

**Decision Maker:** RENEWAL AND RECREATION POLICY DEVELOPMENT AND SCRUTINY COMMITTEE

**Date:** Tuesday 18 November 2014

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

**Title:** TOWN CENTRE MANAGEMENT UPDATE REPORT  
NOVEMBER 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);

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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 2 September 2014, and also summarises the priorities for the period until end of February 2014.

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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.**

## 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: £291.6k
  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, £1k
  5. Source of funding: Existing revenue budget 2014/15 (including £25,5k earmarked as support grant for the Orpington BID), OLF 2 funding, funding set aside in earmarked reserves and S106 funds
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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.
- 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. Members attention is drawn particularly to:
- The work which has been ongoing to develop a BID in Bromley town centre.
  - Events planned in the run up to Christmas 2014, plus arrangements in place for installation of Christmas lights.
  - The ongoing business support programme, including the launch of the Bromley Business Growth Club.
  - Key priorities for the Town Centre Management team for Dec 2014 to Feb 2015.

### 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**

<b>Funding type</b>	<b>£'000</b>
Town Centre Management Initiative Fund (adj for income shortfall)	39
Grant to Orpington BID	26
S106 contributions	1
Outer London Fund	10
Earmarked reserve for Bromley BID project	110
Earmarked Reserve re Local Parade improvements	106
<b>Total</b>	<b><u>292</u></b>

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

<b>Non-Applicable Sections:</b>	Legal, Personnel
Background Documents: (Access via Contact Officer)	TOWN CENTRE MANAGEMENT INITIATIVE FUND 2014/15 REPORT - SEPT 2014 (DRR14/082)