

BROMLEY ECONOMIC PARTNERSHIP

Minutes of the meeting held at 4.00 pm on 16 October 2018

Present:

Councillor Peter Morgan (Chairman)
Katy Woolcott, London Biggin Hill Airport (Vice-Chairman)
Carol Arnfield, LBB Head of Service for Early Years, Schools
Standards and Adult Education
Sharon Baldwin, Orpington 1st BID Company
Matthew Eady, Mytime Active
Frances Forrest, Your Bromley BID Company
Dave Freeborn, Proctors
Lesley Holland, LBB Operations Manager, Bromley Education
Business Partnership
Michael Humphries, Handelsbanken
Mike Lewis, Michael Rogers LLP
Melanie Ross, Barclays Bank PLC
Lee Thomas, Fairlight Group
Steve Wheeler, Federation of Small Businesses

Also Present:

Councillor Vanessa Allen
Nick Barclay, i dverde Bromley
Councillor Nicholas Bennett J.P.
Zoe Brown, Beckenham Together & Penge SE20
Mark Evans, Westgate Cleaning Services Ltd
Michael Foxhall, Barclays Bank PLC
Councillor Hannah Gray
Councillor Colin Hitchins
Lorraine McQuillan, LBB Environment & Community Services
Grace Oforiokuma, Mytime Active
Mark Perkins, insight6
Tina Powley, Nugent Shopping Centre
Virgil Rappa, Regeneration & Transformation Service
Katie Ryde, Regeneration & Transformation Service
Chandra Sharma, Federation of Small Businesses
Rose Webb, Mytime Active

1 APOLOGIES FOR ABSENCE

Apologies had been received from John Gledhill – LBB Head of Leisure, Terri Johnson – South East London Chamber of Commerce, Colin Maclean – Community Links Bromley, David Marcelline – Stiles Harold Williams Partnership LLP, Helen McIntosh – South East London Chamber of

Commerce, Caroline Tatchell – Splash Damage and Louise Wolsey – London South East Colleges.

2 MINUTES OF THE MEETING HELD ON 24TH JULY 2018 AND MATTERS ARISING

The minutes of the meeting held on 24th July 2018 were agreed, and signed as a correct record. There were no matters arising.

3 PRESENTATION BY MYTIME ACTIVE

Mr Matthew Eady, Regional Manager (Bromley and South) and Ms Rose Webb, Director of Brand, Product and Wellbeing, Mytime Active gave a presentation providing an update on health and wellbeing initiatives being delivered by Mytime Active.

Mytime Active was founded in Bromley in 2004, as a not for profit organisation and a registered charity, with the mission to improve the wellbeing of the people in the local community. Mytime Active offered hundreds of different products and services in their portfolio, across all ages and life stages.

Work had been undertaken to profile the Bromley community, with 2,500 people asked to consider their relationship with wellbeing and the barriers to behavioural change. The company's mission was the 'Theory of Change' model, which put wellbeing at the heart of everything they did and looked at the mechanics of how users could connect with their own wellbeing.

Mytime Active was a large employer in the borough, employing 850 staff, the majority of whom were Bromley residents. There were 3.6 million visits per annum to their facilities, and Mytime Active had a growing membership of regular users which had exceeded 20,000 during the summer of 2018. There were 162,000 attendances at the three soft play facilities in the borough; 7,500 children learning to swim weekly; and 84 schools engaged in swimming lessons.

For older adults, Mytime Active had introduced the Primetime programme, which offered 85 weekly activity sessions and an annual timetable of social events to help tackle loneliness and isolation. The Primetime programme had in excess of 2,700 members and there were 650,000 attendances at sessions per annum from older people. They had 24 volunteer 'Primetime Buddies' who provided help and support, and there was strong working partnerships with organisations such as Bromley Dementia Action Alliance.

Work was also undertaken with targeted adults, who were referred by their GP's onto programmes delivered by exercise specialists at Mytime Active. These included 'Heartsmart' for people with established heart disease and 'Escape Pain', a chronic pain management programme for people with arthritic pain. The 'Fresh Start' programme for people with defined medical

conditions received 1,600 referrals from GP's and hospital departments and 9,000 attendances at sessions, per annum.

Programmes targeted at children and young people were offered by Mytime Active, who were working closely with the LBB Children Looked After Team – providing free memberships for 0-18 year olds, and giving care leavers opportunities for training, apprenticeships and employment. Other programmes delivered included 'My Future', a community sports programme; 'Arts Train', a creative music project; and before and after school clubs which were Ofsted registered.

Mytime Active also managed community programmes such as the London Youth Games, at which Team Bromley had been crowned champions for 2018, and Santa Dash races taking place in Orpington and Bromley. Anyone wishing to take part could sign up at <https://www.mytimeactive.co.uk/santa-dash>.

Mytime Active were committed to staff wellbeing, offering free leisure and golf memberships, and running a programme of Head Office activities which included pilates, run club, table tennis and strength and conditioning. They welcomed the opportunity to create positive relationships with local businesses, and support them in improving the wellbeing of their staff.

Members asked if Mytime Active targeted areas of the borough that tended to be under engaged. Mr Eady responded that a project had taken place during the summer in the Cray Valleys which tackled 'holiday hunger' for those children that received free school meals. Other projects had included the 'Arts Train' which introduced Children Looked After to the arts, and festivals at the Churchill Theatre which allowed children to compose their own music and preform it to others. In response to a question, Ms Webb said that Mytime Active were open to working with the Youth Offending Services, and she had experience of doing so in a previous role.

The Vice-Chairman enquired if Mytime Active provided the same health and leisure offer across other boroughs. Ms Webb responded that Mytime Active managed a range of programmes and health, leisure and golf facilities across London, Kent, the Midlands and the South Coast. Projects tended to be piloted in one area, before being reapplied, and adapted if needed, in others areas.

Members asked if the number of new gyms and leisure provisions opening provided a challenge commercially to Mytime Active. Ms Webb responded that it was considered to be a good thing, as overall wellbeing was being increased. When a new gym opened, Mytime Active would look at what they were providing, map it, and predict what their members needed. This allowed them to keep an eye on the market, and the key was programming and trialling new things.

Members enquired as to how Mytime Active got their message across to such a wide range of people. Ms Webb replied that this had been a challenge, and

they were now segmenting every campaign and changing how they messaged users. Following the profiling work undertaken, Mytime Active were now tailoring the content of messages, and the images used, to be relevant to the recipient.

Members asked if the information received from the profiling work had given an indication as to how people travelled to Mytime Active's facilities, as this was thought to be important for indicating how the hub of Bromley worked. Ms Webb replied that they were aware of where their current membership was based and where they travelled to. There was due to be an upgrade to the core system, which would allow them to 'open the doors' to receiving this type of information.

The Chairman thanked Mr Eady and Ms Webb for their most interesting presentation.

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

Virgil Rappa, LBB Town Centre Development Project Planner 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.

A planning application for Opportunity Site G: West of the High Street had been submitted by Countryside Properties (UK) Limited, which it was hoped would be determined before the end of the year. The London Borough of Bromley had produced a Masterplan for the site which had been published, and was subject to an eight week consultation period. The responses received were currently being reviewed and would be reported to the relevant Council committees during the autumn.

Phase 1 of the Bromley Town Centre High Street Public Realm Improvements were mostly complete, with the new wooden benches to be installed over the next couple of weeks. Funding for remedial works to the Churchill Theatre had been agreed by the Council's Executive, and a selection process to appoint a building contractor to complete the works was underway. As a result, the temporary scaffolding on the High Street frontages would not be removed until the remedial works were undertaken in the New Year.

Phase 2 of the improvement works had been delayed due to supply chain issues with the material being delivered from China. The contractor had since secured the material needs, and works were expected to be completed by the end of October 2018. The market had been relocated; the stone planters and

trees removed, and new planters would be installed by 30th November 2018. The engineering team had advised that works to the Elmfield Road junction would commence in early 2019, once the seasonal highway works embargo had been lifted.

In Beckenham town centre, the public realm improvement works were in the final stages. From the 24th September 2018, the High Street had reopened to two-way traffic and the diverted bus routes had reverted back to normal. There would be an official re-opening of the High Street once additional works were complete. The public realm improvement works in Orpington town centre had suffered further delays due to contractual issues.

As part of the New Homes Bonus, funding had been allocated to produce a Framework Plan for regenerating Orpington town centre. The Framework Plan had been produced by Cushman & Wakefield, and provided an overview of key market trends affecting town centres and benchmarking analysis. The findings would be presented in the form of a SWOT analysis, and progress would be reported at future meetings. As part of the shopfront improvement project in Penge town centre, planning applications were to be submitted for ten shopfronts. It was anticipated that works would be completed by March 2019.

Members were advised that the soft opening of the St Marks' Square development was due to take place at the end of October 2018, with the cinema expected to open in November 2018. The official opening was anticipated to take place in early 2019.

Members enquired if there was an update on the sale of the Old Town Hall. The Chairman advised that the site was due to be reoffered through Cushman & Wakefield, following the expected buyer pulling out of the purchase.

RESOLVED that the update on the town centres development programme be noted.

b LOCAL PLAN DEVELOPMENT UPDATE

Katie Ryde, LBB Planner provided an update on the development of the Draft Local Plan.

Bromley's Local Plan had been submitted for independent examination, following which hearings took place at the end of 2017. A consultation was undertaken in the summer on suggested Main Modifications and the responses to this were submitted to the Inspector. It was hoped that the Inspector's final report would be received in November / December 2018, following which it would go through the process to be legally adopted by the Council.

Members were advised that the London Borough of Bromley was continuing to object to aspects of the Draft London Plan, which was now itself in a period of examination. There would be hearings in front of a panel of Inspectors that

would commence in January 2019, lasting several weeks. It was anticipated that the London Plan would be adopted in Autumn 2019.

The Vice-Chairman noted that the consultation responses had been sent to the Inspector in August 2018, and questioned if there was a legal requirement for her to respond in a timely manner. The LBB Planner responded that this was something which was out of their control, and it was not unusual for local plan examinations to take a year.

The Chairman reminded the Partnership that the London Plan proposed a significant increase in the fifteen year target for net housing completions, from the current requirement of 641 homes per annum to 1,424 homes per annum. In response to a question from a member, the LBB Planner advised that currently Bromley was exceeding its house building requirement – based on the current lower target – but this situation may change in the future. The planned timing of housing delivery could change due to some planned developments not coming to fruition, and others progressing that had not been expected to do so. A member noted that Bromley had a large amount of Green Belt land, and questioned if the borough would be susceptible to being required to build on it. The LBB Planner responded that she agreed there was lots of pressure, but that the Government remained strong on saying no to proposed developments on Green Belt land.

RESOLVED that the update on the Local Plan be noted.

c BUSINESS IMPROVEMENT DISTRICTS AND BUSINESS SUPPORT UPDATE

Lorraine McQuillan, LBB Town Centre Manager gave an update on Business Improvement Districts and Business Support in Quarter 2, 2018/19.

The Beckenham and Penge BIDs had been established for a five year term, and Zoe Brown, BID Manager, Beckenham Together & Penge SE20 was introduced to members. It was noted that they had been two separate BIDS, and therefore different projects would be undertaken in each town centre. A feasibility study would be undertaken over the next couple of months with regards to establishing BIDs in West Wickham and Chislehurst, and a report would be produced by early 2019.

Work was also continuing on the Local Parades Initiative, with 22 applications for funding being received, three of which were expected to be approved imminently.

Business support events that had been delivered included a Successful Mums taster session on 26th September 2018 to support mums, dads and carers in returning to work after a break, or considering setting up their own business; and a Grow Bromley branding event on 11th October 2018. Both events had been well attended.

Ms Frances Forrest, Your Bromley BID Company advised members that events coming up included a “Trick or Treat” town centre trail, which would run between Saturday 20th and Sunday 28th October 2018, encouraging people to walk around the town centre during half term. The Christmas Lights Switch-on would take place in Bromley town centre on Sunday 18th November 2018, alongside a Christmas Market and Santa Dash.

Members were informed that a new parking app would be launched shortly, providing drivers with advice as to which car park was nearest to their destination, and highlighting special features such as electric charging points. It was hoped that in the future this could be developed into a ‘Bromley town centre’ app.

Ms Sharon Baldwin, Orpington 1st BID Company advised members that the town centre vacancy rate was currently 6.5%, which was well below the national average of 11%, and the churn rate of occupants had slowed. Most of the smaller units had been let, and a number of new businesses had opened.

Events had taken place in the town centre, including the ‘Flavours of Orpington’ Food Festival week which featured a comedy night, live music and a demonstration kitchen which local restaurants used to prepare dishes. The week ended with a ‘Sunday Service’ in collaboration with Churches Together Orpington, followed by a free BBQ which catered for 500 people.

Christmas event in the town centre would include the Christmas Lights Switch-on, taking place on Thursday 15th November; a pantomime over the weekend of the 1st and 2nd December; and a Santa Dash on Sunday 9th December 2018.

Members were advised that the All Party Parliamentary Group for Town Centres would be meeting to discuss business rates reform. Business rates were a huge concern as they were deterring new businesses, and ‘breaking the backs’ of long established businesses.

Zoe Brown, Beckenham Together & Penge SE20 informed members that she had started in post at the beginning of September, and would be working two and a half days in each BID area. Work was underway to establish BID Boards for each town centre and purchasing agreements with levy payers.

The Christmas Lights Switch-on would take place on Saturday 1st December in Beckenham, and Saturday 8th December 2018 in Penge town centre.

RESOLVED that the recent work around the Business Improvement Districts and Business Support in the 2nd quarter of 2018/19 be noted.

5 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING TO INCLUDE:

Updates are provided in the relevant sub sections.

a BIGGIN HILL AIRPORT

Ms Katy Woolcott, London Biggin Hill Airport provided an update on developments at London Biggin Hill Airport. Work was progressing with London South East Colleges to deliver the London Aerospace and Technical College, and approval had been given for an on-site Maintenance and Repair Organisation (MRO).

London Biggin Hill Airport was a unique connectivity tool for businesses, and was attracting high quality and high value aircrafts, at low volume, to be respectful to the community with regards to noise levels.

b COMMERCIAL PROPERTY

Mr Mike Lewis, Michael Rogers LLP informed members that it had been a very busy and productive year so far, in which three major lets had been completed – One Elmfield Park (25,000 sq. ft.), and two units of 10,000 and 8,000 sq. ft. Rental values had been increasing, and One Elmfield Park had achieved a rental value of £28.50 per sq. ft. The owners of Wren Court (35,000 sq. ft.) were to invest several million pounds into bring the property up to 'A*' standard, and it was expected to achieve rental values in excess of £30 per sq. ft.

The John Baker Group were continuing with work to progress a development scheme at Elmfield Road, for which a planning application would be heard by the Greater London Authority (GLA) in November 2018.

It was noted that there was a dwindling supply of industrial units, and there was a great need for new units to be brought onto the market.

c COMMUNITY LINKS BROMLEY

No update was provided to the meeting.

d JOBCENTRE PLUS - BOROUGH UNEMPLOYMENT AND EMPLOYMENT DATA

No update was provided to the meeting.

e GENERAL NEWS ROUND

Mr Lee Thomas, Fairlight Group said that residential developments had been busy, but it was a difficult trading market. In the commercial market it had been difficult to purchase freehold properties. The latest property they had refurbishment had been completed in three months, and would officially open on 1st November 2018. A third of the space was already occupied, which highlighted how high the demand was.

Mr Dave Freeborn, Proctors informed members that sales of residential land had been quiet, due to lack of confidence in the market.

Ms Carol Arnfield - LBB Head of Service for Early Years, Schools Standards and Adult Education advised members of the Partnership that there had been a good start with enrolments into Adult Education. There was a high demand for 'English for Speakers of Other Languages', and more tutors were needed for this course. Last year, learners had to be turned away during the summer term as funding targets had already been met, so it was hoped that additional funding could be requested this year. The Adult Education Centres in Poverest and Penge were full the majority of the time, and courses were also delivered in schools, residential care homes and other community venues. It was noted that demand for places was outstripping supply.

Mr Michael Humphries, Handelsbanken echoed comments made by other members, with regards to market trends. The residential market was currently quiet, and in the commercial market it was difficult to find properties of the size required.

Mr Chandra Sharma attended the meeting representing the Federation of Small Businesses (FSB). The FSB were asking for support for their campaign to increase the threshold for the paying of Business Rates from £12,000 rateable value to £15,000 rateable value. There were currently 7,318 businesses in Bromley, of which 3,725 were under current threshold of £12,000 rateable value, and 638 Businesses would be brought in under the proposed threshold of £15,000. The FSB were also campaigning for no inflationary increases in Business Rates for 2019, plus a £1,000 discount for all shops to help the High Streets, and would be actively promoting Small Business Rate relief to small businesses. The FSB would be meeting with the Chairman of the Bromley Economic Partnership and the Leader of the Council on 28th November 2018 to discuss a range of issues.

Mr Sharma informed members that a new lunchtime 'Curry & Networking' event would be launched in Orpington the following month, and it was hoped that this could be replicated in other towns. The FSB were requesting that no parking meters be installed without consultation with local businesses, and were calling for 15-20 minutes of free parking to be allowed for people to make quick visits to shops. Small Business Saturday would be taking place on 1st December 2018.

Mr Mark Evans, Westgate Cleaning Services Ltd informed members that his business had been established in Bromley for sixteen years, and now employed around 400 members of staff. They delivered contracts for 50 schools, offices and medical centres.

Mr Mike Foxhall, Barclays Bank PLC advise members that the requirement for people depositing cash at the bank to have identification would go live for businesses from mid-November 2018. Ms Melanie Ross, Barclays Bank PLC said that there was a shortage of commercial properties and she had recently received three requests for industrial premises, which she was currently trying to locate. Barclays Bank PLC would be holding a 'Cyber Clinic' at Farringdon School, 6.00pm-8.00pm on Thursday 8th November 2018.

Ms Ross advised members that the Bromley Community Fund would be holding the annual sleep-out in the Church Yard on Friday 16th November 2018.

RESOLVED that the updates be noted.

**6 BROMLEY ECONOMIC PARTNERSHIP WORK PROGRAMME
2018/19**

Members of the Partnership considered the forward rolling work programme for the Bromley Economic Partnership for 2018/19.

The Chairman requested that the possibility of a visit and tour of the Churchill Theatre be explored. Members were asked to send any suggestions for future agenda items to the clerk.

7 ANY OTHER BUSINESS

The Chairman thanked Mytime Active on behalf of the Partnership for hosting the meeting. Following the meeting, members were provided with a tour of the Pavilion Leisure Centre.

8 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 15th January 2019
4.00pm, Tuesday 2nd April 2019

The Meeting ended at 5.48 pm

Chairman