



THE LONDON BOROUGH
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BROMLEY CIVIC CENTRE, STOCKWELL CLOSE, BROMLEY BRI 3UH

TELEPHONE: 020 8464 3333

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

DIRECT LINE: 020 8313 4602

FAX: 020 8290 0608

DATE: 2 April 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
Marg Mayne	Mytime Active
Kate Miller	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
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 14 APRIL 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 20TH JANUARY 2015 AND MATTERS ARISING (Pages 1 - 8)**

- 3 BIGGIN HILL AIRPORT UPDATE (PRESENTATION)**
- 4 UPDATES ON MAIN PARTNERSHIP THEMES AND OTHER RELEVANT COUNCIL INITIATIVES:**
 - a TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE (Pages 9 - 24)**
 - b LOCAL PLAN DEVELOPMENT UPDATE (VERBAL UPDATE)**
 - c TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT UPDATE (Pages 25 - 30)**
 - d BROMLEY YOUTH EMPLOYMENT PROJECT ROUND 2 UPDATE (VERBAL UPDATE)**
- 5 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING TO INCLUDE:**
 - a COMMERCIAL PROPERTY (VERBAL UPDATE)**
 - b COMMUNITY LINKS BROMLEY (VERBAL UPDATE)**
 - c BROMLEY COLLEGE OF FURTHER AND HIGHER EDUCATION UPDATE (VERBAL UPDATE)**
 - d GENERAL NEWS ROUND (VERBAL UPDATE)**
- 6 BROMLEY ECONOMIC PARTNERSHIP WORK PROGRAMME 2015/16 (VERBAL UPDATE)**
- 7 ANY OTHER BUSINESS**
- 8 DATES OF FUTURE MEETINGS**
 - 4.00pm, Tuesday 14th July 2015
 - 4.00pm, Tuesday 13th October 2015
 - 4.00pm, Tuesday 12th January 2016
 - 4.00pm, Tuesday 12th April 2016

BROMLEY ECONOMIC PARTNERSHIP

Minutes of the meeting held at 4.00 pm on 20 January 2015

Present:

Councillor Peter Morgan (Chairman)
Katy Woolcott, London Biggin Hill Airport (Vice-Chairman)
Sharon Baldwin, Orpington 1st BID Company
Dave Freeborn, George Proctor & Partners
Robert Goddard, Thackray Williams Solicitors LLP
Mark Henderson, MSE UK
Sam Parrett, Bromley College of Further and Higher Education
Martin Pinnell, LBB Head of Town Centre Management and Business Support
Suzanne Sharp, NewsQuest
Donna Still, Federation of Small Businesses

Also Present:

Diane Diamond, Community Links Bromley
Councillor Peter Fookes
Amanda Grice, Jobcentre Plus
Paul King, LBB Head of Youth Support Services
Mary Manuel, LBB Head of Planning Strategy and Projects
Adam Pope, Phoenix Community Housing
Peter Scott-Wilds, FLR Spectron / South East London Chamber of Commerce
Michelle Williams, FLR Spectron

1 APOLOGIES FOR ABSENCE

Apologies had been received from Paula Heffernan – Jobcentre Plus, Lesley Holland – LBB Operations Manager: Bromley Education Business Partnership, Mike Lewis – Michael Rogers LLP, Stella Marshall – LBB Youth Support Programme Development Officer, Colin Maclean – Community Links Bromley and Robert Sargent – Acorn Commercial.

2 MINUTES OF THE MEETING HELD ON 7TH OCTOBER 2014 AND MATTERS ARISING

The minutes of the meeting were agreed.

With regard to Item 4a: Town Centres Development Programme Update, the Chairman confirmed that the New Homes Bonus for 2014/15 would total £1.74m for the Borough and would be used 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.

RESOLVED that the minutes of the meeting held on 7th October 2015 be agreed.

3 UPDATES ON MAIN PARTNERSHIP THEMES AND OTHER RELEVANT COUNCIL INITIATIVES:

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

A) TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE

The Chairman gave an update on Town Centre Development across the Borough.

Progress was continuing across the sites that made up the Bromley Town Centre Area Action Plan. Work had now been completed on the planned public realm improvements to Bromley North Village, although some minor contingency works would take place in 2015.

In terms of development across the Borough, the Beckenham Major Scheme's Design and Development phase was on schedule. A base Traffic Model had been developed and was being audited by Transport for London, and design consultants were working on options for the Cinema roundabout with a focus on improving the pedestrian access and environment. Formal consultation on the proposed Beckenham Town Centre Conservation Area had closed on 24th October 2014. Approximately 100 responses had been received, in addition to a formal response from English Heritage, and these were being analysed.

The Miller Development at the Walnuts Shopping Centre, Orpington was under construction and due to be completed in Autumn 2015. A planning application had been received from Berkeley Homes for a Wellness Centre and residential scheme on the Old Police Station site, and it was expected that a planning application for a Premier Inn development in the area would be submitted shortly. It was planned to use New Homes Bonus funding to implement a public realm improvement scheme to bring together the different developments across Orpington town centre.

RESOLVED that the update be noted.

B) LOCAL PLAN DEVELOPMENT UPDATE

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

The Government had consulted on whether to extend the scheme which allowed permitted development rights for change of use from office to residential beyond March 2016 with some amendments. The Local Authority had consulted on Article 4 directions to exclude identified office sites in Bromley town centre after July 2015, and was awaiting for a response from the Secretary of State. The Local Authority's representations to the Mayor's draft Further Alterations to the London Plan had been considered as part of the Examination, but the changes requested by the Local Authority to the office guideline classification for Bromley and Orpington town centres were not supported by the Inspector.

The Chairman noted that Biggin Hill and Crystal Palace had been included in the London Plan and the Further Alterations to the London Plan as Strategic Outer London Development Centres for, respectively, aviation and sports, leisure and culture. The potential to include the Lower Sydenham industrial area as a strategic industrial location was now being explored, as well as smaller industrial areas identified across the Borough.

The Government's response to its consultation on the proposed changes to simplify change of use for retail units across A Use Class categories was awaited.

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 3 2014/15.

In Quarter 3 2014/15, a number of events had taken place in town centres including Christmas events in Beckenham, Penge and Bromley town centres.

The Local Authority continued to maintain direct contact with the Orpington 1st Business Improvement District (BID) Board through the attendance of non-voting members, Councillor William Huntington-Thresher and the Head of Town Centre Management and Business Support. The grant agreement between Bromley BID Working Group and the Local Authority was finalised in early October and the Working Group had subsequently appointed Central Management Solutions, to undertake the work required to bring the proposed Bromley BID to a ballot in Autumn 2015. Work had commenced on the feasibility stage, and an in-depth consultation would take place in Spring 2015 to identify the issues for the town centre and the aspirations of local businesses through the Bromley BID.

In considering town centre unit vacancies, 11% of units were currently vacant in Beckenham town centre, 11.8% of units were currently vacant in Bromley town centre, which included a reduction in vacancies in Bromley North following completion of the public realm improvements, and 8.1% of units were currently vacant in Penge town centre, which was lower than the national average of 13.2%. The Orpington 1st BID area had a vacancy rate of 15.2%.

The Town Centre Management and Business Support Service had worked closely with various organisations to provide a programme of support and networking opportunities for local businesses. The Local Authority had re-launched the Bromley Business Growth Club in partnership with Action Coach on 23rd October 2014, which would support established local businesses seeking to grow. The bi-monthly Business e-Bulletin had changed its format and was now being hosted and managed by a local e-marketing agency.

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, and assisting

the Beckenham Town Centre Team and the Beckenham Town Centre Working Group to engage with businesses on designs for the major Transport for London funded scheme for Beckenham. An events and activities programme for the managed town centres would be developed, including special markets, and work would also be undertaken with partner organisations to develop a programme of support workshops and seminars for local businesses. A 'Bromley Means Business Expo' would be held on 16th June 2015, and all members of the Partnership were invited to attend.

RESOLVED that:

- 1) Recent work around Town Centre Management and Business Support in the 3rd Quarter of 2014/15 be noted; and**
- 2) The plans for Town Centre Management and Business Support activity for the 4th Quarter of 2014/15 be noted.**

D) BROMLEY YOUTH EMPLOYMENT PROJECT ROUND 2 UPDATE

Paul King, Head of Youth Support Services, 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 Head of Youth Support Services advised members of the Partnership that significant work had been undertaken with employers to promote the value of work experience placements, apprenticeships and traineeships, and 30 employment opportunities for young people had now been identified. Work was underway to identify apprenticeship and work experience opportunities across the Local Authority and its contractors, as well as in voluntary and community organisations. Two events had recently been held in schools across the Borough to raise awareness of the opportunities available, and a further three events were planned for Spring 2015. Young people who could benefit from the support offered by the Project were also being targeted through Youth Support Services, and five young people had now been supported into employment with local employers.

Mark Henderson, MSE UK, advised members of the Partnership that he would shortly be attending a meeting at 10 Downing Street to discuss issues around apprenticeships and training and that issues impacting the Bromley Youth Employment Project could be raised.

Sam Parrett, Bromley College of Further and Higher Education noted the importance of ensuring that the right skills training was in place to match the opportunities and needs of employers, and confirmed that there had been a significant increase in the number of young people taking up an apprenticeship through Bromley College of Further and Higher Education in recent months.

RESOLVED that the update be noted.

4 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING TO INCLUDE:

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

A) EMPLOYMENT/UNEMPLOYMENT TRENDS IN THE BOROUGH

Amanda Grice, Jobcentre Plus advised members of the Partnership that the Jobseekers Allowance Count in Bromley in November 2014 was 2,720 claimants. This was a decrease of 130 claimants on the previous month and 1,410 claimants since November 2013. There had been a reduction in the number of Jobseeker Allowance claimants aged 18-24 years. In November 2014 there were 580 claimants aged 18-24 years, which was a decrease of 50 claimants on the previous month and 380 claimants since November 2013. There had been a significant increase in new Jobseeker Allowance claimants in January 2015 and this was being closely monitored.

The number of Employment Support Allowance and Income Support claimants in the Borough continued to remain high with, respectively, 8,500 and 2,280 claimants. Where appropriate these claimants were targeted with the support needed to move into employment.

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 had recently undertaken a consultation with local residents and stakeholders on plans to extend the operating hours of the airport and to support the future potential development of the airport's offer. Approximately 15,000 consultation responses had been received, of which 83% of respondents either agreed or agreed with reservations that they supported the proposed extension in opening hours. Bromley Council had launched its own public consultation on the proposed extension of opening hours which would close on 13th March 2015, after which the Council's Executive would consider whether to approve the proposed extension of opening hours.

Following an announcement by the Ministry of Defence to cease funding St George's Chapel, London Biggin Hill Airport had offered to fund the £50,000 annual cost of keeping the chapel open, which housed a war memorial to 454 servicemen who lost their lives in World War Two. The Chairman noted that the Local Authority was working to establish a charitable trust for the running of the chapel and a proposed heritage centre, which would include a public appeal for funding during 2015, and would be pleased to work in partnership with London Biggin Hill Airport.

C) COMMERCIAL PROPERTY

Mike Lewis, Michael Rogers LLP had provided a written report to the Partnership which advised that the commercial property market continued to be strong. There was some concern over a recent loss of commercial space due to conversion under permitted development rights and, as the number of office buildings in the Borough reduced, it was expected that rents were likely to increase.

D) COMMUNITY LINKS BROMLEY

Diane Diamond, Community Links Bromley was pleased to announce that a Corporate Social Responsibility Expo would be held on 18th March 2015 at Bromley Civic Centre. 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.

RESOLVED that the updates be noted.

E) GENERAL NEWS ROUND

Sam Parrett, Bromley College of Further and Higher Education was pleased to announce that the new hospitality training centre at the College's Orpington campus would open in February 2015, and that bookings for the Chef's Table Training Restaurant could be made through the Bromley College website. A business and conference centre was now available for use at the College's Orpington campus, and a number of business club and business networking events would be held during Spring 2015 to promote the new facilities.

Suzanne Sharp, NewsQuest, advised members of the Partnership that 2015 was the 50th anniversary year for the News Shopper. A special celebratory publication would be published on a quarterly basis throughout the year. It was hoped that one of these publications would be based around business in Bromley, and members of the Partnership were requested to submit their stories.

Adam Pope, Phoenix Community Housing, confirmed that Phoenix Community Housing had established a 'Building Lives' academy through one of its community centres and was now recruiting the first cohort of young people into its traineeship programme. Phoenix Community Housing had successfully applied for a Heritage Lottery Enterprise Fund grant of £3.8m which would be used to restore a 1920's public house in Bellingham to provide a cinema, brewery, live music and café offer to the local community.

Mark Henderson, MSE UK, noted that the strength of the pound was impacting companies with a high level of exports, but that his company was continuing to develop in new markets including Cuba and Brazil. He was pleased to announce that MSE UK had won the 'Best Small Business' award in the 2014 Bromley Business Awards.

Dave Freeborn, George Proctor & Partners, confirmed that there continued to be a high level of interest in land development in Bromley. The Local Authority would be holding a planning forum shortly to support developers in understanding the planning application process.

Peter Scott-Wilds, FLR Spectron/South East London Chamber of Commerce advised members of the Partnership that the Chamber of Commerce would be delivering more networking opportunities for businesses during 2015. A Construction Forum had recently been established and it was hoped that the Leaders of the London Boroughs of Bromley, Bexley, Greenwich and Lewisham would meet with the Chamber of Commerce on a six monthly basis to consider how businesses could work together more effectively across the South East London region.

Michelle Williams, FLR Spectron, was pleased to announce that FLR Spectron had won the 'Best Medium Business' award in the 2014 Bromley Business Awards, had been highly commended in the 'Commitment to the Community' category and had been commended in the 'Best Employer and Staff Development' category.

Donna Still, Federation of Small Businesses confirmed that work continued to be undertaken to ensure that small businesses were able to benefit from opportunities in

Local Authority procurement. Some concerns had been raised by proposed changes to parking fees across the Borough and the impact this may have on businesses.

Sharon Baldwin, Manager, Orpington 1st BID Company was pleased to announce that a business show would be held on 19th February 2015 as part of 'Love Orpington' week, and that all members of the Partnership were invited to attend. A food festival was being planned for Orpington 2015 and work continued 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 in Orpington town centre.

Robert Goddard, Thackray Williams Solicitors LLP advised members of the Partnership that there was strong demand for legal services at the present time.

RESOLVED that the updates be noted.

**5 BROMLEY ECONOMIC PARTNERSHIP WORK PROGRAMME
2014/15**

Members of the Partnership considered the forward rolling work programme for the Bromley Economic Partnership for 2014/15.

Following discussion, it was agreed that the new Director of Business at Bromley College of Further and Education would be invited to a future meeting of the Bromley Economic Partnership to outline developments across the College's business provision.

RESOLVED that the update be noted.

6 ANY OTHER BUSINESS

There was no other business.

7 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 14th April 2015

The Meeting ended at 5.27 pm

Chairman

BROMLEY ECONOMIC PARTNERSHIP

Meeting: Bromley Economic Partnership
Date: 14th April 2015
Subject: Town Centres Development Programme Update
Authors: Kevin Munnelly, Head of Renewal
kevin.munnelly@bromley.gov.uk , Tel No: 0208 313 4582

1. Recommendations.

The Partnership is asked to:- note the contents of the Town Centres Development Programme update provided to Renewal and Recreation PDS Committee on 18th March 2015 (see **Appendix A**).

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Report No.
DRR15/028

London Borough of Bromley

PART ONE - PUBLIC

Decision Maker: Renewal and Recreation PDS Committee

Date: 18th March 2015

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.

2. **RECOMMENDATION(S)**

Members

2.1 Note the progress on the delivery of the Town Centres Development Programme.

Corporate Policy

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

Financial

1. Cost of proposal: N/A
 2. Ongoing costs: Non-Recurring Cost:
 3. Budget head/performance centre: Renewal and Capital Programme
 4. Total current budget for this head: £133k, £164k, £135k, £10m, £1.871m and £125k
 5. Source of funding: Town Centre Development Fund, TfL funding, Investment Fund, Growth Fund, NHB top slice funding and High Street 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? Members comments have been sought
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

- 3.2 The Executive agreed on 26th November 2014 to adopt a revised development approach for Bromley Town Centre. Part of this revised approach was to consider a revised phased development of Opportunity Site G.
- 3.3 A public meeting was held on 26th February 2015 with local stakeholders to provide an update and further details on the potential next steps the Council is considering in taking forward a phased development on Opportunity Site G. A set of slides from this meeting is attached as Appendix 1. The Executive will consider a further report on 24th March 2015 which will seek authority to market the revised development opportunity and a copy of this report is considered as a Part 2 item to this agenda.

Site C: Town Hall

- 3.5 The Cathedral Group submitted their planning application for the new hotel and residential scheme on 20th January 2015. This application is currently being processed and will be considered in the April Planning Committee cycle.

Bromley Central Area High Street Improvements

- 3.6 As part of the revised strategy for Bromley Town Centre, the Council has undertaken a procurement exercise and have awarded the commission to urban design architects, Studio Egret West. The team will prepare outline designs up to RIBA Workstage C for the pedestrianized area of Bromley High Street.
- 3.7 Following the development of the concept designs, the next stages would involve the consultation with a full range of stakeholders on the emerging designs and the completion of a series of technical studies, including a costed budget.
- 3.8 Funding for the design stage was approved by the Executive from the Economic Development Fund and will take approximately 12-16 weeks to complete. It is proposed that the outcome of this work is presented to the R&R PDS Committee for their consideration.

Beckenham Major Scheme

- 3.9 An important stage in the design development of the Beckenham town centre public realm scheme has been reached. Having agreed a set of clear objectives for the scheme, consultants have developed concept designs to deliver these objectives. This process has involved input from a wide range of stakeholders, including the Beckenham Town Centre Working Group.
- 3.10 A cost plan has been developed which shows what is affordable within the existing scheme budget. A traffic modelling exercise on the proposed improvements to key junctions has also been undertaken. Although still to be audited by Transport for London, the provisional results from the traffic modelling exercise confirm that the proposed new layouts for the High Street/Albermarle Road, Bromley Road/High Street and Thornton's Corner junctions are all acceptable in traffic terms.

3.11 The proposals are currently out to a public consultation exercise which will run from 2 to 27 March 2015 which includes the following events:

- **Public exhibition** – A public exhibition of the concept designs will be held at Citygate Church **from 11:30 am to 8 pm on Thursday, 12 March 2015**. The exhibition will be manned by staff from East Architects and officers from the Council;
- **Copers Cope Area Residents' Association AGM** – East Architects and officers from the Council will be attending the AGM on **18 March 2015**; and
- **Beckenham Business Association** – the meeting scheduled for **25 March 2015** will include an item on the concept designs.

3.12 In relation to the junction works at Rectory Road/Southend Road the Head of Highways has advised that both BT and UKPN will complete their service diversion works by 13th March 2015. Work can then commence on the junction realignment as approved. It is proposed that temporary materials will be used to complete the junction improvement works quickly and the scheme then upgraded once the final design for the overall scheme is approved..

Proposed Beckenham Town Centre Conservation Area

3.13 Following the formal consultation in October, the report on the outcome and recommending designation will be put before the next Development Control Committee on 24th March. It will be recommending that Manor Road will be omitted from the proposed boundary.

Orpington Town Centre

3.14 The Miller Development at the Walnut Shopping Centre for a cinema, gym and retail units is under construction and due to be completed May 2015. A planning application submitted by Miller Properties for a partial redevelopment of the adjacent Silver Lounge complex for use as a 61 bedroom Premier Inn Hotel is currently in currently being processed and it is anticipated by officers that this will be considered by committee on April 2nd 2015.

3.15 The Council is in ongoing discussions with Berkeley Homes following their planning application for the Old Police Station Site to maximise the opportunity to implement comprehensive public realm improvements to the Walnuts Centre. Officers anticipate that the application, consisting 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, may be decided before the end of March.

New Homes Bonus Allocations Update

3.16 In 2015-16 £70 million of London boroughs' New Homes Bonus allocation was top sliced and pooled for use on a programme of projects across London to be agreed by the London Enterprise Panel (LEP). The funding that each borough contributes to the top slice is expected to be returned to that community through this process. The funding was allocated to projects in line with seven LEP priorities. These are: Apprenticeships, Skills & Training; High Streets; Places of Work; Unlocking Development; Business Support; Digital, Creative, Science & Technology; and Resilience and Low Carbon.

3.17 Project proposals were considered and endorsed by the Renewal & Recreation PDS Committee on 2 September and submitted to the LEP for their consideration. These proposals were evaluated by the GLA to ensure conformity with the Strategic objectives for the LEP. The Council was advised on 21st of February 2015 that the submitted proposals had been approved by the LEP Board in accordance with the agreed funding split.

3.18 The table below shows the four projects and the agreed capital and revenue funding: -

Project	Capital £'000	Revenue £'000	Total £'000
Penge Town Centre/Crystal Palace	746	200	946
Orpington Town Centre	400	100	500
Biggin Hill Aviation Technology & Enterprise Centre	0	150	150
Lagoon Road industrial Estate Refurbishment	0	150	150
Total Approved Funding from NHB	1,146	600	1,746

Penge Town Centre Improvements and Business Support

3.19 The £746k capital project comprises a package of predominately capital schemes that relate directly to priorities that have been identified from Penge Renewal Strategy. The projects proposed will complement existing programmes and bring forward projects that previously lacked identified funding. The main focus of funding will be on: Public realm improvements; Shopfront improvements; Business Support; and Wayfinding. There is also £50k of funding allocated for business support initiatives. These initiatives will complement what is currently on offer and will build upon the scheme delivered in Bromley as part of the OLF funding. It will include a shopfront improvement scheme and offer a programme of targeted support and mentoring.

Orpington - Place Making of the Walnuts Centre and Orpington Town Centre Enabling Business Support

3.20 The focus of this predominantly capital project with approved funding of £400k, is on place making and enhancing the pedestrian experience of this section of the prime shopping areas to increase footfall. Improvements to cover 5,125sqm of the main Walnut Centre public areas including: Paving; Lighting; Treatment for trees/ new trees; New street furniture; Way finding; and new Market infrastructure.

3.21 It is recognised that in developing improvement plans for Orpington and Penge public realm projects, officers will need to ensure that any improvements will result in no net increase in revenue costs for the Council.

3.22 In addition to the capital funding, an amount of £300k of revenue NHB funding has been secured to provide business support to both the Penge and Orpington areas. This would involve shop front improvements and support to businesses, building on the scheme delivered in Bromley through the OLF funding. It would also include working with the Orpington First, who will offer a programme of targeted support and mentoring.

Growth Work Resources for Biggin Hill and Cray Corridor

3.23 Revenue funding of £300k has been secured to finance the appointment of two development planners whose principal responsibilities will be to take forward the project work streams for both the Biggin Hill Aviation Technology and Enterprise Centre and Cray Corridor Estate renewal projects.

High Street Fund

- 3.24 On 2 October the Mayor of London launched the High Street Fund prospectus. Up to £9m of Capital 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.
- 3.25 Project proposals were considered and endorsed by the Renewal & Recreation Committee on 18th November 2015. Following further development only one bid for £200k relating to Orpington was submitted in consultation with the Portfolio Member of Renewal & Recreation. This bid sought to extend the scope of the improvements planned under the NHB funding to the public realm in the Walnut Shopping area.
- 3.26 The High Street Fund has been significantly oversubscribed, as a result the GLA have sought to reduce the amounts awarded to successful bids. The GLA have confirmed that that an allocation of £125k of capital funding has been made to the Orpington project.

Next Steps

- 3.27 Officers are now working with officials from the GLA to finalise grant agreements to cover both the NHB and HSF allocations. It is proposed that a formal Project Board is established for the NHB projects and detailed project plans drafted and approved. It is proposed that the Project Board will include the Portfolio Member for Renewal & Recreation and local ward Councillors. It is proposed that regular update reports will be brought back to the Executive and Renewal & Recreation PDS Committees.

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, including Site G. To date £161.3k has been spent or committed, leaving a balance of £71.7k available to fund specialist advice for the remaining part of the process.
- 5.2 On 26th November 2014 the Executive approved the establishment of the Growth Fund and allocated £10m of reserves to this Fund. Within this sum was a provisional allocation of £3m towards specific projects in Bromley Town Centre.
- 5.3 On 25th of March 2015 a report will go before the Executive seeking approval to use the remaining balance of £2.9m, £2.7m to fund the purchase of properties within the red line development site and up to £200k for specialist legal and development advice required to finalise a development agreement with a preferred partner.
- 5.4 At the 26th November Executive meeting, a sum of £135k was also set aside from the Investment Fund for Bromley Town Centre to meet the estimated feasibility costs of the proposed redevelopment programme. To date, nothing has been committed from this allocation.

- 5.5 The Council is expected to receive New Homes Bonus of £6,175k in 2015/16, of which there will be a top-slice of £1,746k allocated to the LEP. This report includes proposals to spend this top slice amount in accordance with the requirements of the LEP with proposals of £1,746k from the New Homes Bonus top-slice and High Street Funding of £125k, supported by the GLA.
- 5.6 The NHB top-slice funding has to be spent by the end of March 2017 and the £125k High Street funding needs to be spent by the end of March 2016.
- 5.7 The tables below summarise the project expenditure split between capital and revenue, and between the two financial years to 31 March 2017.

Project	Capital £'000	Revenue £'000	Total £'000
Penge Town Centre/Crystal Palace	746	200	946
Orpington Town Centre	525	100	625
Biggin Hill Aviation Technology & Enterprise Centre	0	150	150
Lagoon Road industrial Estate Refurbishment	0	150	150
Total Approved Funding from NHB	1,271	600	1,871
Expenditure split between 2015/16 and 2016/17	2015/16 £'000	2016/17 £'000	Total £'000
Capital expenditure	585	686	1,271
Revenue expenditure	300	300	600
Total Expenditure	885	986	1,871

- 5.8 As highlighted in 3.21 above, that officers will ensure that any improvements will result in no net increase in revenue costs for the Council for the Orpington and Penge public realm projects.
- 5.9 TfL have provided £164k funding during 2014/15 to enable the design and development phase of the Beckenham Project to be undertaken.

6 LEGAL IMPLICATIONS

- 6.1 The Site G scheme and the Council's objectives will drive the procurement methods. It is likely that any process will need to be compliant with the Public Contracts Regulations 2015.
- 6.2 The Director of Corporate Services is satisfied that, since the changing situation in the Town Centre has rendered a single comprehensive redevelopment of Site G impossible, it is appropriate for the Council now to proceed on the basis of a phased redevelopment of Site G in order to pursue the objectives of the AAP.
- 6.3 In the coming months, agreements will be drawn up with London Councils and the GLA, agreeing the detailed delivery schedules, milestones, outputs and expenditure for all elements of the New Homes Bonus and High Street Fund allocations programme.

7 PERSONNEL IMPLICATIONS

- 7.1 It is intended to use part of the revenue funding from the New Homes Bonus allocation to appoint two development planners on fixed term contracts up to April 2017 to facilitate the delivery of the projects. There is an existing job description for Planners which is graded BR6 -BR13 and will be used to advertise these posts.
- 7.2 The posts will initially be offered to staff in the redeployment pool, before being advertised internally to all staff. If we are unable to recruit staff who are sufficiently skilled to undertake these roles, the posts will be advertised externally via the Bromley website.

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

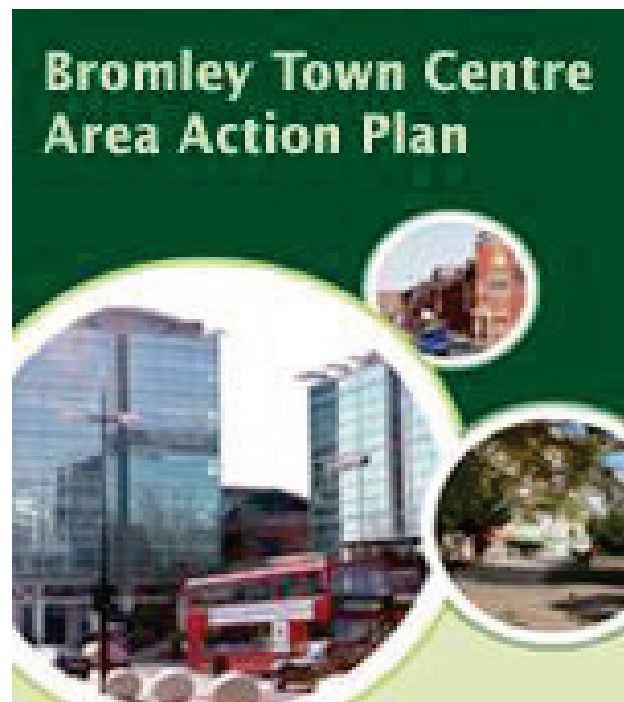
Bromley – A Planned Approach To Development

Site G Update

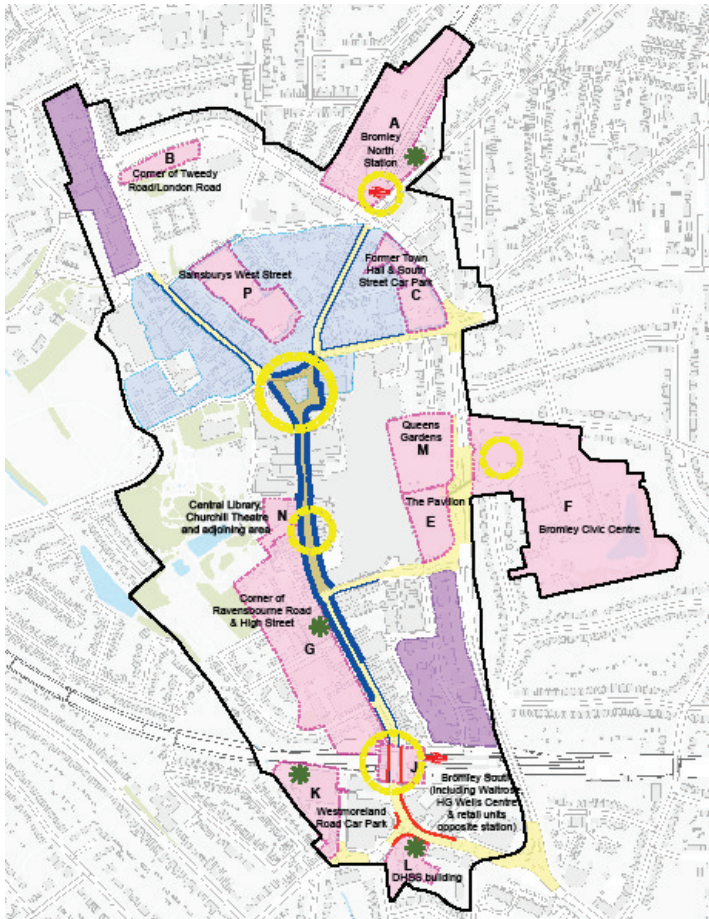


A planned approach to development

- Consists of 12 Opportunity sites, to be delivered over 3 five year phases throughout 2010-25.
- Sets the framework for long term planning & delivery.
- Underpinned by a full analysis and evidence base.
- Adopted following a Public Inquiry in Oct 2010.



Bromley Town Centre Area Action Plan



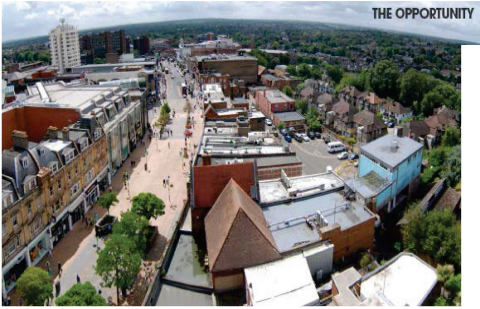
Providing an additional:

- 42,000 sqm of retail floorspace
- 7,000 sqm of offices
- 5,000 sqm of leisure space
- 2,000 new homes
- 2,000 new jobs

Progress To Date

- New £90m leisure quarter at Westmoreland Road (Site K)
- Planning permission granted for a mixed use office/residential scheme on 1 Westmoreland Road(Site L)
- Five new restaurants on the terrace adjacent to Queens Gardens.(Site M)
- Old Town Halls, a new £24m 4 star hotel, conference, leisure and residential scheme. (Site C)
- £5.5m public realm improvements to Bromley North Village;
- £2m Improvements to Bromley South Station (Site J);
- Planning permission granted for £17m investment in a new boutique cinema and internal restructuring at the Intu (Glades) shopping centre.

Opportunity Site G - AAP Policy Objectives



- Major comparison retail expansion site 20,000 sqm
- **Up to 1,108 residential units**
- **5,000sqm food and beverage**
- **2,000 sqm community use**
- Up to 1200 car spaces



Muse Development Proposal

- Initial soft market testing 2012.
- Formal Procurement 2012/13.
- MUSE Development Submission May 2013.
- Agreement to Develop Options July 2013.
- Formal Rejection of Option November 14.
- Review of Development Options.



Revised Phased Development Plan

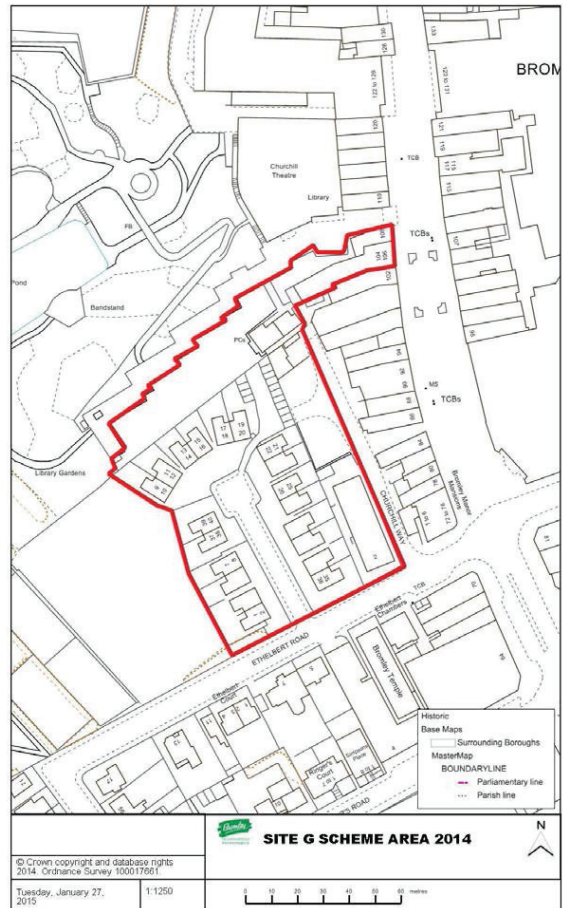
Why is it needed ?

- Retail led scheme not viable given development costs and forecasted commercial returns.
- Ringers Road Development limits ability to deliver comprehensive redevelopment of Site G.

Land Acquisition Approach

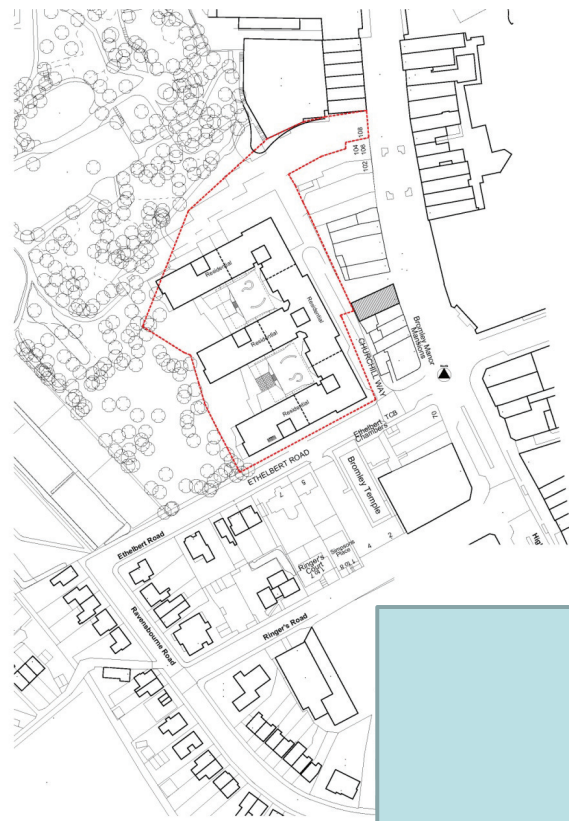
- 40+ Leasehold Interests, Town Church and 2 Commercial leases.
- If approved the Council will commit to purchase all land interests in red line site at market value.

APPENDIX



Revised Town Centre Development Strategy

- Retail expansion to focus on extension of INTU Centre.
- Phased Mixed/Residential development on Site G
- High Street Refurbishment
- **Key Development Objectives :**
 - Design Excellence
 - Enhanced Community facilities
 - Increased/enhanced Park Area
 - New town square
 - Enhanced access to Civic Facilities
 - Enhance Conservation Area
 - Range of Housing tenures
 - Integrated design and commercial floorspace
 - Active Community Engagement



Next Steps and Indicative Timeline

- Executive Approval of Revised Development Strategy Spring 15
- Prepare Tender Documentation Summer 2015
- Executive Approval Autumn 2015
- Procure Development Partner Winter 2015
- Executive Approval of Scheme Spring 2016
- Submit Planning Application accompanied by an illustrative Master Plan for the rest of Site G and Prepare Compulsory Purchase Order Summer 2016
- Secure Planning Consent Spring 2017
- Compulsory Purchase Inquiry Autumn 2017
- Commence Development Spring 2018
- Completion Winter 2019

Next Steps – Community Engagement

Design Process

- Full engagement of the Community Stakeholders in any design development process, both pre & post planning.
- To include regular design workshops, newsletter and dedicated web page.
- Named officer responsible for Community Liaison.

Acquisitions

- Allocated resource to deal with any property related queries and requests for sale of property interests at market rates.

**Section on Feedback from recent
community workshop event from
Tony Banfield Chairman of Bromley Society**

BROMLEY ECONOMIC PARTNERSHIP

Meeting: Bromley Economic Partnership

Date: 14th April 2015

Subject: Town Centre Management and Business Support Update

Authors: Martin Pinnell, Head of Town Centre Management and Business Support
martin.pinnell@bromley.gov.uk , 020 8313 4457

1. Recommendations.

The Partnership is asked to:-

- 1.1 Note recent work around Town Centre Management and Business Support in the 4th Quarter 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 – January to March 2015

2.1 Business Improvement Districts

2.2 The **Bromley BID Working Group**, with the help of Central Management Solutions (CMS), completed the Feasibility Stage of the BID set up process in early February. This involved a review of the business rates data and a consultation survey of 13% of the businesses who may be expected to vote in the BID ballot and subsequently pay the BID levy. The purpose of this light touch survey was not to ask whether the businesses were in favour of a BID but about what issues are important to them and what their priorities would be for any future BID. The results of this showed that the majority of those responding made the promotion and marketing of the town centre along with public events, the highest priority. Environmental quality and crime / anti-social behaviour issues, whilst considered important, were considered secondary to encouraging more customers and investors into Bromley. In parallel with the feasibility work, some discussions have taken place between the BID Working Group and the Council to start to put in place the key legal agreements which will underpin the future relationship between the Council and the BID. Discussions have also been ongoing with regards to the operation of the ballot and the development of a levy system in the event the ballot is successful.

2.3 In early March the BID Working Group launched an in-depth consultation which will help provide a more in-depth understanding of the issues for the town centre, and the aspirations of the businesses that could potentially be met through a BID. The consultation, which is seeking to engage with a minimum of 45% of the business rate payers, will also gather some anecdotal evidence of the likely response of the businesses to the concept of the BID. So far, with around 37% of the potential

voters canvassed for views, this has generally been positive. Alongside the consultation process, the BID Working Group will be working with the Council to enhance and develop the database of business rates payers for the town to arrive at a voter list which can be used to run the postal ballot, which has a provisional closing date of 5 November. The results of the BID consultation will feed into a draft Bromley BID Proposal and Business Plan. It is expected that a copy of the BID Proposal and Business Plan will be submitted to the Council for approval to proceed to a ballot in June or July 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. Recent highlights of the BID programme include:

- Opportunity Orpington Business Expo (19/2) – one day expo to showcase the best of Orpington businesses. It was also an opportunity for the Council to field stands to promote business relevant services and plans for improving the public realm in the town centre.
- Orpington's Finest business awards gala event (19/2).
- Love Orpington Wedding Fair (22/2)
- Launched Successful Mums business start-up course (started on 10/3) hosted at the Orpington 1st business hub.

2.5 Local Parades Improvement Initiative Fund

2.6 During the past 3 months work has been ongoing to implement improvement projects in various areas. Note that a number of projects agreed for some locations were not possible to complete due to a variety of factors beyond our control. Therefore a number of revised applications are in the pipe line.

- Penge - High street lamp column banners subject to planning approval.
- Chislehurst (Royal Parade) – project including lamp column banners, signage and planter being costed up.
- Clockhouse – proposed improvements were reviewed as lack of landlord response made them untenable. An amended application is to be submitted to include a plaque with local history depicted, subject to planning approval.
- Coney Hall – additional planter on order. Further work on resurfacing and tree planting awaiting possible parking changes.
- Sundridge Park – a new application has been submitted for authorisation, which includes park car park signage and additional Christmas lights.
- Hayes Village (The Street) – new application to be submitted to include bespoke cycle racks. Local identity signage outstanding.
- Hayes (Station Approach) – awaiting planning consent for community noticeboards, and bench by Iceland
- Keston – tree to be planted in memory of local resident, partly funded by the LPII. Officers are investigating the purchase of Christmas lights and refurbishment of the water fountain on the green.

2.7 Town Centre Managers have been assisting local groups to identify costs and explore feasibility for a variety of projects paid for through the Member Initiatives fund allocation of £250k. Since the start of the programme (in 2012/13) £201k has

been spent on projects in various locations. An additional £45k has been allocated to projects with £12k of this expected to be spent by end of 2014/15 financial year and £33k in 2015/16. There is approximately £4k unallocated.

2.8 Bromley Town Centre

2.9 The Bromley Town Centre Manager continues to lead on the second stage of a review of the operation, location and offer of the town's 3 day market funded from a section 106 allocation. A market research agency and a specialist markets consultancy were appointed in January to assist officers with the project. Market Research has been undertaken with both shoppers and businesses in Bromley Town Centre being surveyed on various aspects of the market. Shoppers in outlying town centres were also surveyed about the Bromley town centre and its market – and a focus group is planned. Market Traders have also been surveyed to capture their views. Once the results of the research have been analysed the market consultants will provide initial concept design and options for a new market configuration. The outcome of the review and options for the future shape, location and operation of the market will be reported to Councillors for a decision on implementation (which may require Capital funding) in late summer.

2.10 During the past quarter the Town Centre Manager has also:

- Continued to re-establish communications with key businesses and stakeholders in the town centre, supported networking events and reinstated the regular monthly communications to local businesses.
- Provided ongoing support to the BID Working Group, particularly with the consultation stage, organising business workshops and communications to local businesses.
- Organised the Bromley North Village Spring Event (Saturday 21st March) to celebrate the completion of the Bromley North Village public realm improvements working with new and existing businesses to promote and encourage additional footfall to the area.
- Discussed potential projects and events for High Street Fund bid with Bromley North Village Town Team
- Provided footfall and vacancy rates analysis to monitor the success of the Bromley North Village Public Realm Improvements. Vacancy rates before the works in Feb 13 were 8.1%, during the works in Feb 14 were 9.1% and when the works completed the vacancy rates reduced to 6.6%. Footfall in Bromley North Village has increased 62% on a weekday and 49% on a Saturday (compared to 2011).

2.11 Beckenham Town Centre

2.12 The Town Centre Manager continues to support the Town Centre Team and the Beckenham Member Working Group, and has also been involved in planning and liaison regarding the public consultation exercise taking place during March. 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., for example restoration work for the heritage pump on the High Street has been commissioned.

2.13 During the past quarter, the Town Centre Manager has also:

- Coordinated the development of the Purple Flag project – which is about developing a programme to promote improvements to safety in the evening economy in partnership with colleagues in Public Protection, licenced premises, Police and other partners (e.g. Street Pastors). This included working on “Operation triangle” a successful operation to reduce late night anti-social behaviour over the Christmas / New Year period with street marshals, taxi marshals with support from local police and licencing. A recent audit run by the ATCM suggested that the project is on track to get Beckenham accredited by the autumn.
- Developed and supported a programme of networking including breakfast meetings which have proved very popular, supported by Barclays. Series of evening and breakfast events planned for rest of the year.
- Enhancements to the Beckenham Business Association (BBA) web site
- Supported the BBA in outreach to retailers with the aim of increasing the number of high street businesses in the BBA membership on going

2.14 Penge Town Centre

2.15 During the past quarter the Town Centre Manager has:

- Continued to support the Penge Town Centre Team.
- Liaised with parking operator Blenheim centre to try to solve on-going issues.
- Working on event plans including the Easter market event on 21 March.

2.16 Events

2.17 The last quarter of the year is traditionally quiet for public events – but on 21 March there were two events, one in Bromley and the other in Penge.

2.18 The Bromley event was a public celebration of the achievements of the Bromley North Village public realm improvement programme and sought to spread the message that the quarter is open for business. The event (with a Spring theme) included live entertainment, heritage trail walks, spring animal petting zoo, magician, balloon modeller and Morris dancers. Over 15 businesses from Bromley North Village got involved with the event and provided special offers and promotions.

2.19 The Penge Easter event comprises a local market, entertainment from local bands on stage, Easter egg hunt, petting farm, bonnet making, egg and spoon races, face painting, children’s rides, hog roast and a 1940’s DJ.

2.20 Business Support Programme

2.21 The team 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. Events taking place during the period include:

- Joint event with the Institute of Chartered Accountants and Metro Bank on the theme of Fitness for your business – including content on business planning and HR
- Business Planning Workshop with Action Coach as part of the Bromley Business GrowthCLUB
- Very popular ‘Writing for your website’ workshop as part of the Bromley Business GrowthCLUB
- Promotion of the Council and its business relevant services at the Opportunity Orpington Expo
- Growth Accelerator workshop – to provide a taster session and promotion for the Governments subsidised mentoring support service for high growth potential businesses
- Started a series of low cost workshops entitled ‘Getting You Up and Running’ to support residents with plans to start in business.

2.22 Planning for the Bromley Means Business Expo on 16 June 2015, to be hosted in the Great Hall.

2.23 The bi-monthly Business e-Bulletin continues to be sent out every other month, with issues published in mid-January and mid-March. Additional interim emails ‘Bromley Business Extras’ are now also being sent out in-between times to promote Council supported business events and initiatives.

2.24 Liaised with BDUK and other parties to explore options for attracting external funding to facilitate the introduction of high speed broadband to some of the rural parts of the borough.

2.25 Business and Traders Group Liaison

2.26 In addition to the main town centre activities, the Town Centre Management team has maintained links, providing support and advice where required to a number of traders and town centre groups across the borough. As discussed in 1.1 the Town Centre Management team maintains direct links to the Orpington 1st BID through both formal and informal meetings.

2.27 Priorities for the Town Centre Management & Business Support Team from April to June 2015

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

- Continue to support the Bromley BID Working Group and CMS in engaging with businesses across the town centre to consult on a potential BID – including assisting with joint communications and voter database cleansing. Coordinating the Council’s internal officer team in responding to the development of the BID – 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 public consultation on the

major TfL-funded scheme for Beckenham. The TCM will also support the Town Centre Team in delivery of the High Street Fund alleyway improvement project – which has been successful in being awarded £20k funding. Continue to work on the delivery of other interim improvement projects including possible stage cover and infrastructure to support markets and events on Beckenham Green.

- Continue to coordinate 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 – including ensuring all survey data and supporting information is available to the markets consultant, and overseeing their input into the review of future options.
- Continue to deliver the agreed projects for the Local Parades Improvement Initiative (LPPI) or where the originally agreed projects have not been feasible, to obtain authorisations for the re-allocation of any unspent funding to other LPPI projects.
- Planning and delivery of a programme of TCM-coordinated summer events.
- Begin delivery of the revenue elements of the New Homes Bonus funding allocated to Penge and Orpington for expenditure in 2015/16 and 2016/17 along with High Street Fund business support project for Orpington. The initial stages will include consultation with stakeholders on the exact form of the support required and commissioning this programme.
- Oversee the re-launch and promotion of the online 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 the Business GrowthCLUB, ICEAW / MetroBank joint events and the Bromley Means Business Expo in June.
- 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.