

**Decision Maker:** Renewal and Recreation Portfolio Holder for Pre-decision Scrutiny by the Renewal and Recreation PDS Committee

**Date:** 10<sup>th</sup> July 2010

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

**Title:** TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE

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**Chief Officer:** Marc Hume, Director Renewal & Recreation

**Ward:** All Wards

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1. Reason for report

- a. To update Members of progress on delivering the Town Centres Development Programme.
- b. To update Members on the outcome of the Outer London Fund Round 2 bid.

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2. **RECOMMENDATION(S)**

The Renewal and Recreation PDS Committee and Portfolio Holder are asked to note this report.

### Corporate Policy

1. Policy Status: Existing Policy: Bromley Town Area Action Plan
  2. BBB Priority: Vibrant, Thriving Town Centres:
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### Financial

1. Cost of proposal: £6.667m capital and £313k revenue
  2. Ongoing costs: Non-Recurring Cost:
  3. Budget head/performance centre: Capital Programme and Town Centre Management
  4. Total current budget for this head: £6.667m and £313k
  5. Source of funding: Outer London Fund Round 2 Allocation (£1.998m, capital receipts £1.5m, £3.3m contribution from TfL, 95k contributions from partner organisations/businesses and £86k from TCM budgets including officer time (£72k).
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### Staff

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

### Legal

1. Legal Requirement: Non-Statutory - Government Guidance:
  2. Call-in: 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.

- LB Bromley has been successful in its Outer London Fund Round Two bid, receiving an award of nearly £2m for Bromley Town Centre.
- The High Court decision to quash Policy OSA of the AAP with respect to the Linden Homes/Network Rail legal challenge requires the Council to prepare, consult and adopt a new policy for the site.
- Beckenham Town Centre Improvements (a separate report is included on the PDS agenda)
- The Council is preparing to issue an OJEU Notice to commence the procurement of a development partner for Opportunity Site G, west of the High Street.

#### Site A - Bromley North Station

3.2 The Council has received the judgement with regards the Statutory Challenge to Policy OSA. An Order was issued that quashes Policy OSA in its entirety. It requires the Council to prepare, consult and adopt a policy for the OSA site. It is proposed that this be dealt with in the forthcoming Local Plan which will replace the current UDP, as it is at an appropriate stage of development. The LDF Advisory Panel and Development Control Committee are guiding the preparation of the Local Plan, with the next stages of consultation to take place in September 2012. The LDFAP has confirmed that the Council will move to a "Local Plan" as required by the Government's recent planning reforms. This will be a more comprehensive document than the earlier proposed core strategy. The intention is to consult in early Autumn on the Options and Preferred Strategy for the Local plan with a draft plan being produced in early 2013 and independent examination thereafter.

#### Outer London Fund Round 2

- 3.3 At the centre of this 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 were allocated in two rounds and successful Councils received the first round allocation of £10 million for projects that were implemented by 31st March 2012. Bromley Council received £500k to support projects in Bromley, Orpington and Penge Town Centres.
- 3.4 The Mayor's Office maintained the same criteria and approach for Round 2 as was set out for Round 1. The funding for Round 2 is predominantly for capital works and projects that need to support local priorities and is to be split equally between the financial years 2012/13 & 2013/14. Bromley Council submitted Round 2 applications on 14th November 2011 which were prioritised and agreed by the Chairman of the R&R PDS Committee, the Portfolio Holder for Renewal and Recreation and the Leader of the Council. The Council submitted three Round Two bids covering the principal town centres of Bromley, Beckenham and Penge. The outcome of the bid was that the Council was successful in being awarded **£1,998,349** for Bromley Town centre. (See Appendix 2)

## **Extension of the Public Realm and Way-finding**

- 3.5** The successful Bromley town centre OLF Round One bid secured funding to undertake an extension of the public realm concept design and link the public realm improvements proposed at Bromley South, as a part of the Cathedral scheme, with those at Bromley North Village being developed and funded as part of the Transport for London Area Based scheme. Part of the award for Round Two will be used for the detailed design and implementation of interventions that will add and complement the £6.7M of public and private sector investment in the public realm that has already been committed at Bromley North and Bromley South Central. Three main intervention projects will involve the implementation of physical improvements to public realm at Market Square, Bromley Boulevard and the implementation of an interactive way-finding system to guide visitors around the town.

## **Shop Front Improvement Scheme**

- 3.6** The successful Bromley Town Centre OLF Round One Bid included provision for the preparation and launch of a shop front improvement scheme based around the historic core of Bromley North Village. The Council considers that it is vital that the proposed investment in the public realm improvements should be mirrored by improvements to the fabric of the shop fronts and wider facades, which will truly enhance the quality of the built heritage in the Village area. Using the analysis of the shop fronts in the area and the production of a High Street Design Guide for Bromley North Village funded by Round One. A copy of the design guide is attached as **Appendix 3**. It is proposed that £150k of the OLF Round 2 award will provide capital funding to support the establishment of the shop front improvement scheme. This amount is based on a critical assessment of the shop fronts in the area and the likely take up of improvement grants based on the experience of other existing improvement schemes.
- 3.7** Priority blocks have been identified through a detailed on site analysis and work is ongoing with the owners of these blocks to assess the potential for a realistic improvement programme. The fund will be used to support physical improvements to fascias, frontages and facades and could include the addition or replacement of awnings.

## **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** As mentioned in 3.4 above, Bromley has been awarded £1.998m from the Outer London Fund for 2012 to 2014. The table below summarises the funding over the two financial years and between capital and revenue.

<b>Project Funding Details</b>	<b>2012/13</b>	<b>2013/14</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>
OLF 2 Capital Funding	1,443,866	385,483	1,829,349
OLF 2 Revenue Funding	126,500	42,500	169,000
<b>Total OLF 2 Funding</b>	<b>1,570,366</b>	<b>427,983</b>	<b>1,998,349</b>
<b>Match funding capital contributions</b>			
Contributions from partner organisations & businesses	18,750	18,750	37,500
<b>Match funding revenue contributions</b>			
TCM budget contribution	7,300	6,300	13,600
Cash/In kind contributions from partner organisations & businesses	57,700	0	57,700
LBB officer time (in kind contribution)	35,989	36,489	72,478
<b>Total match funding</b>	<b>100,989</b>	<b>42,789</b>	<b>143,778</b>
<b>Total Project Funding</b>	<b>1,690,105</b>	<b>489,522</b>	<b>2,179,627</b>

5.2 In addition to the OLF 2 Capital funding of £1.829m, the Bromley North Village Improvements Capital Scheme has £1.5m from capital receipts, £37.5 from private sector contributions and £3.3m from TfL (of which £1.5m is still a provisional sum for 2013/14 until confirmation is received in September 2012). The total budget available for the scheme is therefore £6.667m.

## 6. LEGAL IMPLICATIONS

None for purposes of this report

## 7. PERSONNEL IMPLICATIONS

None for purposes of this report.

<b>Non-Applicable Sections:</b>	Legal Implications, Personnel Implications
Background Documents: (Access via Contact Officer)	The Outer London Fund 2011 Round 2