



THE LONDON BOROUGH
www.bromley.gov.uk

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DATE: 4 October 2021

To: Members of the
BROMLEY ECONOMIC PARTNERSHIP

Councillor Peter Morgan (Chairman)	Portfolio Holder for Renewal, Recreation and Housing
Katy Woolcott (Vice-Chairman)	London Biggin Hill Airport
Carol Arnfield	LBB Head of Service for Early Years, School Standards and Adult Education
Sharon Baldwin	Orpington 1 st BID Company
Zoe Carr	Beckenham Together BID Company & Penge SE20 BID Company
Russell Clarke	Sundridge Investments Limited
Christopher Evans	Community Links Bromley
Frances Forrest	Your Bromley BID Company
Chris Glover	Churchill Theatre
Councillor Hannah Gray	Executive Assistant for Renewal, Recreation and Housing/Small Business Champion
Mark Haynes	The Glades
Alex Henderson	Henderson Biomedical
Gary Hillman	N. Hillman & Sons
Lesley Holland	LBB Operations Manager, Bromley Education Business Partnership
Michael Humphries	Handelsbanken
Denise Kelly	Nugent Shopping Park
Lydia Lee	LBB Assistant Director, Culture and Regeneration
Mike Lewis	Michael Rogers LLP
Steve Lipscombe	Ronin Marketing
Donald Mars	Jobcentre Plus
Marg Mayne	Mytime Active
Helen McIntosh FCIPR	South East London Chamber of Commerce
Lorraine McQuillan	LBB Place Shaping & Local Economy Manager
Sam Parrett	London South East Colleges
Emma Santer	Bromley FC
Robert Sargent	Acorn Group
Chandra Sharma	Federation of Small Businesses
Caroline Tatchell	Splash Damage
Lee Thomas	Fairlight Group
Bruce Walker	Lansdown Asset Management

A meeting of the Bromley Economic Partnership will be held at Bromley Civic Centre on **TUESDAY 12 OCTOBER 2021 AT 4.00-5.30 PM** *

PLEASE NOTE: This meeting will be held in the Council Chamber at the Civic Centre, Stockwell Close, Bromley, BR1 3UH. Members of the public can attend the meeting: you can ask questions submitted in advance (see item 2 on the agenda) or just observe the meeting. There will be limited space for members of the public to attend the meeting – if you wish to attend please contact us, before the day of the meeting if possible, using our web-form:

<https://www.bromley.gov.uk/CouncilMeetingNoticeOfAttendanceForm>

Please be prepared to follow the identified social distancing guidance at the meeting, including wearing a face covering.

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 WELCOME AND APOLOGIES

2 QUESTIONS FROM COUNCILLORS AND MEMBERS OF THE PUBLIC ATTENDING THE MEETING

In accordance with the Council's Constitution, questions that are not specific to reports on the agenda must have been received in writing 10 working days before the date of the meeting.

Questions specifically relating to reports on the agenda should be received within two working days of the normal publication date of the agenda. Please ensure that questions specifically on reports on the agenda are received by the Democratic Services Team by **5pm** on **Wednesday 6th October 2021**.

3 MINUTES OF THE MEETING HELD ON 15TH JULY 2021 AND MATTERS OUTSTANDING (Pages 1 - 16)

4 ECONOMIC DEVELOPMENT STRATEGY

- Update from Openreach regarding the installation of fibre optic cable
- Provision of new office space in Bromley town centre

5 ECONOMIC DEVELOPMENT TEAM

6 ARG GRANT DISTRIBUTION AND APPLICATION PROCESSES

7 PLANNING POLICY UPDATE

8 TOWN CENTRES AND BUSINESS SUPPORT UPDATE

- Welcome Back Fund

9 WORK PROGRAMME 2021-22 (Pages 17 - 28)

10 ANY OTHER BUSINESS

Members of the partnership are requested to notify the clerk of any items to be discussed at least 24 hours in advance of the meeting.

11 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 11th January 2022

4.00pm, Tuesday 29th March 2022

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BROMLEY ECONOMIC PARTNERSHIP

Minutes of the meeting held at 4.00 pm on 15 July 2021

Present:

Councillor Peter Morgan (Chairman)
Katy Woolcott, London Biggin Hill Airport (Vice-Chairman)
Sharon Baldwin, Orpington 1st BID Company
Zoe Carr, Beckenham Together BID Company & Penge SE20 BID Company
Andrew Cox, London South East Colleges
Elena Diaconescu, Bromley Adult Education College
Christopher Evans, Community Links Bromley
Councillor Hannah Gray, Executive Assistant for Renewal, Recreation and Housing/Small Business Champion
Zoe Griffiths, Your Bromley BID Company
Gary Hillman, N. Hillman & Sons
Lesley Holland, LBB Operations Manager, Bromley Education Business Partnership
Michael Humphries, Handelsbanken
Mike Lewis, Michael Rogers LLP
Donald Mars, Jobcentre Plus
Lorraine McQuillan, LBB Place Shaping & Local Economy Manager
Chandra Sharma, Federation of Small Businesses
Lee Thomas, Fairlight Group

Also Present:

Councillor Vanessa Allen
Councillor Yvonne Bear
Ben Johnson, Housing, Planning and Regeneration
Nigel Masson, London Biggin Hill Airport
Councillor Melanie Stevens

1 WELCOME AND APOLOGIES

Apologies had been received from Dave Freeborn – Proctors, Chris Glover – Churchill Theatre, Mark Haynes – The Glades, Marg Mayne – Mytime Active, Helen McIntosh – South East London Chamber of Commerce and Robert Sargent – Acorn Group.

Apologies had also been received from Carol Arnfield – LBB Head of Service for Early Years, School Standards and Adult Education, Frances Forrest – Your Bromley BID Company and Sam Parrett – London South East Colleges, and Elena Diaconescu – Bromley Adult Education College, Zoe Griffiths – Your Bromley BID Company and Andrew Cox – London South East Colleges attended as their respective substitutes.

2 APPOINTMENT OF VICE CHAIRMAN

RESOLVED that Katy Woolcott, London Biggin Hill Airport be appointed Vice-Chairman for the 2021/22 municipal year.

3 QUESTIONS FROM COUNCILLORS AND MEMBERS OF THE PUBLIC ATTENDING THE MEETING

No questions had been received.

4 MINUTES OF THE MEETING HELD ON 21ST APRIL 2021 AND MATTERS OUTSTANDING

The Chairman noted that any matters outstanding would be addressed during the meeting.

RESOLVED that the minutes of the meeting held on 21st April 2021 be agreed.

5 TERMS OF REFERENCE

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

The LBB Place Shaping and Local Economy Manager advised Members that the Terms of Reference had been updated to reflect the more formal structure of the Partnership. The main change was that the Partnership would report into the Renewal, Recreation and Housing Policy Development and Scrutiny Committee on a bi-annual basis, including an update on the work programme associated with the Economic Development Plan and data trends related to the local economy of the borough. It was noted that the Bromley Economic Partnership's Terms of Reference and associated membership would be reviewed on at least an annual basis. A copy of the Bromley Economic Partnership Terms of Reference can be found at Appendix A.

RESOLVED that the revised Terms of Reference for the Bromley Economic Partnership be agreed.

6 ECONOMIC DEVELOPMENT STRATEGY UPDATE

The LBB Place Shaping and Local Economy Manager informed Members that the Economic Development Strategy had been formally adopted at the meeting of the Council's Executive on 30th June 2021. The final version of the document, and the associated press release, would be circulated to Members following the meeting.

(ACTION: LBB Place Shaping and Local Economy Manager / Clerk)

RESOLVED that the Economic Development Strategy update be noted.

7 PLANNING POLICY UPDATE

Ben Johnson, LBB Head of Planning Policy and Strategy provided an update in relation to planning policy.

The LBB Head of Planning Policy and Strategy advised Members that at the previous meeting of the Partnership, it had been noted that Article 4 directions were being prepared in light of the government introducing new regulations from August 2021, which would broadly allow the majority of units in class E (such as retail, offices and restaurants) to be converted to residential use through permitted development rights. The LBB Head of Planning Policy and Strategy highlighted that it would be extremely damaging for town centres and industrial areas if development were unrestricted as it could lead to a significant loss of economic floor space, particularly retail and office space. The Article 4 directions had since been presented to the May 2021 meeting of the Council's Development Control Committee, and subsequently to the Renewal, Recreation and Housing Policy Development and Scrutiny Committee for Portfolio Holder sign-off, and the legal process was now underway. As the government had given Local Authorities a year to replace any existing Article 4 directions, these would come into force in August 2022.

In response to a question from Sharon Baldwin, Orpington 1st BID Company, the LBB Head of Planning Policy and Strategy said the Article 4 directions related to designations within the Local Plan. Areas that they were looking to protect included all town centres in the borough; all office clusters; and Strategic Industrial Locations (SIL) and Locally Significant Industrial Sites (LSIS).

Members were advised that the team were at the very early stages of a Local Plan review. The first action would be a 'Call for Sites' consultation exercise which would be launched in the coming weeks. It was noted that these tended to focus on housing sites, however the Local Authority would be keen to look at any potential sites for economic development or any other uses.

Work was also underway to produce Supplementary Planning Documents (SPDs) for Bromley and Orpington town centres. Draft documents were currently being prepared and it was anticipated that the consultation process would be launched before the end of the year. In response to a question from the Chairman, the LBB Head of Planning Policy and Strategy advised that the SPDs provided further guidance regarding Local Plan policies and details on how they should be implemented. In response to questions from the Vice-Chairman, the LBB Head of Planning Policy and Strategy said that Members of the Partnership would be notified when the 'Call for Sites' was issued, and this could be circulated to wider network groups to ensure as much coverage as possible. *(ACTION: LBB Head of Planning Policy and Strategy / Clerk)*

With regards to the proposed zoning process mentioned at previous meetings, the LBB Head of Planning Policy and Strategy advised that no further information had been provided by the government. It was anticipated that a government response to the issues raised in the previous consultation would be received in the autumn.

RESOLVED that the Planning Policy update be noted.

8 TOWN CENTRES AND BUSINESS SUPPORT UPDATE

Lorraine McQuillan, LBB Place Shaping and Local Economy Manager provided an update on Town Centres and Business Support.

Members were advised that since the last meeting, the Local Authority had been successful in its bid, and awarded £295k from the 'Welcome Back Fund'. This was for use in welcoming customers back to the high streets – ideas for activities and installations were currently being worked through and some elements would be implemented the following month. It was noted that the outcome of a 'High Streets for All' funding bid was also imminent. The Chairman asked for the thoughts of the BID Managers regarding the use of the 'Welcome Back Fund'. Zoe Carr, Beckenham Together BID Company & Penge SE20 BID Company said that a few ideas had been discussed with the LBB Place Shaping and Local Economy Manager at a recent meeting. Zoe Griffiths, Your Bromley BID Company advised that ideas were being progressed with the LBB Place Shaping and Local Economy Manager and a 'wish list' had been submitted. Sharon Baldwin, Orpington 1st BID Company noted that this fund provided the opportunity to make the town centres more interesting and welcoming for customers. The 'High Street for All' funding would be the most significant in terms of the projects put forward in Orpington, as the team were working to gain a greater understanding of meanwhile space whilst major transformation was taking place. Connections had been made with a community group, owners and landlords and the Local Authority to look at a blended offer and trialling it before creating the units and premises – five premises were currently being worked on, including a bike shop.

With regards to the 'Welcome Back Fund', Mike Humphries, Handelsbanken suggested that in order to bring people back onto the high streets the Local Authority could consider utilising part of the fund to allow free parking over certain weekends, particularly as people were still reticent about using public transport. The Chairman said that this had previously been discussed, and it was considered that the car parking prices were reasonable – it was not the cost of parking that deterred people from coming into the town centre, but it may be the quality of the parking and this was something they were looking to address in the redevelopment of The Hill Car Park.

The LBB Place Shaping and Local Economy Manager informed Members that the 'Start-Up Bromley' programme had been launched, providing support to start-up businesses and entrepreneurs. As part of this scheme, business lounge facilities were available in Bromley Central Library and Orpington

Library – this was a dedicated business space which could be used to work and hold meetings. In response to a question from the Chairman, the LBB Place Shaping and Local Economy Manager said that the business lounge in Bromley featured a large space for up to six entrepreneurs – there were individual desk spaces; a shared area in the middle; meeting rooms; and a workshop space. A similar offer was also available in Orpington. The business lounge in Bromley Central Library was launched on 24th June 2021 – a press release was currently awaited, which could be circulated to Members for them to distribute to their wider networks.

(ACTION: LBB Place Shaping and Local Economy Manager / Clerk)

The business lounge in Orpington Library would be launched on 21st July 2021. In response to a further question from Councillor Vanessa Allen, the LBB Place Shaping and Local Economy Manager confirmed that there were connections available in the lounges, people could bring in their own laptops but there were also computers available as well. There was Wi-Fi available and additional facilities in the meeting rooms, such as interactive whiteboards.

Lee Thomas, Fairlight Group stressed the need for the borough to promote itself as being a great place in which to work and highlight the good transport connections. Mike Lewis, Michael Rogers LLP advised that they were about to undertake a major promotion to encourage businesses to come to Bromley. With the Bromley Park Group, they would be promoting a development of just under 100,000 sq. ft. in Elmfield Road. This was on a pre-let basis, which was never easy, but Bromley was an excellent location in terms of access from central London and being close to the motorway. A brochure, videos and fly throughs would be produced, aimed at commercial agents based in central London, and a targeted campaign for major companies in the UK would also be created.

Work had also been undertaken with the Business Improvement Districts (BIDs) on the 'Business Boost' grant scheme. This was aimed at helping small independent businesses located in BID areas and would be launched by 1st August 2021.

With regards to the digital infrastructure work plan, the LBB Place Shaping and Local Economy Manager advised that a Memorandum of Understanding had been signed with BT Openreach for the roll out of full fibre broadband across the borough, which would be completed by 2024. In response to a question from the Chairman, Councillor Hannah Gray, Executive Assistant for Renewal, Recreation and Housing/Small Business Champion advised that BT Openreach would be providing quarterly updates on their progress. A map had also been requested for use on social media, allowing the Local Authority to show residents where the fast fibre broadband would be installed. This installation had started in Orpington and, from different exchanges, would be rolled out across the whole borough. It was noted that the first report was expected shortly and could be circulated to Members of the Partnership.

(ACTION: LBB Place Shaping and Local Economy Manager / Clerk)

A digital toolkit charter had also been established, and published on the Council's website, which set out the processes for boosting mobile network

capacity. The first installations in the borough were anticipated before the end of the year. In response to a question from Christopher Evans, Community Links Bromley, the LBB Place Shaping and Local Economy Manager said that other projects were run alongside the digital infrastructure project and, through the Community and Learning Shops in Mottingham and Cotmandene Crescent, IT courses were held to upskill local residents. Elena Diaconescu, Bromley Adult Education College advised that the London Recovery Programme mission was high on the government's agenda and there were a number of courses available to improve digital skills. The College ran some employability programmes, such as 'How to Start Your Own Business', and it was recognised that these needed to have as many digital skills elements included in them as possible. The College's offer from September 2021 was now live on their website and further information could be provided following the meeting.
(ACTION: Elena Diaconescu / Clerk)

All of the Business Grant schemes that the team had been co-ordinating had now closed, and they were now completing the final processes and payments. As mentioned at the last meeting, if the team had successfully distributed the initial ARG allocation by end of July 2021 a further £2.6m would be awarded by the government. The LBB Place Shaping and Local Economy Manager advised that they were on track to do so, and therefore further funding to support businesses was anticipated. Consideration had been given as to how this additional sum could be spent – some discussions had already taken place with Members of the Partnership, but any further thoughts and suggestions would be welcomed.

The LBB Place Shaping and Local Economy Manager informed Members that a new Enterprise Hub would be launched in the autumn, offering online support for business and acting as a vehicle to attract inward investment into the borough.

RESOLVED that the Town Centres and Business Support update be noted.

9 WORK PROGRAMME 2021-22

The LBB Place Shaping and Local Economy Manager informed Members that following the adoption of the Economic Development Strategy, a work programme had been developed based on the seven key aspirations within the document: Education and Skills; Employment Spaces; Helping Businesses Thrive; High Streets for the Future; Connectivity and Mobility; Enhancement of Tourism and Culture Industries; and Working Towards a Green Economy.

A template was being prepared to populate the document with areas of work that were in to be started, in progress or completed – the document set out the objectives for each economic aspiration and a list of actions associated with it. The document would be used to monitor progress in achieving the objectives of the Strategy and set clear priorities on a quarterly basis. It was

noted that discussions had taken place earlier in the meeting regarding employment spaces and upskilling courses – work in these areas was being undertaken by partners and the Local Authority, but this needed to be combined into one cohesive plan.

The LBB Place Shaping and Local Economy Manager advised that this would be an ongoing process, and over the next few weeks meetings would be scheduled with Members of the Partnership to look at ways of working collaboratively on some of the actions listed in the document. The work undertaken would be monitored on a quarterly basis and it was proposed that the document be shared at each meeting of the Partnership – to demonstrate what had been achieved during the last quarter and identify areas of focus for the next. It was noted that the document would be amended as work took place and evidence the tangible achievements. Christopher Evans, Community Links Bromley noted that a lot of the measures appeared to be based on outputs and suggested that consideration may also need to be given to outcomes.

Lee Thomas, Fairlight Group said that he had been surprised to see there were only 45 employers in the borough that had over 250 employees. It was considered that addressing this was something that should be included in the plan. The Vice-Chairman highlighted that London Biggin Hill Airport was a unique selling point for the borough, and an asset that could help maximise jobs and employment in the area. Mike Lewis, Michael Rogers LLP advised that when brochures were produced to market any space in the borough, he ensured that London Biggin Hill Airport was labelled on the maps included within it. Mike Humphries, Handelsbanken noted that discussions had also previously taken place regarding the inclusion of leisure and social opportunities in the borough.

The LBB Place Shaping and Local Economy Manager informed Members that another piece of work being undertaken was an Economic Data Report, a copy of which would be circulated to Members following the meeting.

(ACTION: LBB Place Shaping and Local Economy Manager / Clerk)

The report provided key statistics on how the town centres and borough as a whole was performing, including information on the number of business start-ups; claimant counts; jobs on furlough; apprenticeships; and in town centres footfall rates, vacancy rates and spend data. It was noted that this document would be produced on a quarterly basis and circulated to Members. The data would be used to help guide the recovery of the local economy, and Members were asked to notify the LBB Place Shaping and Local Economy Manager if they held any additional data that could be fed into future reports.

(ACTION: Members of the Partnership)

Councillor Yvonne Bear, Chairman of the Renewal, Recreation and Housing Policy Development and Scrutiny Committee noted that she had met with the LBB Assistant Director for Culture and Regeneration to discuss what information she would like provided to the Committee, and tracking of some additional data had been requested. As the work programme would also need

to be presented to the Committee, Councillor Bear asked that a copy be sent to her for further comment.

(ACTION: LBB Place Shaping and Local Economy Manager)

RESOLVED that the update be noted.

10 ANY OTHER BUSINESS

Zoe Griffiths – Your Bromley BID Company informed Members that the town centre had a successful start to the summer and lifting of restrictions – lots of events had taken place, and even more were planned. Over the last few weeks the Floral Fest Competition had taken place, which saw 30 primary schools having their planters displayed on Bromley High Street. Celebrity gardener, Charlie Dimmock, had helped judge the competition entries and over 4,000 votes were registered from the public. A large screen had also been installed to broadcast the two weeks of Wimbledon. In response to a question from the Chairman, Zoe Griffiths said that footfall in Bromley town centre for June 2021 was at a similar level to the same period in 2019, with some days being even higher – they hoped to sustain this and increase footfall even further.

An event would be run at the weekend which was aimed at reducing single-use plastic, which Your Bromley BID Company had made a commitment to in its Business Plan. Businesses would be encouraged to sign up to Refill London, and in turn this would be promoted, and children's workshops would also be held. Meetings were taking place with key stakeholders regarding Christmas to ensure that the messages were consistent – a successful Christmas period was needed more than ever, and contingency planning was also being considered to prepare for any future periods of lockdown.

Longer term work was also being undertaken in relation to rebranding Your Bromley BID Company and creating a new website. Market research had been commissioned to look at what people thought about Bromley town centre – feedback received so far indicated that shopping was key, and other positive comments related to green spaces and connectivity. Further work relating to this would be undertaken in the coming months. Your Bromley BID Company had also commissioned 10 book benches, which looked like open books, and would be located in the town centre for eight weeks. Three of these benches would be bespoke to Bromley – Charles Darwin, Enid Blyton and David Bowie. In response to questions from Lee Thomas, Zoe Griffiths said that Your Bromley BID Company had collaborated with the Acorn Book Club, promoting drop off and collection points to residents. It was noted that other themes had been considered for the book benches, but only three could be selected.

Sharon Baldwin – Orpington 1st BID Company said that Orpington High Street was performing well. Vacancy rates were the lowest they had been in a long time and they had a list of prospective tenants for when properties became available. A central London office had recently relocated to the town centre

and as a commuter town it was anticipated that this trend would continue. Footfall continued to bounce back well due to the strong hospitality offer in the town centre.

With regards to the Walnuts Shopping Centre, as properties were becoming vacant ahead of the redevelopment, these were units that were being used for the project on meanwhile spaces. The London in Bloom judges had recently visited the town centre and had been impressed with the large collaborative business and community scheme on display. The first literacy festival, Ways With Words, had also been held, both online and face to face over a two-week period, and the Food Festival would be launched with BR6 in September 2021.

Zoe Carr – Beckenham Together BID Company & Penge SE20 BID Company noted that Penge town centre had performed well throughout the periods of lockdown as it was where local residents went to shop. A couple of new hospitality / take away businesses had recently opened and were doing well. Planning was underway for 'Pengefest' which would take place at the end of the summer and work was also being undertaken to map out locations for electric charging points in both Penge and Beckenham. Members were advised that adverts for McDonald's and Renault had recently been filmed in Penge and Beckenham, and a contribution from this would be received by the BIDs.

With regards to Beckenham town centre, which had a large hospitality and leisure offer, Zoe Carr noted that there had been a number of issues as restrictions lifted with premises "stepping over the line". They had been working in collaboration with the police and street rangers had been put in place on Friday and Saturday evenings to offer advice and guidance. Vacancy rates in the town centre were low, and anything that became available was quickly taken. A couple of new businesses had recently opened; however a few businesses were still suffering from the impact of the pandemic. A screen had been installed on the green, which had broadcast the Wimbledon tennis championships, and a number a future events were planned.

Mike Lewis – Michael Rogers LLP advised Members that the commercial property market was continually improving. Since the last meeting, three of the four floors at Threadneedle – T Building (formerly Wren Court) had now been let in record time. Good rents were being received, with the latest letting having been agreed at £35 per sq. ft. It was noted that the ground floor of the smaller building was also under offer. Around £150 per sq. ft. had been spent on the refurbishment of the building, which was proving the right thing to do – office space usually remained empty when it was not of the right quality. With regards to the industrial property market, it was highlighted that they had experienced their best ever year in terms of acquisitions and disposals.

Katy Woolcott – London Biggin Hill Airport (LBHA) said that for the year to date, the airport was performing better than the previous year, however they were significantly behind their 2019 budget, This was mainly due to the airport not receiving the larger, heavier American air traffic.

Significant investment had been made to the airport's infrastructure, including upgrading the taxiway system in support of becoming London's preeminent business aviation airport. With regards to the hotel, the final planning consent had been received and contactors for the build would soon be formally appointed.

The Bombardier development, which was just under 250,000 sq. ft., was continuing well and it was anticipated that it would be completed ahead of target (April 2022). LBHA had recruited 5 new apprentices and Bombardier had recruited 16 new apprentices – it was noted that their employment figures would increase further once the new development was complete. Two Air Traffic Controllers were being upskilled to become Air Traffic Control Officers, a firefighter had been promoted to Watch Manager and the General Manager for the hotel had been appointed.

Chandra Sharma attended the meeting representing the Federation of Small Businesses (FSB). The FSB had been working closely with businesses to help them prepare for reopening from 19th July 2021. A number of webinars would be held in the coming weeks, including Kick-start Your Year and Pay As You Grow. It was considered that the winding down of furlough and business grants would be a 'flash point' for which support would be provided to businesses. An e-newsletter had been circulated to all London boroughs outlining the work undertaken by the FSB and the FSB had also requested to be notified of any consultations regarding major planning applications.

The previous week, a walkaround of Beckenham had been undertaken to see how businesses were fairing – they had met with around 15 businesses, which had been extremely useful. A walkaround of Shortlands was planned for the following week. Members were reminded that the FSB held two networking events per month in the borough. It was noted that proposals had been provided in relation to the use of the additional grants funding to support small businesses, and the FSB were pleased to see that Enterprise Hubs would be introduced from the autumn.

Donald Mars – Jobcentre Plus informed Members that their claimant figures had improved slightly as more people moved into employment, and they wanted to increase this further. There was still an opportunity for employers to participate in the Kickstart scheme, which was aimed at helping those aged 18-24 years into employment. It was noted that it was now easier for smaller organisations to participate in the scheme.

Lee Thomas – Fairlight Group said that following a quick pick-up, enquiries for flexible workspace had now gone flat. It was anticipated that once people returned to working in their offices these spaces would fill up quickly.

Gary Hillman – N. Hillman & Sons informed Members that the restoration of the front of the Royal Bell building had been completed. A garden bar had been created at the rear of the property, which had been a huge success. Between 1,200-1,500 people were coming through the doors on a Friday and Saturday, and children's events would be held on the following Sunday

between 12.00pm-4.00pm. The venue would be open 12.00pm-12.00am on Thursday's, Friday's and Saturday's and 12.00pm-11.00pm the rest of the week.

RESOLVED that the updates be noted.

11 DATES OF FUTURE MEETINGS

4.00pm, Tuesday 12th October 2021

4.00pm, Tuesday 11th January 2022

4.00pm, Tuesday 29th March 2022

The Meeting ended at 5.29 pm

Chairman

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Bromley Economic Partnership

Terms of Reference

1. Purpose of the Partnership

1.1 The purpose of the Partnership is to provide a collaborative and coordinated approach to economic development in the borough.

1.2 The principal functions of the Partnership are to:

- Champion the London Borough of 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 data related to economic trends and provide a collaborative approach to addressing these economic trends
- Be a mechanism for sharing research, information and best practice on the local economy
- Inform, influence and contribute to the work programmes associated with the Economic Development Plan and monitor progress on these
- Provide a coordinated approach to borough-wide communications on economy, business, employment and skills.
- Share information relevant to the performance of the local economy.

2. Membership

2.1 Core membership of the Economic Partnership should include relevant representatives from the public sector, private sector and voluntary and community sector:

- Portfolio Holder, Renewal, Recreation and Housing
- Executive Assistant, Renewal, Recreation and Housing/Small Business Champion
- Bromley Adult Education College
- Bromley Education Business Partnership
- Community Links Bromley
- Federation of Small Businesses
- Jobcentre Plus
- Representatives from key business sectors (maximum of 3 per sector)
- London Borough of Bromley – representatives from Regeneration & Renewal, Planning Policy, and Green Recovery as non-voting participants and Democratic Services to provide support to the meeting.
- London South East Colleges
- Orpington 1st Business Improvement District
- South East London Chamber of Commerce
- Your Bromley BID Company
- Beckenham Together BID Company
- Penge SE20 BID Company

2.2 Members must represent one or more of the 7 economic aspirations as outlined within the Economic Development Plan:

- Education and Skills;
- Employment Spaces;
- Helping Businesses Thrive;
- High Streets for the Future;
- Connectivity and Mobility;
- Enhancement of Tourism and Culture Industries; and
- Working Towards a Green Economy.

A list of members will be presented and reviewed as and when necessary, and at a minimum annually. A list of members is attached at Appendix A.

2.3 On occasion and when appropriate other people will be invited to attend meetings to talk on specific items. These will be in a non-voting capacity.

2.4 All members of the Partnership should:

- provide and present data related to their service area at each meeting to inform discussions and decisions on economic data trends
- have sufficient authority within the organisation to be able to discuss actions to address economic data trends
- 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;
- 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 members of the public.

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, Recreation and Housing. 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.

3.8 In terms of questions, the Partnership will reflect the rules for all London Borough of Bromley Council meetings.

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 Reporting

5.1 The partnership will report into the Renewal, Recreation and Housing PDS Committee on a bi-annual basis. This report will include an update on the work programme associated with the Economic Development Plan and data trends related to the local economy of the borough.

6. Operation of Sub-Groups or Working Parties

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

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

7 Public Statements

7.1 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.

8 Revision of the Terms of Reference

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

Agreed: July 2021

BEP MEMBERSHIP

- Portfolio Holder, Renewal, Recreation and Housing
- Executive Assistant, Renewal, Recreation and Housing/Small Business Champion
- Bromley Adult Education College
- Bromley Education Business Partnership
- Community Links Bromley
- Federation of Small Businesses
- Jobcentre Plus
- London South East Colleges
- Orpington 1st Business Improvement District
- South East London Chamber of Commerce
- Your Bromley BID Company
- Beckenham Together BID Company
- Penge SE20 BID Company
- London Borough of Bromley

- Councillor Peter Morgan
- Councillor Hannah Gray
- Carol Arnfield
- Lesley Holland
- Christopher Evans
- Chandra Sharma
- Donald Mars
- Sam Parrett
- Sharon Baldwin
- Helen McIntosh
- Frances Forrest
- Zoe Carr (*also Penge SE20*)

– Lydia Lee
 – Lorraine McQuillan
(plus other representatives to be invited as and when required to present items, e.g. Regeneration & Renewal, Planning Policy, and Green Recovery as non-voting participants)

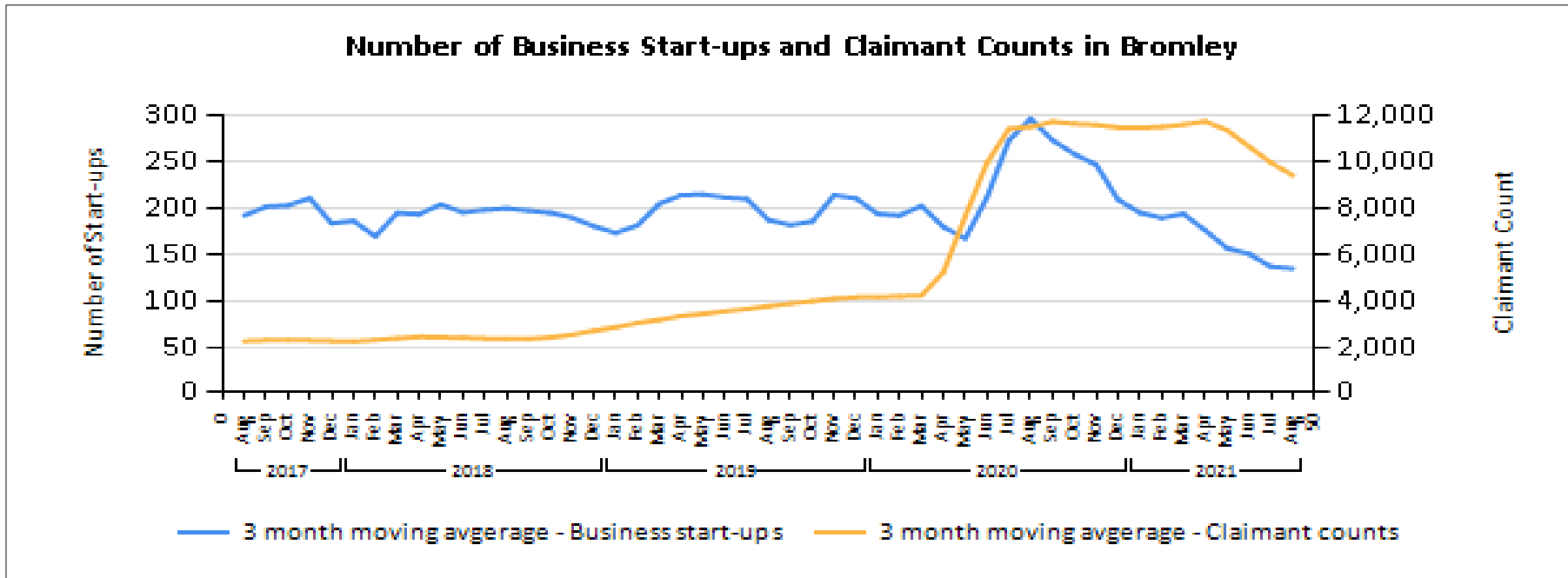
- Representatives from key business sectors (maximum of 3 per sector):

<p><u>Office</u></p> <ul style="list-style-type: none"> - Mike Lewis (Michael Rogers LLP) - Lee Thomas (Fairlight Group) - Russell Clarke (Sundridge Investments) 	<p><u>Leisure</u></p> <ul style="list-style-type: none"> - Marg Mayne (Mytime Active) - Emma Santer (Bromley FC) - Chris Glover (Churchill Theatre) 	<p><u>Property</u></p> <ul style="list-style-type: none"> - Rob Sargent (Acorn Group) - Bruce Walker (Lansdown Asset Management) - Gary Hillman (N. Hillman & Sons)
<p><u>Retail / Banking</u></p> <ul style="list-style-type: none"> - Mark Haynes (The Glades) - Denise Kelly (Nugent Retail Park) - Mike Humphries (Handelsbanken) 	<p><u>Aviation / Engineering</u></p> <ul style="list-style-type: none"> - Katy Woolcott (London Biggin Hill Airport) - Alex Henderson (Henderson Biomedical) 	<p><u>Marketing / Technology</u></p> <ul style="list-style-type: none"> - Steve Lipscombe (Ronin Marketing) - Caroline Tatchell (Splash Damage)

Economic Data Report 2021/22 Q2 (July – Sept 2021)

Borough Data

Graph 1: Business Start-Ups and Claimant Counts



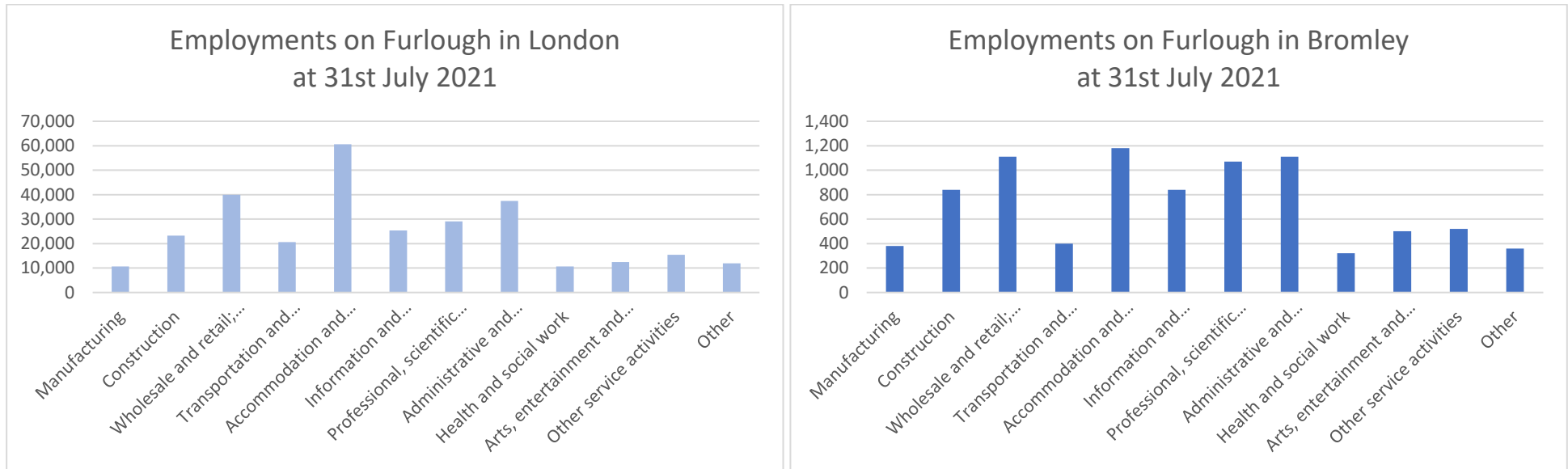
Source: BankSearch

Commentary:

- The number of start-ups in Bromley fluctuated around 200 businesses per month over the past few years until May 2020 when there was a sharp rise (approximately 50% increase in September 2020); corresponding with the significant increase in the local unemployment/claimant levels. This was immediately followed by a fall in business start-ups which returned to the earlier level in January 2020. The number of start-ups has generally continued to fall until July, although more recently there was an increase in August.
- 28.4% fewer businesses start-ups in Bromley during the first eight months of this year compared with the corresponding period of last year, according to latest data from BankSearch in August 2021 (previously quarterly report highlighted 2.6% fewer businesses start-ups in Bromley during the first five months of this year compared with the corresponding period of last year. In comparison, there were 25.1% fewer business start-ups across London during the same period (previous quarterly report highlighted a 10.8% increase in business start-ups across London during the first five months of this year compared with the corresponding period of last year).

- The number of unemployed claimants in Bromley remained below 5,000 during the past few years until April/May 2020 after which there was a sharp increase (which coincided with the lockdown restrictions); eventually reaching a peak of approximately 12,000 in September 2020.
- The unemployed claimant numbers in Bromley has been gradually reducing since April 2021 and stood at 9,025 in August 2021.

Graph 2: Furlough

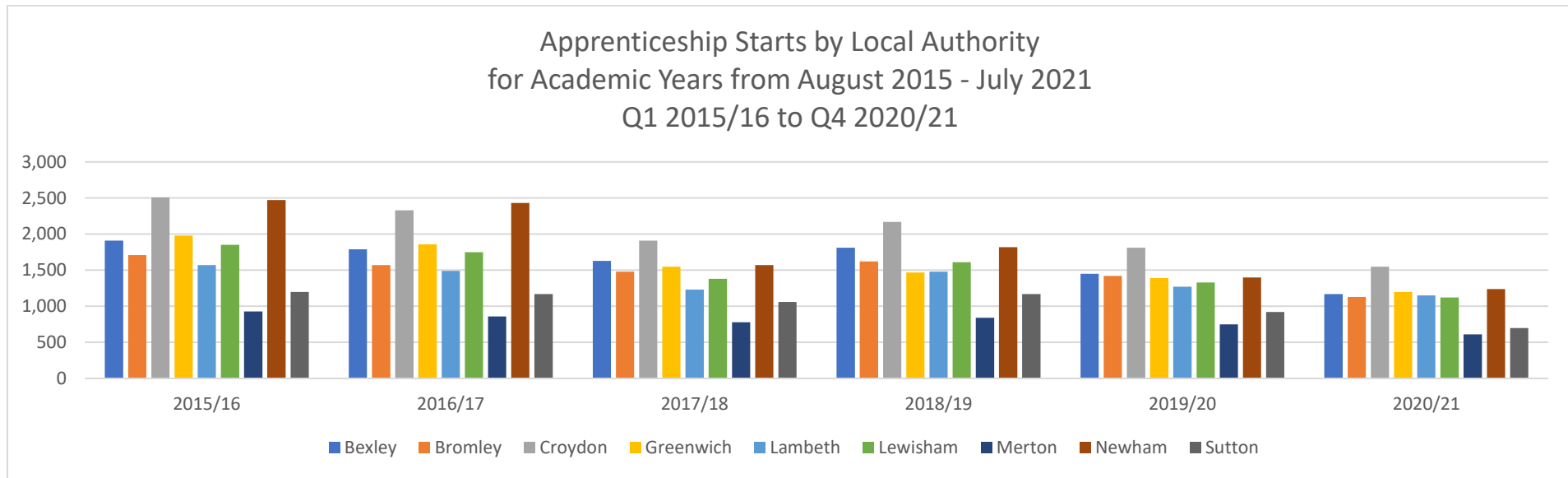


Source: HMRC Coronavirus Job Retention Scheme data

Commentary:

- There were 8,630 jobs on furlough in Bromley at 31st July 2021 compared with 16,320 jobs on furlough in Bromley at 30 April 2021 and 20,360 jobs furloughed at 31st March 2021. The number of jobs on furlough both within Bromley and across London has halved over the 3 months to 31st July 2021.
- The proportion of jobs on furlough for industry sectors within Bromley follows a similar pattern across London.

Graph 3: Apprenticeship starts

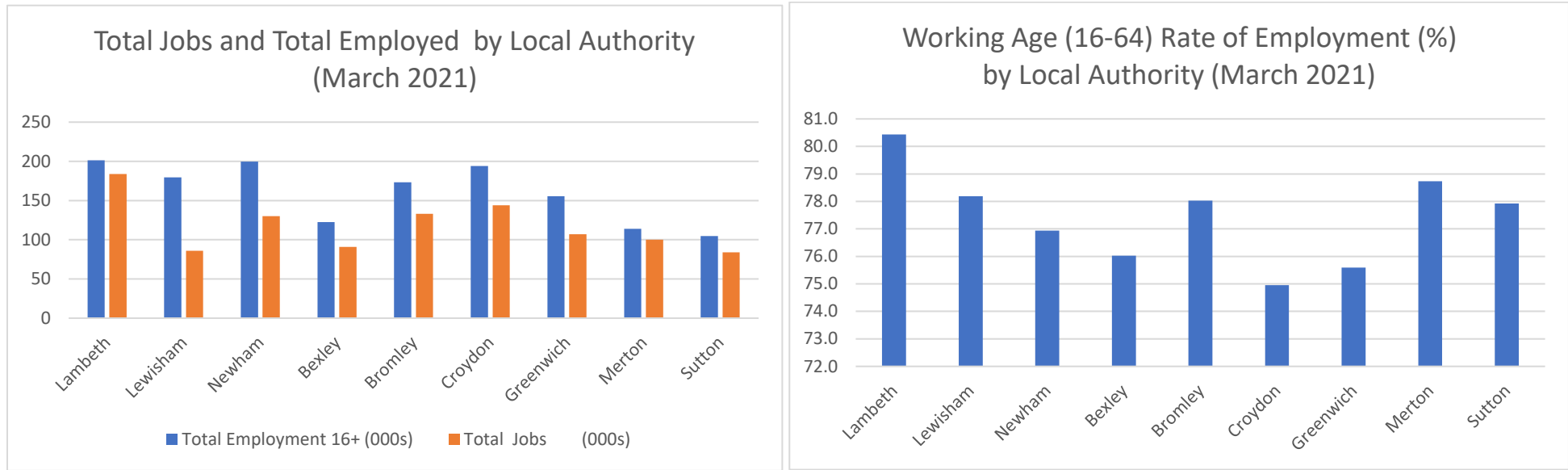


Source: Education & Skills Funding Agency Individualised Learner Record (ILR)

Commentary:

Apprenticeship starts in Bromley generally maintained an average of 1,488 per annum over the previous years from 2015 to 2021. This is slightly above the average figure of 1,474 across a number of local boroughs. The latest 2020/21 figures reported so far show a reduction of 20% in the apprenticeship starts as compared with 2019/20 across all boroughs.

Graph 4: Employment & Jobs



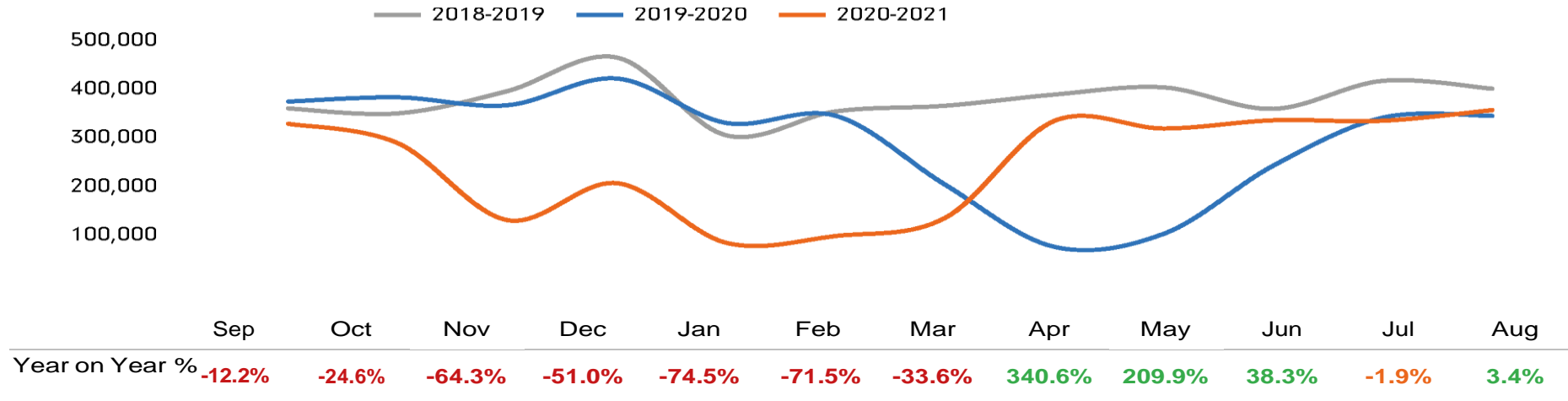
Source: ONS 2021 - Labour Force Survey

- Bromley maintained employment rates at around 78% for its working age population as at March 2021, which is above the average across a number of local boroughs
- The number of jobs in Bromley was also above the average across a number of local boroughs

Town Centre Performance Data

Graph 5: Bromley Town Centre Monthly Footfall - rolling 12 months

The figures shown below are calculated using weekly averages



Year on year % is calculated by comparing the 2020-2021 period with the 2019-2020 period i.e the figure for August compares August 2021 to August 2020

Monthly Footfall

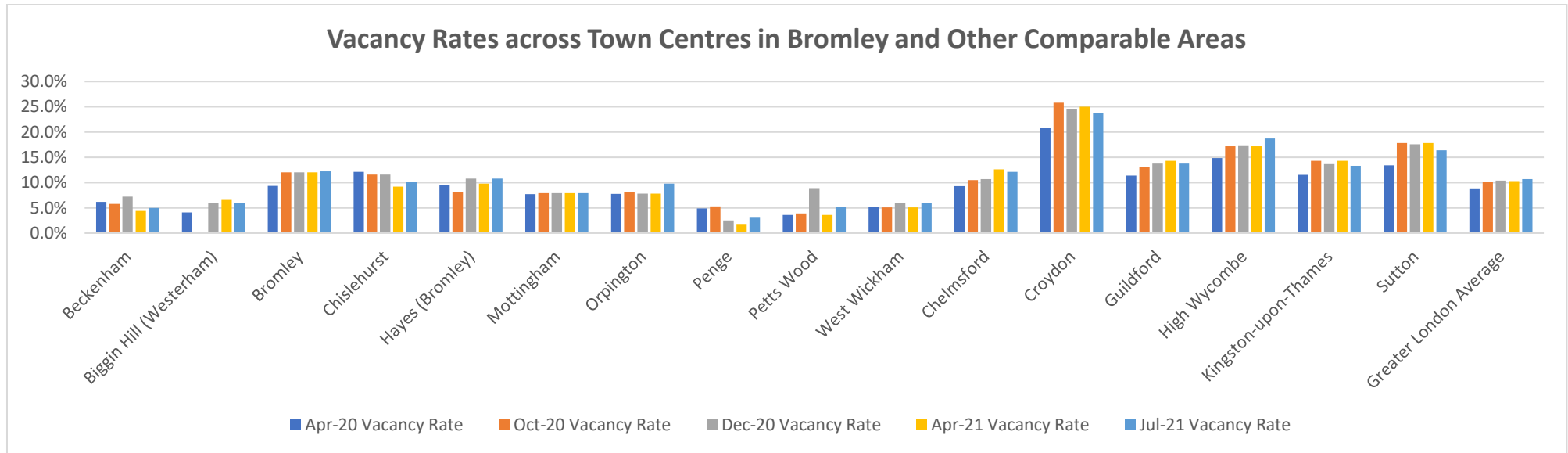
	Year to date %		
	2021	2020	2021 Vs 2019
Bromley	0.9%	-33.1%	-33.3 %
Greater London	-2.0%	-49.3%	-47.6 %

Source: Springboard

Commentary:

- The 2020-2021 footfall data from Springboard reported for August 2021, shows there were fewer numbers of visitors in Bromley Town Centre during the earlier part of the previous 52 weeks, as compared to the same period the previous year. Footfall has increased since then and from April – June 2021, it was higher than the same period the previous year. However, footfall levels for both years have been similar since July 2021. The general pattern of footfall during the past 2 years, reflects the effects of the 'lockdown restrictions' in March 2020, followed by the latest easing of restrictions from April 2021.
- The total number of visitors for the first 8 months of the year to August 2021 is 0.9% up on the previous year and 33.3% below normal footfall levels in 2019. In comparison, there was a reduction in footfall of 2% experienced across Greater London during the first 8 months of the year compared to the similar period during the previous year; which is 47.6% below normal footfall levels in 2019.

Graph 6: Vacancy Rates



Source: Local Data Company

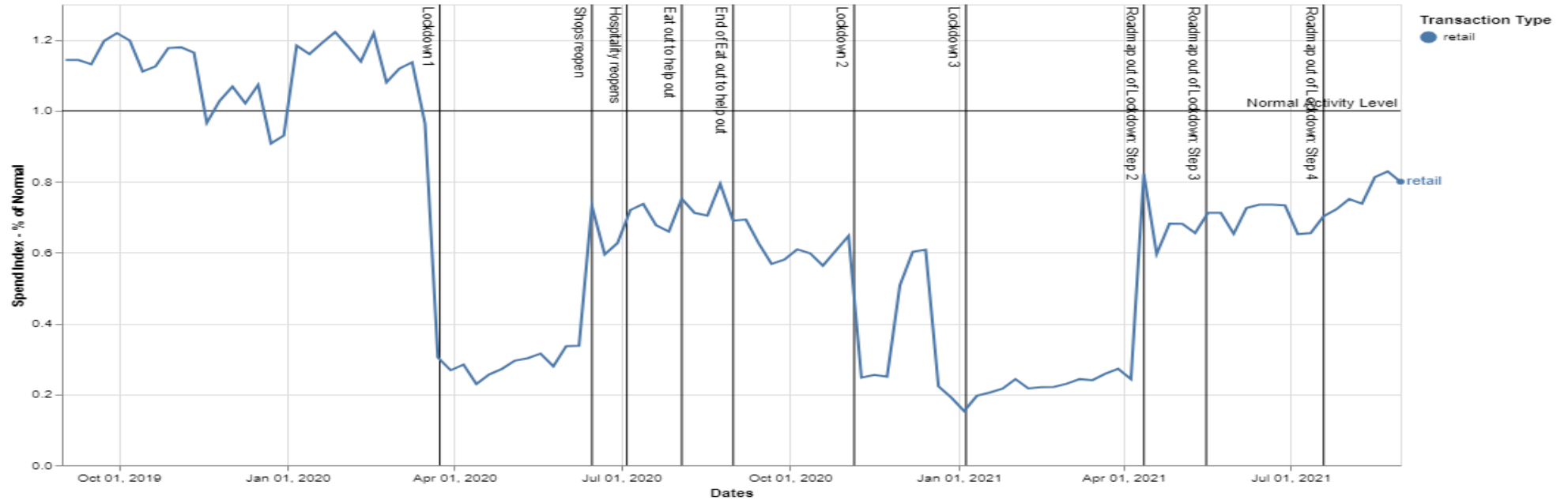
Commentary:

- Bromley Town Centre experienced the largest increase in vacancy rate overall compared to the other town centres within Bromley, which rose from 9.4% in April 2020 to 12.2% as at July 2021 (i.e. 2.8%). This vacancy rate is higher than the average rate observed across the other local town centres within Bromley, as well as the average rate across Greater London (10.7%). The second largest increase in vacancy rate over the same period was in Orpington, which was primarily experienced over the last quarter.
- However, the vacancy rate in Bromley Town Centre is lower than some other comparable areas such as Croydon (23.8%), Guildford (13.9%), High Wycombe (18.7%), Kingston-upon-Thames (13.3%), Sutton (16.4%).

Graph 7: Retail Spend (High Street Bromley)

High Street, Bromley - Compare Mastercard Transaction Types: Retail

31/08/2019 to 30/08/2021, Weekdays (Mon-Fri), Spend Index (% of Normal)



Source: GLA Datastore – London High Streets Explorer

Commentary:

- The normal retail spending activity level baseline for Bromley High Street (shown by a black line on the graph above) is taken from 2019.
- From March 2020 the retail spend in Bromley High Street dramatically reduced to around 20% of the normal spend (Lockdown 1).
- There was a significant recovery (up to 80% of normal spend) with the easing of restrictions from June/July 2020, but subsequent lockdown restrictions had generally suppressed retail spending up until April 2021 (Lockdown 2 & 3).
- Retail spending has increased since the April 2021, in accordance with the individual steps within the government roadmap and it was up to 80% of normal trading activity in August 2021.

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Economic Development Strategy Work Plan

Update on Priority Actions for Quarter 2 2021/22 (July – September 2021)

Economic Aspiration	Project	Priority actions completed in Q2 2021/22 (July – Sept)	Priority actions to be completed in Q3 2021/22 (Oct – Dec)
3 - Helping Businesses Thrive	Online Enterprise Hub offering support to existing and new start-up businesses	Stakeholder engagement & User testing completed. New Bromley Business Hub Website design, branding and content completed with the launch due in late September/early October	Promotion of the website to encourage additional engagement from start-up and existing businesses. On-going maintenance, supervision & management of content. Engagement monitoring & reporting
	Start Up Bromley Scheme	Scheme launched with over 60 businesses registered	Launch of Start Up Bromley scheme at Biggin Hill on 7 th October
	BID Booster grant scheme for small independent businesses within BID areas	BID Booster grant scheme launched in August for small independent businesses within BID areas	Continue to monitor and report on the take-up of the fund
	Welcome Back Fund	Successful Welcome Back Fund bid provided continued business support & e-Newsletters via the Open Bromley web platform until 31st August. Pop-up parklets installed in Orpington, Beckenham and Penge. Artificial Grass installation in Bromley Town Centre.	Open Bromley business support platform to be superseded by new Bromley Business Hub support website. Additional winter seasonal planting planned for the smaller town centres.
	ARG Business grants	The 2nd round of ARG business grants approved at PDS and Executive committees in Sept	ARG business grant schemes to be launched early October
4 - High Streets for the Future	Maintain local Economic/Business data on a quarterly basis	Initial quarterly report on local Economic/Business data produced in July 2021	Quarterly report on local Economic/Business data anticipated in October 2021
	High Streets For All Scheme	Successful 1 st stage High Streets For All Application	2 nd stage High Streets for All application anticipated

<p>5 - Connectivity and Mobility</p>	<p>Working with Openreach on Full Fibre installation and 4G/5G infrastructure & network operators</p>	<p>Full Fibre: Openreach announced 6 out of the 9 telephone exchanges in Bromley to be included within the 2021/22 to 2023/24 delivery phase of the Full Fibre roll out (i.e.Farnborough, Orpington, Biggin Hill, Chislehurst, Hayes Common, Grove Park). Over 30,000 premises with full fibre upgrades so far.</p> <p>4G/5G Technology: Agreement signed with Small Cell infrastructure provider with the deployment of up to 14 Small Cells in 3 areas within Bromley for this phase (Penge, Bromley Town Centre and Orpington) 5 installed during September & 9 anticipated in October. Negotiations taking place with another provider.</p>	<p>Openreach to provide clearer indication of specific geographical locations involved in the current rollout.</p> <p>Deployment of the 9 remaining Small Cells equipment by existing provider during October in order to complete this phase of their work.</p> <p>Additional agreement with another Small Cell Infrastructure provider. Discussions with other 4G/5G technology infrastructure providers</p> <p>Preparation of update report to PDS committee in January 2022.</p>
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