

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: TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE

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Chief Officer: Marc Hume, Director Renewal & Recreation

Ward: All Wards

1. REASON FOR THE REPORT

- 1.1 To update Members on progress on delivering the Town Centres Development Programme.
 - 1.2 To outline the detail and funding timetable for the Outer London Fund Round 2 and the feedback on the 'Invest Bromley' conference.
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2. RECOMMENDATION(S)

- 2.1 The Renewal and Recreation PDS Committee and Portfolio Holder are asked to note this report.
- 2.2 That authority is delegated to the Chairman of the R&R PDS Committee in consultation with the Portfolio Holder Renewal and Recreation and the Leader of the Council, to agree the content of the Round 2 funding bid to the Outer London Fund to meet the funding deadline of 14th October 2011.
- 2.3 Prior to submitting a bid to TfL for Area Based funding towards the Beckenham Public Realm project, Executive approval be sought for agreement for any necessary matched funding that may be required.

Corporate Policy

1. Policy Status: Existing policy. Bromley Town centre Area Centre Action Plan
 2. BBB Priority: Vibrant Thriving Town Centres.
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Financial

1. Cost of proposal: N/A
 2. Ongoing costs: Non-recurring cost.
 3. Budget head/performance centre: Town Centre Management
 4. Total current budget for this head: £468.7k and £285k
 5. Source of funding: Outer London Fund Round 1 Allocation and Town Centre Management Budget 2011/12
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Staff

1. Number of staff (current and additional): 7
 2. If from existing staff resources, number of staff hours:
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Legal

1. Legal Requirement: Non-statutory - Government guidance.
 2. Call-in: Call-in is applicable
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected): Borough-wide
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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. COMMENTARY

Development Programme

- 3.1 Attached as **Appendix 1** is an update on the progress that has been made in delivering each of the individual projects that make up the Development Programme. Members are asked to note the following key milestones that have been achieved since the last update report to the R&R PDS.
- Invest In Bromley Conference held on 20th September 2011
 - Date for High Court Hearing for Linden Homes/Network Rail legal challenge set for 31st October 2011.
 - The Land Group are progressing detailed plans for the redevelopment of the Old Town Hall for Hotel and Conference facility.
 - Trillium Real (Opportunity Site L) have indicated that they are preparing to submit a planning application for a building up to 11 storeys high comprising 120 bedroom hotel and 53 flats and retail shop with 48 parking spaces.
 - Work is progressing on the development of a high level masterplan for Opportunity Site G, west of the High Street, which will be subject to public consultation prior to adoption as supplementary planning guidance.

Outer London Fund

- 3.2 On 13th June the Mayor of London launched the Outer London Fund, with the purpose of supporting projects that focused on revitalising high streets in those parts of London not benefiting directly from the major infrastructure improvements such as Cross Rail and the 2012 Games. At the centre of the initiative was funding of up to £50 million over three years, supported by offers of advice that can be targeted at improving the character, quality and economic vitality of high streets. Funding applications will be allocated in two rounds, the first allocation of £10 million running until 31st March 2012 and the second allocation of £40 million split equally between the financial year 2012/13 & 2013/14.
- 3.3 The Council submitted 5 Round One bids covering the principal town centres of Bromley, Orpington, Penge and Beckenham and Crystal Place Park Gateway. Whilst the overall quality of the bid package was acknowledged by the judging panel at Design for London, this was a competitive process and the Council was successful in being awarded the following grant awards:
- Bromley Town Centre £308.7k
- Orpington Town Centre £90k
- Penge Town Centre £70k
- A summary of the successful project details are attached as **Appendix 2**.
- 3.4 Unfortunately, the grant applications for Beckenham Town Centre and Crystal Palace Park Gateway were not supported in this round of awards. In relation to Beckenham the judging panel considered that this bid was not as robust and developed as the other town centre bids. Whilst this is a disappointing outcome, it is proposed that a revised Beckenham Town Centre bid focused on public realm improvements is considered as a potential Second Round bid.

Round 2 Applications

- 3.5 To keep things simple the Mayor's office has maintained the same criteria and approach for Round 2 as was set out for Round 1. The funding for Round 2 will be predominately for capital works and should support projects that have a local priority. The current guidance states that Round 2 applications should focus on enabling development either by site preparation or acquisition and assembly. This could also include public realm improvements and the impact of the fund could be magnified if projects can achieve co-ordination with investment from other public or private sector partners. Feedback from the OLF team has indicated that they expect this round to be over subscribed and very competitive and only the most robust and quality bids are likely to be supported.
- 3.6 Round 2 applications will need to be submitted to the London Development Agency by midday on 14th October 2011. This once again, is a very challenging timetable and one that does not give officers much time to draft and consult Members on a funding application. However, based on the funding guidance, Building A Better Bromley priorities and town centre renewal strategies, a draft list of potential funding projects has been drawn up and is attached as **Appendix 3**. Given the short time that has been available to draft and consult upon this list, it is anticipated that a revised list of projects will be circulated in advance of the R&R PDS Committee.
- 3.7 In order to meet the funding deadline it is recommended that authority is delegated to the Chairman of the R&R PDS Committee in consultation with the Portfolio Holder for Renewal and Recreation and the Leader of the Council, to agree the content of the funding bid to the Outer London Fund to meet the funding deadline of 14th October 2011.

4. POLICY IMPLICATIONS

- 4.1 Work delivering the Town Centres Draft Development Programme is entirely consistent with Policy Objectives set out in Building A Better Bromley 2011 and Renewal & Recreation Portfolio Plan 2011/12. The work of the Renewal Group links to the Building a Better Bromley priorities by working towards the provision of Vibrant and Thriving Town Centres.

5. FINANCIAL IMPLICATIONS

- 5.1 In respect of the OLF Round One grant allocations, the Council has been awarded a total of £468.7k. As part of this agreement the Council has committed matched funding of £170k which is made up of existing officer time as well as a proportion of the Member approved budgets for Town Centre events and Christmas lights as shown in Appendix 2.
- 5.2 Round 2 applications will be able to bid for up to £40m of available funding covering the financial years 2012/13 and 2013/14. This will be predominately capital funding, and it be allocated on a competitive basis with individual applications considered on their own merits. Individual place bids will be capped at £2m.
- 5.3 There are certain conditions that would have to be met to ensure the application is successful such as making sure the place and actions match the criteria set out and should include the following topics: -
- geographic suitability
 - deliverability
 - vibrancy and growth
 - Place-shaping
 - Collaboration and Support

- 5.4 The projects should demonstrate economic uplift which would include any regeneration, economic development or town centre strategies, business rate retention & distribution data, and most importantly be able to be delivered by 30th March 2014.
- 5.5 Officers will assess the potential costs of each project prior to submission. Any projects that may have on-going revenue costs will not be put forward unless there is adequate existing budgets to meet future costs.
- 5.6 Members should note that in order to secure TfL Area Based funding for the Beckenham Public Realm development, the Council may be required to approve a minimum of £700k matched funding from their own resources towards the project. A report will therefore have to be submitted to the Executive to agree such a commitment before a bid is made to TfL for this funding.

6. LEGAL IMPLICATIONS

- 6.1 None for the purposes of this report.

Non-Applicable Sections:	PERSONNEL IMPLICATIONS
Background Documents: (Access via Contact Officer)	The Outer London Fund 2011 Round 2