

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

**Date:** Tuesday 26 February 2013

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

**Title:** LOCAL PARADES IMPROVEMENT INITIATIVE UPDATE

**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

In March 2012 Full Council approved of the setting aside of £2,260k in an earmarked reserve for Member priority initiatives. £250k of this reserve was set aside to provide a fund which could be used to undertake improvements to local shopping parades. In July 2012, members of the Renewal and Recreation PDS Committee approved of the purpose, criteria and the scheme of delegation for the Local Parades Improvement Initiative, which became operational from late summer 2012. This report provides an update on progress to date on implementing this initiative and requests an amendment to the geographic scope of the initiative.

---

2. **RECOMMENDATION(S)**

The Renewal & Recreation Portfolio Holder is requested to:

- 2.1 Note the progress to date on implementing the scheme at various locations across the borough;
- 2.2 Approve an amendment to the criteria for applications to the fund which will allow a number of additional towns to apply for funding for improvements – as set out in more detail in paragraph 3.7 below.

## Corporate Policy

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

## Financial

1. Cost of proposal: £250k
  2. Ongoing costs: Non-Recurring Cost
  3. Budget head/performance centre: Earmarked Reserve for Member Priority Initiatives
  4. Total current budget for this head: £2,260k, of which £250k set aside for Local Shopping Parades
  5. Source of funding: Earmarked Reserve for Member Priority Initiatives
- 

## Staff

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

## Legal

1. Legal Requirement: None: This scheme is discretionary.
  2. Call-in: Applicable
- 

## Customer Impact

1. Estimated number of users/beneficiaries (current and projected): Approx 1184 businesses (and their local residents / customers) across 76 local parades across the borough are included in existing scheme. An additional 650 businesses across 7 town centres would be potential beneficiaries should the recommendation be approved.
- 

## Ward Councillor Views

1. Have Ward Councillors been asked for comments? No
2. Summary of Ward Councillors comments:

### 3. COMMENTARY

- 3.1 In March 2012, the Council set aside £250k from an earmarked reserve for use in a fund to implement improvements to Local shopping parades. This fund was delegated to the Portfolio Holder for Renewal & Recreation and accordingly the details of how the proposed scheme was to operate was reported to the Renewal & Recreation PDS Committee for pre-decision scrutiny in July 2012. Members are referred to the original report to view the details of the scheme, but the salient points are summarised below.
- 3.2 The purpose of the Local Parades Improvement Initiative was to effect the introduction of one-off physical improvements which would have a lasting impact on the attractiveness and viability of each parade supported.
- 3.3 The criteria for the scheme, as agreed by the PDS in July, are as follows:
- 3.3.1 The area to be supported must be designated as a Local Neighbourhood Centre as defined in the Council's Unitary Development Policy (UDP). There are 73 of these at present.
- 3.3.2 Applications for the fund are to be submitted by the relevant Ward Councillors, but developed in consultation with local traders and residents – or their representative groups. Evidence of appropriate consultation with these groups will be expected.
- 3.3.3 The scheme proposed for any area should not include measures which have implications for the Council's revenue budgets in future years.
- 3.3.4 Although there is no deadline for receipt of applications for funding, applications will be dealt with on a first-come first-served basis and may be refused on the grounds of lack of available funds.
- 3.3.5 Applications will be assessed on the basis of potential to generate long term improvements for a parade, affordability / value for money and the level of evident support from local stakeholders.
- 3.3.6 The Portfolio Holder will have delegated authority to agree the funding of any improvement scheme up to the value of £25k. Any individual scheme with an estimated cost above that threshold would need to be scrutinised by the Renewal & Recreation PDS Committee before authorisation.
- 3.4 Following the July PDS meeting, the Portfolio Holder agreed on the terms of the Initiative and subsequently sent out an invitation for applications to all Councillors – along with detailed guidance and an application form.
- 3.5 The table below summarises the applications which have been received to date and shows the current status of these.

Area	Ward	Summary of scheme	Status as at 5/2/13	Estimated total cost
Sundridge Park Parade	Plaistow & Sundridge	-Tree planting - Village sign - Christmas lights and lights infrastructure - Hanging basket brackets and 2 seasons of planted baskets - Vacant shop window treatments	Project nearly complete with only village sign to be installed (expected before end of March). Shop window treatments awaiting landlord consents.  <i>NB Agreement has been reached with the</i>	£22.8k

			<i>traders group for them to raise funds to cover future costs of installing Christmas lights and for hanging basket planting / maintenance.</i>	
Keston (Heathfield Road)	Bromley Common & Keston	Village sign	Sign on order – expected installation before end of March	£3k
Anerley Hill / Anerley Road	Crystal Palace / Penge & Cator	<ul style="list-style-type: none"> <li>- Improved bins and communal recycling facilities</li> <li>- Decluttering</li> <li>- Footway improvements</li> <li>- Empty shop front treatments</li> <li>- Re-planting of a flowerbed</li> <li>- New mural and re-colouring of existing mural</li> </ul>	Options and costs being explored by officers. The majority of this expenditure is likely to take place in 2013/14 financial year.	Up to £25k
<b>Total estimated commitment</b>				<b>£50.8k</b>

3.6 As can be seen from the table and the financial implications section below, there has been a fairly low take up of the scheme to date. Although there is no necessity for the funding set aside for this scheme to be spent by the end of the current financial year, it is desirable that the allocated money has a positive impact in as many locations as possible across the borough. Members should be aware that some requests for funding of local improvements have been received from other locations not now within the scope of the scheme. The Portfolio Holder is therefore requested to approve that the geographic criteria for the scheme is amended to apply to the next 2 levels up in the UDP hierarchy of town centres. The table below is extracted from Chapter 11 of the UDP, and shows the currently adopted hierarchy of Town Centres and Shopping locations:

<b>METROPOLITAN CENTRE</b> Bromley Town Centre Primary & Secondary frontage designations apply
<b>MAJOR TOWN CENTRE</b> Orpington Primary & Secondary frontage designations apply
<b>DISTRICT CENTRES</b> Beckenham <b>Penge</b> <b>Petts Wood</b> West Wickham Primary & Secondary frontage designations apply
<b>LOCAL CENTRES</b> <b>Biggin Hill</b> <b>Chislehurst</b> <b>Hayes</b> <b>Locksbottom</b> <b>Mottingham</b> Shopping frontages only apply There are no primary and secondary designations in these centres.
<b>Local Neighbourhood centres and parades</b> There are no primary and secondary designations in these centres.
Large retailing facilities located outside the Borough's established centres

- 3.7 It is proposed that all the towns designated **Local Centres** in the above table are now to be included in the Local Parade Improvement Initiative, along with the 2 **District Centres** not likely to benefit from any other public realm investment, namely Petts Wood and Penge. It should be noted that Beckenham, whilst being unsuccessful in a bid for a TfL Area Based scheme in late 2012, will be in receipt of around £200k of Council funding for the implementation of smaller scale improvements, whilst TfL have indicated that they would be amenable to fund a modest scheme of public realm improvement in West Wickham. It is therefore suggested that these towns would remain outside the scope of the amended Local Parades Improvement Initiative.
- 3.8 Members are advised that, notwithstanding the Portfolio Holder decision on amendment to the geographic criteria, all other aspects of the Local Parades Initiative, including the process for authorisation of the funding will remain the same.

#### 4. POLICY IMPLICATIONS

The Local Parades Improvement Initiative is primarily in support of the Council's Building a Better Bromley priority of encouraging Vibrant Thriving Town Centres. However, because of the cross cutting nature of the projects and due to the importance of the Parades to local communities across the borough also contributes to the Council's ambitions for a Safer Bromley, a Quality Environment and Supporting Independence.

#### 5. FINANCIAL IMPLICATIONS

- 5.1 An allocation of £250k was made available for the Improvement of Local Parades from the £2.260m set aside in an earmarked reserve for Member priority initiatives.
- 5.2 In July 2012, the Renewal and Recreation Portfolio Holder agreed parameters and criteria for the applications to the fund. This report is seeking to amend the criteria as set out in paragraph 3.7.
- 5.3 The table below summarises the latest financial position for this fund:

Item	Allocation £'000	Spend To Date £'000	Commitments £'000	Total Spend & Commitments £'000	Balance Available £'000
Investment in small shopping parades	250	16	3	19	231

<b>Non-Applicable Sections:</b>	Legal, Personnel
Background Documents: (Access via Contact Officer)	Local Parades Improvement Initiative 2012/13 (DRR12/079) July 2012.