



THE LONDON BOROUGH  
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DATE: 2 July 2015

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

Councillor Peter Morgan (Chairman)	London Borough of Bromley
Carol Arnfield	LBB Bromley Adult Education College
Sharon Baldwin	Orpington 1st BID Company
Dave Freeborn	Proctors
Robert Goddard	Thackray Williams Solicitors LLP
Andrew Gunter-Smith	Prospects
Mark Henderson	MSE UK
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
Katy Woolcott	London Biggin Hill Airport

A meeting of the Bromley Economic Partnership will be held at Bromley Civic Centre on **TUESDAY 14 JULY 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 APPOINTMENT OF VICE-CHAIRMAN**
- 2 APOLOGIES FOR ABSENCE**
- 3 MINUTES OF THE MEETING HELD ON 14TH APRIL 2015 AND MATTERS ARISING (Pages 1 - 8)**

- 4 REVIEW OF TERMS OF REFERENCE (Pages 9 - 12)**
- 5 BROMLEY COLLEGE OF FURTHER AND HIGHER EDUCATION UPDATE (PRESENTATION)**
- 6 UPDATES ON MAIN PARTNERSHIP THEMES AND OTHER RELEVANT COUNCIL INITIATIVES:**
  - a TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE (Pages 13 - 26)**
  - b LOCAL PLAN DEVELOPMENT UPDATE (VERBAL UPDATE)**
  - c TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT UPDATE (Pages 27 - 32)**
  - d BROMLEY YOUTH EMPLOYMENT PROJECT ROUND 2 UPDATE (VERBAL UPDATE)**
- 7 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING TO INCLUDE:**
  - a BIGGIN HILL AIRPORT (VERBAL UPDATE)**
  - b COMMERCIAL PROPERTY (VERBAL UPDATE)**
  - c COMMUNITY LINKS BROMLEY (VERBAL UPDATE)**
  - d GENERAL NEWS ROUND (VERBAL UPDATE)**
- 8 BROMLEY ECONOMIC PARTNERSHIP WORK PROGRAMME 2015/16 (VERBAL UPDATE)**
- 9 ANY OTHER BUSINESS**
- 10 DATES OF FUTURE MEETINGS**
  - 4.00pm, Tuesday 13<sup>th</sup> October 2015
  - 4.00pm, Tuesday 12<sup>th</sup> January 2016
  - 4.00pm, Tuesday 12<sup>th</sup> April 2016

## **BROMLEY ECONOMIC PARTNERSHIP**

Minutes of the meeting held at 4.00 pm on 14 April 2015

### **Present:**

Councillor Peter Morgan (Chairman)  
Katy Woolcott, London Biggin Hill Airport (Vice-Chairman)  
Carol Arnfield, LBB Bromley Adult Education College  
Sharon Baldwin, Orpington 1st BID Company  
Dave Freeborn, Proctors  
Mark Henderson, MSE UK  
Colin Maclean, Community Links Bromley  
Kate Miller, intu Bromley  
Steve Nelson, South East London Chamber of Commerce  
Martin Pinnell, LBB Head of Town Centre Management and Business Support  
Suzanne Sharp, NewsQuest

### **Also Present:**

Will Curtis, London Biggin Hill Airport  
Lesley Holland, Acting Manager, Bromley Education Business Partnership  
Mary Manuel, LBB Head of Planning Strategy and Projects  
Stella Marshall, LBB Youth Support Programme Development Officer  
Kevin Munnely, LBB Head of Town Centre Renewal  
Councillor Ian F. Payne, Chairman, Renewal and Recreation PDS Committee  
Adam Smith, Mytime Active  
David Warnes, Bromley College of Further and Higher Education  
Peter Scott-Wilds, FLR Spectron / South East London Chamber of Commerce  
Michelle Williams, FLR Spectron

### **1 APOLOGIES FOR ABSENCE**

Apologies had been received from Jeff East – Acorn Commercial, Robert Goddard – Thackray Williams Solicitors LLP, Paula Heffernan – Jobcentre Plus, Karen Hine – Baker Tilly Tax and Accounting Limited, Mike Lewis – Michael Rogers LLP, Marg Mayne – Mytime Active, Sam Parrett – Bromley College of Further and Higher Education, Rob Sargent – Acorn Commercial and Donna Still – Federation of Small Businesses.

### **2 MINUTES OF THE MEETING HELD ON 20TH JANUARY 2015 AND MATTERS ARISING**

**RESOLVED** that the minutes of the meeting held on 20<sup>th</sup> January 2015 be agreed.

### **3 BIGGIN HILL AIRPORT UPDATE**

Will Curtis, Managing Director, and Katy Woolcott, Estate Manager, 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.

A proposal had been submitted by London Biggin Hill Airport to the Local Authority on 5<sup>th</sup> November 2015, on plans to extend the operating hours of the airport. Following extensive consultations by the Local Authority and London Biggin Hill Airport with local residents and stakeholders, the proposal was considered at special meetings of the Council and the Council's Executive on 25<sup>th</sup> March 2015, at which the extension of the airport's operating hours was agreed in principle, with the Local Authority agreeing a variation of operating hours for Saturdays, Sunday and Bank Holiday based on 8am to 10pm in principle, rather than those proposed by London Biggin Hill Airport.

The proposed extension of opening hours aimed to ensure the airport remained competitive with other business aviation airports across Europe, and would support the future development of the airport's offer which included plans to build a hotel, establish an aviation training college and significantly increase employment opportunities at the airport, with the potential to create 2,300 additional jobs over the next 20 years and increase the number of businesses accommodated on site. Nine pledges had been made by the airport in conjunction with these proposals, which included limitations on the number of flights and an annual Festival of Flight. The introduction of measures to monitor noise caused by aircraft would be prioritised in response to concerns raised by a number of residents, and would include noise mitigation measures and a flight path review.

In response to a question from the Chairman, Will Curtis confirmed that the proposed extension to operating hours would provide the flexibility needed to attract new businesses and business aviation to the airport. The London Growth Fund had approved funding in principle for the establishment of an aviation technical college, and that the airport hoped to work closely with Bromley College of Further and Higher Education to develop a high quality engineering offer for young people in the Borough.

The Chairman was pleased to note that the Government had pledged £1m funding towards a Biggin Hill heritage museum based at St George's Chapel, which housed a war memorial to 454 servicemen who lost their lives in World War Two.

**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 G: West of the High Street, the Council's Executive had agreed to adopt a revised development approach for Bromley town centre, including a revised phased development of the site at its meeting on 26th November 2014. A range of improvements were planned for Bromley Centre Area High Street for which outline designs were being prepared. The Cathedral Development at Site K: Westmoreland Road Car Park was progressing well and was expected to be completed in early 2016.

In terms of development across the Borough, funding through the New Homes Bonus had been secured by the Local Authority for four projects across the Borough. These comprised projects for Penge Town Centre/Crystal Palace, place making for the Walnuts Centre and Orpington business enabling and support, the Biggin Hill Aviation Technology and Enterprise Centre, and Lagoon Road Industrial Estate Redevelopment. An allocation of £125k capital funding from the High Street Fund had also been made to deliver public realm improvements to 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.

Work to develop Bromley's Local Plan was continuing, and would include a number of changes which reflected the Mayor's draft Further Alterations to the London Plan. A further consultation period would be undertaken during Summer 2015 to which all members of the Partnership were invited to contribute. Further consultation would then be undertaken on the Draft Local Plan prior to its submission to the Secretary of State in 2016. A Bromley Community Infrastructure Levy was being developed through which developers would contribute to necessary improvements to infrastructure required to support future development.

**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 4 2014/15.

In Quarter 3 2014/15, a number of events had taken place in town centres including a celebration event in Bromley North Village and a Penge Easter event.

The Local Authority continued to maintain direct contact with the Orpington 1<sup>st</sup> Business Improvement District (BID) Board. The Bromley BID Working Group had worked with Central Management Solutions to complete the Feasibility stage of the Bromley BID set up process in February 2015. This included a review of business rates data, and a consultation survey of 13% of businesses who might be expected to vote in the BID ballot which had identified that the highest priorities of local businesses were the promotion and marketing of Bromley town centre and public events to encourage more customers and investors into Bromley.

Work continued in town centres across the Borough. The Bromley Town Centre Manager had led on the second stage of a review of the operation, location and offer of Bromley's three day market and following the completion of the review, consideration would be given to the development of a new market configuration which would be reported to Members in Summer 2015/16. The Beckenham Town Centre Manager continued to work to support the Town Centre team and the Beckenham Member Working Group.

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 the Town Centre Team's High Street Fund alleyway improvement and Purple Flag projects. Work would begin on the revenue (business support) elements of the New Homes Bonus funding allocated to Penge and Orpington for expenditure in 2015/16 and 2016/17. An events and activities programme for the managed town centres would also be developed, including the Bromley Means Business Expo on 16<sup>th</sup> June 2015, and a programme of support workshops and seminars for local businesses.

In considering the potential for a Business Improvement District for other town centres across the Borough, the Chairman noted the possibility to establish a joint BID for Beckenham, Penge and West Wickham. An initial 'light touch' feasibility study had been undertaken into the possibility of a Business Improvement District (BID) on the Lower Sydenham/Beckenham Industrial Estate which was seeking to fund a CCTV provision.

**RESOLVED that:**

- 1) Recent work around Town Centre Management and Business Support in the 4<sup>th</sup> Quarter of 2014/15 be noted; and**
- 2) The plans for Town Centre Management and Business Support activity for the 1<sup>st</sup> Quarter of 2015/16 be noted.**

## **D) BROMLEY YOUTH EMPLOYMENT PROJECT ROUND 2 UPDATE**

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, and recruiting two graduate interns 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 work with Community Links Bromley 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 deliver 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.

Members of the Partnership were advised that since the project had been launched in September 2015, significant work had been undertaken with employers to promote the value of work experience placements, apprenticeships and traineeships, and 54 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. Five

events had been held in schools across the Borough during the 2014/15 academic year to raise awareness of the opportunities available, and further events were planned for Summer 2015. Young people who could benefit from the support offered by the Project were also being targeted through Youth Support Services, and 24 young people had now been supported into employment with local employers.

Will Curtis, Managing Director, London Biggin Hill Airport noted that a range of apprenticeship opportunities were available in businesses located at the airport.

The Chairman of Renewal and Recreation PDS Committee commended Officers for their excellent work in delivering the Bromley Youth Employment Project (Round 2).

**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) COMMERCIAL PROPERTY**

No update was provided.

**B) COMMUNITY LINKS BROMLEY**

Colin Maclean, Community Links Bromley was pleased to advise members of the Partnership that a Corporate Social Responsibility Expo had been held on 18<sup>th</sup> March 2015 at Bromley Civic Centre to showcase the work of the voluntary sector and help build links with local businesses. Community Links Bromley was working to engage harder to reach groups across the Borough, and was exploring the possibility of establishing a shop front in partnership with other agencies to promote opportunities in the voluntary sector.

**C) BROMLEY COLLEGE OF FURTHER AND HIGHER EDUCATION UPDATE**

David Warnes, Bromley College of Further and Higher Education was pleased to announce that the new hospitality training centre at the College's Orpington campus had now opened. The new sports centre facility at the Bromley campus had also opened and would operate as a learning company, allowing students to build employability skills through managing the facilities. Work was underway to develop the Bromley Business School, which would be based on the Orpington campus and would deliver a wide range of training and business entrepreneurial activities.



## **D) GENERAL NEWS ROUND**

Carol Arnfield, Bromley Adult Education College, confirmed that Bromley Adult Education College was still working with Jobcentre Plus, although the number of referrals had fallen as the level of unemployment in the Borough reduced. A Job Club was held at the Kentwood Centre twice a week and offered a range of support including help with CVs and online job searching.

Kate Miller, intu Bromley, was pleased to announce that building works would start on its planned restaurant development shortly and would be completed in early 2016. Negotiations were taking place with regard to several vacant units in the shopping centre, and work continued to attract high quality retailers.

Mark Henderson, MSE UK, advised members of the Partnership that his company was developing an innovative new product and hoped to launch it at an international conference at the ExCeL London Exhibition and Convention Centre in Summer 2015. Work continued to identify new premises for MSE UK and it was hoped that the company would remain within in the Borough.

Dave Freeborn, Proctors, noted that there continued to be a high level of interest in land development in Bromley, with 170 developers now registered with Proctors.

Steve Nelson, South East London Chamber of Commerce, reported that a number of free business events had recently been held, and that the Chamber was seeking to establish four different sector groups, including a construction forum, which could be rotated between the four South East London boroughs.

Suzanne Sharp, NewsQuest, confirmed that 2015 was the 50<sup>th</sup> anniversary year for the News Shopper. Special celebratory publications would be published on a quarterly basis, including a business publication, and members of the Partnership were requested to submit their stories, as well as utilise [www.newsshopper.co.uk/business](http://www.newsshopper.co.uk/business) to promote their businesses and events.

Peter Scott-Wilds, FLR Spectron/South East London Chamber of Commerce outlined the benefits of working with the Bromley Education Business Partnership, of which FLR Spectron was a longstanding sponsor.

Sharon Baldwin, Manager, Orpington 1<sup>st</sup> BID Company was pleased to announce that a number of events had been held during Spring 2015, including a business show and wedding fair. The summer programme of events included a live music festival and a cycling event, and a food festival which would link in with the work of the Hospitality and Catering College, would be held in October 2015. A number of new residential developments were planned for Orpington town centre, and an investment pack for Orpington had been developed to promote the benefits of the town.

Adam Smith, Mytime Active, confirmed that a wide range of volunteering opportunities were available through Mytime Active, as well as a number of seasonal employment opportunities.

**RESOLVED that the updates be noted.**

**6 BROMLEY ECONOMIC PARTNERSHIP WORK PROGRAMME  
2015/16**

Members of the Partnership considered the forward rolling work programme for the Bromley Economic Partnership for 2015/16.

The Chairman requested that Transport for London be invited to a future meeting of the Bromley Economic Partnership to discuss the proposed extension of the Bakerloo Line to Hayes.

Information on a range of European funding opportunities would be provided to members of the Partnership following the meeting.

**RESOLVED that the forward rolling work programme be noted.**

**7 ANY OTHER BUSINESS**

There was no other business.

**8 DATES OF FUTURE MEETINGS**

4.00pm, Tuesday 14<sup>th</sup> July 2015  
4.00pm, Tuesday 13<sup>th</sup> October 2015  
4.00pm, Tuesday 12<sup>th</sup> January 2016  
4.00pm, Tuesday 12<sup>th</sup> April 2016

The Meeting ended at 5.53 pm

Chairman

## The Bromley Economic Partnership

### Terms of Reference

#### 1. Purpose of the Partnership

- 1.1 The purpose of the Partnership is to harness the skills, knowledge and experience of the private sector and other key sectors and stakeholders to sustain and promote the Borough's local economy.
- 1.2 The principal functions of the Partnership are to:
- Champion Bromley, its local economy and its contribution to the wider London and South East economy as a place to work, study, invest in and do business;
  - Provide a forum for sharing updates on activity taken or planned in support of the local economy, and act as a sounding board for proposals on future activity.
  - Be a mechanism for sharing research, information and best practice on the local economy
  - Inform, influence and contribute to the development of policy and programmes for development of the local economy and monitor progress on these; and,
  - Improve borough-wide communication about economy, business and skills and help provide a coordinated approach to communications on these issues;

#### 2. Membership

- 2.1 Membership of the Economic Partnership Board will be reviewed at least annually and should include relevant representatives from the public sector and business organisations:
- Bromley Adult Education College (1 representative)
  - Bromley College of Further and Higher Education (1)
  - Bromley Education Business Partnership (1)
  - Community Links Bromley (1)
  - Federation of Small Businesses (1)
  - Jobcentre Plus (1)
  - Local business representatives (up to 9, from a range of industry sectors).
  - London Borough of Bromley (2)
  - National Apprenticeships Service (1)
  - Prospects / South London Business (1)
  - Skills Funding Agency (1)
  - South East London Chamber of Commerce (1)

A list of members as at July 2013 is attached as Appendix A.

#### 2.2 All members of the Partnership should:

- Have equal standing, and no one organisation should assume dominance;
- Have sufficient authority to be able to speak for their organisations and/or sector or be able to give advice and information as an individual representative from the business community;

- Provide information, data and consultation material to the Partnership as appropriate to inform discussions and decisions, subject to agreed data sharing protocols; and,
- Ensure that the policies and decisions of the Partnership are widely disseminated within their organisation and cascaded to staff/members as appropriate.

### **3. Meetings:**

- 3.1** Meetings will be open to the public (save for any confidential items). Members of the public may speak with the permission of the Chairman. Meeting times and venues will be advertised publicly, including on the Bromley Council website, along with agendas, reports and minutes.
- 3.2** Meetings will take place at least four times a year. There may be additional meetings, at the request of the Chairman or requested by members and agreed by members.
- 3.3** Meetings will be chaired by the Council's Portfolio Holder for Renewal and Recreation. The Vice-Chairman will be agreed by the Partnership.
- 3.4** The quorum for a meeting will be 5 members and consist of the Chairman or Vice-Chairman, one other Council representative and partners from at least 3 businesses or business member organisations.
- 3.5** There will be a structured action and accountability orientated agenda and formal minutes for each meeting.
- 3.6** Papers for meetings will be circulated at least 5 working days in advance of meetings.
- 3.7** The Council's Director of Corporate Services will be responsible for providing secretarial services for formal meetings of the Partnership.
- 3.8** Draft minutes of Partnership meetings will be published on the Council website within 5 working days wherever possible, following consultation with the Chairman. The minutes will be updated if necessary and formally approved at the next partnership meeting.

### **4. Decision making**

- 4.1** The Bromley Economic Partnership is not a legal entity and does not have executive decision making powers. Representatives remain responsible and accountable to their home organisations. Any decisions on their services and resources must be made in accordance with the requirements of their own executive structures. Decisions of the Partnership will be reached by consensus.

### **5 Operation of Sub-Groups or Working Parties**

- 5.1** The Partnership may establish sub-groups or working parties for a particular purpose or theme, usually for a time limited period. Where possible these should be kept to a minimum and managed informally outside the Economic Partnership structure.

**5.2** Sub-groups or Working Parties will elect their own Chair who will report back on activity at quarterly Partnership meetings.

## **6 Public Statements**

**6.1** Individual members should not make press/public statements on behalf of the Bromley Economic Partnership. Requests for such statements should be referred to the partnership Chairman.

## **7 Revision of the Terms of Reference**

**7.1** The Bromley Economic Partnership Terms of Reference will be reviewed regularly, on at least an annual basis.

Agreed: 9th July 2013

**Current Partnership membership:**

Councillor Peter Morgan - Chairman  
Marc Hume/Martin Pinnell  
Carol Arnfield  
Sam Parrett

Jean Norton  
Colin Maclean  
Donna Still  
Neville Cavendish/Amanda Grice  
Adrian Hollands \* - Vice Chairman  
Howard Oldstein \*  
Katy Woolcott \*  
Suzanne Sharp \*  
Robert Goddard \*  
Liz McNaughton \*  
Mike Lewis \*  
Bek Bekir  
~~Peter Pledger~~ Andrew Gunter-Smith  
Robert Innes  
Steve Nelson

London Borough of Bromley  
London Borough of Bromley  
Bromley Adult Education College  
Bromley College of Further and Higher  
Education  
Bromley Education Business Partnership  
Community Links Bromley  
Federation of Small Businesses  
Jobcentre Plus  
Baker Tilly  
Intu Bromley Shopping Centre  
London Biggin Hill Airport  
NewsQuest  
Thackray Williams  
Trevall Engineering  
Michael Rogers LLP  
National Apprenticeships Service  
Prospects / South London Business  
Skills Funding Agency  
South East London Chamber of Commerce

\* Local business representatives

## **BROMLEY ECONOMIC PARTNERSHIP**

<b>Meeting:</b>	Bromley Economic Partnership
<b>Date:</b>	14 <sup>th</sup> July 2015
<b>Subject:</b>	Town Centres Development Programme Update
<b>Authors:</b>	Kevin Munnelly, Head of Renewal <a href="mailto:kevin.munnelly@bromley.gov.uk">kevin.munnelly@bromley.gov.uk</a> , 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 24<sup>th</sup> June 2015 (see **Appendix A**).

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

**Date:** 24<sup>th</sup> June 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

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**1. Reason for report**

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

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**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: £72k, £10m, £135k, £50k and £164k
  5. Source of funding: Town Centre Development Fund, Growth Fund, Investment Fund, S106 resources 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? Yes
2. Summary of Ward Councillors comments: Details of the comments will be raised at the meeting

### **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 Work is progressing on the Site G programme. The design team are preparing options and a revised costing plan. The Council is committed to carrying out regular consultation with stakeholders and taking their views into consideration in the drafting of a development brief for the site. In support of this officers met with a range of local stakeholders, including the Friends of Site G, on 2nd June 2015 to help define the scope and form of an initial design workshop. Officers are currently putting in place the arrangements for this workshop which will now take place in early July 2015. Subject to a positive outcome and approval by the Council's Executive Committee it is anticipated that the development opportunity will be marketed in early autumn 2015.

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

- 3.3 Discussions are in progress with the Cathedral Group to resolve a range of issues arising from their submitted application for the new hotel and residential scheme which will then be reported to the earliest available planning committee.

#### **Bromley Central Area High Street Improvements**

- 3.4 The design team, Studio Egret West have completed the first stage of the design process for the improvement works and have undertaken all of the technical studies. They are currently preparing a series of concept options which will form the basis of an initial public consultation exercise which is due to take place in Bromley Town Centre on 27th June 2015. Copies of the consultation material will be circulated to the Committee prior to the 24th June meeting. The outcome of this consultation will feed into the final Stage C report due to be produced by September 2015. It is proposed that the outcome of this work is presented to the R&R PDS Committee for their consideration.

#### **Beckenham Major Scheme**

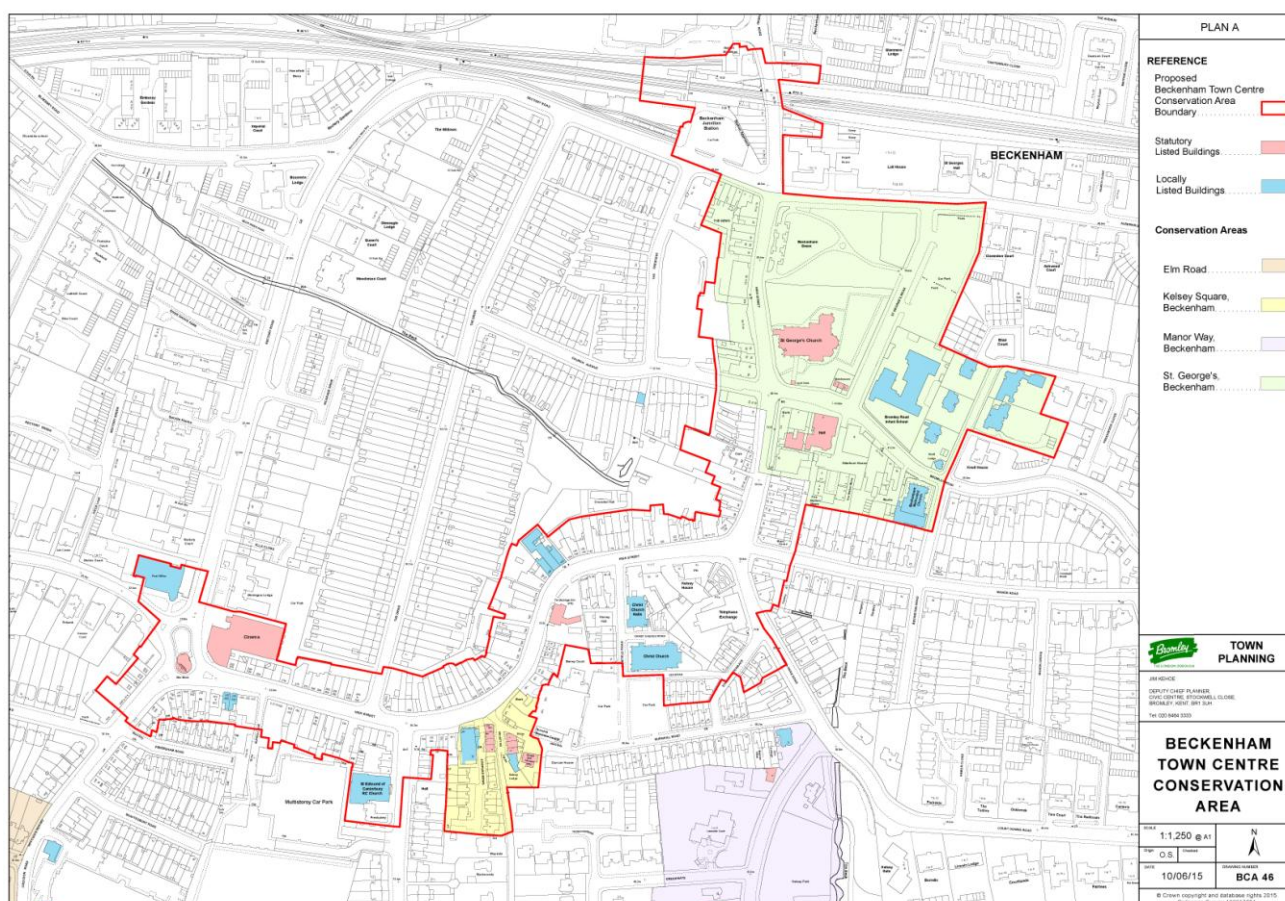
- 3.5 Following feedback from the Transport for London Urban Design review officers were encouraged to review the original scheme design with a view to expanding the scope of the scheme to focus improvements around key origin and destination points. These revised scheme drawings were the subject of a public consultation exercise which ran throughout March 2015. A summary of the consultation analysis is attached as Appendix 1. Officers are currently meeting with representatives from Transport for London to discuss the implications of the revised scheme on the current budget allocation. A verbal update on these discussions will be provided to the Committee on the evening of the meeting. This issue will also be discussed with the Beckenham Town Centre Working Party's next meeting on 2nd July 2015.
- 3.6 Work is also progressing on implementing a series of short term improvements funded from S106 contributions. These improvement works included the provision of infrastructure to support the market in Beckenham Green and a new cover for the band stand. It is proposed that options for these improvements will be also be presented to the BTCWP meeting on 2<sup>nd</sup> July for their consideration.

3.7 In relation to the Rectory Road/South Road Junction works the Highway's team has advised that all of the diversion works for both BT and UK Power were completed last month. Detailed design for the new road and signal layout is also now complete. The necessary documentation has now been submitted to Transport for London for their Network Assurance approval as the junction forms part of their Strategic Road Network. Subject to this approval it is anticipated that this junction improvement work could be commenced as early as July 2015.

### Proposed Beckenham Town Centre Conservation Area

3.8 On 10<sup>th</sup> June 2015, the Executive approved the adoption of a new conservation area named "Beckenham Town Centre Conservation Area" with the boundaries set out in Map 1 below (A larger version of this map is available in the Members Room). Owner/Occupiers within the affected area will now be notified of this new designation and a Conservation Area Statement will be prepared to give guidance to applicants and planners for the determination of planning applications.

Map 1: Beckenham Town Centre Conservation Area



### New Homes Bonus and High Streets Fund Update

3.9 Following the LEP approvals of the New Homes Bonus project proposals for Penge, Orpington, Biggin Hill and the Cray Business Corridor, the Council's Renewal Team are currently working with the GLA in drafting legal agreements for the delivery of these projects. The Council is also progressing with a procurement exercise utilising the GLA's ADUP Framework panels to appoint design teams for the production of design options for the Penge and Orpington schemes. These options will then be subject to consultation by

the full range of stakeholders before the production of the detailed final design and implementation.

- 310 Officers are working closely with Orpington 1st Bid Company to finalise a service level agreement which will govern the delivery of the business support aspects of the High Street Fund and New Homes Bonus Fund programme in the Walnuts Shopping Centre area.
- 3.11 Interviews have taken place for the appointment of project officers to run the NHB projects and it is anticipated that these new posts will be occupied by mid July 2015.
- 3.12 Regular update reports on the progress of these projects 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 £163.3k has been spent or committed, leaving a balance of £69.7k available to fund specialist advice for the remaining part of the process.
- 5.2 On 26<sup>th</sup> November 2014 the Executive approved the establishment of the Growth Fund and allocated £10m of reserves to this Fund. Within this sum, an amount of £2.7m was approved to purchase properties within the red line development site in Bromley as part of the Housing Zone Bid and up to £200k for specialist legal and development advice required to finalise a development agreement with a preferred partner.
- 5.3 At the 26<sup>th</sup> 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.
- 5.4 The Council has been allocated a sum of £1.746m from the New Homes Bonus top-slice that has to be spent by the end of March 2017 and High Street Funding of £125k, supported by the GLA that needs to be spent by 31 March 2016.
- 5.5 The table below summarises the project expenditure for the two year period between capital and revenue: -

<b>Project</b>	<b>Capital £'000</b>	<b>Revenue £'000</b>	<b>Total £'000</b>
Penge Town Centre/Crystal Palace Public Realm scheme	746	200	<b>946</b>
Orpington Town Centre	525	100	<b>625</b>
Biggin Hill Aviation Technology & Enterprise Centre	0	150	<b>150</b>
Lagoon Road Industrial Estate Redevelopment	0	150	<b>150</b>
<b>Total</b>	<b>1,271</b>	<b>600</b>	<b>1,871</b>
<b>Funding</b>			
New Homes Bonus Top Slice Funding	1,146	600	<b>1,746</b>
GLA - High Street Funding	125	0	<b>125</b>
<b>Total Funding</b>	<b>1,271</b>	<b>600</b>	<b>1,871</b>

- 5.6 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.
- 5.7 On 4<sup>th</sup> September 2014, the Portfolio Holder agreed that £50k of S106 funds from the Tesco, Croydon Road Beckenham development, could be used to fund Town Centre Management Initiatives in Beckenham, West Wickham, Penge and Elmers End. To date £1k has been spent on the Christmas lights in Penge and West Wickham.

## 6 LEGAL IMPLICATIONS

- 6.1 None for the purpose of this report

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

# APPENDIX 1 - BECKENHAM TOWN CENTRE

## Summary of findings from consultation on concept designs

### Section 1 – Introduction

This note highlights the main findings from the recent consultation exercise run by Bromley Council in order to seek views on the concept designs for the Beckenham town centre public realm scheme. The consultation was held over the four week period from 2 to 27 March 2015. The consultation focused on the RIBA Stage 2 concept designs prepared by East Architects.

The remainder of the note is structured as follows:

- **Section 2** – summarises the **main objectives and key audiences** for the consultation exercise;
- **Section 3** – outlines the **consultation activities and events** that took place during the consultation period;
- **Section 4** – explains **how the Council has recorded feedback** from residents and key stakeholders during the consultation exercise;
- **Section 5** – highlights the **key findings** from the consultation exercise;
- **Section 6** – identifies the **main implications for the concept designs**; and
- **Section 7** – makes recommendations for the **dissemination of the key findings**.

The note includes the following appendices:

- **Appendix A** – Concept plans used for the public exhibition boards; and
- **Appendix B** – Consultation feedback form.

### Section 2 – Consultation objectives and key audiences

The main objectives for this consultation exercise were as follows:

1. To remind people of the overall scheme objectives and reinforce the shared ambition to deliver something very special in Beckenham town centre;
2. To explain the key elements of the concept design for the Beckenham town centre public realm scheme, including the provisional traffic modelling results;
3. To show what can be delivered given the funding that we currently have available for the scheme;
4. To show what could be achieved if we were able to secure additional funding for Beckenham;
5. To gather views and priorities from the local communities which will enable us to finalise the concept designs before moving to the next stage of design development; and
6. To explain what happens next and the overall timetable for delivering the improvements to the public realm in Beckenham town centre.

### ***Key audiences***

The consultation exercise was aimed at the following key audiences:

- Ward Councillors and other key elected Members;
- Businesses in Beckenham, especially those with a frontage on the High Street;
- Beckenham Town Team;
- Resident associations;
- Members of the public; and
- Transport for London as the key funding partner.

### ***Promotion of the consultation exercise***

The consultation exercise was promoted in the following ways:

- Bromley Council news releases issued in advance of and during the consultation exercise;
- Bromley Council website;
- Updates on social media;
- Letter circulated by e-mail to Beckenham businesses and other stakeholders;
- Leaflets which were hand delivered to all businesses on Beckenham High Street; and
- Leaflets which were hand delivered to all residential streets adjoining the High Street.

Although the consultation exercise was widely promoted in advance of the main activities taking place, we did receive some comments from residents who felt that they had not been given sufficient notice of the public exhibition in particular.

### **Section 3 – Consultation activities and events**

The consultation exercise included the following activities and events:

- **Public exhibition** – we held a public exhibition of the concept designs at Citygate Church from 11:30 am to 8 pm on Thursday, 12 March 2015. The exhibition was manned by staff from East Architects and from Bromley Council. There were a total of 128 visitors throughout the day, with many people staying for considerable periods of time to scrutinise the plans in detail and to discuss their views with staff;
- **Copers Cope Area Residents' Association AGM** – East Architects and Bromley Council attended the Copers Cope Area Residents' Association AGM on 18 March 2015. The audience of 75 people heard a presentation on the concept designs followed by a lively question and answer session; and
- **Beckenham Business Association** – East Architects and Bromley Council presented the concept plans to Beckenham Business Association meeting on 25 March 2015. The attendance was relatively light with only nine local businesses at the meeting. Even so, the discussion which followed the presentation generated some very valuable feedback.



## Section 4 – Recording feedback

The consultation exercise generated a rich range of valuable feedback on the concept plans for Beckenham High Street. We have recorded feedback received in the following ways:

- **Conversations at consultation events** – we have reflected the views expressed during conversations and the formal question and answer sessions at the main consultation events;
- **Feedback forms** – we have captured the views expressed in a total of 32 feedback forms submitted by hand, by post and online; and
- **E-mail feedback** – we have also reflected the views expressed in 51 e-mails sent to the [beckenhamimprovements@bromley.gov.uk](mailto:beckenhamimprovements@bromley.gov.uk) mailbox that was created for the consultation exercise.

## Section 5 – Key findings

### *What people like most about the plans*

The overriding view emerging from the consultation exercise was that there is clearly a very strong groundswell of opinion which welcomes the concept plans for Beckenham High Street. Consultees welcomed the aspiration to create something very special for Beckenham, recognising that the time has now come for significant investment in the town centre.

The consultation feedback form asked respondents “what do you like most about the concept plans for Beckenham town centre?” The following aspects of the proposals were identified by respondents as being the things which they like most about the concept plans:

- The proposals for the **Albemarle Road/High Street junction and the related plans for Beckenham Green**. Many people like the idea of opening up Beckenham Green to the High Street, although some respondents noted that this would remove an effective screen to traffic noise and make the boundary of the Green less secure for young children;
- The prospect of **fewer heavy goods vehicles (HGVs) using the High Street** as a result of the Albemarle Road/High Street junction improvements. However, some residents of Rectory Road raised concerns about the extra HGV movements that would affect their homes if HGV traffic were diverted away from the High Street;
- **Feature lighting** – the proposals for enhanced lighting throughout the High Street and feature lighting in special places were strongly welcomed;
- **Enhanced pedestrian experience** – many people felt that the concept plans would enhance the experience of pedestrians and shoppers using Beckenham High Street;
- The proposals for **wider pavements** where possible without snarling up traffic were seen as being a key factor in enhancing the pedestrian experience on the High Street;
- The aspirations to **de-clutter the High Street** and to provide a **coherent, high quality public realm** with well-chosen and carefully positioned street furniture were both very well-liked by respondents. There was a clear feeling that the plans would make the High Street more “user friendly” than at present;
- **Safer crossings** – many people recognised the benefits of enhanced crossing points for the High Street, both on the southern side of the Bromley Road junction and elsewhere along the High Street; and

- **War Memorial junction** – there was a clear feeling that investment is needed at the War Memorial junction which is generally seen to be a rundown gateway to Beckenham High Street. Most people welcomed the working assumption in the concept plans that the War Memorial will not be moved from its current location.

### ***What people do not like about the plans***

The consultation feedback form asked respondents “is there anything that you do not like about the concept plans?” The following aspects of the proposals were identified by respondents as being the things which they do not like about the concept plans:

- **Pedestrian access to the War Memorial roundabout** – there was widespread scepticism about the aspiration to provide a surface treatment which would encourage pedestrians to access the War Memorial roundabout. There were concerns in equal measure about the danger to pedestrians and the likely congestion for traffic if people were crossing the carriageway onto the roundabout. There was also a strong feeling that any attempt to widen the footway in front of the Odeon Cinema would not leave sufficient room for two lanes of traffic on that side of the roundabout;
- **Lighting in Beckenham Green** – there was a strong feeling that the existing traditional street lanterns in Beckenham Green should not be replaced with a more contemporary design as they currently contribute to the historic character of this part of the town centre;
- **Beckenham Green boundary with the High Street** – there were some concerns about safety for young children and increased traffic noise for users if the western edge of Beckenham Green were to be made more permeable with the High Street;
- **Cycling provision** – some people felt that the concept plans are “too car-centric” and a number of respondents expressed disappointment that the proposals do not include more dedicated provision for cyclists, including dedicated cycle lanes and enhanced cycle parking; and
- **Shared space pedestrian areas** – there were concerns expressed about the potential for conflict between pedestrians and motorists in shared space areas such as the proposed loading bays at selected points on the High Street footway.

### ***Key priorities for investment***

The consultation materials made it clear that there may not be sufficient funding available to deliver the full design intent for Beckenham High Street. With this constraint in mind, the consultation feedback form asked respondents “what are your key priorities for Beckenham town centre?” Table 1 below summarises the main findings.

**Table 1 – Priorities for Beckenham town centre**

<b>Scheme area</b>	<b>Top priority</b>	<b>High priority</b>	<b>Medium priority</b>	<b>Low priority</b>
Beckenham Junction and Green	59.3%	25.9%	11.1%	3.7%
Bromley Road junction	15.4%	30.8%	38.5%	15.4%
Thornton’s Corner	11.1%	18.5%	44.4%	25.9%
Kelsey Square	3.7%	22.2%	51.9%	22.2%
War Memorial junction	38.5%	42.3%	0%	19.2%
Lighting	33.3%	29.6%	14.8%	22.2%
Street furniture and signage	11.1%	25.9%	44.4%	18.5%
Parking and loading bays	22.2%	22.2%	25.9%	29.6%

The results shown in Table 1 are based on a total sample size of 27 people who completed this question in the consultation feedback form. Given the relatively small sample size, some caution is necessary when interpreting these results.

Notwithstanding this caveat, Table 1 reveals that the two areas given the highest priority for investment are as follows:

- **Beckenham Junction and Beckenham Green** – 85.2% of respondents see this area as being either a top priority or a high priority for the town centre; and
- **War Memorial Junction** – 80.8% of respondents see this area as being either a top priority or a high priority for the town centre.

Of the thematic elements of the scheme identified by the consultation materials, the proposed lighting improvements were seen as the most important, with 62.9% of respondents identifying lighting as either a top priority or a high priority for the town centre.

The proposed treatment of parking and loading bays on the High Street provoked the most divided opinion of all the potential priorities for investment. For this element of the concept plans there was an even distribution of responses from top priority through to low priority.

### ***Other comments and observations***

The consultation exercise also generated the following comments, observations and questions on the concept plans for Beckenham High Street:

- How will the aspiration to reduce HGV movements on the High Street be realised in practice? Many people found it difficult to make the link between the Albemarle Road/High Street junction improvements and HGV movements along the High Street;
- What about an additional diagonal pedestrian crossing from Beckenham Junction station to Beckenham Green?
- There is a need to maintain the space for six parking bays at the train station outside Regency Cars. The representatives from Regency Cars who attended the public exhibition were not at all convinced about the proposals for a shared space approach to the new parking bays;
- There is also a need to tackle the poor quality of the shop fascia signage along the High Street. This concern was raised by a number of respondents;
- The War Memorial should be left where it currently resides in the roundabout;
- There is a need to ensure the correct phasing of traffic lights on the High Street to facilitate optimum traffic flows and maintain safety for pedestrians;
- There was a strong feeling that more trees should be planted along the High Street and at the War Memorial junction;
- What will the Council do to ensure that the disruption to local businesses is kept to a minimum during the construction of the scheme;
- How will independent, local businesses survive if the improvements drive up rents; and
- For new paving, careful thought should be given to the choice of material to ensure that the new surface opens up the look and feel of the High Street as much as possible.

## **Section 6 – Implications for the concept designs**

The key implications arising from the consultation exercise for the concept designs for Beckenham High Street are as follows:

- How do we balance the aspiration to open up views of (and access to) the War Memorial with the strong concerns about safety for pedestrians?
- How do we balance the aspiration to increase the permeability between Beckenham Green and the High Street whilst maintaining a recognisable boundary edge to the western side of the Green?
- Do the benefits of opening Beckenham Green to the High Street outweigh the disadvantages of doing so?
- Do the proposals for the High Street maximise the potential to include provisions which will promote more and safer cycling?

I have asked Julian Lewis from East Architects to give some thought to these questions during the process of finalising the concept plans for the High Street. There may also be other design-related questions which occur to Julian on reviewing this note.

## **Section 7 – Dissemination of the consultation findings**

Charlie Parish from TfL has already expressed an interest in the findings from the consultation exercise. We can include Section 5 of this note on key findings in the forthcoming paper to TfL on the revised Major Scheme bid for Beckenham town centre. In the meantime, it would be worth sharing the complete note with Charlie Parish and colleagues from TfL.

Once the purdah period has expired, the consultation findings should be shared with the following key audiences:

- Beckenham Town Centre Working Party;
- Beckenham Town Team;
- Beckenham Business Association; and
- Copers Cope Residents Association.

It would also make sense for the Council to issue a press release highlighting the key findings from the consultation exercise. This paper could be supplied as a note to editors to support the press release and also be made available to the general public via the Council website.

**Mark Teasdale  
Consultant  
Renewal Team  
29 April 2015**

## BROMLEY ECONOMIC PARTNERSHIP

**Meeting:** Bromley Economic Partnership

**Date:** 14<sup>th</sup> July 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](mailto:martin.pinnell@bromley.gov.uk) , 020 8313 4457

### 1. Recommendations.

The Partnership is asked to:-

- 1.1 Note recent work around Town Centre Management and Business Support in the 1<sup>st</sup> Quarter 2015/16.
- 1.2 Note and endorse the plans for Town Centre Management and Business Support activity during the next quarter.

### 2. Summary of Activities – April to June 2015

#### 2.1 Business Improvement Districts

- 2.2 The **Bromley BID Working Group**, with the help of Central Management Solutions (CMS), has now completed the Planning Stage of the BID set up process. This built upon the findings of the Feasibility Stage consultation survey of 11% of the businesses by undertaking a much more wide ranging consultation with at least 45% of all business rates payers that are likely to be eligible to vote. As with the feasibility stage, the purpose of the Planning survey was not to ask whether the businesses are in favour of a BID but to understand what issues are important to them and, based on the themes arising from the feasibility study, start to develop the project themes the proposed BID will deliver. At the end of the Planning Process CMS provided a report to the BID Working Group to present the findings and the proposed Outline BID Proposal including the proposed BID levy rules (defining who has to pay and how much) and the key themes for delivery. The Outline Proposal and the legal agreements accompany a report on the Bromley BID which is to be discussed by the Council's Executive on 15 July. The Executive is being asked to agree in principle that a ballot is held for Bromley BID but also to delegate authority to the Portfolio Holder for R&R to review the final version of the BID Proposal in order to authorise the Ballot Holder to run the ballot.
- 2.3 In parallel with the Planning work, CMS have been working with Council officers to draft the key legal agreements which will underpin the future relationship between the Council and the BID – namely the Operating Agreement and the Baseline Agreement.
- 2.4 Once the approval from the Executive is agreed, the BID Working Group, with assistance from CMS, will be working to undertake more in-depth consultation with businesses to tease out the detail of the BID delivery programme and finalise the BID Proposal document which will be submitted formally to the Council by 1 September. They will also

be working 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 will run for a month and have closing date of 5 November. If successful at ballot the Your Bromley BID will start operation in April 2016.

2.5 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:

- Launched the Orpington 1<sup>st</sup> Business Forum – to provide a regular networking and engagement opportunity for Orpington’s businesses community, filling a gap left by the winding up of the Orpington Business Forum.
- Clean up and Green up days – getting businesses and the community involved in improving the street scene. Orpington 1<sup>st</sup> has also supported additional floral displays in the High Street.
- Organising a continental market in mid-June
- Developing a new business support programme and pop up market which will be funded through the High Street Fund and New Homes Bonus – in partnership with the Council.

## 2.6 Local Parades Improvement Initiative Fund

2.7 Since the start of the Local Parades programme (in 2012/13) £211k has been spent or committed on projects in various locations. An additional £39k remains to be spent, £26k of which has already been allocated to projects. However, a number of projects agreed for some locations were not possible to complete due to a variety of factors beyond our control. Therefore revised applications are expected for Coney Hall, Sundridge Park and Hayes Street. Key contacts in those locations have been written to requesting revised applications before end of June. Where no suitable projects are put forward in these locations the under spend will be re-allocated to the overall project budget to enable further areas to bid.

## 2.8 Bromley town centre

2.9 The Bromley Town Centre Manager is nearing the end of a review of the operation, location and offer of the town’s 3 day market with the assistance of a specialist markets consultancy. Market Research was undertaken to understand the attitude of shoppers, businesses and traders to the market and possible changes. The outcome of the review and options for the future shape, location and operation of the market form part of the overall design parameters for Public Realm work for the central pedestrianised area of Bromley, being led from within the Council’s Renewal Team (reported elsewhere on this agenda). Consultation on the initial design proposals for the public realm is taking place over the summer. It is expected that the options for the future of the market will be provided to Councillors for decision alongside the Public Realm design proposals during autumn 2015.

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

- Continued to engage with key businesses and stakeholders in the town centre, supported networking events and maintained the regular monthly communications to local businesses.

- Provided ongoing support to the BID Working Group, particularly with recruitment of new members of the BID Working Group, business surveys, collating information for the baseline agreement and communications to local businesses.
- Provided communications to businesses regarding the Widmore Road public realm improvements.
- Coordinated a meeting with Police, Licensing and businesses to discuss the late night economy issues and how to approach the management of the evening economy in a sustainable manner.
- Developed projects for High Street Fund bid with the Bromley North Village Town Team
- Carried out soft market testing for a possible 'Summer at the Hill' Car Park event
- Coordinated communications to businesses regarding the Shop Safe Radio system upgrade to digital Provided communications to businesses regarding the external cladding and the chiller replacement works for the Central Library building
- Undertook some exploratory discussions with providers about possible public wifi in the main Town Centres
- Developed consultation plan with colleagues in Town Centre Renewal for the Public Realm improvements to the pedestrian area and facilitated a public consultation event in the town centre on 27 June.

### **2.11 Beckenham town centre**

2.12 The Town Centre Manager continues to support the Town Centre Team and the Beckenham Member Working Group in the delivery of a programme of improvements and engagement.

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

- Continued to coordinate 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 and other partners (e.g. Street Pastors) Building the portfolio of activity and measurements for Submission in October.
- Involved in the upgrade of the Shop Safe radio system from analogue to digital, using this opportunity to promote Purple Flag with radio users.
- Incorporated the Safer neighbourhood meetings to follow on after the TCT meetings to encourage better participation and reduce the number of meetings.
- TCM Monthly E-Newsletter now sent out via the Beckenham Business Association (BBA) web site
- Supported the BBA in outreach to retailers. The three main retailers Waitrose, Marks and Spencer and Sainsbury are now members. Waitrose continue to provide free meeting facilities Sainsbury and Marks and Spencer are donating in the way of food tastings at local events and the market.
- Supported the successful market on Beckenham Green on 16<sup>th</sup> May.
- Worked with the town team on the alleyway improvement project following the successful £20K bid to the high street Fund.

### **2.14 Penge town centre**

2.16 The Town Centre Manager continues to support the Penge Traders Association and the Penge Town Centre Team. During the past quarter the Town Centre Manager has:

- Delivered a very successful Spring Event on 21st March which included a street market and entertainment. Businesses and local organisations were involved, providing equipment and sponsorship.
- Worked in partnership to deliver a clean up event which took place on Sunday 31st May sponsored by McDonalds. Over 40 volunteers took part across a wide ranging age group.
- Worked closely with the organisers of the Penge Festival to install 16 lamp column banners to promote the event. Grant funding to support enhancements has also been provided to the organisers of the Festival as agreed after the March R&R PDS Committee.
- Liaised with the developer of the former police station regarding scaffolding and CCTV issues and sponsorship opportunities.

2.17 In addition the Beckenham & Penge Town Centre Manager has led on the procurement process for procurement of Christmas lights and installation services in towns across the borough with a budget of £27k as agreed after the last R&R PDS Committee. A request for quotations has been dispatched via the London Tenders Portal.

## **2.18 Business Support Programme**

2.19 The New Homes Bonus allocation for the Borough has enabled the development of some new business support initiatives for Orpington and Penge town centres. In Orpington the New Homes Bonus allocation of £100k to business support and enabling projects has been augmented by the further allocation of £25k of capital funding from the High Street Fund. It is intended that the full programme of business support is delivered in partnership with the Orpington 1<sup>st</sup> BID. Interventions include working with the college to assist students to start their own businesses, workshops to assist parents to return to work or self-employment, seminars and mentoring to help existing businesses grow, digital high street initiatives and provision of new trading platforms through the running of a new pop up market. By early July it is expected that the detail of these programmes will be finalised ready for launch in early autumn. It should be noted that the funds are to be released to the borough in accordance with a grant agreement with the GLA – and likewise the Council will be entering into a Service Level Agreement with the BID to minimise risk and ensure value for money in the operation of the schemes.

2.20 In Penge, discussions have been under way with the GLA about the best use of the funding (£50k) which may link business support initiatives in the town with the wider regeneration agenda for the Crystal Palace area. It is expected that the programme, to be consulted on with local businesses and the Penge Traders Association, will be defined and commissioned in the autumn – with delivery taking place until March 2017.

2.21 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. Events taking place during the period include:

- Joint event with the Institute of Chartered Accountants and Metro Bank on the theme of exploiting IT for growth
- Bromley Business Growth CLUB seminar on time management for business owners
- Starting a series of free one to one mentoring sessions for existing or new business owners



- Bromley Means Business – Major event including exhibition, seminars, one to one advice sessions and networking took place on 16 June in the Great Hall at the Civic Centre

2.22 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.

2.23 An online Commercial Property Database for the borough has been commissioned and is now available on the Council website.

### **2.23 Business and Traders Group liaison**

2.24 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.

### **2.25 Key priorities for the Town Centre Management & Business Support Team from July to September 2015**

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

- Supporting the Bromley BID Working Group and CMS as it seeks to refine and finalise the BID Proposal, update the local business database and gear up for the Campaign stage of the process in the run up to a ballot starting in early October. Officers will also be involved in finalising the legal agreements and ballot arrangements during this period.
- Continued support for and liaison with the Orpington 1<sup>st</sup> BID, especially as it seeks to develop a programme of business support funded by the New Homes Bonus and High Street Fund. The BID will also be supporting the Big O Festival in Priory Gardens on 4 July and organising a Cycle Mania event in September.
- Support for the Beckenham Town Centre Team and the Beckenham Town Centre Working Group – meeting in early July - 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. Consult with the Working Group on the final shape of the s106-funded interim improvement projects including stage cover and market infrastructure on Beckenham Green.
- Drive forward the Purple Flag project to improve the safety of Beckenham's night time economy – including running a public awareness-raising event, public perception survey and preparation for submitting the final application for Purple Flag accreditation.
- Work with the Renewal Team on development of proposals and public consultation for the Bromley pedestrianised area public realm improvements, including possible changes to the configuration of the market.

- 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 late summer event in Bromley, Markets on Beckenham Green in July & September and a special Penge Community event in late August.
- Finalise arrangements for the delivery of the New Homes Bonus and High Street Fund business support programme for Orpington – in partnership with Orpington 1<sup>st</sup>. Work with the GLA on development of a business support project in Penge – funded by the New Homes Bonus.
- Promotion of the new Bromley Commercial Property Database to agents and businesses.
- 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 Bank on Business Expo (16 September).
- 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.