

APPENDIX 2 - Outer London Fund Round Two – Schedule of Projects

Project	Details and award	
Project BROM1:	Extension of public realm design treatment and improvements to frontages	
Implementation of physical improvements to public realm	Market square: Renewal of paving, planters, drainage, installation of kiosks & market infrastructure	£931,447
	Bromley Boulevard: Renewal of paving and kerbs, installation of planters & trees, cycle stands	£501,479
	Bromley Beacons (Legible London)	£158,923
Interactive wayfinding maps	Purchase and installation of interactive town maps (2no)	£87,500
	Running costs for interactive town maps	£20,000
Shop frontage improvement scheme	funding capital improvements in shop fronts (25% match funded from participating businesses / landlords)	£150,000
Treatment of vacant shop fronts	Production and application of vinyl graphics for empty shops	£5,000
Total for BROM1		<u>£1,854,349</u>
Project BROM2:	“Are you Bromley 2012/13 and 2013/14 marketing and events programme	
Major Events	Queens Diamond Jubilee Event (May 2012)	£80,000
	Once in a Lifetime Festival of Sports and Culture (July 2012)	£15,000
Smaller Events	Arts based events and ongoing marketing campaign	£25,000
Total For BROM2		<u>£120,000</u>

Project BROM3:	Boosting independent business	
Business Support	4 free workshops for up to 50 businesses	£2,600
	Subsidised mentoring for up to 20 businesses	£4,200
	Support to Bromley business groups for joint marketing initiatives	£3,200
Total for BROM3		<u>£10,000</u>
Project Evaluation	Project evaluation, including business, resident & shopper surveys	£14,000
Total OLF Round Two Award		<u>£1,998,349</u>