

Decision Maker: RENEWAL AND RECREATION POLICY DEVELOPMENT AND SCRUTINY COMMITTEE

Date: Tuesday 27 October 2015

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

Title: TOWN CENTRE MANAGEMENT UPDATE REPORT - OCTOBER 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 July to October 2015, and also summarises the priorities for the period until end of January 2016.

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 below and 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: £373k
 2. Ongoing costs: Recurring Cost £60k
 3. Budget head/performance centre: Town Centre Management & Business Support & Capital Programme
 4. Total current budget for this head: £348k revenue and £25k capital 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, New Homes Bonus, S106 funds and GLA funding (£25k capital)
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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. Current key initiatives for the service are outlined in paragraphs 3.2 to 3.3 below. Other highlights of the TCM and Business Support work programme in Quarter 2 of 2015/16 is provided as **APPENDIX 1**.
- 3.2 One of the key priorities for the TCM and Business Support service has been supporting the development of a new Business Improvement District (BID) in Bromley town centre. Members will be pleased to know that the ballot of business rates payers to decide whether the 'Your Bromley' BID will be established is now on-going and the result is expected on 6 November. Further to a decision by the Executive in July to delegate a decision on authorising a BID ballot to the Portfolio Holder for Renewal & Recreation, a BID proposal pack was received from Bromley BID Ltd in early September, and the Portfolio Holder duly requested the instigation of a ballot on behalf of the Executive. The BID Business Plan – a draft of which was included in the BID Proposal – was subsequently finalised and distributed to all the voters representing the 554 hereditaments within the proposed BID area (including 6 which are occupied by the London Borough of Bromley). The BID Business Plan outlines the proposed priorities and projects of the BID for the next 5 years, which are based upon the results of in depth consultation and research amongst the local business community. The Business Plan has four main areas of activity outlined below:
- Your Bromley Made Smarter – enhanced cleansing, recycling, floral displays and improved Christmas lights;
 - Your Bromley Made Safer – a uniformed presence (i.e. 'Street Ambassadors'), a child safety scheme and crime reduction initiatives
 - Your Bromley Made Prominent – town centre promotions, PR campaigns, events and loyalty schemes;
 - Your Bromley Made for Business – networking opportunities, newsletters, business and visitor surveys, joint purchasing and providing a voice for Bromley businesses.

Should the BID be successful at ballot, business properties with a rateable value of over £15,000 will be charged an annual levy equivalent to 1.25% of their rateable value. Further information about the Your Bromley BID proposal can be found on the website www.bromleybid.com

- 3.3 Following the November 2014 R&R PDS the Renewal & Recreation Portfolio Holder approved the expenditure of up to £25k to review the current operation of the Bromley Town Centre Market and develop proposals for the future of this key feature within the town centre. Market research was undertaken in relation to the weekly market and specialist market consultants were commissioned to analyse this research, review the current operation of the market and develop recommendations for the future location, operation and offer of the market. The findings from this review have informed the development of design options for the public realm improvements to the pedestrian area. These initial design options for the pedestrian area are subject to Member approval and will be reported via a separate paper on this agenda. The

implications for the shape, location and operation of the town centre market will continue to be incorporated into future reports on the public realm improvements to the pedestrian area, as will any capital requirements for infrastructure and equipment related to a re-presentation of the market. In addition, it is expected that a further report will be provided to Members to set out options for the future management of the market.

- 3.4 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**.

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 Elmers End	1
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 (CAPITAL)	25
Total	<u><u>373</u></u>

Non-Applicable Sections:	Legal, Personnel
Background Documents: (Access via Contact Officer)	