

**Decision Maker:** Renewal and Recreation Portfolio Holder, for pre-decision scrutiny by the Renewal and Recreation PDS Committee

**Date:** Tuesday 26 February 2013

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

**Title:** TOWN CENTRE MANAGEMENT INITIATIVE FUND 2013/14

**Contact Officer:** Martin Pinnell, Head of Town Centre Management and Business Support  
Tel: 020 8313 4457 E-mail: martin.pinnell@bromley.gov.uk

**Chief Officer:** Director of Renewal & Recreation

**Ward:** (All Wards);

---

1. Reason for report

This report combines the regular update for Members on the activities of the Town Centre Management and Business Support Team, with an outline of the proposed Town Centre Management events and activities (including town centre Christmas lights schemes) which are planned for the 2013/14 financial year. The report seeks approval to utilise the Town Centre Management Initiative Fund in support of these activities.

---

2. **RECOMMENDATION(S)**

The Renewal & Recreation Portfolio Holder is asked to:

- 2.1 Note the range of activities which have taken place and are planned for the remainder of Q4 2012/13 as provided in APPENDIX 1.
- 2.2 Note the potential impact financial impacts likely to ensue as a result of the Orpington Business Improvement District (BID) ballot, as outlined in paragraphs 3.3 and 5.1.
- 2.3 Agree the schedule of Town Centre Management events, activities and projects for 2013/14 outlined in paragraph 3.6 (and provided in more detail in APPENDIX 2), which will have a total net cost of £30k funded from the Town Centre Initiative Fund.
- 2.4 Agree that up to £34k be set aside from the Town Centre Initiatives Fund 2013/14 for use on Town Centre Christmas Lights schemes as set out in paragraphs 3.8 – 3.12.

### Corporate Policy

1. Policy Status: Existing Policy
  2. BBB Priority: Vibrant, Thriving Town Centres
- 

### Financial

1. Cost of proposal: Estimated Cost £74,200
  2. Ongoing costs: Recurring Cost
  3. Budget head/performance centre: Town Centre Management Initiatives Fund
  4. Total current budget for this head: £74,220
  5. Source of funding: Existing revenue budget for 2013/14
- 

### Staff

1. Number of staff (current and additional): 3
  2. If from existing staff resources, number of staff hours:
- 

### Legal

1. Legal Requirement: None: Discretionary activities
  2. Call-in: Applicable
- 

### Customer Impact

1. Estimated number of users/beneficiaries (current and projected): Approximately 2,000 town centre businesses, plus residents using town centres.
- 

### Ward Councillor Views

1. Have Ward Councillors been asked for comments? Not Applicable
2. Summary of Ward Councillors comments:

### 3. COMMENTARY

- 3.1 The Town Centre Management (TCM) and Business Support service in Renewal & Recreation exists to maintain and enhance the competitiveness, attractiveness and vibrancy of the borough's town centres – and to support businesses across the borough. This involves working closely with town centre businesses, both directly and through business and traders groups, and with other key town centre occupiers and service providers. The resources for the service are derived not only from Council budgets but also from income from business donations and sponsorship. Highlights of the TCM and Business Support work programme in Quarter 4 of 2012/13 is provided as **APPENDIX 1**.
- 3.2 The proposed work programme for the Town Centre Managers during 2013/14 will continue to involve a wide range of duties ranging from facilitation of high profile public events through to day to day assistance to town centre occupiers.
- 3.3 At time of writing, the proposed Orpington BID is still awaiting the result of the ballot which is ongoing. Ballot papers have been issued for all 351 eligible hereditaments within the BID area and the deadline for returned papers is 21 February. By 22 February the result of the ballot will be known and announced. The potential financial impact of this is a reduction in the TCM Initiative Fund of £10k which in effect is the cost of the events delivered by the TCM for Orpington, with a corresponding reduction in the income budget. For this reason, the programme set out below and provided in more detail in **APPENDIX 2** does not include reference to any planned events in Orpington. Should the BID not go ahead Officers will prepare a further report for Members to approve plans for events and activities in Orpington.

### EVENTS

- 3.4 Coordinating events for the general public aimed at increasing footfall and raising the profile of our town centres have always been a key part of the work of the Town Centre Management service. During 2012/13 a number of successful town centre events have taken place, funded from the Town Centre Management Initiative Fund and other sources including grant funding of £115k from the Outer London Fund. The most prominent town centre event involved the visit of Her Majesty the Queen to Bromley on 15 May 2012. However, other highlights of the year included the progress of the Olympic Torch through Bromley, Beckenham and Penge – which drew crowds of thousands along the route, the Bromley Town Centre Festival – which included a huge variety of sports and cultural activities throughout the town centre – and Orpington's Dancing Feet event (part of the London-wide Big Dance festival). In addition there were a range of events across the borough, large and small to celebrate the Queen's Diamond Jubilee.
- 3.5 The 2012/13 events brought additional vitality into each of the town centres. Examples include the lights switch on combined with a Santa Dash event in Bromley on the first Sunday in December, which drew in at least 20,000 people and a reported increase of 40% on the days footfall for the town compared with the previous Sunday. At the Christmas event in Orpington around 3,500 attended the event and footfall through the Walnuts was 54% up on the same day in the previous week. The events also encouraged visitors and shoppers to extend their 'dwell time', provided positive publicity for the town concerned, fostered a greater sense of community and helped to promote local businesses, particularly those sponsoring or supporting the events.
- 3.6 In 2013/14 Town Centre Managers are planning a series of events, both large and small, across a number of town centres. A draft list of planned events is attached as **APPENDIX 2** but some highlights are listed below:

- Bromley Fashion Week – 20 – 27 May 2013: A joint event with the Glades Shopping Centre, building on the success of the fashion elements at the Diamond Jubilee celebration. There will be fashion-related activities throughout the week including workshops, competitions, and young designers fair with a series of fashion shows over the bank holiday weekend. Significant funding from the Outer London Fund and from the Glades, plus additional business sponsorship means that the Council's cash contribution will be no more than £7k for this major event.
- Beckenham Local Produce and Craft Market will be piloted on the Green at Beckenham in late May – working with Copers Cope Area Residents Association. If successful the Market will be repeated in the summer and the autumn. TCM will contribute £750 to assist with the set up and promotion of the Markets.
- Beckenham Heritage Trail launch – May 2013 – possibly timed to coincide with the first Local Produce and Craft Market. The event will include entertainment on the Green and professional performers based at strategic points throughout the trail dressed in appropriate costumes. It will highlight links to a variety of celebrities, including David Bowie. The Council will be contributing £10k from the earmarked reserve for Member priority initiatives which has £250k set aside for Beckenham Short Term Improvements.
- Penge Summer Fair – July 2013 – With entertainment for all the family - plus children's rides, stalls from local businesses including crafts, sweets, cakes etc. Estimated cost to the Council would be £2k.
- Christmas events – including entertainment from professional and local acts, children's rides and activities, seasonal food and drink stalls. In Bromley the Christmas event will include a repeat of the successful Santa Dash and also a spectacular firework display. Town Centre Managers will also be assisting with the organisation of smaller community based events in towns across the borough. In total, town centre Christmas events will require a Council contribution of £16.5k.

3.7 Members will note that many of the events are expected to be entirely self financing and Town Centre Managers are working to reduce the cost of other events through a mixture of sponsorship, donations and other income. However, there is potentially a total net cost to the Council of £30k across all towns.

## **CHRISTMAS LIGHTS**

3.8 Another key operational area for Town Centre Management is the organisation of Christmas lights for town centres. In 2012/13 a total of £34k was agreed by Members to cover supply, installation and removal of lights in Bromley, Orpington, Beckenham and Penge and to cover donations to assist with lights in a number of smaller town centres. This was on the understanding that a proportion of these costs could be recouped through donations or sponsorship from external partners. In total £4,285 was generated from donations and sponsorships to support the town centre Christmas Lights schemes, not including the funds raised in the smaller towns, where the majority of the costs are met from business or community fund-raising.

3.9 The generous funding from Round 1 of the Mayor of London's Outer London Fund during 2011/12 meant that the Council could purchase the lights used in Bromley, Orpington and Penge and these are available to be re-used for at least 1 more season – and almost certainly longer. Following a full tendering procedure officers were authorised to enter into a contract with a Christmas lights supplier, that stores the lighting displays and then will re-install / de-install these for Christmas 2013. The cost of the contract to undertake this work

for the final year of the contract is £22,955, and therefore this sum needs to be set aside from the Town Centre Management Initiative Fund for 2013/14.

- 3.10 In September 2012 the Executive agreed that the Council will continue to fund the current contract to store, maintain, install and take down the Christmas Lights in Orpington until the end of the contract (October 2014). The cost of this during the financial year 2013/14 will be £5,485, after which there are expected to be no further payments. It was also agreed that after October 2014, the lights themselves, including any infrastructure associated with their installation, be offered to the Orpington 1<sup>st</sup> BID Company for potential re-use, without charge.
- 3.10 Beckenham was not in receipt of Outer London Fund grant money for Christmas lights. The Council does not therefore own any lights for the town – and any lights scheme for this town would need to be hired in. It is expected that the cost of this will be no more than £6k, as was the case in 2012. The Council may also, as in previous years, provide a donation to lights committees in 10 smaller town centres – to a suggested total budget of £5k (£500 per town).
- 3.11 In addition to the Christmas Lights themselves, natural Christmas trees provide a welcome focal point for the displays in the town centres. However, due to limited funds available to the Council it will be for the Town Centre Managers to seek contributions or sponsorship from businesses or other sources to cover the full costs of these. It should be noted that for Christmas 2012, three out of the four main towns were provided with trees and lights through other sources of funding.
- 3.12 A total Christmas lights budget of £33,955 from the 2012/13 Town Centre Management Initiative Fund is recommended to cover the requirements outlined above.

#### 4. POLICY IMPLICATIONS

- 4.1 The events and activities outlined above are aimed specifically at enhancing the vitality of town centres across the borough and as such contribute to the Building a Better Bromley key priority of Vibrant, Thriving Town Centres.

#### 5. FINANCIAL IMPLICATIONS

- 5.1 For 2013/14 the Town Centre Management Initiative Fund budget is £74,220. However the financial impact of the introduction of the BID will reduce this fund by £10k, with a corresponding decrease in income from Orpington. Should the BID ballot not be successful, Officers will return with a revised proposal to gain Member approval for the expenditure of the £10k, which is likely to be in support of an events programme for Orpington town centre.

- 5.2 The following table summarises the proposed spending on this fund:-

<b>Town Centre Management Fund</b>	<b>£</b>
2013/14 Budget (excluding impact of Orpington BID)	64,220
<b>Proposed events and activities</b>	
Town Centre Events	30,265
Christmas Lights	33,955
<b>Total</b>	<b><u>64,220</u></b>

5.3 For 2012/13, the activities of the Town Centre Management and Business Support Team are financed through various funding streams, summarised as follows: -

**Funding available for TCM and Business Support Activities**

<b>Funding type</b>	<b>£'000</b>
Town Centre Management Initiative Fund	74
Outer London Fund	14
S106 funding	44
Earmarked reserve for Local Parade improvements	250
	<b>382</b>

<b>Non-Applicable Sections:</b>	Legal, Personnel
Background Documents: (Access via Contact Officer)	Executive Report - Business Improvement District Proposal for Orpington (DRR12/106, 12/9/12). R&R PDS Report – Town Centre Management Initiative Fund 2012/13 (DRR12/028, 27/3/12).