

Decision Maker: Recreation & Renewal Portfolio Holder

For Pre-decision scrutiny by the Renewal & Recreation PDS Committee on

Date: 11 th October 2011

Decision Type: Non-Urgent Executive Non-Key

Title: **PENGE TOWN CENTRE DRAFT RENEWAL STRATEGY**

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Chief Officer: Marc Hume, Director of Renewal; & Recreation

Ward: Penge and Cator

1. Reason for report

- 1.1 This report seeks to inform Members of the scope of the proposed Penge Town Centre Renewal Strategy and proposed timetable for the production of this document.

2. **RECOMMENDATION(S)**

- 2.1 The PDS Committee is requested to comment on the Penge Town Centre Renewal Strategy.
- 2.2 The Portfolio Holder is recommended to approve the development of a Renewal Strategy for consultation purposes as set out in the main body of the report.

Corporate Policy

1. Policy Status: Existing policy. Building a better Bromley 2011 / 2012 - To draft and consult on the Penge town centre Master Plan
 2. BBB Priority: Vibrant Thriving Town Centres.
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Financial

1. Cost of proposal: Estimated cost £79k
 2. Ongoing costs: N/A.
 3. Budget head/performance centre: Town Centre Management/Renewal
 4. Total current budget for this head: £285k & 70k
 5. Source of funding: Existing revenue budget 2010/11 and resources from the Outer London Fund
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Staff

1. Number of staff (current and additional): 6
 2. If from existing staff resources, number of staff hours: 150 hours
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Legal

1. Legal Requirement: No statutory requirement or Government guidance.
 2. Call-in: Call-in is applicable
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected): Businesses, residents and visitors to Penge Town Centre
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? Yes.
2. Summary of Ward Councillors comments: No Comments Received
3. N/A

3. COMMENTARY

Background

The Draft Renewal Strategy for Penge Town Centre

- 3.1 Previous regeneration efforts in Penge Town Centre and its surrounding areas over the years have been reactive and piecemeal in nature; either as a result of funding initiatives or in response to individual town centre management initiatives. The purpose of the Renewal Strategy is to provide, through a process of stakeholder engagement and analysis, a vision and an action plan for future improvements.
- 3.2 There will be a focus on developing a vision for the town centre and establishing a framework for improvements which will ensure that issues and development options are identified and assessed for maximum benefit; that new buildings and facilities are planned and designed in a co-ordinated manner so as to improve the existing townscape, environmental quality of the public realm and enhance the historical environment.
- 3.3 There is scope to develop and build on the existing business infrastructure, which already includes a high concentration of retail uses comprising 102 retailers, 1 enclosed shopping centre and 4 supermarkets. Leisure uses comprise of 20 restaurants/takeways, 6 pubs/bars/clubs. There is an opportunity to supplement these with improved leisure provision.
- 3.4 It is proposed that the Council will consult with local stakeholders to develop the scope and content of the proposed draft Renewal Strategy for the Penge Town Centre. The proposals in the Draft Renewal Strategy (Appendix 1) seek to provide a wider strategic overview of renewal ambitions for the area, as well as setting the longer term vision and objectives. This will be undertaken with the overall objective of promoting Penge as a sustainable, attractive, vibrant and safe town centre where people want to, and are able to live, work and have good access to public transport, shopping and leisure facilities.
- 3.5 It is proposed that the overall strategy should comprise of a number of short, medium and long term actions addressing concerns about the town centre's attraction and vitality. As part of the short term strategy a series of environmental improvements have already been completed in the financial year 2010/11. These measures included cleaning and sprucing up of the Clock Tower at Penge Triangle, cleaning and structural improvements to the canopy at Empire Square and surrounding area, a reallocation of flower baskets on the High Street and painting of lamp posts and bollards on the High Street. It is proposed that there will be a further series of improvements, the content of which will be scoped at a stakeholder workshop utilising support provided by the Outer London Fund (OLF).

Outer London Fund 2011/12

- 3.6 Penge Town Centre has been allocated a grant of £70,000 from Round 1 of the OLF for an events and entertainment programme, business support initiatives and environmental improvements. Projects that have already been identified and are in development include a Christmas events programme in the High Street. The Council's Town Centre Management team are also in the process of scoping options for a series of business support projects aimed at independent businesses, which will also be part of the proposed stakeholder workshop. As part of the support on offer through the OLF; Design by Good People (DGP), a marketing and branding consultancy with experience in business branding and shop front / signage design and "Living Streets", will be engaged to inform the discussion on events, shop front, public realm improvements for the area.

- 3.7 It is proposed that the stakeholder workshop comprises a half day session should take place in Penge in early November 2011. OLF supported consultants, Living Streets and Design by Good People will be engaged to facilitate discussions at these workshops. The workshop will be open to local businesses, residents and other relevant parties to discuss the issues and option available to address the concerns for the area. The list of stakeholders to be invited to the public workshop will include Police, the London Fire Brigade, local businesses, residence associations and local community groups. The outcome of these events will enable the Council to have a better understanding of the issues that need to be considered in developing the renewal strategy.

Milestones	Month
Public stakeholder workshop considering the issues and options for Penge Town Centre to develop the draft strategy	November 2011
The development of the Draft Strategy based on the findings	December 2011 to April 2012

4 POLICY IMPLICATIONS

- 4.1 The development of the Renewal Strategy and Improvement Plan for Penge are entirely consistent with Policy Objectives set out in Building A Better Bromley 2011 and Renewal & Recreation Portfolio Plan 2011/12.
- 4.2 The emerging Borough-wide Core Strategy, which has just concluded its initial consultation on issues will develop alongside the renewal strategy, which itself looks specifically at the regeneration of Penge Town Centre, and both support the Building a Better Bromley priority of providing vibrant and thriving town centres.

5. FINANCIAL IMPLICATIONS

- 5.1 The initial programme of environmental improvements for Penge high street were funded from the Renewal budget at a cost of £10.4k during 2010/2011.
- 5.2 The Outer London Fund Commission has awarded Round One funding comprising of £30k for public realm improvements, £20k for the provision of business support and the setting up of a shopfront improvement scheme for local businesses and £20k allocated for Christmas lights and events, totalling £70k. The Council has also agreed to contribute £9k towards the Christmas lights and celebrations from the Town Centre Management budget.

Non-Applicable Sections:	Legal Implications
Background Documents: (Access via Contact Officer)	OLF Round One Report