

Decision Maker: RENEWAL AND RECREATION POLICY DEVELOPMENT AND SCRUTINY COMMITTEE

Date: 23 June 2014

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

Title: TOWN CENTRE MANAGEMENT UPDATE REPORT JUNE 2014

Contact Officer: Martin Pinnell, Head of Town Centre Management and Business Support
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Chief Officer: Nigel Davies, Executive Director of Environment & Community Services

Ward: (All Wards);

1. Reason for report

Members have requested a regular update on Town Centre Management and business support activities. This report covers activities which have taken place since the previous update to Members on 1 April 2014, and also summarises the priorities for the period until end of September 2014.

2. **RECOMMENDATION(S)**

Members of the Renewal and Recreation PDS Committee are asked to:

- 2.1 **Note the key developments and activities within the Town Centre Management and Business Support Team summarised in APPENDIX 1 of this report.**
- 2.2 **Note and comment upon the draft spatial management plan for Bromley Town Centre pedestrianized area provided as APPENDIX 2 of this report.**

Corporate Policy

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

1. Cost of proposal: Estimated Cost for 2014/15: £290.6k
 2. Ongoing costs: Recurring Cost £39.1k
 3. Budget head/performance centre: Town Centre Management
 4. Total current budget for this head: £39.1k, £25.5k, £10k, £106k, £110k
 5. Source of funding: Existing revenue budget 2014/15 (including £25,5k earmarked as support grant for the Orpington BID), OLF 2 funding, and funding set aside in earmarked reserves
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Staff

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

Legal

1. Legal Requirement: Non-Statutory - Government Guidance
 2. Call-in: Not Applicable: No decisions are requested by this report
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected):
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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 and Business Support service 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, sponsorship, high street promotions and attractions, and grants (e.g. The Mayor of London's Outer London Fund).
- 3.2 A summary of the TCM and Business Support work programme in recent months and priorities for the coming quarter is provided in APPENDIX 1.
- 3.3 Members attention is drawn particularly to the Business Improvement District (BID) programme which is an integral part of the Town Centre Management team's remit and a growing area of work. This work is described in more detail in paragraph 1.1 and 1.2 of APPENDIX 1, but includes maintaining a close liaison with and monitoring of the existing BID in Orpington, established in April 2013, but also working closely with the newly formed BID Working Group, whose aim is the establishment of a BID in Bromley town centre. The latter project has the support of the Council's Executive which agreed funding of up to £110k, to be drawn from the Economic Development and Regeneration Fund. Up to £90k of this fund, following the agreement of the Renewal & Recreation Portfolio Holder, will be provided – in stages and subject to the achievement of certain milestones – to the BID Working Group to enable them to take the lead on the project – which if successful at ballot will see the establishment of a Bromley BID by spring 2016.
- 3.4 Members attention is also drawn to the draft 'Spatial management strategy for Bromley Town Centre' which is provided as APPENDIX 2. This strategy document provides an outline of what sort of activities (e.g. promotions, street entertainment, specialist markets etc) will be encouraged by Town Centre Management, working alongside colleagues in Streetscene Services, and how those activities will be managed once the improvement works are completed in the pedestrian area of Market Square (by late summer 2014). In offering this framework for the management of activities after the works, it is recognised that this is necessarily a temporary arrangement as it is highly likely that any Business Improvement District formed for Bromley Town Centre would wish to take over the management of these activities (and any related costs and income) as part of its role.

4. POLICY IMPLICATIONS

The work of the Town Centre Management & Business Support Team has as its primary focus the delivery of the Council's Building a Better Bromley priority of encouraging and sustaining Vibrant Thriving Town Centres.

5. FINANCIAL IMPLICATIONS

5.1 The activities of the Town Centre Management and Business Support Team are resourced through various funding streams, summarised as follows:

Funding available for TCM and Business Support Activities

Funding type	£'000
Town Centre Management Initiative Fund (adj for income shortfall)	39
Grant to Orpington BID	26
Outer London Fund	10
Earmarked reserve for Bromley BID project	110
Earmarked Reserve re Local Parade improvements	106
Total	291

5.2 Members should note that £93k of the monies set aside for Local Parades has been allocated leaving an unallocated balance of £13k.

Non-Applicable Sections:	Legal, Personnel
Background Documents: (Access via Contact Officer)	TOWN CENTRE MANAGEMENT INITIATIVE FUND 2014/15 REPORT - APRIL 2014 (DRR14/030)