

Decision Maker: RENEWAL AND RECREATION POLICY DEVELOPMENT AND SCRUTINY COMMITTEE

Date: Wednesday 24 June 2015

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

Title: TOWN CENTRE MANAGEMENT UPDATE REPORT - JUNE 2015

Contact Officer: Martin Pinnell, Head of Town Centre Management and Business Support
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Chief Officer: 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 April to June 2015, and also summarises the priorities for the period until end of September 2015.

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 2015/16: £420k
 2. Ongoing costs: Recurring Cost £60k
 3. Budget head/performance centre: Town Centre Management & Business Support
 4. Total current budget for this head: £420k as detailed in 5.1
 5. Source of funding: Existing revenue budget 2015/16 (including £13k earmarked as support grant for the Orpington BID), funding from earmarked reserves, GLA funding, New Homes Bonus 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: Applicable
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected):
-

Ward Councillor Views

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

3. COMMENTARY

Introduction

- 3.1 The Town Centre Management (TCM) and Business Support service in Environment and Community Services 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, the Orpington BID, 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 1 of 2015/16 is provided as **APPENDIX 1**.
- 3.2 The proposed work programme for the Town Centre Managers during the remainder of 2015/16 will continue to involve a wide range of duties ranging from facilitation of some public events through to day to day assistance to town centre occupiers. The priorities for the next quarter are outlined in **APPENDIX 1**.
- 3.3 One of the key priorities for the TCM and Business Support service has been and continues to be the development of Business Improvement Districts (BIDs) in town centres. As Members are aware the Council has agreed to fund a project to introduce a BID to Bromley Town Centre, the bulk of this in the form of a grant to the Bromley BID Working Group and has also been successful in jointly bidding for an additional £20k of funding from the GLA to support the establishment of the BID. Although there is a summary of progress for the BID project provided in the appendix, Members are reminded that the outline Bromley BID Proposal is the subject of a separate report on the same agenda.

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	60
Grant to Orpington BID	13
S106 contributions - earmarked for Beckenham and Elmers End	48
S106 contribution - earmarked for Bromley Markets Review project	25
Earmarked reserve for Bromley BID project	110
GLA grant for Bromley BID project	20
Earmarked Reserve re Local Parade improvements	44
New Homes Bonus	75
GLA - High Street Funding	25
Total	420

Non-Applicable Sections:	Legal, Personnel
Background Documents: (Access via Contact Officer)	[Title of document and date]