

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

**Date:** Tuesday 26 January 2017

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

**Title:** BROMLEY NORTH VILLAGE POST SCHEME EVALUATION UPDATE

**Contact Officer:** Kevin Munnely, Head of Renewal  
Tel: 020 8313 4582    E-mail: kevin.munnely@bromley.gov.uk

**Chief Officer:** Executive Director of Environment & Community Services

**Ward:** Bromley Town;

---

1. Reason for report

- 1.1 Public Realm improvements to Bromley North Village have been a key part of the improvement programme for Bromley Town Centre as set out in the Bromley Town Centre Area Action Plan. The improvement works to the original scheme area were substantially completed in November 2014. An initial evaluation of the scheme was completed in February 2015 as part of the Outer London Fund Programme.
- 1.2 This report provides Members with the results of a 2 year post-scheme evaluation which focuses on assessing the impact of the improvements on businesses and town users, particularly bus users.

---

2. **RECOMMENDATION(S)**

- 2.1 That Members note the results of the evaluation report and the outcomes of the delivered public realm improvements to Bromley North Village.

## Impact on Vulnerable Adults and Children

1. Summary of Impact: NA
- 

## Corporate Policy

1. Policy Status: Not Applicable:
  2. BBB Priority: Quality Environment Safer Bromley Vibrant, Thriving Town Centres:
- 

## Financial

1. Cost of proposal:: N/A as this is a post completion report
  2. Ongoing costs: N/A
  3. Budget head/performance centre: Capital Programme
  4. Total current budget for this head: £6.652m
  5. Source of funding: TfL funding, Outer London Funding & LBB capital receipts
- 

## Personnel

1. Number of staff (current and additional): 5
  2. If from existing staff resources, number of staff hours:
- 

## Legal

1. Legal Requirement: None:
  2. Call-in: Applicable:
- 

## Procurement

1. Summary of Procurement Implications: Single Quote from RFQ under £5k
- 

## Customer Impact

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

## Ward Councillor Views

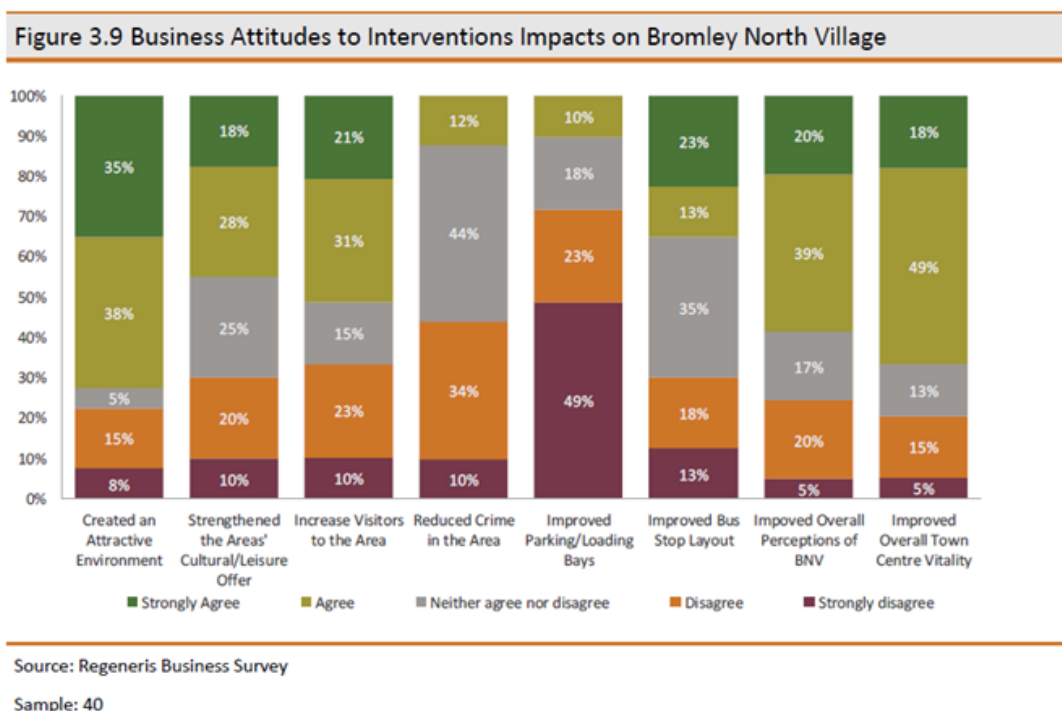
1. Have Ward Councillors been asked for comments? Yes
2. Summary of Ward Councillors comments: Ward Councillors support the need for post scheme evaluation.

### 3. COMMENTARY

- 3.1 During the period from 2012 to 2015, the Council implemented a programme of physical interventions in Bromley North Village (BNV) with the objective of improving the evening economy, providing better wayfinding and creating a clear identity for BNV. It has been assessed through detailed analysis that the benefits derived include increased footfall and the overall economic vitality by generating inward investment that has resulted in a general improvement in the overall appearance and perception of the area.
- 3.2 As reported in the last R&RPDS on 22<sup>nd</sup> November 2016 [DRR16/083] an initial evaluation of the BNV improvement works was undertaken by Regeneris Consulting in February 2015, as part of the Outer London Fund post scheme evaluation. As previously reported this evaluation report concluded the improvements have contributed to the creation of greater town centre coherency and a stronger and more diverse offer that has changed the perceptions and image of the town centre, thus resulting in making the town centre more competitive in the long term.
- 3.3 The current Regeneris Consulting evaluation draft report (attached as Appendix 1 - a final report will be circulated during the R&R PDS committee) focuses on the impact of the scheme 2 years post completion, with specific emphasis on: Businesses trading in the area, particularly new businesses and parking/loading issues; and perceptions of town centre users, specifically bus users. Data analysis from LBB footfall data, vacancy rates and structured surveys with BNV businesses and town users has been used in the current evaluation to expand upon the February 2015 Regeneris Consulting report.
- 3.4 The post scheme evaluation findings indicate an increase in town centre performance due to evidence from long term increased footfall levels and new investment in the BNV area. Since 2011 footfall in the area has increased by 18%, with 2.5 million recorded pedestrians in Q3 2016 which was over half a million more pedestrians than in 2015. Aside from an increase in high profile investments, there have also been increases in independent shops which make up 35% of all business activity in BNV - 5% above the London average. Moreover, from the businesses that have opened in BNV since the completion of the OLF enhancements it was indicated that approximately 50% of these businesses chose to invest in the area due directly to the impact of the improvements. Although footfall levels and diverse investments in the area have increased, there has been a fluctuation in vacancy rates in recent years. The current vacancy rate is at 8.8% (16 BNV units vacant) which is slightly above the London average and slightly below Bromley Town Centre's rate.
- 3.5 A number of businesses have reported an increase in turnover of on average of 42% in the last 2 years. However, questionnaire analysis has illustrated no change in new employment amongst 59% of businesses. The impact on footfall increases to businesses was dependent upon their location in the area, so reported footfall levels from businesses were split evenly in reporting increases, decreases and no change.
- 3.6 Positively, businesses did overwhelmingly agree the improvements created an attractive environment, improved overall town centre vitality and improved the overall perceptions of BNV as a destination. However, satisfaction levels amongst some businesses regarding the improvements have been relatively low when compared to town centre users. Further analysis of the data has highlighted that these concerns relate directly to parking and loading bay issues in the area, specifically the lack of both and the need for clearer signage. This issue has been raised with officers from the Council's Road Traffic section for review. Nonetheless there has been no net loss of street parking or loading in the area and street loading bays have increased and surface parking capacity has significantly increased with the creation of the Mitre Way car park. In terms of the impact of the new bus stop layout there was no clear consensus on this impact, with the largest grouping marginally being in favour of the improvement. One clear area of concern was the perceived impact of the improvements on the reduction of crime in the

areas. Further discussions are proposed to be undertaken with the Safer Neighbourhood Team and the BNV Town Team to fully understand the reasons behind this result.

3.7 Key findings from the analysis of business attitudes to the improvements illustrate a number of stark contrasts (Figure 3.9).



3.8 Town centre user satisfaction levels are comparatively higher than businesses. Town users agreed the scheme works improved their perception of the area, made the area more attractive and improved their overall satisfaction with BNV. However, it was indicated that the improvement works did not change the majority of visitor's usage of the area. With regards to the new bus stop layout, town user perceptions were mainly positive in reporting either a positive impact or no impact in their use, experience and satisfaction of the new bus stop layouts. Overall 80% of town users in BNV are either satisfied or very satisfied with the improvements.

3.9 The section below lists some of the lessons learned during the delivery of BNV improvement scheme and suggested recommendations for improving future project deliveries.

- Future planned interventions should have close consideration on the practicality of delivering projects within the available resource, timescales and the level of disruption during delivery.
- Material selection needs to consider future maintenance costs and any proposed increases need to be reflected in the scheme budget.
- Funding for project management resource should be costed within the bids for future projects of this scale.
- The success of the project board for the BNV scheme was such that similar projects in the future should replicate this delivery mechanism.
- Site surveys, particularly utility reviews need to include intrusive trial holes.
- FM Conway's business liaison officer should be repeated for future projects of this nature.

- Establishing target setting that have a more practical approach for future projects will help in outlining project results and performance.
- Ongoing performance monitoring should continually be used in future deliveries/investments to keep up to date with town centre performance.

3.10 As previously reported, a series of improvements recommended as a result of the Stage 3 Safety Audit are in the process of being implemented. Enhanced cleaning options in the BNV area are now being considered by the Environmental Services Department as part of a larger town wide assessment of cleaning options.

#### 4. POLICY IMPLICATIONS

4.1 Work delivering the Town Centres Draft Development Programme is entirely consistent with Policy Objectives set out in Building A Better Bromley 2015 and Renewal & Recreation Portfolio Plan 2015/16. The work of the Renewal Group links to Building a Better Bromley priorities by working towards the provision of Vibrant and Thriving Town Centres.

#### 4. FINANCIAL IMPLICATIONS

5.1 This report provides information on the post completion review of the Bromley North Village capital scheme.

5.2 The table below summarises the current financial position of the capital schemes: -

	Budget £'000	Projected Spend £'000	Projected Variance £'000
<b>Expenditure</b>			
<u>Bromley North Village (A)</u>			
Capital works	5,048	5,016	-32
Design Fees	398	406	8
Project management	100	80	-20
	<b>5,546</b>	<b>5,502</b>	<b>-44</b>
<u>Bromley North Village (B)</u>	<b>1,106</b>	<b>1,106</b>	<b>0</b>
<b>Net underspend</b>	<b>6,652</b>	<b>6,608</b>	<b>-44</b>
<b>Funding</b>			
<u>Bromley North Village (A)</u>			
TfL	3,298		
LBB capital receipts	1,500		
Outer London Funding	748		
	<b>5,546</b>		
<u>Bromley North Village (B)</u>			
Outer London Funding	1,081		
Private Sector	25		
	<b>1,106</b>		
<b>Total Funding</b>	<b>6,652</b>		

5.3 **The underspend of £44k will be used to provide an enhanced cleaning service within the area as previously reported to the Executive on 2 December 2015.**

**5. PERSONNEL IMPLICATIONS**

6.1 None for the purpose of this report.

**6. LEGAL IMPLICATIONS**

7.1 None for the purpose of this report.

**7. PROCUREMENT IMPLICATIONS**

8.1 The Council has appointed Regeneris Consulting Ltd on the basis of a single quote through a Request for Quotes in accordance with Contract Procedures Regulations 1 and 2.

<b>Non-Applicable Sections:</b>	PERSONNEL IMPLICATIONS, LEGAL IMPLICATIONS
Background Documents: (Access via Contact Officer)	Regeneris Consulting OLF Round Two Evaluation Report