budget head/performance centre: Renewal and Capital Programme
  4. Total current budget for this head: £133k
  5. Source of funding: Town Centre Development Fund, capital receipts and TfL funding
- 

### 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 comments? No:
2. Summary of Ward Councillors comments: N/A



### **3. COMMENTARY**

#### **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 G: West of the High Street (Churchill Place)

- 3.2 The Council's development advisers, Montagu Evans, have reviewed the MUSE Development proposal for developing Site G (Churchill Place) and have concluded that their proposals would expose the Council to significant and unacceptable financial risks without any clear financial return. As a consequence of this appraisal a Part 2 report will be considered by the R&R PDS (18 Nov) and Executive (26 Nov) which seeks approval to (i) terminate the Council's partnership with Muse Developments and (ii) consider an alternative development strategy and programme of actions that secures the Area Action Plan objectives.

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

- 3.2 Cathedral have been working to revise their scheme proposals in the light of the feedback that they received from CABE. This has delayed the submission of their draft planning application which has to be approved by the Council in its capacity as land owner prior to its submission to the local planning authority.
- 3.3 Cathedral have had meetings with the Council's planners and English Heritage and are aiming to finalise the design details and to complete the supporting information early in November to enable the submission of the planning application

#### **Bromley North Village**

- 3.4 The final phase of works is underway at the East Street/West Street junction. The High Street will be resurfaced in mid-November. The works will be completed on November 30th, although some snagging and contingency works will take place in 2015. As part of the post completion evaluation of the scheme a Stage 3 Safety Audit and business and visitor questionnaires will be undertaken and the results of the evaluation reported back to a future meeting of the R&R PDS Committee.

#### **Beckenham Major Scheme**

- 3.5 The Major Scheme's Design and Development phase is on schedule. A base Traffic Model has been developed and is with TfL for audit. TfL timetable for completing this audit is 4 to 6 weeks. Plans for improving the current traffic light junctions along the High Street have been tested for vehicle tracking (HGV movements). Pedestrian Origin and Destination surveys are due to take place in early December.
- 3.6 Design consultants have been working on more detailed plans, which take into account recent topographical surveys, the HGV tracking movements and information on utilities. In addition they have been considering street furniture and materials. These have been presented to the Working Group as well as presented at Beckenham Green Market Days. Sketch plans have been developed for Beckenham Junction Station forecourt.
- 3.7 Design consultants are currently working on options for the Cinema roundabout with a focus on improving the pedestrian access and environment. Three options will be tested by the TfL verified traffic model in order to ensure that any adverse impact on traffic is minimised.

- 3.8 In addition to the Beckenham Working Group meetings wider community consultation is on-going. The Market Day event on 20 September attracted approximately 80 visitors to the Council van exhibiting options for street furniture and materials. The Beckenham Improvements webpage on the Council's website is regularly updated, with plans as they are developing.

***(current drawings available at meeting)***

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

- 3.9 Formal consultation period finished on 24 October. Approximately 100 responses have been received for far, in addition to a formal response from English Heritage. Analysis of these responses will be taking place and their outcome will be reported in the next committee cycle.

### **Orpington Town Centre**

- 3.10 The Miller Development at the Walnut Shopping Centre for a cinema, gym and retail units is under construction and due to be completed 2015.
- 3.11 A planning application has been received from Berkeley Homes scheme for the Old Police Station site. The application consists of the erection of a 9 storey development comprising of 83 residential units, a retail unit, a Wellbeing Centre and 45 car parking spaces for the residential units.
- 3.12 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. A workshop with stakeholders was held on 11 September. Draft concept plans are with potential stakeholders/funders for their consideration and potential financial contributions to developing plans to RIBA Stage D. ***(Concept plan available at meeting)***

### **New Homes Bonus**

- 3.14 The last R&R PDS Committee meeting considered outlined bids which the Council was proposing to submit for New Homes Bonus funding. These were:
- Penge Town Centre/ Crystal Palace (£1,050k)
  - Orpington Town Centre (£550k)
  - Biggin Hill Aviation and Technology Enterprise Centre (£164k)
  - Lagoon Road Industrial Estate Redevelopment (£164k)
- 3.15 In consultation with the Leader, Portfolio Holders for R&R and Resources, Chairman for R&R PDS and Ward Councillors bids were submitted on 29 August. All four of Bromley Council's bids were successful and were approved by London Enterprise Panel on 29 October.
- 3.16 These projects will commence from April 2015 and will need to be completed by March 2017. Between now and the end of March 2015, grant agreements will be negotiated and the projects will be further developed to commence implementation in April.

## Mayor of London High Street Fund

3.17 On 2 October the Mayor of London launched the High Street Fund prospectus. Up to £9m has been made available until March 2016 by the Mayor to support projects that help achieve his ambitions set out in Actions for High Streets. This is the latest in a series of funding rounds, which started in 2011 with Round One of Outer London Fund, aimed at helping London's high streets to grow and become more vibrant.

3.18 The High Street Fund is open to proposals from Boroughs, sub – regional partnerships, town teams and business improvement districts, community groups and charities within London that wish to lead the regeneration of their local high streets.

|              |   |
|--------------|---|
| 2 October    | High Street Fund prospectus released, application details available |
| 1 December   | Closing date for application  |
| January 2015 | Announcement of successful projects                                 |
| March 2015   | Grant agreements signed   |
| March 2016   | Fund closes   |

3.19 There are three categories of funding:

- Town team or BID, community group, local amenity group, school, charity, sub-regional partnership, London Borough – up to £20,000 with 25% match funding requirement
- Sub-regional partnership, BID or town team led partnership with London Borough – up to £200,000 with 50% match funding requirement
- London borough led partnership – up to £2,000,000 with 50% match funding.

3.20 For grants over £20k the Council will need to be the accountable body and take responsibility for the financial management, including claims which will be paid in arrears. Informal feedback from the GLA indicates that they are likely to limit large capital allocation of up to £2m and these will be focused on areas not previously in receipt of Mayoral funds under the Outer London Fund. To date Bromley Town Centre has received approximately £2.5m from OLF allocations. Both the Penge Town Team and Orpington 1<sup>st</sup> BID have indicated that they would wish to partner with the Council in the submission of separate bids for up to £200,000. An outline of each of the bid's proposal is set out below. Both proposals seek to use the Council's NHB projects as match funding which is acceptable to the GLA, Part of the ongoing bid development will be examining the risks of partnering with each of the teams and calculating the projected costs to the Council of managing and administering the projects if successful.

### **Penge Town Team proposals:**

3.21 The newly formed Penge Town Team would like to submit a bid for up to £200K which will consist of three projects.

#### a. Penge Community Canteen

3.22 A community canteen for the Penge Area, run by and for the community which will provide a training and development programme targeting 16-20 year old NEETs from the Penge

area to provide them with the relevant workplace skills to support their progress into the food/ service sectors.

- 3.23 This will include setting up of a “third space” venue for local people to do their own food related pop-ups or residences launching food service or retail businesses, acting as a community hub for shared food experiences, from national cuisine days to supper clubs as well as a venue for cookery classes for and by the community.

#### b. An Enhanced Penge Festival

- 3.24 The Penge Festival, founded in 1972 as a way of promoting and developing existing community relations in the town has been bringing the community together for over 40 years. It is the objective of the Penge Town team to develop this event into something spectacular using skills and talent already inherent within the community. This will have community-based emphasis that celebrates the artistic excellence of the local area, embracing and reflecting its diversity. Events to be held in May over a week, will likely include and Arts/Heritage Trail, Street Theatre, free open air cinema, musical performances, various workshops and much more culminating in a major celebration of Penge cultural life.

#### c. Capacity Building for the Penge Town Team and A Community Development Hub.

- 3.25 Building the physical and virtual presence of the newly established Penge Town Team, initiatives proposed include the launching and maintenance of the Town Team web site and the provision of accommodation for the Town team in the town centre. This space will also double up as a community hub providing an address for a drop-in centre for the local CAB, IT training courses and a meeting space for local community groups. The town team is currently looking at various vacant units in the town centre as options. Funding will also be sought for a part-time staff member to coordinate the Town Team programme. This project will link into the expanded business support programme submitted in the NHB bid for Penge.

#### **Orpington 1st proposals**

- 3.26 The Orpington submission seeks to develop on the embryonic work of Orpington 1<sup>st</sup> Bid in expanding their Enterprise Hub, through which a programme of support for businesses currently trading in the town and those companies and individuals seeking to establish a business is delivered. Currently the Enterprise Hub has secured on a pro bono basis the advice services from a bank, solicitors and commercial agent, although this is relatively limited. Funding would be sought to purchase a package of advice services which would be flexible enough to meet the development needs of prospective clients. The Enterprise Hub is also currently delivering a small programme of training, delivered by Prospect Consultancy, aimed at returners to the workforce. It is proposed that this and similarly focused training initiatives are developed and expanded through the High Street funding to allow the programme to develop and become self-funding in the future. The initiative therefore supports the development of the capacity of Orpington 1<sup>st</sup> to grow and prosper and provide the business support network which will a long term legacy of the High Street funding.
- 3.27 In addition to providing the support services the initiative will also focus on providing a variety of trading platforms for new and developing businesses, which could be real, virtual, temporary or permanent. Discussions have taken place with Bromley College with a view to supporting the establishment of a series of pop up food stalls focused on showcasing the culinary skills of the College students on the College’s hospitality course. It

would also provide them with the business support skills need to trade successfully. This would be complimentary to the College's own trade restaurant and something that could be accommodated in the refurbished College Square. There is also scope to extending the scope of the pop up stalls for wider business users on to the High Street. There is also an ambition to use the funding to secure the leases on a number of vacant High Street retail units for use as pop up shops. It is proposed that these pop up shops will be used to encourage and support start up business, through providing the trading platform and business support. Selection would be on a competitive basis, with free initial leases restricted to a three month period to encourage a culture of enterprise.

3.28 Proposals for Penge and Orpington will be developed further in consultation with the Leader, Portfolio Holders for R&R and Resources, Chairman of R&R PDS and Ward Councillors. Subject to their support a formal bid will be submitted by Director of Regeneration and Transformation for the 1 December 2014 deadline.

3.30 Town Teams working in other centres in the Borough have been notified of this funding. It is understood that the Chislehurst, Beckenham, Bromley and Penge Town Teams are looking to submit smaller bids for their areas. The Council will not be required to be the accountable body for these smaller bids.

### **Growth Area Study – Next Steps**

3.31 The Local Plan report to Executive in February 2013 identified as a key policy objective the maximisation of economic growth. This included a commitment to identifying investment opportunities and undertaking key infrastructure improvements in the main growth areas of: Biggin Hill; Cray Business Corridor; and Bromley Town Centre. In support of this objective consultants URS and DTZ were commissioned to provide a critical assessment of the future growth capacities of both the Biggin Hill (Strategic Outer London Development Centre) and the Cray Business Corridor. These growth assessments have been used to inform the development of planning policy options for these areas, the results of which have already been reported to the Local Development Framework Advisory Panel throughout 2014 as part of the Local Plan review. These studies have also been critical in the identification and prioritisation of development opportunities that will inform future investment applications to the Council's Economic Development & Investment Fund.

3.32 A majority of the Borough's employment land 89 hectares (excluding town centres) was surveyed as part of the study. Currently 34% is used for Warehousing (B8) uses; 24% for Industry (B2); Retail (A1) 15%; Offices 8% and vacant 9%. ODPM Guidance recommends applying an optimal floorspace vacancy rate of 8%. Table 1.1 illustrates that the employment by use class for both the Cray Corridor and Biggin Hill.

**Table 1.1 Current Land Use**

|                          | <b>B2<br/>Industrial</b> | <b>B8<br/>Warehousing</b> | <b>A1<br/>Retail</b> | <b>Other</b> | <b>Vacant</b> | <b>Total<br/>(Hectares)</b> |
|--------------------------|--------------------------|---------------------------|----------------------|--------------|---------------|-----------------------------|
| <b>Cray<br/>Corridor</b> | 11.87                    | 13.95                     | 10.24                | 6.88         | 6.62          | 49.56                       |
| <b>Biggin<br/>Hill</b>   |                          | 3.15                      |                      | 2.41         | 1.56          | 7.16                        |
| <b>Total</b>             | <b>21.27</b>             | <b>31.43</b>              | <b>13.79</b>         | <b>12.46</b> | <b>10.05</b>  | <b>89</b>                   |

## Cray Business Corridor

- 3.33 The findings from the URS study into growth capacity work found that the Cray Business Corridor supported the largest concentration of industrial based SME's in the borough. The corridor consists of a wide variety of employment sites which on the whole are well functioning, well managed and support a diverse range of SME businesses. The study concludes that given the good strategic characteristics and continued decanting of industrial firms from central London there is likely to be a continued overall gross demand for space within the Cray Corridor.
- 3.34 However, there are major constraints to redevelopment in the Corridor, the benchmark industrial land values for an acre is £650-£750k (£1.60m - £1.73m per hectare) which is well below the values retail or housing uses can support. New industrial floorspace supports typical rents in the order of £8.50 - £9 per sq. ft. (£90-£95 per sq. m) and the investment yield for a new multi-let industrial estate is likely to be between 6-6.25%. Given a typical benchmark build cost of industrial buildings of £50-£60 per sq. ft. (£550-£650 psm) this is a major impediment to the redevelopment of industrial floorspace as speculative developers can achieve a better return on non-industrial development.
- 3.35 In depth analysis of capacity of the corridor found that the area could support a maximum additional growth of approximately 58,000 sq. (11.6ha) over the next 15 years, which at a blended industrial job density of 1 job per 54m<sup>2</sup> would equate to 1074 new jobs. This increase in floorspace would be achieved through a combination of redevelopment of current sites at higher densities and the re-use of vacant and derelict sites. The areas the study identified as having growth potential included: (Map1 attached as Appendix 1).

| <b>Growth Area</b>                                      | <b>Size Hectares</b> | <b>Net Additional floorspace Sq.m</b> |
|---|----------------------|---------------------------------------|
| <b>C1. Ruxley Corner including vacant Klingers site</b> | 2.7                  | 13,500                                |
| <b>C.1 Vacant Land rear of Tesco Edington Way</b>       | 3.1                  | 15,500                                |
| <b>Cluster 2.1 Crayfield Industrial Estate</b>          | 1.8                  | 9,000                                 |
| <b>Cluster 3.5 and Lagoon Road Industrial Estate.</b>   | 4.0                  | 20,000                                |
| <b>Total</b>  | <b>11.6</b>          | <b>58,000</b>                         |

- 3.36 The URS Study recommends that the Council's resources are directed to enabling economic growth in the above locations with the aim of providing suitable and affordable industrial workspace for a range of industrial focused SME's. This growth will be brought forward partly through private owners redeveloping vacant sites such as the Klingers site at Ruxley Corner, which is currently being actively marketed. However the growth opportunities for Lagoon Road Industrial Estate are more constrained and will take much more effort to unlock their potential. The Lagoon Road Estate currently contains under developed and long term derelict sites and there has been a clear failure of the market to bring about a timely redevelopment. This is in part due to the fragmented landownership patterns, poor servicing infrastructure and competing uses increasing the cost of industrial land. The initial site assessment for Lagoon Road is attached as [Appendix 2](#). Initial discussions have taken place with agents acting on behalf of the Phoenix Life the main landowner in Lagoon Road concerning joint working. Approaches have also been made to the commercial agents acting for Allied Bakeries who are looking

to significantly downsize their operation on the adjacent site. Preliminary work has also been undertaken with Commercial Agents Michael Rogers concerning redevelopment/investment opportunities in Kangley Bridge industrial estate.

- 3.37 The next stage in assessing the precise nature of the redevelopment/investment opportunity for Lagoon Road and other identified areas, is the preparation of development briefs. 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. It is anticipated that the work programme will also examine the potential for alternative management of the Corridor such as the establishment of an Industrial Business Improvement District.
- 3.38 Funding for a dedicated development planner post to manage and drive forward this project has been approved by the London Enterprise Board and work will commence of the recruitment to the post on an initial two year contract commencing in April 2015. A report is also due to be considered by the Executive in November which seeks to allocate specific funding of £10m from the Economic Development & Growth Fund to support investments in the Growth Areas of the Cray Business Corridor, Biggin Hill and Bromley Town Centre.

### **Biggin Hill**

- 3.39 The Strategic Outer London Development Centre (SOLDC) designation provides a great opportunity for the Council to adopt a more positive approach towards future development at Biggin Hill. Whilst the emerging findings from the Davies Commission on future aviation policy also provides support for the growth of smaller regional airports. The current growth strategy being promoted by the Biggin Hill LoCATE Partnership forecasts growth of up to an additional 70,000 sq. m of floorspace, which could equate to approximately 2,300 new jobs over the next 20 years. This is based on generating additional demand from existing occupiers and significantly expanding the opportunities to attract more global occupiers, supply chain and international customers' bases. Operational changes in the way regional airports operate, most notably Luton, will lead to the displacement of significant numbers of business aviation flights, which will be looking to relocate along with their servicing needs. Biggin Hill Airport Limited believes that the adoption of a more flexible planning framework will allow them to compete and capture a large portion of this displaced business aviation, generating the projected growth.
- 3.40 Whilst the majority of this growth would be focused on the provision of new hangarage and servicing facilities for relocating Original Engine Manufacturers (OEM) and Aircraft Operating Companies (AEC), a significant percentage could be generated by Small and Medium Enterprises (SME's) connected to the aviation supply chain. The growth in both OEM's and AOC would generate demand for a whole range of specialist services and create a demand for mechanical and electrical engineers to work both air side servicing the aircraft but also in the expanded supply side SME's needed meet this increase in demand. Currently a majority of the SME's in the SOLDC area are concentrated off airside in the Concorde Business Centre on the adjacent Airport Industrial Estate. The URS report confirmed that for every business jet who uses Biggin Hill as home base generates 8 FTE jobs.
- 3.41 The report also recommends that the main focus for Council intervention, outside of the wider planning policy review, should be on developing a credible long term business led solution for the cluster of Listed Buildings that form West Camp. It is proposed that the Council plays a more active role in the redevelopment of this area, utilising the potential offered by the prospective Mayor's London Enterprise Panel Growth Fund allocation for a

future skills academy. This could also be linked to expanding employment floorspace for smaller businesses linked to aviation and mechanical and electrical engineering, who are currently housed in the smaller of the industrial estates in South Camp. The ambition is for the creation of a regional engineering training and business hub. This would require securing ownership of the site and taking a more active role in the development and delivery of the skills academy. These issues and opportunities are the subject of on-going and active discussions with the GLA, Pentbridge Properties the landowners, Bromley College and the airport operator.

- 3.42 The URS report concluded that the former RAF element of the West Camp estate could be redeveloped through a reuse of existing 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.
- 3.43 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 site acquisition options, and different types of operating models to 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
- 3.44 Funding for a dedicated development planner post to manage and drive forward this project has been approved and work will commence of the recruitment to the post on an initial two year contract commencing in April 2015.

#### **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 £179.8k has been spent leaving a balance of £53.2k 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.



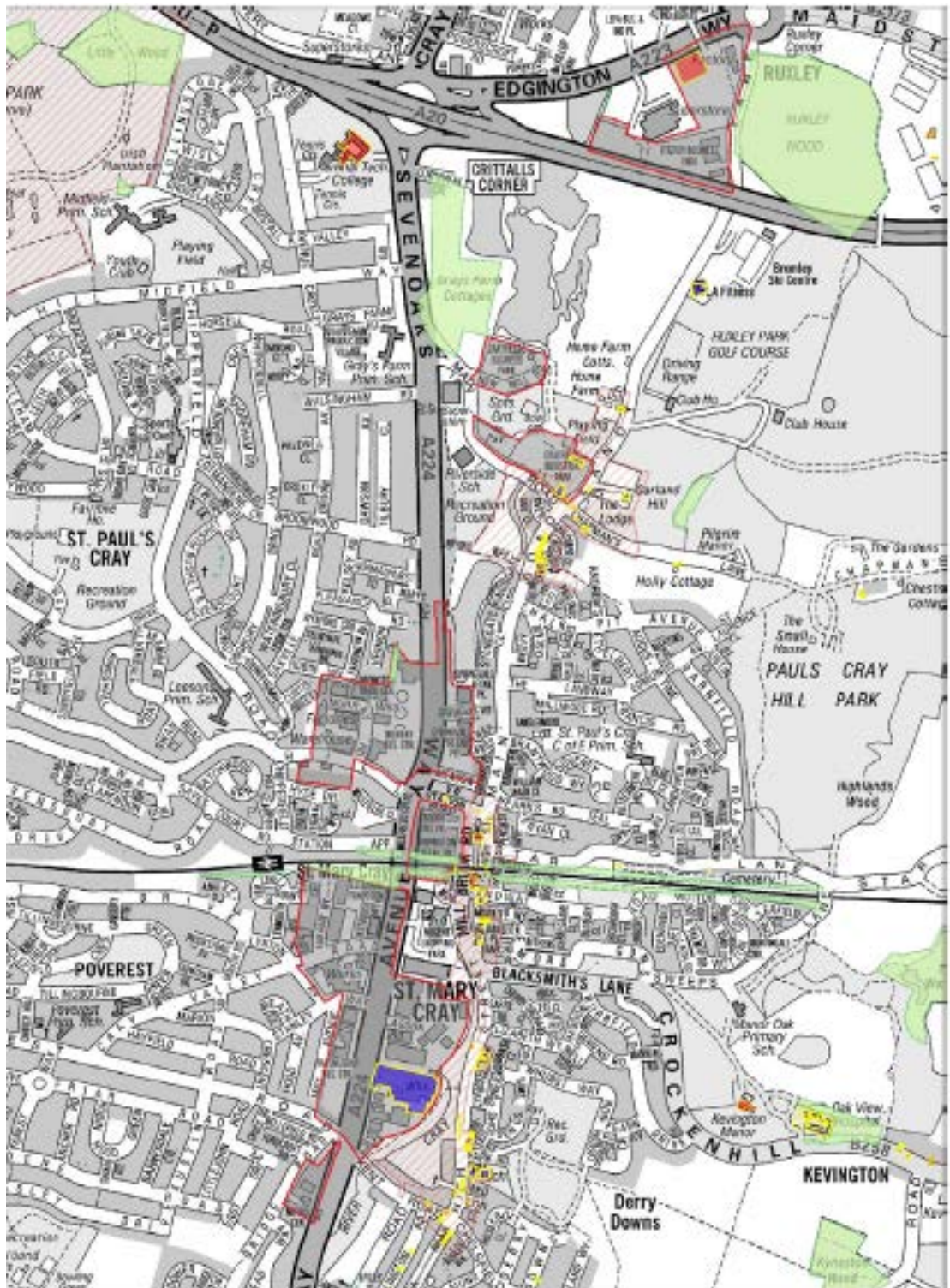
- 5.3 In September, £47k of S106 funds was agreed to be used to fund improvements in Beckenham Town Centre.
- 5.4 The GLA have top sliced the National Home Bonus allocation from each Local Authority in London. The GLA have approved the following bids for LB Bromley; -

| <b>Project</b>                                      | <b>Capital<br/>£'000</b> | <b>Revenue<br/>£'000</b> | <b>Total<br/>£'000</b> |
|---|--------------------------|--------------------------|------------------------|
| Penge Town Centre/Crystal Palace                    | 1,000                    | 50                       | <b>1,050</b>           |
| Orpington Town Centre                               | 500                      | 50                       | <b>550</b>             |
| Biggin Hill Aviation Technology & Enterprise Centre | 0                        | 164                      | <b>164</b>             |
| Lagoon Road Industrial Estate Refurbishment         | 0                        | 164                      | <b>164</b>             |
| <b>Total approved bid</b>                           | <b>1,500</b>             | <b>428</b>               | <b>1,928</b>           |

- 5.5 The High Street Fund bid if successful will be a grant award from the GLA paid in arrears upon the completion of agreed milestones. In terms of the match funding element, leverage can be provided by the use of the successful New Homes Bonus awards for Orpington and Penge Town Centres.
- 5.6 The GLA have not yet finalised guidelines/grant conditions relating to the High Street Fund applications. It is therefore not possible to assess the level of staff time that will be required for the monitoring and administration of any successful schemes, together with the number of claims and level of detailed supporting documents that will be required from the Council as the accountable body. Officers will endeavour to ensure that the projected costs to the Council will be incorporated into each of the project bids.
- 5.7 A report is being submitted to the Executive requesting approval of £135k from the Economic Development and Investment Fund, to meet the estimated costs of the proposed revised development programme for Bromley Town Centre.

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

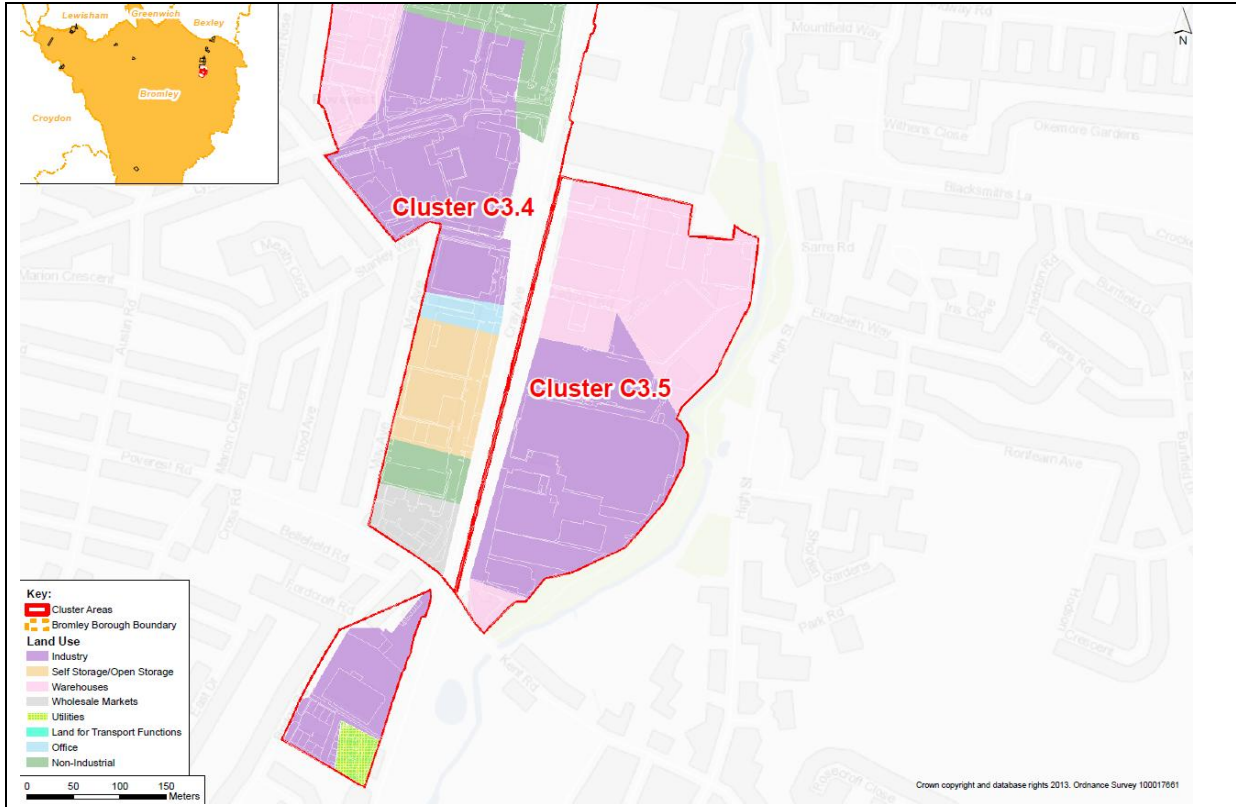
Figure 1.1 – Cray Business Corridor Study Area and designated employment sites



Source: LB Bromley

**APPENDIX 2**

**Figure 4.8 - Employment Cluster 3.5 St Mary's Cray Industrial Business Park – Profile and Characteristics**



|   |   |
|---|---|
| Land area (Ha)                                      | The employment cluster is a total of 8.17 hectares in size.   |
| Land use breakdown 2014 (Ha)<br>(as per above plan) | As per the site surveys and GIS mapping, the cluster was found to contain the following land uses as per the London Plan industrial land use categorisation: <ul style="list-style-type: none"> <li>• B1c/B2 Industry – 4.35 ha</li> <li>• B8 Warehouses – 3.82 ha</li> </ul> |
| Land use change 2010-2014                           | There was no land use change within this cluster between 2010 and 2014.   |

Main Estates and Occupiers

Allied Bakeries (covering much of the south of the cluster), Safestore Self Storage, Screw Fix, Travis Perkins, The Hill Group, Neilcott, F&P Wholesale, Elite Gym (occupying a former business unit) and other businesses at the Lagoon Road Industrial Estate.

*Estate sign at Lagoon Road Industrial Estate (covering the northern part of the cluster)*




Strategic Road Access


Direct access onto A224 Sevenoaks Way and indirect access to the A20 Sidcup By Pass. The site has very good strategic road access.

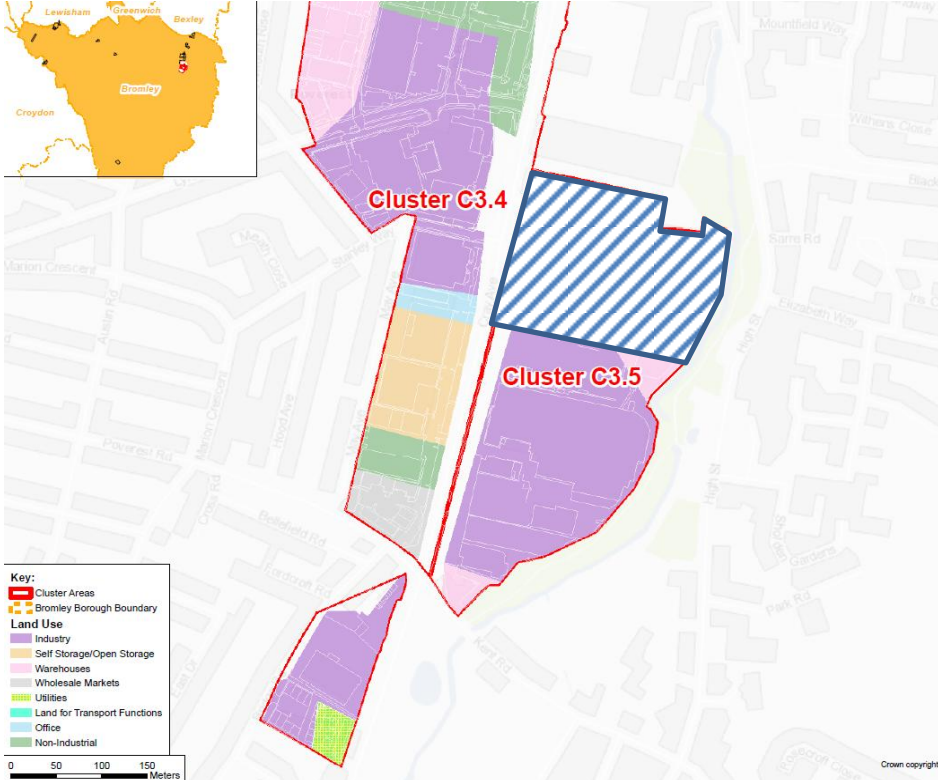
Neighbourhood issues (incl. sensitive receptors e.g. residential, schools)

No bad neighbour issues were observed on site and there are no sensitive immediately adjacent uses such as residential, schools or community uses.



|   |  |
|---|--|
| Strategic access to public transport  | The cluster falls within a PTAL 4 area - this is considered 'good' on a scale of 1a (lowest) to 6b (highest).  |
| Access to waterways & wharves   | The cluster has no access to any waterways.  |
| Access to railhead  | The cluster has no access to any railheads.  |
| Other physical site constraints (layout issues, access through local roads) | Access through Lagoon Road Industrial Area was found to be constrained by on street parking and on street business servicing.  |
| Planning policy context   | The cluster is designated as a 'Business Area; in the adopted UDP and a 'Strategic Industrial Location (Industrial Business Park)' as per the London Plan.<br>The site is bordered to the east by an 'Urban Open Space' and 'Conservation Area'.   |
| Servicing of businesses   | Most businesses throughout the cluster were observed to have designated off road loading areas though some within the Lagoon Road industrial Estate had roadside loading which was found to cause congestion issues.   |
| Parking facilities  | <p>Most of the businesses and sites throughout the cluster were found to have adequate dedicated parking provision. There was also observed to be some on street parking though this was not causing any traffic circulation problems at the time of the site visit.</p> <p><i>On street parking within the cluster</i></p>  |
| Access to amenities & facilities  | Access to facilities and amenities is considered to be very poor with no facilities or amenities within a fifteen minute walk of the site.   |
| Quality of environment and public realm                                     | During the site surveys it was found that the quality of environment and public realm was found to be generally good though there were some signs of a lack of investment for example in internal roads particularly at Lagoon Road.   |

|   |  |
|---|--|
| <p>Conditions of buildings</p>            | <p>Buildings throughout the cluster were considered to be good except for within lagoon Road industrial estate where some units were considered poorer.</p> <p><i>Business premises within Lagoon Road</i></p>   |
| <p>Vacant floorspace observed</p>         | <p>Up to 2,442 sq m of floor space was observed to be letable within the Lagoon Road area at the time of the site survey in December 2013. Several units were vacant and being marketed including 1,290m<sup>2</sup> for B8 use, a unit of 567m<sup>2</sup> for B1c use and a unit of 585m<sup>2</sup> for B2 use. This extent of vacancy suggests that units available are not attractive to occupiers.</p> |
| <p>Vacant land and derelict buildings</p> | <p>There is no vacant land or derelict buildings within the cluster though there is significant building vacancy and some signs of a lack of investment within the Lagoon Road Industrial area.</p>  |
| <p>Existing and future capacity</p>       | <p>The location hatched on the below plan, which covers Lagoon Road Industrial Area, is considered to be a good location for business space redevelopment.</p>   |

|   |  |
|---|--|
| <p>Possibility for intensification/redevelopment</p>              | <p>The Lagoon Road Industrial Area (an area of circa 4.0 hectares as hatched on the below plan) is considered to be a good location for intensification and redevelopment. Our surveys found there to be significant vacancy, some signs of a lack of investment, relatively poor quality commercial stock and lower intensity development. The four hectare site area could yield circa 20,000 sq m of development based on single storey uses and a 0.5 plot ratio. The site is considered suitable for B1b/c, B2 and B8 uses.</p>  <p>Source: Bing maps</p>  |
| <p>Evidence of active marketing on site (floorspace and land)</p> | <p>Yes – Up to 2,442sq m of floor space was observed to be lettable for B1c/B8/B2 uses at the time of the site survey in December 2013.</p>  |
| <p>Description of cluster</p>                                     | <p>The south of the cluster is dominated by Allied Bakeries and a cluster of small industrial units at its southern end. Though many of the premises in this area are dated and potentially in need of upgrade in the medium to longer term, the level of occupancy is high and overall this area is well functioning as an industrial employment area. Allied Bakeries have confirmed during consultations that they have no intention of vacating their site in the near future and it remains operationally important. The northern part of the cluster is comprised mainly of the Lagoon Road Industrial area / Cray Avenue Industrial Estate. There is an evidenced demand for industrial space in this area though a significant number of units here remain vacant. There is some evidence here of a lack of investment in business space and an opportunity for comprehensive redevelopment exists with more modern business space</p> |

|  |   |
|--|---|
|  | being provided. There appears to be a multitude of ownerships at Lagoon Road, so further investigation into feasibility and ownership is required.  |
| <b>Market information</b>  |   |
| Specific market interest / enquiries (outcome of research and consultations) | <p>This cluster is made up of three distinct areas: the Lagoon Road Industrial Estate at the north, the Allied Bakery factory, and a small area to the south of the cluster where Walkers and Travis Perkins Building Merchants are located.</p> <p>We are not aware that Allied Bakeries, Walkers or Travis Perkins are considering relocating and as such we would not earmark this part of the cluster as a potential area for redevelopment within the next five to 10 years.</p> <p>The Lagoon area is an area consisting of a group of primarily industrial buildings, but some office space built in the 1970s. The nature and general configuration of the stock is poor, with many of the buildings coming to the end of their economic life.</p> <p>There is currently one vacant building on Lagoon Road, which is being marketed by Michael Rogers and extends to 13,885 sq ft (1,290 sq m). The agent is quoting £6.50 per sq ft (£70 per sq m) for the building and has reported that they have received interest mainly from short term interest from such sectors as garages and storage operators. The agent commented that should the site be developed they would expect good demand from B1(c), B2 and B8 uses.</p> |
| Typical rental information (rent and yield) for recommended uses             | <p>B1c/B2/B8, for new space - £8.50-£9.00 per sq ft (£90-£95 per sq m) – depending on the size of unit.</p> <p>For the existing accommodation - £5.00-£6.00 per sq ft (£55.00-£65.00 per sq ft).</p> <p>Yield: for a multi-let industrial estate now it would attract interest at between 6-6.25% on the basis of a new development.</p>  |
| Benchmark industrial land values (per ha) for recommended uses               | £650,000-£700,000 per acre (£1.60m-£1.73m per hectare)  |
| Benchmark Build costs (per sq m) for recommended uses                        | £50-60 per sq ft (£550-£650 per sq m) – industrial  |
| Overall viability  | This whole cluster includes buildings coming to the end of their economic life which is certainly an important factor when considering the viability of redevelopment. We have identified the northern area of this cluster around Lagoon Road as an area which represents an opportunity to improve on the quality of the accommodation, and potentially increase the amount of floor area. The Council could add value by assisting in delivering a comprehensive scheme in this area (see below for further detail).   |



|  |  |
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| Phasing for future redevelopment                           | 0-5 years but only if there is a willingness to sell by the current owners.  |
| Next steps for Council in helping facilitate redevelopment | <p>The next step would be for the Council to consult with the relevant owners of this cluster around Lagoon Road to establish their future intentions and whether they would be receptive to a party looking to assemble the land.</p> <p>Should these discussions prove positive, the Council should assess the development potential of the site in more detail through the production of a development brief, determine which interests need to be acquired to deliver a viable scheme through assess viability through a detailed financial appraisal, carry out valuations of the site and enter into detailed discussions with landowners. A CPO strategy should be developed so that should the Council need to use its compulsory purchase powers the necessary sequence of decisions is in place. Development options should then be assessed, including the potential for the Council to either develop the site itself or partner with a developer.</p> <p>The advantage of this strategy, as outlined above, is that developing this site piecemeal is unlikely to provide the quality of environment necessary to ensure its viability.</p> <p>The difficulty with a comprehensive development is that due to the likely number of owners within the cluster, even if there is resistance from one party it may prove too difficult to achieve.</p> <p>Furthermore the viability of the development is likely only to be made should the owners willingly sell for the market price, which will not necessarily happen.</p> |
| Potential future business rate uplift                      | £295,000 additional per annum to be retained by the Council as a result of circa 20,000 sqm of assumed new development (using a 0.5 plot ratio) at the identified site.  |
| <b>Transport review of redevelopment</b>                   | <p><u>Site Access</u><br/>Existing access to the development is available from the A224 Cray Avenue/Lagoon Road priority junction. All movements are possible from this junction in its existing configuration. No existing accident trends have been identified at this location and a review of the access in the future case suggests that capacity should be available to accommodate predicted demand.</p> <p>Formal footways extend both north and south from the Lagoon Road access. The site is located adjacent to an existing cycle route which runs north towards the A20 Sidcup cycle route and south towards Orpington along the A224. Part of this route between Poverest Road and Station Road is due to</p>  |

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|  | <p>be upgraded to provide improved facilities for cyclists.</p> <p>The site has good accessibility to public transport (PTAL 4), with seven bus routes available within 100m of the site access, and a further two bus routes available within 640m of the site. St Mary Cray Station is also located approximately 700m from the site, offering access to destinations such as London Victoria and Ashford International.</p> <p><u>Highway Impact</u></p> <p>Of the sites proposed for redevelopment, Lagoon Road Industrial Area (20,000 sqm) would be likely to generate the greatest number of trips due to its potential size. 97 and 90 vehicles would be expected to travel to or from the site during the weekday AM peak and PM peaks respectively. A c.60/40 split between movements north and south is expected.</p> <p>For the trips travelling north, the majority will use the A20 Sidcup bypass to travel east or west, and therefore will pass through the A224 Sevenoaks way/Midfield Way junction (Junction 1.3) and the A224 Cray Road / A223 Edgington Way / A20 / A224 Sevenoaks Way Roundabout (Junction 1.2). Both of these junctions operate significantly over capacity in the future case, and are recommended for improvement irrespective of growth in the area.</p> <p>To the south, approximately 30% of trips will pass through the A224 Cray Avenue / Lower Road / A224 Court Road / A223 High Street junction (1.6), which has also been identified through the highways review as a key capacity constraint in the future case, with or without development. Any additional traffic from development will accentuate predicted heavy queuing, and improvements at this junction are therefore also recommended to facilitate future growth in the area.</p> <p><u>Network Improvements</u></p> <p>In facilitating development, the delivery of highway improvements should form the key focus for this site, given the site's favourable characteristics in regards to access by other modes. Similar to the other sites, contributions should be sought, given that the delivery of improvement schemes is likely to fall beyond the scope of one developer. Specific schemes to consider, subject to further review, costing and land availability, would be as follows:</p> <ul style="list-style-type: none"><li>• Junction 1.2 - Signalisation of the roundabout and the linking of this location to the wider Cray Corridor network using UTC SCOOT, in order to manage traffic and queuing levels along the route and to minimise bus delay.</li><li>• Junction 1.3 – Improvements to Sevenoaks Way/Midfield Way to extend the right turn box, and/or signalisation to control blocking</li></ul> |
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|  | <p>back to junction 1.2.</p> <ul style="list-style-type: none"><li>• Junction 1.6 – Delivery of a toucan crossing across the southern arm of the signalised crossroads, and amendments to connection with the southbound cycle lane in order to alter the need for a cycle specific stage at this location.</li></ul> <p>For this site, delivering improvements at Junction 1.2 and Junction 1.6 are likely to form key priorities.</p> |
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## BROMLEY ECONOMIC PARTNERSHIP

**Meeting:** Bromley Economic Partnership

**Date:** 20<sup>th</sup> January 2015

**Subject:** Town Centre Management and Business Support Update

**Authors:** Martin Pinnell, Head of Town Centre Management and Business Support  
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### 1. Recommendations.

The Partnership is asked to:-

- 1.1 Note recent work around Town Centre Management and Business Support in the 3<sup>rd</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 – October to December 2014

#### 2.1 Business Improvement Districts

- 2.2 The grant agreement between **Bromley BID** Working Group and the Council was finalised in early October, and the Working Group subsequently appointed a specialist consultant Central Management Solutions (CMS) to undertake the work programme required to bring the proposed BID to a ballot in October / November 2015. Work has now commenced on the feasibility stage – which includes a review of the business rates data and some light touch consultation which is expected to confirm the results of the Council's own initial feasibility work. In addition work has started on developing the key legal agreements (Baseline and Operating Agreements) which will underpin the future relationship between the Council and the BID.
- 2.3 Once the results of the feasibility study are received by the BID Working Group (expected early Feb), they will then launch in-depth consultation which will seek to understand the issues for the town centre, and the aspirations of the businesses that could potentially be met through a BID. The results of the BID consultation and a draft Bromley BID Proposal are expected to be available in spring / early summer 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. The BID held its second Annual General Meeting on 8 October at which the majority of existing

Board were re-elected and some new members were added to the Board. Recent BID project highlights include:

- Initiating a partnership with the Police which has seen the formation of a dedicated town centre team – part funded by the BID.
- Occupation of an office building on the High Street – which has started to function not only as the BID HQ but also as an enterprise hub and meeting point for local businesses and also a touch-down point for the new town centre Police team.
- Joint purchasing opportunities for BID members through partnership with Meercat procurement specialists – to help businesses save money
- Christmas Celebration event took place on 20 Nov involving a road closure at the southern end of the High Street to create a space for stalls, entertainment and children's activities and a viewing point for a fireworks display.

## **2.5 Vacant Units**

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

Beckenham 11.0% (Dec 14) – *c.f.* 9.1% (June 14)  
Bromley 11.8% (Nov 14) – *c.f.* 12.8% (May 14)  
Orpington BID area 15.2% (Jan 15) – *c.f.* 15.2% (Sept 14)  
Penge 8.1% (April 14) – *c.f.* 7.4% (May 13)

GB average 13.2%

Data source: Local Data Company

## **2.7 Local Parades Improvement Initiative Fund**

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

- Anerley Hill – Improvements to the frontage and signage for the Crystal Palace Museum.
- Chislehurst, High Street and Belmont Parade – a deep clean of pavements has taken place.
- Chislehurst, Royal Parade – grant to upgrade Christmas lights
- Clockhouse – improvements to damaged shop frontage, a deep clean and upgraded litter bin installation planned.
- Coney Hall – installation of planters has taken place – with some other work pending a possible change to parking and loading bays, which is under consideration by local traders and ward Councillors.
- Hayes Village, The Street – improvement to frontage of village hall and new bins.
- Hayes, Station Approach – community noticeboards, repair to car park entrances and deep clean of the pavement from Station area and round into Bourne Way.

- Keston – Permanent planters installed. Bid for planting of permanent Christmas tree not successful due to conservation restrictions to planting which can take place on the Common. Temporary Christmas lights installed for 2014.
- Mottingham, Kimmeridge Cross – planters, community noticeboards and benches.

2.9 In each case, Town Centre Managers have been assisting local groups to identify costs and explore feasibility for a variety of projects. Since 2012 £208.7k has been spent or committed on projects in various locations. There is an additional £7.2k allocated to be spent this financial year and another £34.1k to be spent in future years (mostly 2015/16). All the original £250k has now been authorised for expenditure on projects in various locations.

## **2.10 Bromley Town Centre**

2.11 The Town Centre Management Team has led on an initial review of the operation, location and offer of the town's 3 day market, reporting to Councillors at a Committee in November. This has led to a second stage of the review which will involve market research and consultation, design of a new market for a new location and the development of a tender for the possible contracting out of the market operation. The results of this review will be reported to members for a decision on implementation in June.

2.12 The Bromley North Village improvement works were mainly complete by end of November 2014 and Market Square, High Street and East Street were clear of contractors for the Christmas period. Market Square was able to play host to Bromley's Christmas lights switch on event and Christmas Village.

## **2.13 Beckenham Town Centre**

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 are in the process of being implemented following the allocation of £47k from a section 106 agreement. During the past quarter, the Town Centre Manager has:

- Successfully applied for funding to support the Purple Flag project – which is about developing a partnership to promote improvements to safety in the evening economy – and organised the first project workshop for the partners in October
- Developed and supported a programme of networking evenings for retailers, with an event hosted at an art gallery and a bookshop.
- Supported the Beckenham Business Association (BBA) in outreach to retailers with the aim of increasing the number of high street businesses in the BBA membership
- Assisted with the organisation Christmas event.
- Secured sponsorship in kind and in cash from Waitrose and Sainsbury and other parties to support events.

## **2.15 Penge Town Centre**

2.16 During the past quarter the Town Centre Manager has:

- Brought together various stakeholders to create a Town Centre Team for Penge which has now been formed and recognised by the Association of Town Centre Management
- Discussed ideas with local groups for potential High Street Fund bids for Penge
- Delivered the Penge Christmas event, involving for the first time the Bridge House theatre
- Helping to promote the new location and facilities at the library through organising a complementary event in Empire square which coincided with official opening
- Liaising with the new owners of the Goldsmiths Arms to establish links for future events and collaboration when the pub re-opened
- Liaising with the GLA appointed 00 architects on ideas for development of future projects

## **2.17 Events**

2.18 Poppies were installed in trees and lamp columns in Bromley in readiness for Remembrance Sunday.

2.19 The Town Centre Management Team working with local partners coordinated the following Christmas events:

- Beckenham – Saturday 29 November  
Featuring a Candle-lit parade down the length of the High Street, children's fun fair, entertainment on stage, food stalls, Santa, carol singing and mince pies. Estimated number of attendees: 1,500
- Penge – Thursday 20 November  
Featuring Christmas stalls, Santa and entertainment on stage, appearance of pantomime dames from Bridge House Theatre. Estimated number of attendees: 1000
- Bromley Town Centre – Sunday 30 November  
Featuring the annual Santa Dash (in partnership with MyTime Active) entertainment from 12 noon, festive stalls, an appearance from the Churchill Theatre Panto Stars, Christmas parade starting with reindeer and Father Christmas, lights switch on with snow, glitter and light show. Estimated number of attendees: 20,000.

2.20 It should be noted that only part of the costs for these large scale events were met through Council budgets, with the remainder funded through commercial sponsorship and other third party contributions.

2.21 The Town Centre Managers also played a part in assisting and advising the organiser of the following festive events across the borough:

- Biggin Hill (New Life Church) – Saturday 22 November  
Featuring entertainment, mulled wine and mince pies
- Chislehurst (Royal Parade) – Sunday 23 November



- Featuring Christmas market, food, entertainment and a raffle
- Chislehurst (High Street) – Saturday 29 November  
Featuring mulled wine, Father Christmas, popcorn, roasted chestnuts and entertainment.
- Hayes (New Inn, Station Approach) – Saturday 22 November  
Featuring Santa’s grotto, stalls and entertainment
- Orpington (High Street) – Thursday 20 November  
Featuring Santa and his reindeer, lantern parade, fairground rides, Christmas market stalls, entertainment and a fireworks display.
- Petts Wood – Saturday 29 November, 1-6pm  
Featuring stalls, rides, entertainment and fireworks at 6pm.

2.22 Festive Impact Lighting Ltd won the contract to install festive lights in Beckenham, Bromley, Chislehurst, Coney Hall, Orpington, Penge and Sundridge Park on behalf of the Council for 2014 and the Town Centre Management team have managed and monitored the delivery of this contract throughout the festive season. Some of the smaller town centres also independently procured and installed Christmas lights displays for the 2014/15 season.

### **2.23 Business Support Programme**

2.24 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.

2.25 Following the June 2014 ‘Bromley Means Business’ Expo hosted at the Civic Centre further feedback was requested from participants. In October 195 participants were emailed with a link to an online survey and encouraged to provide feedback on the event and its impact on their businesses. Disappointingly only 16 of these provided a response, but all of these responses were generally positive. More than half of those responding had achieved growth since the event, and half of these attributed some part of that growth to having attended the event. On the basis of this feedback and earlier feedback provided by the stall holders, officers are in discussions with London Means Business about hosting another Bromley Means Business Expo on 16 June 2015, possibly utilising the Great Hall.

2.26 On 23 October the Council, in partnership with Action Coach, re-launched the Bromley Business Growth Club, which will become a regular monthly session for established local businesses with an ambition to grow. The first session, entitled ‘Six Steps to a Better Business’ was attended by 25 local business owners. Another session on 25 November was also well attended and it is expected that monthly events will take place as part of the Growth Club until the autumn 2015.

2.27 The Town Centre Team assisted with the marketing and organisation of the Mayor of Bromley’s first Business Networking Reception in the Old Palace on 27 November – which was successful in drawing a range of business people from across the borough to network and hear about the Mayor’s chosen charities.

2.28 The bi-monthly Business e-Bulletin has changed its format and is now being hosted and managed on behalf of the Council by a local e-marketing agency. At present just over 3000 businesses are sent the bulletin every other month, with the next issue due in late-January.

## **2.29 Business and Traders Group Liaison**

2.30 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.

## **2.31 Priorities for the Town Centre Management & Business Support Team from January to March 2015**

2.32 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 – including assisting with joint communications. Coordinating the Council's internal officer team in responding to the development of the BID proposal as the project progresses – including agreement on protocols for the ballot, development of legal agreements and the framework for the levy billing process.
- 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 also the Town Centre Team's High Street Fund alleyway improvement project – if successful. Coordination of delivery for some other minor improvement projects including stage cover and infrastructure on Beckenham Green.
- Coordination – in partnership with colleagues in Public Protection – the Purple Flag project to improve the safety of Beckenham's night time economy.
- Coordination of the second stage of the review of Bromley markets to prepare for the possible relocation and refocussing of the Bromley market – and prepare for a possible tender for a commercial operator for Bromley town centre markets. The initial stages of this will be focussed on commissioning high quality market research and specialist advice.
- Finalise the majority of the remaining agreed projects for the Local Parades Improvement Initiative (LP II) or where the original projects have not been feasible, to agree the re-allocation of any unspent funding to other LP II projects.
- Ensure the successful completion of the Christmas lights project for the 2014 season in Bromley, Beckenham, Penge, Orpington and some smaller towns / parades. Reviewing the potential funding available for supporting Christmas lights in 2015.

- Preparation for delivery of the revenue (business support) elements of the New Homes Bonus funding which has been allocated to Penge and Orpington for expenditure in 2015/16 and 2016/17 . If Orpington bid to High Street Fund is successful (with results expected in early Feb), this team would be involved in developing and commissioning the business support aspects of that.
- Oversee the re-launch and promotion of the Bromley Commercial Property Database.
- Work with partner organisations to deliver a programme of support workshops and seminars for local existing businesses and start-ups – including hosting the Bromley Business Growth Club in partnership with Action Coach, workshops in partnership with ICAEW and MetroBank, a Growth Accelerator showcase event and also possible start up seminars. Plan for the delivery of the Bromley Means Business Expo at the Civic Centre in June.
- Undertake some initial liaison work with BDUK and local parties for the development of a possible joint project to introduce superfast broadband to certain rural parts of the borough.
- Maintain regular business communication channels and publications – including the business e-bulletin, website content, including a new Bromley Business Directory (for publication in late 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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