

OUTER LONDON FUND ROUND 2 SUBMISSION

APPENDIX 2

OLF ROUND 2 BROMLEY TOWN CENTRE PROJECTS SUMMARY

Location and Activity Type	Project title	Pen Picture and Content	Procurement and Delivery Risk	Match funding	OLF funding required & timescales
High Street – pedestrianised area and Bromley South	BROM1: Extension of public realm design treatment and improvements to frontages in Bromley North Village	<ul style="list-style-type: none"> Expansion of the public realm design treatment 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. Projects will include additional planting, uplighting to highlight trees and key buildings, pavement lighters to provide wayfinding to key locations (e.g. theatre, parks), lighting step risers and interactive wayfinding initiative (including electronic maps with directory of shops), introduction of infrastructure to support new or relocated markets. Shop front improvement grant, full 	<p>Procurement & consultation</p> <ol style="list-style-type: none"> Public realm projects would be procured through variation to term contracts for additional deliverables. Shop front improvement scheme managed by in house team. Procurement of works to be undertaken by applicant businesses. Vinyl treatments for empty properties would be extension to existing contract under OLF Round 1. Consultation would be part of the process for development and implementation of the public realm scheme to ensure widest possible support for detailed design of the scheme. 	<p>Match funding from LBB budgets or staff time for project management: £59k.</p> <p>Business match funding: £50k</p> <p>NB LBB is contributing up to £2m cash to linked Bromley North Village improvement scheme</p>	<p>Public realm CAPITAL: £1.369m 2012/13 £310k 2013/14</p> <p>REVENUE: £10k 2012/13 £10k 2013/14</p> <p>2/3 of public realm projects will be delivered during 2012/13 with remainder in 2013/14</p>

		<p>scheme. 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. This project will follow up on initial project in Round 1.</p> <ul style="list-style-type: none"> • Application of vinyl graphics to improve appearance of empty shop fronts and encourage investment. 	<p>Risk Register BROM1 Risk – Level – Mitigation</p> <ol style="list-style-type: none"> 1) Problems with procuring works within budget and timescale – Low – <i>Most works procured through Council’s term contractors. Initial design by existing urban design contractor has been undertaken as part of OLF Round 1 project – so early start should be possible. Schemes designed to be stand alone and scalable.</i> 2) Full public consultation reveals significant objections to the public realm schemes – Low – <i>Many of the concepts applied in the proposed scheme have already been tested within the context of the existing Great Spaces project for Bromley North Village and have received generally good support from residents and businesses.</i> 3) Shop front grant scheme has lower take up than expected and not all allocated money can be expended – Low – <i>The development of planning guidelines, processes and publicity as part of OLF Round 1 will enable the project to get off to an early start – with businesses in target areas being engaged in proactive way through the Town Centre Manager.</i> 		<p>Shop front grants CAPITAL: £75,000 2012/13 £75,000 2013/14</p> <hr/> <p>Empty shops vinyls REVENUE: £2500 2012/13 £2500 2013/14</p> <p>BROM1 Project total £1.829 m CAPITAL £25k REVENUE</p>
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			<p>4) Some businesses taking up the grant do not follow design guidelines which results in lower quality refurbishment taking place – low – <i>The application and follow up process developed will be robust enough to ensure that only compliant schemes are provided with the grant – and LBB will retain the right to refuse payment in the case of non-compliance.</i></p>		
<p>Whole town Events Marketing</p>	<p>BROM2: ‘Are you Bromley?’ 2012/13 and 2013/14 events and marketing campaign</p>	<p>Developing and expanding upon the 2011/12 ‘Are you Bromley?’ The campaign will follow the overarching change agenda for Bromley Town Centre and will be a chance for the Council and our partners to showcase, celebrate and engage with the public and businesses over the exciting plans and create a strong sense that good things are planned for the future. Includes marketing campaign, community arts programme and an event programme which will include the following large scale events:</p> <p>Queen’s Diamond Jubilee event ‘London as a Global Centre of Fashion’– May 2012. To mark 60 years of the Queen’s reign the London Borough of Bromley will be hosting a unique and momentous town centre celebration in the presence of a V.V.I.P. (Very, Very Important Person). The event will be an historic occasion that is expected to</p>	<p>Procurement and Consultation Many events would be managed and delivered by in house team of Town Centre Managers / Events Managers, but overarching marketing campaign to be procured by 3 quotes. Some events to be outsourced to 3rd parties (3 written quotes may be required).</p> <p>Risk register BROM2 Risk – Level – <i>Mitigation</i></p> <p>1) Are you Bromley campaign does not engage enough public support or involvement from business community – Low – <i>Initial response to elements of ‘Are you Bromley’ specifically in relation to the Cathedral development and Bromley North Village have shown a willingness to engage by residents and businesses. Brief for development of branding campaign under</i></p>	<p>Expected match from LBB and partners (cash and in kind): £82k</p>	<p>REVENUE £105k 2012/13 £15k 2013/14</p>

		<p>attract local, national and international media attention. Approximate footfall in the area, under normal circumstances, is 90,000 on one day and it is anticipated that this figure will treble as a result of the V.V.I.P.'s attendance. Total cost £213,000 with £100,000 requested from OLF.</p> <p>'Once in a Lifetime' festival of sports & culture – July 2012. A festival of cultural attractions and activities that will help to inform town centre capital improvements, contribute towards boosting the local economy and provide local businesses, residents and visitors with opportunities to understand the value of engaging with cultural activities in order to improve and sustain their environment, health and wellbeing. Total cost £76,200 with £15,000 requested from OLF. Further details of both these projects are contained in Appendix BR6.</p>	<p><i>OLF1 will ensure that the brand will be eye catching and edgy, whilst acknowledging local sensitivities.</i></p> <p>2) Partner organisations withdraw their support for major events during the design stage or delivery stage - Low - <i>The events will be designed in such a way that it could be scaled down without impacting on the high quality required or public expectation.</i></p> <p>3) V.V.I.P. is unable to attend the Queens Jubilee event – Medium - <i>A representative of the V.V.I.P. will be sent in their place</i></p> <p>4) Security around the V.V.I.P. party is breached during the Queens Jubilee event- Low - <i>The Metropolitan Police and high level security organisations are part of the event partnership and will be monitoring this before and during the event to ensure any incidents are handled in accordance with their procedures.</i></p> <p>5) For the Once in a Lifetime festival the Young Producer Apprentice does not come to Bromley but goes to one of the other boroughs instead – Medium - <i>Partner organisations will invest more of their skilled staff to ensure that a quality event takes place</i></p> <p>6) The chosen elements of the London Outdoor Arts Festival touring programme are unavailable to be included in the Once In a Lifetime event – Medium - <i>High quality</i></p>		<p>BROM2 Project total £120k REVENUE only</p>
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			<i>attractions and performances will be sought from elsewhere.</i>		
Bromley North Village Business support	BROM3: Boosting independent businesses	<p>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:</p> <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 subsidised follow up mentoring programme for up to 30 businesses. Working with local business groups to jointly market specific areas of the town – e.g. Bromley North Village. 	<p>Procurement and Consultation The Council's TCM / Business support team to liaise with businesses and business groups and coordinate. Extension of 2011/12 OLF1 arrangements with business support provider.</p> <p>Risk register BROM3 Risk – Level – Mitigation 1) Take up of support is lower than expected – Medium – <i>Scoping of support will ensure it is based on solid evidence of need and responses to survey of businesses (recently carried out under Outer London Fund 1) and will be delivered in close partnership with the local business association.</i> 2) Impact of support lower than expected – Low – <i>Expectations for impact of support based on experience of similar programmes which show real benefits to participating businesses in terms of business growth and development – design of scheme will ensure it is as relevant to business needs as possible.</i></p>	LBB in kind match: £1,000	<p>REVENUE £5k 2012/13 £5k 2013/14</p> <p>BROM3 Project Total: £10k REVENUE only</p>
Bromley Town Centre Project evaluation				LBB in kind match: £1,500	<p>REVENUE £4k 2012/13 £10k 2013/14</p>

TOTAL OLF FUNDING SOUGHT FOR PROJECT		Total for Bromley OLF2 Project CAPITAL: £1.829m (91%) REVENUE: £169k (9%)

OLF ROUND 2 BECKENHAM TOWN CENTRE PROJECT SUMMARY

Location and Activity Type	Project title	Pen Picture and Content	Procurement and Delivery Risks	Match funding	OLF funding required
Whole town	High Street improvements	<p>The schemes to be brought forward as part of the Outer London Round 2 bid are designed to provide tangible benefits to the town within the next 2 years, whilst helping to prepare and develop the longer term programme of renewal.</p> <p>The bid includes:</p> <p>Undertaking a range of exemplar environmental improvements focused around improving the attractiveness and safety of the High Street. These would provide immediate improvement and uplift to the town centre and would particularly seek to support the thriving night time economy of the town. However these interventions will also be used as demonstration projects to inform the development of a an Area Based bid to Transport for London as part of the Local Implementation Plan submission 2012/13. This bid will focus on tackling many of the traffic and transportation issues identified as part of the Member Working Party Improvement report. This will also provide for a full public realm treatment for the whole of the High Street area, which would be outside the scope of the OLF fund. The projects would include:</p> <ul style="list-style-type: none"> • Upgrade of public realm at the Kelsey Square junction with High Street to include improvements to lighting, street furniture, planting and paving – with options for street market spaces. (£140,350) 	<p>Procurement and consultation</p> <p>Much of the capital works can be procured via the Council’s Engineering term contractor.</p> <p>It is proposed to procure the urban design team to undertake the concept design work via the GLA Urban Design Framework contract. The Renewal team have successfully procured design contract via this route in the recent past. Low risk.</p> <p>Public consultation will be included in process.</p> <p>Risk register</p> <p>Risks – Likelihood - <i>Mitigation:</i></p> <p>5) Problems with procuring works within budget and timescale – Low – <i>Most works procured through Council’s term contractors, in house urban design team to start scoping, consultation and</i></p>	Staff time match (approx £28k)	

		<ul style="list-style-type: none"> • Improvements to Kelsey Park Road Gardens – improve appearance and legibility, including new lighting, improvements to boundaries and signage, and new planting (£39,300) • Improve 3 accesses to Odeon Car Park including installation of additional lighting (£15,250) • Improved wayfinding throughout the town– introduction of information boards incorporating town maps – and highlighting local green spaces. Includes introduction of a Welcome to Beckenham sign at one of the main vehicular ‘entrances’ to town (£20,000) • Replacement new litter bins throughout the town (£12.9k) • Improving community safety in the town centre through, enhancement of CCTV system, improved lighting and gating of problem alleyways.(£55,000). <p>Learning from exemplar projects, to undertake a Concept Design process to understand issues, possible design approaches and undertake initial public consultation on design concepts to feed into the TfL area based scheme. The concept design would include consideration of car parking capacity in the town and possible uses for Stables Green for car parking and town green.</p>	<p><i>procurement once OLF funding confirmed to avoid delays in starting scheme. Schemes designed to be stand alone and scalable.</i></p> <p>6) Full public consultation reveals significant objections to the public realm schemes – Medium – <i>Initial local consultation has revealed good support for the proposals, but should serious objections arise there is sufficient flexibility within the suggested schemes to allow for adaptation.</i></p> <p>7) Prospects for area based scheme become less optimistic in the medium term – Low – <i>The exemplar projects are designed to stand alone so would provide a boost to the town and local economy without addition of large scale public realm project. The concept design would enable key considerations to be developed and available for any future opportunities for funding.</i></p>		<p>Capital £278k 2012/13</p> <p>Capital £50k 2012/13</p> <p>Sub total £328k CAPITAL £5k REVENUE</p>
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Whole town	Boosting our independent businesses	<p>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:</p> <ul style="list-style-type: none"> • Free / subsidised training offered, in partnership with Beckenham Business Association, to businesses, based on expressed need – e.g. marketing, shop window presentation, merchandising, crime prevention, assistance with web marketing / QR codes. Project could consist of free workshops and subsidised follow up mentoring programme for up to 30 businesses to help business owners apply lessons. Also including assistance to the BBA to develop joint marketing initiatives. • Free Wi-Fi - install wi-fi access point to cover High Street 	<p>Procurement and consultation</p> <p>TCM / Business support team can procure business support through existing relationships with support agencies.</p> <p>For Wi Fi project 3 written quotations required. There are revenue implications for the Wi Fi Project of £3600 per annum to service. (This could be covered by advertising)</p> <p>Consultation with local businesses through a survey and discussions with business representatives will assist with the scoping of support package.</p> <p>Risk register</p> <ol style="list-style-type: none"> 1) Take up of support is lower than expected – Medium – <i>Scoping of support will ensure it is based on solid evidence of need and responses to survey of businesses (recently carried out under Outer London Fund 1) and will be delivered in close partnership with the local business association.</i> 2) Impact of support lower 	<p>LBB staff time (approx £3.7k)</p>	<p>£20k capital 2012/13</p> <p>Revenue £8.6k 2012/13 £8.6k 2013/14</p> <p>Sub total: £17,200 REVENUE</p> <p>£20k CAPITAL</p>
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			<p>than expected – Low – <i>Expectations for impact of support based on experience of similar programmes which show real benefits to participating businesses in terms of business growth and development – design of scheme will ensure it is as relevant to business needs as possible.</i></p> <p>3) Wi Fi system take up is lower than expected – low – <i>We will ensure that the launch of the project is provided with sufficient street level publicity – in close partnership with local businesses and other partners.</i></p> <p>4) Revenue cost of maintaining system cannot be sustained by LBB beyond the life of the Outer London Funding – medium – <i>The project will include developing revenue streams (e.g. through use of landing page to greet users) to ensure project is self sustaining from April 2014.</i></p>		
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Project evaluation, including business, resident & shopper surveys	£15,000 REVENUE & £1,500 LBB staff time
TOTAL OLF FUNDING FOR PROJECT	£385,020 CAPITAL £347,820 (90.3%) REVENUE £37,200 (9.7%)

OLF ROUND 2 PENGE TOWN CENTRE PROJECT

Location and Activity Type	Project title	Pen Picture and Content	Procurement and Delivery Risk	Match funding	OLF funding required and timescales
Whole town	PEN1: Upgrading frontages and boosting town distinctiveness	To encourage inward investment (by independent businesses) and improve the visual impact of the town centre through the establishment of a fund to enhance frontages on the high street through an improvement grant scheme. This was trailed in the Round 1 Outer London Fund for Penge and evidence from this initial project will be used to inform the implementation of the grant scheme.	Procurement & consultation It is proposed that the High Street façade improvement grant scheme will be administered by the Staff within the Council's Renewal team, which includes Conservation and Urban Design resources. The scheme will market on the ground by Penge Town Centre Manager and grant applications will be considered by a panel that will include the Head of Renewal,	£37k business match £12k in match from LBB (cash / in-kind)	CAPITAL £55,000 2012/13 £55,000 2013/14 CAPITAL £20,000

		<p>Alongside physical upgrade of frontages the project will also seek to develop a distinctive branding for the town centre – and provide a sense of definition and arrival by the installation of two large quality designed ‘Welcome to Penge’ at strategic entrances to Penge to welcome visitors and shoppers – with a design to celebrate the town’s best characteristics.</p> <p>Additionally there would be an extension of the treatment of empty shops fronts through use of high quality vinyl graphics.</p>	<p>departmental finance manager and conservation/urban design officer.</p> <p>Grant scheme scope and operation design will be based on good practice guides drawing from the experience of a previous improvement scheme administered by the Crystal Palace Partnership.</p> <p>Procurement through 3 quotations. Will require some public consultation on design.</p> <p>TCM / Business support team to coordinate using same provider as 2011/12.</p> <p>Risk register PEN1</p> <p>1) Shop front grant scheme has lower take up than expected and not all allocated money can be expended – Low – The development of the ‘What if Penge’ project as part of OLF Round 1 should generate significant publicity and will enable the project to get off to an early start – with businesses in target areas being engaged in proactive way through the Town Centre Manager. The interventions envisaged as part of the scheme would be of a scale to be within the affordability of many of the local businesses / landlords.</p> <p>2) Some businesses taking up the grant do not</p>		<p>2012/13 only</p> <p>£3,000 2012/13 £3,000 2013/14 REVENUE</p> <p>PEN1 Project totals: £130k CAPITAL £6k REVENUE</p>
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			<p>follow good practice which results in lower quality refurbishment taking place – medium – The application and follow up process developed will be robust enough to ensure that only schemes which contribute to an overall improvement in the street scene will be supported – and LBB will retain the right to refuse payment in the case of non-compliance.</p> <p>3) Problems with procuring wayfinding works within budget and timescale – Low – <i>Most works procured through Council's term contractors.</i></p> <p>2) Full public consultation reveals significant objections to the public realm schemes – Low – <i>The concept of town signs to improve distinctiveness of the town has been tested in consultation and found to have support from businesses and residents.</i></p>		
Whole town Business support	PEN2: Boosting our independent businesses	<ul style="list-style-type: none"> 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. Working with local businesses to jointly market specific areas of the town – e.g. Bromley North Village. 	<p>Procurement & consultation</p> <p>TCM / Business support team can procure through existing relationships with support agencies and arrangements from 2011/12 project extended.</p> <p>Risk register PEN3 Risk – Level – Mitigation 1) Take up of support is lower than expected – Medium – <i>Scoping of support will ensure it is based on solid evidence of need and responses to survey of businesses (recently carried out</i></p>	LBB staff time match: £1k	<p>£5,000 2012/13 £5,000 2013/14 REVENUE</p> <p>PEN2 project total: £10k REVENUE</p>

			<p><i>under Outer London Fund 1) and will be delivered in close partnership with the local business association.</i></p> <p><i>2) Impact of support lower than expected – Low – Expectations for impact of support based on experience of similar programmes which show real benefits to participating businesses in terms of business growth and development – design of scheme will ensure it is as relevant to business needs as possible.</i></p>		
Penge Outer London Fund project evaluation				LBB in kind match: £1k	REVENUE £3k 2012/13 £7k 2013/14
TOTAL OLF FUNDING SOUGHT FOR PROJECT					Total for Penge OLF2 Project CAPITAL: £130,000 (83%) REVENUE: £26,000 (17%)