

## BROMLEY ECONOMIC PARTNERSHIP

Minutes of the meeting held at 4.00 pm on 14 July 2015

### Present:

Councillor Peter Morgan (Chairman)  
Katy Woolcott, London Biggin Hill Airport (Vice-Chairman)  
Sharon Baldwin, Orpington 1st BID Company  
Dave Freeborn, Proctors  
Mark Henderson, MSE UK  
Michael Humphries, Handelsbanken  
Mike Lewis, Michael Rogers LLP  
Colin Maclean, Community Links Bromley  
Kate Miller, intu Bromley  
Tina Nye, Jobcentre Plus  
Councillor Ian F. Payne, Chairman, Renewal and Recreation PDS Committee  
Martin Pinnell, LBB Head of Town Centre Management and Business Support  
Suzanne Sharp, NewsQuest  
Adam Smith, Mytime Active

### Also Present:

Alison Catterall, NewsQuest  
Lesley Holland, Acting Manager, Bromley Education Business Partnership  
David Warnes, Bromley College of Further and Higher Education

### 1 APPPOINTMENT OF VICE-CHAIRMAN

**RESOLVED that Katy Woolcott – London Biggin Hill Airport be appointed Vice-Chairman for the 2015/16 municipal year.**

### 2 APOLOGIES FOR ABSENCE

Apologies had been received from Carol Arnfield – LBB Bromley Adult Education College, Robert Goddard – Thackray Williams Solicitors LLP and Rob Sargent – Acorn Commercial.

### 3 MINUTES OF THE MEETING HELD ON 14TH APRIL 2015 AND MATTERS ARISING

In considering the minutes of the meeting held on 14<sup>th</sup> April 2015, the Chairman advised Members that at the special meeting of the Council's Executive on 25<sup>th</sup> March 2015 to consider the proposal from Biggin Hill Airport Limited to vary the operating hours at Biggin Hill Airport, the Council's Executive resolved to:

- 1) *Agree the following recommendation from Council –*

*"That subject to agreement from the airport to all concessions, conditions, and obligations which can reasonably be required in consideration for agreeing a variation to the operating criteria in the third schedule to the lease, and subject to the Executive being satisfied with the concessions, conditions and obligations negotiated, the Executive should then agree in principle to the extension of hours and consult again with council before the final decision is made"; and,*

- 2) *The recommendation above is to be taken forward subject to negotiations with Biggin Hill Airport Limited on concessions, conditions and obligations, including a variation to operating hours for Saturdays, Sundays and Bank Holidays based on 8am to 10pm rather than the operating hours proposed by BHAL, namely 6.30am to 11pm on Saturdays and 8am to 11pm on Sundays.*

The Chairman noted that an extension of the airport's operating hours had not yet been agreed in principle, but that negotiations continued and it was expected that a further report would be provided to the Council's Executive in Autumn 2015.

With regard to the possibility of a Business Improvement District (BID) for the Lower Sydenham/Beckenham Industrial Estate, the Head of Town Centre Management and Business Support confirmed that similar schemes had been established at industrial estates elsewhere, and it was suggested that some businesses from the Sydenham/Beckenham Industrial Estate visit an existing industrial BID to see what could be achieved. Further work would be undertaken to explore the feasibility of a potential Business Improvement District in Autumn 2015.

**RESOLVED that the minutes of the meeting held on 14<sup>th</sup> April 2015 be agreed.**

#### **4 REVIEW OF TERMS OF REFERENCE**

Members of the Partnership considered the Terms of Reference and membership of the Bromley Economic Partnership.

Following discussion, members of the Partnership agreed that the principle functions of the Partnership be amended to state:

*"Champion the London Borough of Bromley, its local economy and its contribution to the wider London and South East economy as a place to work, study, invest in and do business"*

In considering the membership of the Partnership, members of the Partnership agreed that the wording describing the membership be amended to state "... should include relevant representatives from the public sector, business organisations and voluntary and community sector." Members of the Partnership also agreed that representation should be broadened to

include up to twelve local business representatives from a range of sectors, and that the Chairman of the Renewal and Recreation PDS Committee and a representative of the Orpington 1<sup>st</sup> BID Company be added to the membership.

**RESOLVED that:**

- 1) The revised Terms of Reference of the Bromley Economic Partnership be agreed; and,**
- 2) The revised membership of the Bromley Economic Partnership be agreed.**

**5           BROMLEY COLLEGE OF FURTHER AND HIGHER EDUCATION UPDATE**

David Warnes, Commercial Director, Bromley College of Further and Higher Education, provided an update on developments at Bromley College of Further and Higher Education.

The Bromley Business School was currently being established and would be located on the Orpington campus. The overall aim of the Bromley Business School would be to help drive local and regional economic growth and support students to progress into sustainable employment. The provision would offer a mix of business services, professional development, and work preparation and apprenticeship opportunities, and conference, office and support services facilities would also be available on site. The Bromley Business School would be supported by an Advisory Board which brought together representatives of business support organisations, the Local Authority, the voluntary and community sector, business representatives and higher education. It was expected that the Bromley Business School would open in September 2015, but would be formally launched in November 2015 during Global Entrepreneurship week.

The Bromley Business School would be supported by the Bromley Advantage programme, which delivered wraparound support to help students develop employability skills. A programme was also being developed through which Bromley employers involved in the Bromley Business School would be able to access student support to deliver projects or support particular business development needs.

In response to a question from Mark Henderson, MSE UK, David Warnes confirmed that the Bromley Business School would complement existing provision in the Borough. A range of short courses would be developed to support people in setting up their own businesses, and a virtual college would provide online support and information.

The Chairman thanked David Warnes, Commercial Director, Bromley College of Further and Higher Education for his excellent presentation.

**RESOLVED that the presentation be noted.**

**6 UPDATES ON MAIN PARTNERSHIP THEMES AND OTHER RELEVANT COUNCIL INITIATIVES:**

Members of the Partnership gave an update around progress across the main themes of the Partnership.

**A) TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE**

The Chairman gave an update on Town Centre Development across the Borough.

Progress was continuing across the sites that made up the Bromley Town Centre Area Action Plan. Work was underway to develop options and a revised costing plan with relation to Site G: West of the High Street, and the planning application for the hotel and residential scheme at Site C: Town Hall was expected to be submitted for consideration by a Plans Sub-Committee shortly.

In terms of development across the Borough, work was progressing to implement improvements to Beckenham town centre, and the Council's Executive had approved the adoption of the Beckenham Town Centre Conservation Area at its meeting on 10<sup>th</sup> June 2015. Funding through the New Homes Bonus had been secured by the Local Authority for four projects across the Borough based in Penge, Orpington, Biggin Hill and the Cray Business corridor.

Mark Henderson, MSE UK raised an issue around parking in Penge town centre which was having a significant impact on local retailers. The Chairman noted the importance of good parking provision for town centres, and advised members of the Partnership that work was being undertaken to explore the feasibility of introducing additional car parking space in Bromley town centre.

**RESOLVED that the update be noted.**

**B) LOCAL PLAN DEVELOPMENT UPDATE**

The Head of Planning Strategy and Projects provided an update on planning policy in the Borough.

Work to develop Bromley's Local Plan was continuing, and would include a number of changes which reflected the Mayor's draft 'Further Alterations to the London Plan'. Article 4 directions to exclude three identified office sites in Bromley town centre from a change of usage from office to residential under permitted development rights would come into force from 1<sup>st</sup> August 2015, although a change of usage of offices within these sites could still be actioned if appropriate planning permission was granted.

In considering the potential draft site allocations and designations, Dave Freeborn, Proctors was concerned to note that only eight sites had been identified as suitable for development.

The Chairman noted that a further consultation period would be undertaken from September 2015 and encouraged all members of the Partnership to contribute.

**RESOLVED that the update be noted.**

**C) TOWN CENTRE MANAGEMENT AND BUSINESS SUPPORT UPDATE**

The Head of Town Centre Management and Business Support gave an update on progress across the main Partnership themes of Town Centre Management and Business Support in Quarter 1 2015/16.

In Quarter 1 2014/16, a number of events had taken place in town centres across the Borough, including a Spring event in Penge town centre and the annual Bromley Means Business event. The Local Authority continued to maintain direct contact with the Orpington 1<sup>st</sup> Business Improvement District (BID) Board, and following the completion of the Planning Stage of the Bromley BID set up process, the proposed Outline BID Proposal for Bromley would be presented to the Council's Executive on 15<sup>th</sup> July 2015 for consideration by Members. Work continued in town centres across the Borough. The Bromley Town Centre Manager was currently completing a review of the operation, location and offer of Bromley's three day market, and the Beckenham Town Centre Manager had supported Town Centre teams in Beckenham and Penge, the Beckenham Member Working Group and the Penge Traders Association, and had led the procurement process for Christmas lights and installation services in the Borough's main towns.

The Town Centre Management and Business Support Service had worked closely with various organisations to deliver a programme of support and networking opportunities for local businesses. The bi-monthly Business e-Bulletin continued to be sent out to businesses across the Borough, and an online Commercial Property Database for the Borough had been commissioned and was now available on the Council website.

Future activities for the Town Centre Management and Business Support Service included supporting the Bromley BID Working Group as it finalised the BID Proposal, assisting the Beckenham Town Centre Team and the Beckenham Town Centre Working Group in engaging with businesses on designs for the major Transport for London funded scheme for Beckenham, and delivery of the Town Centre Team's High Street Fund alleyway improvement project. Work would also be undertaken to drive forward the Purple Flag project to support Beckenham's night time economy and work with the Renewal Team on development of proposals and public consultation for the Bromley pedestrianised area public realm improvements. An events and activities programme for the managed town centres would be developed,

as would a programme of support workshops and seminars for local businesses. The Bromley Business Awards would be held on 15<sup>th</sup> October 2015, and all members of the Partnership were encouraged to participate.

The Chairman advised members of the Partnership that some concerns had had been identified around Bromley's night time economy. Local businesses, the Police and Licensing Officers were working together to address these issues which would be discussed at a meeting of the General Purposes and Licensing Committee on 14<sup>th</sup> July 2015, to which Members of the Public Protection and Safety PDS Committee had also been invited.

Kate Miller, intu Bromley noted a recent Government announcement on the potential to extend Sunday trading hours. Members of the Partnership were generally in support of the proposals, but underlined the need to ensure that workers in the retail sector were able to maintain a good work-life balance.

**RESOLVED that:**

- 1) Recent work around Town Centre Management and Business Support in the 1<sup>st</sup> Quarter of 2014/15 be noted; and**
- 2) The plans for Town Centre Management and Business Support activity for the 2<sup>nd</sup> Quarter of 2015/16 be noted.**

**D) BROMLEY YOUTH EMPLOYMENT PROJECT ROUND 2 UPDATE**

Lesley Holland, Operations Manager, Bromley Education Business Partnership, gave an update on the Bromley Youth Employment Project (Round 2) which had been developed by the Local Authority to support sustainable employment opportunities for young people who were unemployed.

The key outcomes over the two year project included creating 100 employment opportunities for young people, getting 500 employers participating in awareness raising events, offering one to one support for 200 employers, and creating 25 employment or work experience opportunities within the voluntary and community sector. It was also aimed to deliver employability support to 900 students, enhanced employment opportunities for 25 Looked After Children, targeted mentoring support for 40 Jobseekers Allowance claimants aged 18-24 years, and to support 100 young people into contracted employment lasting a minimum of six months.

Members of the Partnership were advised that since the project had been launched in September 2015, a number of young people had been supported into employment and the programme was on track. Work continued to promote the value of work experience placements, apprenticeships and traineeships to employers, and following a number of school employability events held during the 2014/15 academic year, young people were self-referring to the project to access support into employment as they left school.

A further twelve school employability events were in place for the 2015/16 academic year. A number of work placements had been arranged for Looked After Children for Summer 2015, with six placed within the Local Authority and six placed in other organisations.

Colin Maclean, Community Links Bromley, confirmed that the graduate intern recruited to develop work experience placements, traineeships and apprenticeships across the voluntary and community sector was in place and had already identified six placements and two paid internship opportunities.

**RESOLVED that the update be noted.**

**7 PARTNER UPDATES AND OPPORTUNITIES FOR JOINT WORKING TO INCLUDE:**

Members of the Partnership had undertaken a range of activities since the last meeting.

**A) BIGGIN HILL AIRPORT**

Katy Woolcott, London Biggin Hill Airport provided an update on developments at London Biggin Hill Airport following its identification as a Strategic Outer London Development Centre in the London Plan, and as part of the LoCATE (London Centre for Aviation Technology and Enterprise) project which brought together a cluster of modern aviation-related businesses at and around London Biggin Hill Airport to support continued economic development in the area.

Negotiations continued with the Local Authority in respect of agreeing an extension of the airport's operating hours, and London Biggin Hill Airport continued to contribute to the development of the Bromley Local Plan. Work was also being undertaken with Bromley College of Further and Higher Education towards the potential establishment of an aviation training college. A refurbishment of London Biggin Hill Airport terminal was in progress, and a new café would open at the airport on 15<sup>th</sup> July 2015.

The Chairman was pleased to advise Members that the Government had pledged £1m funding towards a Biggin Hill heritage museum based at St George's Chapel, which housed a war memorial to 454 servicemen who lost their lives in World War Two. Section 106 funding had also been identified to contribute towards the proposed heritage museum.

**B) COMMERCIAL PROPERTY AND DEVELOPMENT**

Mike Lewis, Michael Rogers LLP confirmed that the commercial property market continued to be strong. There was some concern over the loss of commercial space due to conversion under permitted development rights and, as the amount of available office space in the Borough reduced, rents would start to increase.

### **C) COMMUNITY LINKS BROMLEY**

Colin Maclean, Community Links Bromley was pleased to advise members of the Partnership that the eighth annual Volunteer Awards ceremony to celebrate volunteering and voluntary activity had been held on 4<sup>th</sup> June 2015. Community Links Bromley was also working with Bromley College of Further and Higher Education to develop a Fundraising apprenticeship.

### **D) GENERAL NEWS ROUND**

Kate Miller, intu Bromley, was pleased to confirm that the extensive refurbishment of the shopping centre had now been completed and that negotiations were taking place with high quality retailers with regard to several vacant units in the shopping centre and the proposed cinema provision. Building works had begun on the planned restaurant development in the Queen's Gardens which was expected to be completed in early 2016, and four of the five restaurant units had now been let.

Tina Nye, Jobcentre Plus, reported that there were 2,300 Jobseekers Allowance claimants in Bromley as at June 2015. Older jobseekers and the long term unemployed continued to be targeted as a priority. A concern had been identified around the number of Bromley residents claiming Employment Support Allowance, and work was being undertaken to engage with these claimants to support them to move towards work when appropriate.

Dave Freeborn, Proctors, noted that there continued to be a high level of interest in land development in Bromley.

Mark Henderson, MSE UK, advised members of the Partnership that new premises for MSE UK had been identified and it was hoped that the company would remain within the Borough.

Sharon Baldwin, Manager, Orpington 1<sup>st</sup> BID Company was pleased to announce that a number of events had recently been held including the Big O Festival, a charity golf day and the launch of the Orpington 1<sup>st</sup> Business programme. The summer programme of events included a live music festival and a cycling event. It was expected that the new cinema development at the Walnut's Centre would be completed in early 2016.

Suzanne Sharp and Alison Catterall, Newsquest reported that special celebratory publications would be published on a quarterly basis throughout the 50<sup>th</sup> anniversary year for the News Shopper. The next publication would be themed around business, and members of the Partnership were requested to submit their stories, as well as utilise [www.newsshopper.co.uk/business](http://www.newsshopper.co.uk/business) to promote their businesses and events.

Michael Humphries, Handelsbanken, advised members of the Partnership that Handelsbanken had established an office in the Borough and offered 'old style' personal and business banking facilities to residents and businesses located in the BR1 to BR7 and SE6 postcodes.

Adam Smith, Mytime Active, confirmed that Mytime Active had received the 'Shaping Youth Lives Award 2015' for the work undertaken through the doorstep sport club, MyFuture. Mytime Active continued to support young people across the Borough to participate in the London Youth Games and provided free membership of Mytime Active to all Bromley competitors.

**RESOLVED that the updates be noted.**

**8 BROMLEY ECONOMIC PARTNERSHIP WORK PROGRAMME  
2015/16**

Members of the Partnership considered the forward rolling work programme for the Bromley Economic Partnership for 2015/16.

In considering the next meeting of the Partnership, the Chairman requested that representatives of Transport for London be invited to discuss the proposed extension of the Bakerloo Line to Hayes. It was also requested that representatives of Cathedral Group PLC be invited to discuss the St Mark's Square and Old Town Hall developments, and that an update be provided on the proposed development of Crystal Palace Park.

**9 ANY OTHER BUSINESS**

There was no other business.

**RESOLVED that the issues raised be noted.**

**10 DATES OF FUTURE MEETINGS**

4.00pm, Tuesday 13<sup>th</sup> October 2015  
4.00pm, Tuesday 12<sup>th</sup> January 2016  
4.00pm, Tuesday 12<sup>th</sup> April 2016

The Meeting ended at 6.14 pm

Chairman