

Decision Maker: Renewal and Recreation PDS Committee

Date: 13th December 2011

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

Title: TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE

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: All Wards

1. REASON FOR THE REPORT

- 1.1 To update Members on progress on delivering the Town Centres Development Programme.
 - 1.2 To update Members on the detail of the Outer London Fund Round 2 bid submissions.
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2. RECOMMENDATION

- 2.1 The Renewal and Recreation PDS Committee is asked to consider this report.

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. None
 3. Budget head/performance centre: Town Centre Management
 4. Total current budget for this head: £N/a
 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 not 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.
- The High Court Hearing concerning the Linden Homes/Network Rail legal challenge took place before Lord Justice Binner on 31st October 2011. A decision is due within the next 10 days.
 - The decant of the WH Smith unit in the station lobby marks the first stage commencement works on the Bromley South Station refurbishment.
 - The formal six week public consultation on the Bromley North Village public realm outline designs commenced on 20th October 2011.
 - Landlord Consent letters have been issued in respect to the Cathedral Scheme at Westmoreland Road and the sale of the long lease on the Walnut Shopping Centre.
 - 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 Round 2

- 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 Mayor's office have maintained the same criteria and approach for Round 2 as was set out for Round 1. The funding for Round 2 is predominately for capital works and projects need to support local priorities. 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.
- 3.4 Round 2 applications had to be submitted to the London Development Agency by midday on 14th November 2011. A summary of the Round 2 applications that were submitted by the Council are attached as **Appendix 2**. These applications were prioritised and agreed by the Chairman of the R&R PDS Committee in consultation with the Portfolio Holder for Renewal and Recreation and the Leader of the Council.

Bromley North Village Public Realm Consultation

- 3.5 A 6 week period of public consultation is now underway on the outline designs for improvements to the public realm in Bromley North Village. As part of the consultation, a series of exhibition events have taken place to allow businesses, residents and other stakeholders the opportunity to view the designs and make any comments or suggestions. The events were held on Monday 31st October and Friday 11th November, from 11am to 7pm at the Bromley United Reformed Church on Widmore Road, and were manned by Council officers and the designers. Full details on the scheme design can be found at www.bromley.gov.uk/bromleynorthvillage
- 3.6 Over 150 people came along over the two days, including representatives from Bromley North Village Traders Association, Disability Voice Bromley, Advocacy for All/Bromley Sparks, Babbacombe Road Residents Association, Bromley Civic Society, London Fire Brigade and many more, including many local residents. Visitors were asked to provide comments and feedback either on the day or via our website, and were given the chance to score the scheme out of 10. To date we have received 25 responses (22 on the day and 3 online) with an average score of 8 out of 10. Broadly, feedback has been very positive with a number of recurring themes.
- The inclusion of improved planting and more trees was very well received, as well as further public seating areas;
 - Improvements to the pedestrian crossings at Market Square were welcomed;
 - The overall improvements to the environment, and the creation of a more 'pedestrian friendly' design was strongly supported;
 - The inclusion of some feature yellow materials divided opinion somewhat, with many supporting the use of a more modern palette of materials. Others felt it could detract from the heritage of the area, with concerns over how it will stand the test of time.
 - The modern lighting columns indicated were not well received, with a feeling that lighting with a more 'heritage feel' would help to connect the public realm with the traditional character of some of the architecture in the area.
- 3.7 This feedback is vital to allow the scheme designers to review all comments and make changes where appropriate. It is proposed to lay a sample of the design and material in the footway in Market Square (opposite the Lakeland store) in the week commencing 21st November, in order to demonstrate and test the design and material choices. This will give a further opportunity to obtain feedback, plus allows Officers to consider important issues such as how the proposed materials will be cleaned and maintained, and how they will withstand the elements. Implementation of the mock up is envisaged at the end of November. The formal consultation is open until 23rd December 2011 and further updates will be provided at future meetings.

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 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 will be allocated on a competitive basis with individual applications considered on their own merits. Individual place bids will be capped at £2m.

- 5.2 Officers have submitted a bid for LB Bromley totalling £2.5m which consists of £2.3m capital bid and £0.2m revenue.
- 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 will need to 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 have assessed the the potential ongoing revenue costs of each project prior to submission. Any revenue funding, including staff time that the Council has identified as match funding in year 2012/13 and 13/14 will come from existing budgets. However, the following projects are highlighted as having potential ongoing revenue implications if alternative external sources are not found the project will cease after the termination of funding at the end of 2013/14.
- Interactive Wayfinding maps have an ongoing revenue commitment of £11,800 pa after 13/14. Funding post 13/14 has not been identified and it is proposed that the funding for this project will be transferred to private sector partners.
 - Beckenham Wi-fi has an ongoing revenue commitment of £2,000 pa after 13/14. Funding post 2013/14 has not been identified and again it is proposed that the funding for this project will be transferred to private sector partners.
- 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.
- 5.7 Transport for London have indicated in their 2011/12 Local Implementation Plan settlement that the Bromley North Village 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.
- 5.8 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).

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