

APPENDIX BR1: OLF ROUND 1 BROMLEY TOWN CENTRE PROJECT PROGRAMME

Location and Activity Type	Project title	Pen Picture and Content	Procurement and Delivery Risk	Match funding	OLF funding required
Whole town Events and marketing	Bromley Traditional Christmas Fayre	<p>Based on the idea of a traditional family Christmas Fayre, this will include a range of traditional events and activities and be closely aligned to the exciting town centre events programme. It is proposed that the programme will run for four week in the lead up to Christmas Eve and extend for a further two weeks to cover the initial New Year Sales period. The Programme will also comprise the following elements:</p> <ul style="list-style-type: none"> • Two magnificently decorated 40 foot Christmas trees located in Market Square and the Southern High Street. • A professionally produced live performance show based on the traditional meaning of Christmas as depicted through the Nativity story. Based on the Passion Play format, this will be a series of performances leading up to Christmas Eve to coincide with other town based events. It could also include a large scale nativity scene that would form the backdrop for the show, which would be a permanent structure for the 6 week period of the programme. This would be located in market Square. • The introduction of Christmas themed stalls to supplement the existing town market. These will be located in Market Square, which will have a traditional Christmas Carousel at its centre. This will also involve dressing the historic Market Square in festive decorations. 	<p>Procured and installed via Term Contractor Landscape Group. Low Risk.</p> <p>The Churchill Theatre, part of the Ambassador Group, have indicated that they would be interested in developing the format and undertaking the production of the show. A combination of a number of the town churches have also expressed a strong desire to be part of the production and staging. Given indicative cost estimates, this project could be procured via 3 written quotes and could be ready for the Christmas period. Medium Risk.</p> <p>The procurement of the Christmas themed stalls will be undertaken through the Council's Town Centre management team, drawing from existing market operators. The Carousel is a nil cost feature. Specialist themed stalls are always in</p>	LBB staff time + cash + Churchill Theatre	<p>£4,000</p> <p>£10,000</p> <p>£5,000</p>

		<ul style="list-style-type: none"> The design and procurement of a high quality traditional Christmas street light system, that will form the permanent spine for ongoing Christmas lighting displays and other events. The lights would be used for 3 years plus, but there will be revenue implications (i.e. storage, maintenance, installation and testing costs for each year). The current events programme will be supplemented by a series of additional events including a Christmas parade through the town centre with Santa and sleigh, reindeers, panto stars, street entertainment, local groups performing and culminate with the switching on of the Christmas lights, the performance of the Christmas Nativity play and a fireworks finale. The events programme will then run to include a variety of festive street entertainments and activities until Christmas Eve, including street performers, children entertainers, and a traditional Christmas music offer. The events programme will be complemented by a high profile marketing campaign to attract visitors and shoppers to the town centre over the festive season. This will consist of advertising in the Local Shopper newspaper, a leaflet drop to residents outlining the events programme and in town banners and adverts. The Marketing programme will contain a number of free parking days, linked to the entertainment and events programme, which will be focused on the four Thursday shopping evening and Sundays preceding Christmas Eve. 	<p>high demand but we are confident that as we are seeking to supplement an already thriving town market we will prove to be an attractive draw to potential operators.</p> <p>Medium Risk .</p> <p>The estimated contract size would require a competitive tender. Utilising previous lighting specifications and tender arrangements it is considered that this project could be delivered and installed for the start of the programme. However note that there will be significant revenue implications on this purchase for future years. Medium risk.</p>	<p>£16,000 (LBB / businesses)</p> <p>£4000 (existing LBB budget commitment plus business contribution)</p> <p>£4000 (existing LBB budget commitment plus business contribution)</p>	<p>£69,000</p> <p>£6,000</p> <p>£38,000</p>
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					Sub total £132,000
Whole town Events Marketing	‘Are you Bromley?’ marketing campaign	<p>This 6 month campaign will expand upon the marketing campaign of the Cathedral Group for their scheme at Westmoreland Road and the public consultation on the detail designs of the Bromley North Village public realm improvements. This will be a chance for the Council and our partners to showcase and engage with the public over the exciting plans and create a strong sense that good things are planned for the future.</p> <ul style="list-style-type: none"> At its centre be a curated art and community based marketing programme that will highlight the positive changes that are planned for Bromley, focusing on existing and planned development. The programme will be a platform for a range of community groups to be become involved in High Street activities through the use a series of temporary performance / display spaces (e.g. shipping container) in the town centre located at Bromley North, Bromley South and in front of the Churchill Theatre. Again it will be closely aligned with the current and future events programme so that there is a natural synergy between the different initiatives. It will also include a range of events to raise the profile of the town and attract visitors and shoppers, including a Street Theatre Festival, local food festival and Poppy street dressing to coincide with the Royal British Legion Poppy Appeal, and in spring 2012 a very high profile event to celebrate the Queen’s Diamond Jubilee – preparations for which will take place during 2011/12. The campaign will include more traditional elements of marketing such as bus advertising, posters, lamp post banners 	<p>A local artist who runs the Liquid Gallery in Chislehurst has expressed a willingness to curate the programme. This would be delivered in partnership with TCM.</p> <p>Low Risk.</p> <p>Delivery by the Town Centre Management / Events team. Procurement of services through three written quotes in most cases. Low risk.</p> <p>TCM to coordinate this activity. Low risk.</p> <p>A more detailed Project Development</p>	<p>TCM staff time + cash match +Cathedral +SEW</p> <p>£36,000 (existing LBB budget commitment and business contributions)</p>	<p>£25,000</p> <p>£10,000</p> <p>£10,000</p> <p>Sub total:</p>

			plan is attached at Appendix BR5		£45,000
Bromley North Village Heritage project	Heritage Trail and Townscape tableau	Working with the Bromley Civic Society and Friends of Bromley Parks and Gardens, it is proposed to create an interactive heritage trail through the historic precincts of Bromley Town centre. Based around information panels, an i-phone app and other portable electronic mediums, it is proposed to create a heritage trail around the historic buildings and spaces in Bromley High Street and North Village area. Project will also seek to relocate a 3 dimensional historical town map into a central site in the town.	The Bromley Civic Society has runs a series of ad hoc historical walks in Bromley. They have an ambition to make this a more regular offer for visitors to Bromley through creating a permanent Heritage trail. They have been working the owners and occupiers of the buildings to put together a series of interpretational panel which will form the basis of the trail.	Bromley Civic Society match Est £5,000	£15,000
High Street – pedestrianised area and Bromley South Environment	Extension of public realm design treatment and initial improvements	Expansion of the public realm design that has started in Bromley North Village and Bromley South to cover the middle section of the town to ensure continuity of movement. This will include a series of short term improvements that create better and more legible linkages between the High Street and the green spaces of Church House Gardens. Potential projects could include addition of uplighting to highlight trees and key buildings, pavement lighters to provide wayfinding to key locations (e.g. theatre, parks), lighting step risers	Variation to term contractors contracts for additional deliverables. Low Risk. A more detailed Project Outline is attached as Appendix BR6		£50,000
Bromley North Village Business support	Boosting independent businesses	A campaign of practical support to boost existing independent businesses in the town to help them take advantage of the high profile marketing for the town, and also to attract new investors. The campaign will include: <ul style="list-style-type: none"> Free / subsidised training offered, in partnership with local business forums, to businesses, based on expressed need – e.g. marketing, shop window presentation, merchandising, crime prevention. Project would consist of 4 free workshops for up to 50 businesses each and subsidised follow up mentoring programme for up to 20 businesses to help business owners apply lessons. Application of vinyl graphics to improve appearance 	TCM / Business support team can procure through existing relationships with support agencies. Low risk. TCM / Business support team to		£55,000

		<p>of empty shop fronts and encourage investment. Not a current LBB project but could be revived with support from agents.</p> <ul style="list-style-type: none"> • Bring in professional expertise to draw together the advantages of BNV as a location for independent / niche retailers and develop material / campaign to raise awareness of opportunities. Link with SEW Great Spaces consultation / marketing. • To encourage inward investment (by independent businesses) and improvement of the visual impact of the town centre – particularly in the historic core the business support programme will include a shop front improvement grant scheme. However, because experience of other schemes has shown that a long lead in time is required for these schemes to be successful we are requesting 'pump priming' funds in Round 1 to work up design briefs for the frontages in the historic core and to develop marketing material to publicise a full scheme which would be included in Rounds 2 and 3. 	<p>coordinate. Low risk.</p> <p>Procurement process required – but below OJEU threshold. Medium risk.</p> <p>Use of term contractors or in house expertise. Low risk.</p>		
Scheme evaluation	Ensuring and measuring the success of the project	Along with other measures of town centre vibrancy including vacancy rates, car park usage and shopper / visitor feedback, footfall is a key metric. This project seeks to build the capacity of Town Centre Management to measure footfall by installing an electronic people counting system for Bromley town centre.	Written quotations and potential suppliers already identified. Project can be reactivated and managed by Town Centre Management within the timescale.		£11700
TOTAL OLF FUNDING SOUGHT FOR PROJECT					£308,700

APPENDIX PEN1: OLF ROUND 1 PENGE TOWN CENTRE PROJECT PROGRAMME

Location and Activity Type	Project title	Pen Picture and Content	Procurement and Delivery Risk	Match funding	Additional funding required
Whole town Events and marketing	Christmas Lights and Celebrations	<ul style="list-style-type: none"> • The design and procurement of a high quality traditional Christmas street light system, that will form the permanent spine for ongoing Christmas lighting displays and other events. The lights would be used for 3 years plus, but there will be revenue implications (i.e. storage, maintenance, installation and testing costs for each year). • Christmas celebration event including Carol singing from local schools and churches, plus local dance groups with DJ/M, Christmas market • Working with the Penge Traders Association develop a joint marketing and promotional campaign to support the events, including free parking periods. 	<p>The estimated contract size would require a competitive tender. Utilising previous lighting specifications and tender arrangements it is considered that this project could be delivered and installed for the start of the programme. However note that there will be significant revenue implications on this purchase for future years. Medium risk</p> <p>Delivery managed by the Town Centre Management / Events team. Low Risk</p> <p>Delivery managed by the Town Centre Management / Events team/Penge Traders Association. Low Risk</p>	LBB staff time match plus £4,500 funding (inc. business contributions) £4,500 funding (inc. business contributions)	£18,000 £1500 £500 Sub total: £20,000
High Street – Empire Square / Arpley Square Environment	Improvements to public realm	<p>Public realm improvements to the main squares of Penge Town Centre with the objective of generating greater activity, footfall, increasing the market offer and improving community safety in the town centre – in partnership with the local business community.</p> <p>The project proposes to deliver additional power infrastructure, improved lighting and better quality seating in these areas. These improvements will</p>	<p>Procurement: Term contractors within the Council's framework.</p> <p>Deliverability: Delivery by March 2012.</p> <p>Risk: Low</p>	LBB staff time match	£30,000

		facilitate the use of these areas as venues for delivering regular events including specialist markets, family style events and business promotions as well as improving the general perception of the safety.			
Whole town Business support	Boosting our independent businesses	<p>In partnership with Penge Traders Association offer free or subsidised training to business based on expressed need – e.g. marketing, shop window presentation, merchandising, crime prevention.</p> <p>Application of vinyl graphics to improve appearance of empty shop fronts and encourage investment. Not a current LBB project but could be revived with support from agents.</p> <p>To encourage inward investment (by independent businesses) and improvement of the visual impact of the town centre – particularly in the historic core the business support programme will include a shop front improvement grant scheme. However, because experience of other schemes has shown that a long lead in time is required for these schemes to be successful we are requesting ‘pump priming’ funds in Round 1 to work up design briefs for the frontages in the historic core and to develop marketing material to publicise a full scheme which would be included in Rounds 2 and 3.</p>	<p>TCM / Business support team can procure through existing relationships with support agencies. Low risk.</p> <p>TCM / Business support team to coordinate. Low risk.</p> <p>Use of term contractors or in house expertise. Low risk.</p>	LBB staff time match	<p>£10,000</p> <p>£6,000</p> <p>£4,000</p> <p>Sub total: £20,000</p>
TOTAL OLF FUNDING SOUGHT FOR PROJECT					£70,000

APPENDIX ORP 1: OLF ROUND 1 ORPINGTON TOWN CENTRE PROJECT

Location and Activity Type	Project title	Pen Picture and Content	Procurement and Delivery Risk	Match funding	Additional funding required
Whole town Events and marketing	Orpington Christmas Spectacular and events programme	<ul style="list-style-type: none"> • To enhance existing plans to celebrate Christmas in Orpington the Spectacular will be include range of seasonal entertainments and activities, including fireworks, community carol singing, a Christmas market and a fashion show. In the run up to the festive season a food festival, highlighting local food and eating places, will be hosted in the town centre. • The event programme will be complemented by the design and procurement of a high quality traditional Christmas street light system, that will form the permanent spine for ongoing Christmas lighting displays and other events. The lights would be used for 3 years plus, but there will be revenue implications (i.e. storage, maintenance, installation and testing costs for each year). • In addition there will a decorated Christmas tree located at the Southern entrance to the town – on the War Memorial roundabout. • The events programme will be complemented by a high profile marketing campaign to attract visitors and shoppers to the town centre over the festive season, such as advertising in the local press, a leaflet drop to residents outlining the events programme and in town banners and adverts. 	<p>Delivery by Town Centre Management in partnership with local businesses and other stakeholders. Low risk.</p> <p>The estimated contract size would require a competitive tender. Utilising previous lighting specifications and tender arrangements it is considered that this project could be delivered and installed for the start of the programme.</p> <p>Undertaken by Term Contractor . Low Risk.</p> <p>This will be managed by the Council's experienced town centre management and events team, utilising existing contractual arrangements. Low Risk.</p>	<p>LBB staff match plus</p> <p>£4500 (existing budget commitments and business contributions)</p> <p>£5,000 LBB & businesses</p> <p>£4500 (existing budget commitments and business contributions)</p>	<p>£5500</p> <p>£28,000</p> <p>£1,000</p> <p>£5,500</p> <p>Sub total £40,000</p>

Knoll Rise to Station Wayfinding	Improving linkages from Station	Improvement to links between the Station and the town – to allow quicker and safer access and egress by pedestrians by highlighting and improving short cut from Knoll Rise to Station. Installation of finger post signage in 7 locations along route (including alternative night time route) £13K Lighting improvements to route £7K (based on 15 lamp replacements – retaining columns)	Delivery by the Council's Engineering Term Contractor, to be completed within this financial year. Low Risk.	LBB staff time match	£20,000
Whole town Business support	Boosting our independent businesses	A campaign of practical support to boost existing independent businesses in the town to help them take advantage of the high profile marketing for the town, and also to attract new investors. The campaign will include: <ul style="list-style-type: none"> Free / subsidised training offered, in partnership with local business forums, to businesses, based on expressed need – e.g. marketing, shop window presentation, merchandising, crime prevention. Project would consist of free workshops for up to 50 businesses per event and subsidised follow up mentoring programme for up to 20 businesses to help business owners apply lessons. Application of vinyl graphics to improve appearance of empty shop fronts and encourage investment. Not a current LBB project but could be revived with support from agents. Drawing on specialist expertise and resources to help launch and sustain a campaign to promote the proposed Business Improvement District for Orpington Town Centre. 	TCM / Business support team can procure through existing relationships with support agencies or use panel of advisers engaged by Design for London for OLF. Low risk. TCM / Business support team to coordinate. Low risk. Use of term contractors or in house expertise. Low risk.	Staff time match plus	£10,000 £10,000 £10,000 Sub total: £30,000
TOTAL OLF FUNDING FOR PROJECT					£90,000