

APPENDIX 5

SUMMARY OF CONSULTATION UNDERTAKEN FOR BROMLEY TOWN CENTRE PUBLIC REALM PROJECT AND MARKETS REVIEW

1. For the previous Stage 2 Concept design, the design team initially prepared a series of concept design options which formed the basis of a series of public consultation events which took place in June and July 2015. These included a manned display in Market Square and a drop in session for stakeholders where the emerging design was broadly welcomed.
2. For the High Street improvements officers have consulted and have the approval of the Station Manager of Orpington Fire Station.
3. In April 2016 during the detailed design process the market traders and retail businesses were invited to discuss the proposals at a drop in consultation session at the Central Library to discuss the future of the Market.
4. The market research undertaken in January 2015 included:
 - shopper surveys (400 interviews in Bromley Town Centre and 400 interviews in peripheral town centres Chislehurst, Petts Wood, West Wickham and Beckenham)
 - business surveys (Bromley Town Centre)
 - market trader surveys (from the existing market in Bromley Town Centre)
 - Focus group with individuals who completed a shopper survey
5. The main outcomes of the market research were as follows:
 - Bromley Town Centre is perceived well as a shopping destination by people within Bromley, scoring 8.1/10
 - The public and business perception of Bromley Market is reasonably high scoring 7.8/10
 - Generally the market does not influence the vast majority of people's decision to visit the town centre, however 19% said it had influenced their decision
 - 70% of business survey respondents felt town centre footfall increased in market days and 61% felt shopper spend increased on market days
 - 71% of Bromley respondents would welcome an evening market festival
 - The most popular suggestions for the future of the market were – themed/seasonal markets, plenty of food retailing and catering and investment in the quality of stalls
6. Following the results of the market research and the recommendations within the Quarterbridge report a proposal document was prepared relating to the future of Bromley Market which was circulated to businesses within Bromley Town Centre and the existing market traders in March 2016 and

also presented at the consultation drop in event in April. The proposal document included the new location plan, layout, and aspirational tenant mix.

6.1. The local **Business** response included clear support from Your Bromley BID, representing around 540 businesses in the town centre. The BID supports the relocation, higher quality market but with a reduction in the number of stalls with a balanced mix of traders. They asked that direct competition with existing businesses should be carefully considered. The BID also stated that they would like to play a strategic role in the types of stalls granted a licence, the location and the layout – and hence it is suggested that they have a representative on the proposed Market Panel. There were also 49 individual business responses in addition to the BID response – and a number of these objected to the proposed new location, layout and configuration. A number of these were from businesses whose frontages were in close proximity to the new market or who are in direct competition with market traders.

6.2. Existing **Market Traders** were given the same opportunity to take part in the consultation as businesses but only 18 provided a response either in writing or in person. The majority of these supported the market relocation, layout and introduction of semi-permanent kiosks. However, some objected to the increase in food stallholders and a number were concerned about the reduction in the number of stalls which would be available on the proposed new market.

7. In early November 2016 – following development of the detailed design for the ground plain elements of the Public realm scheme, Councillors (including the Leader, the Portfolio Holder for Renewal and Recreation and one of the Bromley Town ward Councillors), senior officers and the BID Manager attended a presentation on the developing plans. Attendees were generally supportive, but provided some specific suggestions and comments to be taken into account as plans develop.