

## **BROMLEY ECONOMIC PARTNERSHIP**

Minutes of the meeting held at 4.00 pm on 11 July 2017

### **Present:**

Councillor Peter Morgan (Chairman)  
Katy Woolcott, London Biggin Hill Airport (Vice-Chairman)  
Sharon Baldwin, Orpington 1st BID Company  
Frances Forrest, Your Bromley BID Company  
Alex Henderson, MSE UK  
Lesley Holland, LBB Operations Manager, Bromley Education  
Business Partnership  
Michael Humphries, Handelsbanken  
Terri Johnson, South East London Chamber of Commerce  
Colin Maclean, Community Links Bromley  
Kate Miller, The Glades  
Martin Pinnell, LBB Head of Town Centre Management and  
Business Support  
Lee Thomas, Fairlight Group  
Liz Waghorn, Jobcentre Plus

### **Also Present:**

Councillor Vanessa Allen  
Councillor Nicholas Bennett J.P.  
Councillor Hannah Gray  
Colin Hitchins, London Biggin Hill Airport  
Jemma Johnson-Davey, LBB Museum Development  
Manager, Biggin Hill Memorial Museum Project  
Kevin Munnely, LBB Head of Town Centre Renewal

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

**RESOLVED that Katy Woolcott – London Biggin Hill Airport be appointed Vice-Chairman for the 2017/18 municipal year.**

## **2 APOLOGIES FOR ABSENCE**

The Chairman led members of the Partnership in a moments silence to pay tribute to Mark Henderson, founder of MSE UK and a former co-optee of the committee who had sadly passed away.

Apologies had been received from Carol Arnfield – LBB Head of Service, Education, Dave Freeborn – Proctors, Robert Goddard – Thackray Williams LLP, Mike Lewis – Michael Rogers LLP, Mary Manuel – LBB Head of

Planning Strategy and Projects, Sam Parrett – London South East Colleges,  
David Warnes – London South East Colleges and Steve Wheeler –  
Federation of Small Businesses.

### **3 MINUTES OF THE MEETING HELD ON 11TH APRIL 2017 AND MATTERS ARISING**

The minutes of the meeting were agreed subject to the fourth paragraph, third sentence of Item 4a: Town Centres Development Programme Update being amended to read:

*“The Premier Inn hotel was currently operating at 88% capacity....”*

There were no matters arising.

### **4 PRESENTATION ON THE BIGGIN HILL MEMORIAL MUSEUM**

Ms Jemma Johnson-Davey, LBB Museum Development Manager (Biggin Hill Memorial Museum Project) gave a presentation on plans for the new Biggin Hill Memorial Museum.

The Biggin Hill Memorial Museum project had just received a successful outcome from an application to the Heritage Lottery Fund for nearly £2m, which had unlocked the final funding needed to start building. Planning permission had been granted for the project in April 2107 and building works were due to start at the end of September 2017, with the museum opening in November 2018.

An image of Sir Winston Churchill visiting Biggin Hill airfield in 1941 was displayed, highlighting why Biggin Hill was so internationally important. The aerodrome was one of the oldest in Britain, and would celebrate its centenary during 2017. It had been active during both the First and Second World War's, and had played a major role in the Battle of Britain.

The Biggin Hill Memorial Museum project had started in 2014 following the RAF withdrawing funding to maintain the site. The Government had then asked that Bromley Council lead on developing a project to safeguard the future of the Chapel site. Following this, the Biggin Hill Memorial Museum Trust was established and consisted of eight trustees. A good connection with Chartwell continued to be maintained, and Sir Winston Churchill's great grandson, Randolph Churchill was Patron of the Trust.

The site of the Biggin Hill Memorial Museum is on Main Road, Biggin Hill with the entrance identified by the Spitfire and Hurricane aircraft 'gate guardians'. These were initially original aircrafts, but had since been replaced by fibreglass models. The museum was situated on the very edge of London Biggin Hill Airport, and it was felt to be important to have a relationship with the airport and its related industries. One of the trustees was Colin Hitchins,

Community Engagement Manager, London Biggin Hill Airport with whom they continued to work closely to utilise mutually beneficial opportunities such as the annual Festival of Flight.

The Biggin Hill Memorial Museum was expected to bring increased tourism and visitor economy to Biggin Hill and the London Borough of Bromley. Work was being undertaken to link up with local heritage attractions, such as Downe House, Chartwell and Bromley Historic Collections. The Chapel currently attracted around 12,000 visitors a year and conservative estimates expected this to increase to 25,000 visitors once the new museum was opened. This was due to its strong international appeal as well as more local visitors expected from the borough and those travelling in from Kent and London. The schools offer was also very important as they were one of the museums main target audiences.

The new plans would see the Chapel restored to its original design and introduce a single storey museum building, which would wrap around it and bring the landscape back to its original intention. To aide sustainability, there would be a retail and commercial offer on-site including a café and shop and spaces for hire for corporate, learning and community events. It was hoped that it could be used as a place for people to gather and spend money. There would be new jobs created, four contracted museum posts and casual staff working in the café and providing support for the museum. The income and expenditure for the projected was balanced, but further fundraising was still taking place to install a dedicated education and learning wing.

The trustees of the Biggin Hill Memorial Museum had a shared passion and understanding of what the museum was about, which was made clear through their vision, *'Biggin Hill; inspiring generations, Remembering the Few and honouring the Many'*. Their mission was *'Gathering, protecting and making known the stories of Biggin Hill and communicating its significant role in shaping the modern world'*. It planned to honour the fighter pilots, and also those who were sometimes forgotten such as the pub landladies and children from the local community. This would provide a different offer to most military museums. A thematic plan showed the various exhibition zones in the museum, starting 100 years ago and highlighting how important developments in technology still affected aviation technology currently. As well as an area focusing on Biggin Hill and its people, there would be areas highlighting RAF station life and community life. The final exhibition would be in the St George's Room, which connected the museum to the main Chapel building.

Since the Biggin Hill Memorial Museum project began in mid-2015, around 2,000 members of the local community and beyond had been consulted through online surveys, questionnaires, discussion groups and open days. The open days in particular had allowed them to speak to members of the local community, which had generated new stories of their experiences. The consultation process had also been extremely important in forging relationships with community stakeholders, including the ATC Cadets Squadron, Biggin Hill Residents Association and local businesses.

The brief for the visual identity and branding of the Biggin Hill Memorial Museum had requested that it be contemporary, but sympathetic to the era of the Chapel. The colour scheme chosen included grey, teal, burnt orange and ochre which would be used across the advertising and merchandising of the museum.

Ms Terri Johnson, South East London Chamber of Commerce said that they were always looking for new venues to hold events, and asked if it would be possible to do so in the museum. Ms Johnson-Davey said that they were keen to host events as it would enable them to show off the museums spaces for tours and gatherings. One of the posts being created at the museum was a Commercial and Operations Officer, whose role would be to encourage that to happen.

Members enquired if travel plans and parking assessments had been carried out. Ms Johnson-Davey responded that a Travel Impact Assessment Consultant had produced a report and based his findings on the busiest day during the summer. The museum currently had 24 parking spaces, and if the visitors to the museum behaved as predicted, 27 would be required. The increase in spaces had been included in the architect's plans, but if they found that these were not enough, there were grassy banks within the car park that could be removed to allocate more parking bays. There was also a layby on Main Road that provided a space for coaches to park.

Mr Colin Maclean asked if volunteers for the museum had already been sourced, and offered the services of Community Links Bromley to assist with any further recruitment. Ms Johnson-Davey said that they currently had 20 volunteers on their books that were doing 'bits and pieces' to keep their enthusiasm up until the museum opened. It was expected that they would need around 80 volunteers on their books, with 60-70% of them being active. Members enquired if a Just Giving site would be set up to allow visitors to donate to the museum at payment points. It was considered that a lot of people visiting may have some sort of connection to the museum and would be willing to make further donations. Ms Johnson-Davey agreed and said that they intended to launch a legacy campaign. Members also asked if a link to the Heritage Hangar had been explored. Mr Hitchins said that they were currently developing a relationship. The Heritage Hangar tours were very popular and the owners could see the benefits of working with the Biggin Hill Memorial Museum.

Ms Johnson-Davey advised members of the Partnership that she could be contacted at [jemma.johnson-davey@bromley.gov.uk](mailto:jemma.johnson-davey@bromley.gov.uk) with any specific queries regarding the Biggin Hill Memorial Museum project.

The Chairman thanked Ms Johnson-Davey for her interesting presentation.

## **5 REVIEW OF TERMS OF REFERENCE**

Members of the Partnership considered the Terms of Reference and membership of the Bromley Economic Partnership.

Following discussion, members of the Partnership agreed that the representation should be broadened to include Your Bromley BID Company, and that the Skills Funding Agency be amended to '*Education and Skills Funding Agency*'.

**RESOLVED that the revised membership of the Bromley Economic Partnership be agreed.**

## **6 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 (VERBAL UPDATE)**

Kevin Munnely, LBB Head of Town Centre Renewal attended to provide 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. Following the appointment of Countryside Properties (UK) Limited as the Council's preferred development partner for Site G: West of the High Street, a report regarding the development lease agreement and lease would be submitted to the meeting of the Council's Executive on 19<sup>th</sup> July 2017. It was expected that a planning application would be submitted in March 2018 for up to 300 residential units, business units and restaurants. Work was expected to start on site in spring 2020, but would be dependent on when planning permission was agreed and the Compulsory Purchase Inquiry completed. With regard to opportunity Site A: Bromley North Station, Prime Place had entered into a development agreement with Network Rail and they were looking to bring forward the first phase of the development.

The first phase of the Bromley Town Centre High Street Public Realm Improvements between Market Square and Metro Bank would commence on 14<sup>th</sup> August 2017. Works would be paused before the Christmas trading period, and would recommence in the New Year. Officers would be liaising with Your Bromley and the works contractors to ensure that a communications strategy with local businesses was in place.

Further public realm improvements were taking place in Beckenham, which were expected to be completed in early 2018; Penge, where design work was continuing off-site; and Orpington, where the first phase would be completed

by the end of July 2017. The second phase of the works would be implemented if additional funding was agreed.

**RESOLVED that the update on the town centre development programme be noted.**

**b LOCAL PLAN DEVELOPMENT UPDATE (VERBAL UPDATE)**

The Partnership was advised that following the final consultation at the end of 2016, the final draft of the Local Plan had now been approved by the Executive Committee and Full Council. The Plan would therefore be submitted to the Secretary of State by the end of July 2017, who would then appoint an Inspector to lead an Examination in Public. This was expected to run in the autumn of 2017 with Mary Manuel, LBB Head of Planning Strategy and Projects, aiming for final ratification of the Local Plan in early 2018.

Members of the Partnership requested that a web link to the draft Local Plan be circulated.

**c BUSINESS IMPROVEMENT DISTRICTS AND BUSINESS SUPPORT UPDATE (VERBAL UPDATE)**

Mr Martin Pinnell, LBB Head of Town Centre Management and Business Support, gave an update on Business Improvement Districts and Business Support in Quarter 1, 2017/18.

Copies of the South East London Chamber of Commerce Masthead magazine were distributed to members of the Partnership. The latest edition included a profile of the London Borough of Bromley, and thanks were given to the BIDs for their editorial contributions.

The Council was continuing to support and liaise with the existing BIDs in Orpington and Bromley. The Orpington 1<sup>st</sup> BID Company would go to ballot on 2<sup>nd</sup> November 2017, for which preparations were currently being made, including finalising draft legal agreements, setting up the ballot and levy collection arrangements. A Committee Report would be presented to the meeting of the Council's Executive on 19<sup>th</sup> July 2017 in order to trigger the ballot. Sharon Baldwin, Orpington 1<sup>st</sup> BID Company advised the Partnership that they were seeking to consult with as many of the 325 businesses as possible through one to one meetings, social media, mailshots and sector meetings. A draft proposal document had been presented to the businesses and they appeared happy to say yes to the BID operating for a further five years, but it was another issue to get them to actually tick the box and vote in favour of it.

The BIDs in Beckenham and Penge were currently in development. Steering groups for both towns had been successfully formed and had met at least twice. Research would be undertaken during July 2017 by CMS with the aim

to receive responses from 45-50% of the business rate payers in both towns. The ballots for each town would take place in early 2018. Beckenham had also been awarded the Purple Flag for its night time economy, for which a flag-raising ceremony had taken place in May 2017. Renewal of the application had been submitted at the end of June 2017, and the result was currently awaited.

As part of the New Homes Bonus, further business support had been delivered in Penge for 22 start-up businesses and 24 existing businesses. The start-up businesses had been supported with producing their business plans, and nine new businesses were operating and trading well out of the pop up shop on Penge High Street. The shop was leased until the middle of February 2018 and if the businesses continued to trade well, they may take over the lease themselves. The existing businesses had been provided with support and training which had included food and hygiene audits, food handling training, IT and digital marketing support, business planning and diversification and visual display. 'Penge Day' would take place on 26<sup>th</sup> August 2017 and was a community day to showcase all things local.

Additional business support work had been taking place in Beckenham. Officers had been liaising with businesses to ensure they were kept informed during the major works that were ongoing to improve the town centre. They had been supporting businesses to ensure that they were getting the message out to customers that it was 'business as usual' throughout the period of works, and had produced banners, leaflets and press advertising in partnership with the Beckenham Business Association. Future events taking place in Beckenham included 'Market on the Green' on 23<sup>rd</sup> September 2017 and the Beckenham Business Association Business Day on 6<sup>th</sup> September 2017.

Other events supported by the team had included a 'Grow Bromley' event in the Council Chamber in May 2017, and in June 2017 a 'Table Talk' event at Metro Bank and a ProActions seminar at The Warren. Future planned events were a 'Bromley Means Business' expo on 18<sup>th</sup> July in the Great Hall, Civic Centre and Successful Mums taster sessions for women returning to work and business starters in September 2017. Mr Colin Hitchins, London Biggin Hill Airport informed members of the Partnership that they would be hosting a 'Big on Business' event on 18<sup>th</sup> August 2017, which was an annual networking event that had over 300 owners, directors and managers due to attend.

**RESOLVED that the recent work around Business Improvement Districts and Business Support in the 1<sup>st</sup> Quarter of 2017/18 be noted.**

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

Updates are provided in the relevant sub sections.

**a BIGGIN HILL AIRPORT (VERBAL UPDATE)**

Ms 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.

Members were advised that the airport's new operating hours were now in effect and confidence was improved, which was reflected in the conversations that they were having with MRO operators. The aim was to encourage high profile tenants to facilitate sustainable growth at the airport. The airport was working in partnership with London South East Colleges to establish an engineering academy based on-site, for which a funding application had recently been submitted.

Work was continuing on the planning application for the on-site hotel, the building of which was intrinsic to airport operations. The building of an additional hangar was also continuing, which would allow more room for the parking of aircraft.

Mr Colin Hitchins advised members that on the community side, the increase in operating hours had created 115 full time jobs, and that the airport's tenants Bombardier planned to run six apprenticeships each year.

**b COMMERCIAL PROPERTY (VERBAL UPDATE)**

Mr Mike Lewis (Michael Rogers LLP) was not present at the meeting but provided a written update to the Partnership as follows:

The commercial market remained active, especially in the industrial sector where enquiries continued to be high, but with little stock remaining. On the other hand, the office market had been pretty quiet this year, although deals were taking place at the lower end which was encouraging. Stock levels remained low and headline rents had not been affected by the drop off in demand.

Following the presentation at the last meeting by Mr John Baker, Chief Executive, The John Baker Group, contact had been maintained with all of the building owners along Elmfield Road, Bromley. The outcome of the re-submission of the pre-application was currently awaited, and expected within the next few weeks.



**c COMMUNITY LINKS BROMLEY (VERBAL UPDATE)**

Mr Colin Maclean, Community Links Bromley advised members that an evaluation of the Corporate Social Responsibility Expo in November 2016 had indicated that it had not been the most meaningful event for the charities attending due to lack of footfall. As a result, a review of direct marketing had taken place, following which features on Community Links Bromley had been included in the South East London Chamber of Commerce's Masthead publication and the Bromley Business e-bulletin.

National Giving Day would be taking place in November 2017, for which a Funding Fair was being organised and further details would be provided at the next meeting of the Partnership.

**d GENERAL NEWS ROUND (VERBAL UPDATE)**

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

Ms Frances Forrest, Your Bromley BID Company informed members that 25 wheelbarrows decorated by school children were currently located in Market Square. Prizes had been presented in various categories, but it had been decided that a 'People's Choice' would also be awarded. Upcoming events included 'Yoga in the Park' on 26<sup>th</sup> July which was in partnership with Mytime Active, and screenings of themed movies in the Queen's Gardens during 16<sup>th</sup> – 18<sup>th</sup> August 2017. Ms Forrest was pleased to report that 38 businesses had signed up to their free recycling scheme with First Mile, and that the next networking event would take place on 25<sup>th</sup> July 2017 at The Meze, Ringer's Road.

Ms Kate Miller, The Glades advised members that the shopping centre was currently in a settling down period following its sale, and that year-to-date footfall was -1%. One of the new restaurants located in the Queen's Gardens had closed, but the other four were trading well. Vacant units in the centre had been hard to fill, but it was hoped that the hard work put in during the first half of the year would come to fruition later in the year. A full car park refurbishment was planned to take place before Christmas, which would see the implementation of new payment machines, barriers and lighting.

Mr Alex Henderson, MSE UK reported that the company was receiving lots of orders, and were frantically looking to recruit people in production and overseas production. Three employees had recently been recruited into technical roles, two of whom lived in the Bromley borough. There were concerns raised regarding another local business which was a recycling plant. Two of Mr Henderson's staff had been off work recently due to breathing difficulties, and the manager of the site had not produced the dust reports requested. If these failed to materialise he planned to contact the Environment Agency.

Ms Liz Waghorn, Jobcentre Plus advised members that a very successful job fair had taken place at the end of April 2017, involving 35 employers. Around 280 people had attended, 60 of whom had gone on to training or employment. Lewisham Jobcentre would be closing in December 2017, and their clients from the SE1, 2, 3 and 6 postcodes would be allocated to the Bromley Jobcentre. The Eltham Jobcentre would also be closing, with the clients moving to the Woolwich Jobcentre, but a request would be made for those living in the Mottingham postcodes to be directed to the Bromley Jobcentre.

Ms Lesley Holland, LBB Operations Manager – Bromley Education Business Partnership informed members that as part of the Bromley Youth Employment Scheme, a jobs fair would be taking place on 14<sup>th</sup> July 2017. It was aimed at 16 to 24 year olds, and had been promoted to 6<sup>th</sup> forms, youth hubs and the Jobcentre. Around 25 employers were due to attend and advertise live job vacancies that they were looking to fill. Further work would take place during the summer to meet with young people from 6<sup>th</sup> forms to match them with jobs following the fair.

Mr Michael Humphries, Handelsbanken reported that banking remained buoyant. The residential market had seen a cooling off in prices, which could be due to a lack of confidence and uncertainty following the Brexit Referendum. The commercial market saw rents holding up well, but there was still a lack of available space.

Mr Lee Thomas, Fairlight Group said that commercial and serviced office space was currently full with a waiting list, and he was looking to take on further space. Serviced offices and industrial spaces were lacking in the borough and the floorplate of spaces in Bromley town centre were not big enough which had been highlighted in the presentation by Mr John Baker, The John Baker Group at the last meeting of the Partnership.

Ms Terri Johnson, South East London Chamber of Commerce informed members that the next Bromley Link 'n' Drink networking event would take place on 27<sup>th</sup> September 2017 at the Bromley Court Hotel.

Ms Sharon Baldwin, Orpington 1<sup>st</sup> BID Company reported that the Big O Vintage Festival had taken place on 1<sup>st</sup> July 2017 which had seen footfall increase in the town centre and a number of businesses reporting that it had been their best trading day. The next big events were the Priory Live which would take place on 12<sup>th</sup> August 2017 and a food festival in September 2017. The number of vacant units in the town centre was currently low, and rents had gone up significantly which was pricing smaller businesses out of the market. The proposed McCulloch Homes development for 103 new housing units on Homefield Rise had been refused, and it was still to be seen if this would be appealed or the application would be reviewed.

**RESOLVED that the updates be noted.**

## **8 BROMLEY ECONOMIC PARTNERSHIP WORK PROGRAMME 2017/18 (VERBAL UPDATE)**

Members of the Partnership considered the forward rolling work programme for the Bromley Economic Partnership for 2017/18.

In considering the next meeting of the Partnership, the LBB Head of Town Centre Management and Business Support listed possible subjects for speakers and presentations:

- London South East Colleges presentation and / or visit
- Learning about MSE UK presentation and / or visit
- Skills audit and outlook for Bromley borough (including update on funding) from the Education and Skills Funding Agency / Employment and Skills Board / London South East Colleges
- Local employment & unemployment trends – Department for Work and Pensions
- Inward investment opportunities for Bromley – London & Partners (an arm of the Greater London Authority which promotes London)
- Local Plan – presentation on local economy-related themes (early 2018, after plan adopted)
- Crystal Palace Park project update – LBB Culture & Leisure
- Corporate Social Responsibility – Community Links Bromley
- Bromley small businesses: What makes them tick? What were the barriers to growth? – Federation of Small Businesses / South East London Chamber of Commerce
- Apprenticeship levy update – National Apprenticeship Service
- Arts and Culture as a driver for local economic development – GLA
- London Biggin Hill Airport update
- Opportunities for the night time economy

## **9 ANY OTHER BUSINESS**

No other business was brought to the meeting.

## **10 DATES OF FUTURE MEETINGS**

4.00pm, Tuesday 10<sup>th</sup> October 2017

4.00pm, Tuesday 16<sup>th</sup> January 2018

4.00pm, Tuesday 27<sup>th</sup> March 2018

The Meeting ended at 5.50 pm

Chairman