

BROMLEY ECONOMIC PARTNERSHIP

Meeting:	Economic Partnership
Date:	19 April 2012
Subject:	Update report on activities for Town Centre Management and Business Support
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1. Recommendations.

The Partnership is asked to:-

- 1.1 Note recent work around Town Centre Management and Business Support in the 4th quarter 2011/12
- 1.2 Note and endorse the plans for Town Centre Management and Business Support activity during the next quarter.

2. Quarter 4 update

- 2.1 For Town Centre Management and Business Support the main priorities have been:
 - Delivery, monitoring and administration for the Outer London Fund round 1 projects
 - Developing the Business Improvement District (BID) project for Orpington
 - Preparation for major event to celebrate Queen's Diamond Jubilee in Bromley town centre and smaller events on same theme in other centres
 - Supporting the establishment and running of the Beckenham & West Wickham Working Group
 - Continue environmental monitoring – working with colleagues in Environment and Public Protection
 - Planning a programme of town centre events and activities in 2012/13
 - Ensure publication of an edition of the Bromley Business E-bulletin and promoting the wider take up of the service.
 - Publishing and promoting an updated version of the online 'A to Z Guide of Services for Business' in partnership with the NewShopper.

In addition the TCM team have maintained regular communications with businesses through newsletters and email updates and have contributed to initiatives led by other sections of the Council, for example the Bromley North Village project.

2.2 As reported at the January Economic Partnership Outer London Fund bids for Bromley, Orpington and Penge were successful in attracting funding of £468,000 (£308k for Bromley, £90k for Orpington and £70k for Penge) to the borough. The projects funded have become part of the work programme for the Town Centre Management and the Town Centre Renewal Teams –and many of these were delivered during the final quarter. Highlights include:

- Are You Bromley? – creation and adoption of a Bromley town centre brand and themed arts / cultural events, including bus advertising of the town centre.
- Installation of graphics to empty shop fronts – 3 installations in Bromley (including the old Royal Bell), 1 in Orpington (the Village Halls ground floor) and 1 in Penge – and others in progress. Additional vinyl material has been purchased for future use.
- Support to independent businesses – including a programme of free workshops (marketing on a budget, controlling costs and business rates / property management for business), and a subsidised mentoring programme took place in each town centre.
- Updating and launch (on 31 March) of Heritage Trail for Bromley
- Preparation of design guidance for the Bromley North Conservation Area to encourage high quality frontages, and as a pre-cursor to a shop front grant scheme for Round 2.
- Preparation of Bromley North Village Marketing Strategy to assist with encouraging inward investment for the area.
- Installation of people counter to improve data on footfall in Bromley town centre.
- Design and installation of improved signage from the station to the High Street in Orpington – with Legible London style maps to follow at the station exits
- Revamping of Empire Square in Penge – alongside new town sign (with celebratory launch event to take place in late April).

During the period the results of the Outer London Fund Round 2 bid was announced. Bromley was successful in attracting an additional £2m of investment – mainly to extend the design treatment from Bromley North Village to other parts of the town centre, but also to fund a shop front grant scheme

and some major events on the 'Are You Bromley' theme. Unfortunately the other two bids submitted, Beckenham and Penge, were unsuccessful.

- 2.3 Following agreement from Councillors to support the ambitions of the Orpington Business Forum to develop a Business Improvement District (BID) a working group focussed on the delivery of the BID and comprising key local businesses has formed and has met several times. With the support of The Means, a consultancy with specific experience in the BID area, a special Visioning Event took place in February to tease out the key areas for improvement in the town which could be taken forward by a BID. Starting in March members of the Working Group, supported by the Town Centre Management Team, have been undertaking one to one interviews with a cross section of the town's businesses in order to understand needs and gauge response to the BID proposal.

5. Proposed activities for the Town Centre Management and Business support service.

The key priorities for Town Centre Management and Business Support during the 4th quarter of 2011/12 include:

- Finalisation of the Outer London Fund Round 1 projects including administration of claims to the fund.
- Set up of Outer London Fund Round 2 projects for Bromley Town Centre including major events, business support and shop front grant scheme.
- Delivery of Queens Diamond Jubilee events (including major event in Bromley Town Centre in May) and preparation for Olympics and Big Dance linked events in various towns during the summer.
- To continue in depth consultation and feasibility on the Orpington BID project – working with the businesses to develop a business plan and proposal which would be put to a ballot during the 2012/13 financial year.
- Review operation and location of town centre markets – specifically the Bromley Charter Market.
- Work with colleagues in Town Centre Development on a programme of improvement for smaller shopping parades.
- Continue to work with Shop Safe Radio, Police and colleagues in Public Protection to develop a crime reduction intelligence sharing partnership with businesses. The partnership will oversee the upgrade of the radio system and addition of a web based intelligence portal.
- Ensure publication of 2 editions of the Bromley Business E-bulletin (in April and June). Review content, design and distribution methods to promote the wider take up of the service.
- Develop TCM programmes for pitching to potential sponsors for core funding or support for specific events / projects for 2012/13. Start the conversation with local traders about potential BIDs for other town centres.
- Liaison with local commercial property agents through forum meeting
- Maintain vigilance on town centre environmental issues
- Delivery of a SME business finance workshop in partnership with Action Coach and Baker Tilly (23 May)