

PART 1 - PUBLIC

Decision Maker: Renewal and Recreation Portfolio Holder for Pre-decision Scrutiny by the Renewal and Recreation PDS Committee

Date: 11th October 2011

Decision Type: Non-Urgent Non-Executive Non-Key

Title: Bromley North Village – Public Realm Improvements Design for Consultation

Contact Officer: Kevin Munnely, Head of Renewal
Tel: 020 8313 4582 E-mail: kevin.munnely@bromley.gov.uk

Chief Officer: Marc Hume, Director Renewal & Recreation

Ward: Bromley Town, Plaistow & Sundridge

1. REASON FOR THE REPORT

- 1.1 This report seeks to update Members on progress in developing the Bromley North Village Public Realm Improvement Project and the seeks the Portfolio Holders authority to undertake public consultation on the draft plans prior to submission to the Transport for London (TfL) approval process.
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2. RECOMMENDATIONS

- 2.1 That Portfolio Holders agrees that the draft plans be used as the basis for a public consultation and the results of the consultation be reported to the R&R PDS at a later date, prior to submission to Transport for London.

Corporate Policy

1. Policy Status: New policy. Bromley Town centre Area Action Plan Policy IA1 Bromley North Village Improvement Area.
 2. BBB Priority: Vibrant Thriving Town Centres.
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Financial

1. Cost of proposal: Estimated cost £4.8m
 2. Ongoing costs: N/A.
 3. Budget head/performance centre: LBB Approved Capital Programme 2011/12 to 2013/14
 4. Total current budget for this head: £0.3m from TfL Area Based funding 2011/12, plus a provisional sum of £3m for 2012/13 and 2013/14 as well as £1.5m Capital Programme allocation 2012/13
 5. Source of funding: TfL Area Based funding/LBB Capital programme
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Staff

1. Number of staff (current and additional): 6
 2. If from existing staff resources, number of staff hours: TBC
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Legal

1. Legal Requirement: Non-statutory - Government guidance.
 2. Call-in: Call-in is not applicable. PDS Report
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected): Bromley Town
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? No.
2. Summary of Ward Councillors comments: NA

3. COMMENTARY

Background

- 3.1 The concept of a 'Bromley North Village' (BNV) quarter was developed within the Bromley Town Centre Area Action Plan (BAAP) through the designation of the Bromley North Village Improvement Area. The R&R PDS Committee at their meeting on 29th June 2010 supported the Renewal Strategy for Bromley North Village, which was centred around the development of a specialist entertainment quarter, providing a range of leisure options and a specialist retail and business offer.
- 3.2 In November 2009 Bromley North Village was selected along with 35 other projects for inclusion in the Mayor's Great Spaces Initiative, which was established to support the revitalisation of the capital's unique network of public spaces. Transport for London have adopted a competitive bidding process to select only the most innovative and imaginative schemes and it has made funding available to cover detailed design costs and a contribution towards capital costs. Members will recall that match funding was made available from 2009/10 Recreation and Renewal Portfolio Fund to support the development of a concept design from BNV Public Realm, which was subsequently produced by Urban Design consultants Studio Egret West. The Concept Design formed the basis for a Step 1 Bid to Transport for London's Area Based Improvement Scheme in early Autumn 2010.
- 3.3 Transport for London indicated in their 2011/12 Local Implementation Plan settlement that the BNV Step 1 bid has been successful and 300k has been allocated to LBB for Step 2 detailed design and development work and this funding can be drawn down from 1st April 2011. This represents 6.6% of the total scheme cost of £4.5m.

Project Development and Preliminary Timetable

- 3.4 A BNV Project Board has been established to manage the project, with direct input from both the Directors of Renewal and Recreation and Environmental Services, in line with the Council's established practice on developing large scale capital projects. Over the past 6 months, there have been a number of meetings and discussions with Members and Stakeholders, to define the scope of the project and establish design objectives and quality thresholds that needed to be incorporated into the draft designs. The SEW concept design has been developed and refined, through public and stakeholder consultation, and technical assessment and feasibility, into a detailed design. It is this detailed design which will form the basis of the public consultation. A copy of the consultation designs and materials are attached as Appendix 1 and a copy will be made available in the Members' room.
- 3.5 In order to meet the TfL 2012/13 funding timetable, all Capital allocations need to be confirmed by the March 2012 and completed outline designs will need to be available at this stage to inform the bid and satisfy TfL's requirements on the quality and deliverability.

Table 1: Preliminary Detailed Design Programme

Stage	2011				2012		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Procurement & internal discussions on design	■						
External discussions on design, modelling of traffic options, site investigations, data collection & update on concept design		■					
Outline designs, EqIA, safety audit & scheme costs			■				
Stakeholder and public consultation on design				■			
Detailed design					■		
Complete TfL Gateways (obtain funding)						■	
Start implementation							■

Proposed Consultation Schedule

3.6 The 6 week period of public consultation is scheduled for around mid October 2011, and will involve both public and stakeholder involvement. A preliminary consultation schedule is attached as **Appendix 2** and it is proposed to follow a similar format to the consultation undertaken in respect of the concept design, which was well supported by stakeholders.

Issues to consider for the development of the consultation schedule:

- Channels of communication – Leaflets, Flyers, Questionnaires & Webpage
- Key stakeholders
- Formal consultees – a list already exists from previous consultations on the AAP and LDF
- Marketing
- Display materials – mock ups and material panels
- Target audience – residents, businesses, staff, shoppers?
- Local newspapers (Newshopper, etc)
- Possible use of empty shop for displays
- TfL design review
- Facebook / Twitter page

Governance and Member Oversight

3.7 It is proposed that Town Centres Member Working Party (TCMWP) is designated as the main Member forum for this project to provide Member oversight and strategic guidance. Members of the Bromley North Village Member Working Party will be invited to attend the TCMWP for these considerations. R&R PDS and Executive meetings will continue to provide overall governance and approval of design and funding.

Further updates including a detailed work programme for this key project will be provided at the next meeting of the R & R PDS.

4. POLICY IMPLICATIONS

- 4.1 The development of the Renewal Strategy and Improvement Plan are entirely consistent with Policy Objectives set out in Building A Better Bromley 2011 and Renewal & Recreation Portfolio Plan 2010/11.

5. FINANCIAL IMPLICATIONS

- 5.1 Transport for London have indicated in their 2011/12 Local Implementation Plan settlement that the BNV Step 1 bid has been successful and 300k has been allocated to LBB for Step 2 detailed design and development work and this funding can be drawn down from 1st April 2011. There is no Council funding allocated for the detailed design stage of this project.
- 5.2 Consultation costs are expected to be less than £10k and will be fully funded from the £300k allocation of resources from TfL.
- 5.3 The Executive on 2nd February 2011 as part of the Capital Programme Review approved a capital scheme for Bromley North Village public realm improvements (£1.5m Council contribution after assumed Transport for London funding of £3.3m).

6. LEGAL IMPLICATIONS

None for the purpose of this update report.

PERSONNEL IMPLICATIONS

- 7.1 The precise resource allocation will form part of the development of the Project Initiation Document.

Non-Applicable Sections:	LEGAL IMPLICATIONS, PERSONNEL IMPLICATIONS
Background Documents: (Access via Contact Officer)	Mayor' Great Spaces Initiative Scheme, Bromley Town Centre Area Action Plan - Submission Version

Bromley North Village (BNV) Outline Designs: Public Consultation Strategy

Previous Communications

As part of their original brief urban designers LBB held a number of separate consultation events on the concept, alongside the urban design consultant (SEW). The Major Scheme in Orpington also undertook consultation and other communications in 2009/10. The outcome of these communications can provide valuable lessons for the Design Project.

Stakeholder Surgery Day – May 2010

Held at the Civic Centre, the surgery day intended to be an informal event for key local stakeholders, businesses and other relevant parties to discuss the current situation in BNV.

Invitees included:

- Transport for London
- Metropolitan Police
- London Fire Emergency Planning Authority
- London Ambulance Service
- The Glades Shopping Centre
- Bromley North Traders Association
- Bromley Business Forum
- The Churchill Theatre (Bromley)
- Empire Cinema (Bromley)
- The Bromley Little Theatre
- Bromley Magistrates Court
- Bromley & Shepherds College
- Bromley Methodist Church
- Disability Voice Bromley
- Sainsburys (Bromley)

This event allowed SEW and LBB to gain a clear understanding of what needed to be considered when developing an improvement strategy for the public realm. Attendees were able to express what they feel does or doesn't work in the area i.e. access, traffic, public transport, lighting, public safety, maintenance etc, and how these effect their organisation. The majority of stakeholders attended the event, which was well received.

Walk & Talk – June 2010

Following the success of the Surgery Day, LBB were keen to gather the views and opinions of local community, disability and amenity groups. A Walk & Talk event was arranged for June 2010, allowing a trip into BNV to discuss how any improvements would impact local residents and community groups:

Invitees included:

- Bromley Sparks
- Bromley North Residents Association
- Age Concern (Bromley)
- Disability Voice Bromley

- Bromley Civic Society/Friends of Bromley Town Parks & Gardens
- Babbacombe Road Residents Association

The Walk and Talk provided vital information regarding the needs and concerns of these important stakeholders, which was used in the production of the initial concept design.

Public Event, Market Square – July 2010

A public event was held in Market Square, Bromley in July 2010. A selection of LBB officers and SEW showcased some ideas for the public realm in BNV.

The event was huge success, with many shoppers and local businesses stopping to give their views and comments.

A presentation for all Members took place at the Churchill Theatre in November 2010, along with James Cleverly (GLA Assemblyman) allowing SEW to update on their findings and thoughts around the initial concept designs.

The event was attended by around 20 Members and generally speaking the concepts presented found favour with them.

Outline Design Public Consultation

The period of public consultation is scheduled for around mid November 2011, and will follow a more formal format. It will involve both public and stakeholder involvement, and is likely to include a formal 6 week period for comments and suggested amendments to be tabled.

Stakeholders

There are a number of organisations, groups and key stakeholders that have a significant interest in the BNV public realm improvements project who, without their buy-in, the project may be hampered. These are listed below.

Key Stakeholders

- Transport for London (TfL)
- Metropolitan Police
- London Fire Emergency Planning Authority (plus the Fire Station itself)
- London Ambulance Service
- Highways Agency
- English Heritage
- Network Rail
- Sainsbury's
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- The Glades Merchants Association
- Bromley North Traders Association
- Bromley Business Forum
- The Churchill Theatre
- Empire Cinemas
- The Bromley Little Theatre
- Disability Voice Bromley
- Bromley Magistrates Court
- Bromley and Shepherds College
- Bromley Methodist Church

Businesses

- All businesses within BNV
- Capital Shopping Centres (The Glades)

Residents

- Local Residents
- Bromley North Residents Association
- Babbacombe Road Residents Association
- North Street Residents Association

Internal

- Representatives from Housing, Legal, Highways, Adult and Community Services, Environmental Services, Street Services, Parks, Transport, Parking, Traffic, Road Safety, Environmental Health and Licensing, Community Safety, Town Centre Management, Local Economy, Leisure & Culture
- Council Members (Ward Members, Leader, Portfolio Holder & chair of PDS, DC Members)

Consultation Activities

In order to get the consultation underway, the following actions need to be taken:

1. Bromley North Village webpage – (www.bromley.gov.uk/bromleynorthvillage)

The council website will be updated with the final designs, allowing visitors to view and comment on the proposals. There will be a facility for consultees to provide feedback (either online or hard copy) which will assist in finessing the final scheme for implementation.

The oneBromley staff intranet site will be updated with a link to the designs for all staff members to view and comment on.

2. Local press

Officers will liaise with colleagues in Corporate Communications to prepare a news release to appear on the Bromley homepage. This will be sent to all local media outlets (Newshopper, Bromley Times, Bromley Borough News, etc) ensuring the widest possible coverage.

In order to target businesses specifically, the council has the opportunity to utilise the business section of the Bromley Newshopper. We have a full page secured for the first week of November, and will use this to promote the consultation to the business community.

3. Stakeholder events/workshops

Following the success of previous stakeholder surgery days, we plan to hold two separate events in the coming weeks. The first will aimed at all active businesses in the Village area. Likely to be held over a half day and into the evening, in particular to allow restauraners to attend, the event will be an interactive discussion between officers, our urban designers and all business operators

in the area. This will follow up on previous meetings and discussions and ensure the continued support of the business community.

Invitees will include:

- Bromley North Traders Association
- The Glades Merchants Association
- Bromley Business Forum
- Best of Bromley
- Love Bromley
- All other businesses operating within Bromley North Village

The second workshop will be targeted at all active resident/community/disability and amenity groups.

Invitees will include:

- Babbacombe Road Residents Association
- Bromley North Residents Association
- Bromley Sparks
- Age Concern (Bromley)
- Disability Voice Bromley
- Bromley Civic Society
- Friends of Bromley Town Parks & Gardens
- Bromley Pubwatch
- Bromley Safer Neighbourhood Panel

4. Leaflet/Flyer

We anticipate putting together a leaflet/flyer to distribute to all addresses in Bromley North Village to inform residents and businesses of the consultation and how to become involved. This will include details of the workshops, information on how to provide comments or feedback, and a link to the webpage where the designs can be viewed.

5. Mock-up of materials

In order to demonstrate what the final scheme will look like, the plan is to mock up a series of test panels showing the materials that are planned for each element of the Village. Three panels are proposed – Market Square, High Street and East Street – and they will be set into the footway in Market Square. This is an excellent opportunity for residents, shoppers and businesses to see first hand how the designs translate onto the road and footways.

Each panel will be of a suitable size (6m x 2m is proposed) to allow the Council to also test the durability of materials, how they stands up to being walked on and used in the real world, and to check that it is capable of being maintained/cleaned to the Council's high standards.

6. Roadshow/mobile event

In order to capture the widest audience possible, it is planned that a mobile event be held for up to a week to capture the views and comments of visitors to the town centre. A temporary stall or stand is likely to be utilised in Market Square (close to the test panels) for a long weekend at some point in November in order to cover both the weekday users of the area, as well as weekend visitors. This is an opportunity to hear first hand the thoughts on the materials that are planned to be used, from the people who use the space.

7. Transport for London (TfL) design review

TfL are clearly a major stakeholder within BNV, and officers have been in regular communication with our programme manager as the project has progressed. In order to meet TfL's prescribed 'gateways' which require completion in order to obtain their funding; officers will be meeting with colleagues in various sections of TfL to provide a presentation and provide clarification on all issues.