

**Decision Maker:** EXECUTIVE

For pre-decision scrutiny by the Renewal, Recreation and Housing Committee

**Date:** 3 August 2022

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

**Title:** High Streets for All Funding

**Contact Officer:** Sarah Keegan-Day, Regeneration Project Manager  
Tel: 02084617883 Email [sarah.keegan-day@bromley.gov.uk](mailto:sarah.keegan-day@bromley.gov.uk)

**Chief Officer:** Director of Housing, Planning, Property and Regeneration

**Ward:** Bromley Town

---

1. Reason for report

This report provides a summary of the successful High Streets for All funding application in order to seek a decision from elected Members.

---

## **2. RECOMMENDATIONS**

**2.1 The Renewal, Recreation and Housing PDS Committee is asked to note the report and provide comments for consideration by the Executive.**

**The Executive is asked to:**

**2.2 Approve the allocation of High Streets for All Challenge grant funding totalling £140k, noting that this would be accepted and expended on the interventions included in the funding application, as set out in paragraph 3.13**

**2.3 Note the allocated funding must be spent prior to reimbursement by the Greater London Authority**

**2.4 Note that this decision is being put before the Executive in accordance with General Exception Rule 15 of the Council's Access to Information Procedure rules for the following reasons:**

- i) The grant award was confirmed on 7 July 2022, therefore it could not be published on the Council's Forward Plan 28 days before the decision is made;**
- ii) due to the funding timescales, it would be impracticable to defer the decision until it has been included in the forward plan and to wait for the next Executive meeting.**

**2.5 Note that in accordance with Rule 15 (b) the Chairman of the Renewal, Recreation and Housing PDS Committee has been informed about the decision 5 clear days prior to the decision. Further to this and not required under Rule 15, Members of the Renewal, Recreation and Housing PDS Committee have been provided with a copy of the report for information and for their comment should they wish to do so.**

## Impact on Vulnerable Adults and Children

1. Summary of Impact: Vulnerable young people will benefit from the scheme.
- 

## Corporate Policy

1. Policy Status: Existing Policy
  2. Making Bromley Even Better (Corporate Strategy):
    - For children and young people to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home.
    - For people to make their homes in Bromley and for business, enterprise and the third sector to prosper.
    - To manage our resources well, providing value for money and efficient and effective services for Bromley's residents.
- 

## Financial

1. Cost of proposal: Estimated Cost: **£140k**
  2. Ongoing costs: None.
  3. Budget head/performance centre: Regeneration - Revenue
  4. Total current budget for this head: N/A
  5. Source of funding: GLA grant
- 

## Personnel

1. Number of staff (additional, with funding provided): 1
  2. If from existing staff resources, number of staff hours:[ ]
- 

## Legal

1. Legal Requirement: Statutory Requirement Non-Statutory - Government Guidance:
  2. Call-in: Applicable:
- 

## Procurement

1. Summary of Procurement Implications: Future procurement action required to support the proposals in this report.
- 

## Customer Impact

1. Estimated number of users/beneficiaries (current and projected): It is estimated that the High Streets for All scheme will benefit approximately 1000 young people living in the borough and the businesses operating on Bromley High Street and in the Glades Shopping Centre.
-

## Ward Councillor Views

1. Have Ward Councillors been asked for comments? Yes (NB former Ward Councillors for Bromley Town, who supported the application and interventions supported in the bid)
2. Summary of Ward Councillors comments: Ward Councillors were included in the engagement exercise and supported the proposal.

### **3. COMMENTARY**

- 3.1 The Greater London Authority launched the High Streets for All funding Challenge in 2021, inviting local partnerships to bring forward innovative high street recovery proposals to address local challenges and underpin the reimagining of high streets and town centres across London.
- 3.2 The scheme was introduced to assist high streets faced with the challenges of shifts in the economy and consumer behaviour, all of which was amplified by the Covid pandemic which deeply affected retail, cultural, leisure and hospitality sectors.
- 3.3 The aims of the Challenge include supporting communities, institutions and businesses to form active partnerships and breathe new life into high streets to deliver a resilient and thriving mix of uses as well as enhancing public spaces.
- 3.4 The London Borough of Bromley put forward five ideas for projects linked to Orpington and Bromley High Streets; the GLA selected one of these challenge projects which proposed to activate the pedestrianised area of Bromley High Street and Bromley Central Library's forecourt to progress to Stage 2.
- 3.5 Exemplar projects selected for Stage 2 of the High Streets for All Challenge, such as Bromley High Street, were subsequently invited to submit applications for Stage 3 funding of between £100,000 and £200,000.
- 3.6 The London Borough of Bromley was successful in the High Streets for All Challenge at this stage and awarded £140,000 of revenue funding to deliver a proposal which seeks to increase young people's involvement in high street recovery using the market as a key asset.

#### **Background and Context**

- 3.7 In June 2021, Bromley High Street was selected as an exemplar project and initial funding of £20k was allocated by the Greater London Authority (GLA) to develop a Stage 3 proposal for the High Street which could provide between £100,000-£200,000 revenue funding for 12 exemplar projects.
- 3.8 The proposal included reactivation of the pedestrianised area of Bromley High Street, including the Bromley Central Library forecourt and parts of Church House Gardens to restore confidence in the Metropolitan Town Centre as we emerge from the pandemic; High Streets Data showed that the High Street is only showing minor signs of recovery and vacant units have increased.
- 3.9 With the benefit of the initial funding allocated and taking on board advice from GLA Officers, Consultants, Inner Circle Ltd. carried out engagement work with key local cultural groups and Bromley High Street's key stakeholders in order to provide an evidence base to steer and develop the Stage 3 application. This was supported by former Ward Councillors and the former Portfolio Holder for Renewal, Recreation and Housing.
- 3.10 As part of the engagement work, a pilot event was organised on Bromley Central Library's forecourt which brought together numerous local cultural groups and provided a range of free activities. It was noted that spending on Bromley High Street increased during this event.
- 3.11 Questionnaires handed out at the pilot event established that people wanted to see more

activities on the High Street. Evidence was gathered by Inner Circle consultants which would contribute to develop the Stage 3 proposal for a cultural programme for Bromley High Street to provide cultural events similar to the pilot event, however this funding bid was unsuccessful, with the GLA providing feedback indicating that a more inclusive and meaningful programme should be considered and developed to activate the high street.

3.12 Following the unsuccessful first Stage 3 application, the partnerships created and engagement carried out were developed to focus the proposal upon young people which was a group evidently missing from the High Street during the pilot event. On this basis, there was extensive engagement with youth groups and groups representing young people along with further review of the proposal to provide activities tailored to appeal to young people and a second application was submitted; on this occasion it was successful and the council awarded £140k to execute the project.

## **The Proposal**

3.13 With the support of the former Ward Cllrs for Bromley Town Centre, the funding application was submitted and incorporated the following interventions to be fully funded by the High Streets for All funding:

- Two young people's markets, using existing market infrastructure to offer young new local entrepreneurs an opportunity to test ideas; this could develop a prototype for further specialist, curated, self-sustainable markets to help revitalise the High Street in the future
- Technical support to provide additional assistance to young people using the market stalls and other general requirements such as advertising, wardens, additional street cleansing services
- A range of complementary activities and workshops for young people, to be provided in market stalls and pop up gazebos on Bromley High Street and the Central Library forecourt, in the Churchill Theatre and Library as well as other locations which have been offered by key stakeholders
- Performance stage for young performers during the market events to be placed at the top of Church House Gardens with additional technical support to help navigate the equipment
- Two film evenings for young people to be hosted by Bromley Central Library starting at 7pm when the market events finish
- Weekly activity programme for 8-10 weeks between the two market events to include creative, sporting and digital after school workshops for young people with final work exhibited in the Glades; this will be complemented with youth worker support sessions in a local café in or near the Glades
- Design competition to design marketing for Bromley High Street with an apprenticeship placement offered by the Glades' Marketing Team for the winner
- Additional study space furniture for students in Bromley Central Library along with some resource for study support
- One-off repairs to the market's electrical infrastructure

Key Expected Outputs of the above interventions are summarised as follows:

- Diversification of existing high street market
- Increased footfall and spending on the High Street
- Increased active participation of young people in High Street activities
- Extension of the economy into early evening

- Young people can test business ideas
- Increased access to services for young people
- Better integration of market into the wider High Street activity
- Better market infrastructure
- Increase in High Street vitality, including evening activity

Longer term outcomes and impacts for the proposed interventions were identified as follows:

- Youth Markets can provide long term impacts including increased civic engagement amongst young people; a reduction in anti-social behaviour; diversification of the town centre offer; increased wellbeing and confidence amongst young people; growth of young entrepreneurs
- The proposed weekly programme will increase activities for young people on the high street, which will increase the use of the high street, improve wellbeing as well as providing increased support and skills knowledge which could lead to wider opportunities for future employment
- Proposed improvements to the Library's study space will enable greater future use and encourage young people to use the space, encouraging future involvement in library activities.

## **Costs**

3.14 The full cost of the project, including staff resource, will be covered by the GLA funding allocation and will not result in any additional resourcing costs for the council.

3.15 The costs included with the funding application are set out in the following table:

<b>Project Activity</b>	<b>Estimated Costs</b>	
Teenage Market - subscription (one year only)	£	1,000.00
Waste removal/street cleansing for market	£	2,000.00
Consultant to manage engagement and monitoring and coordinate market/bromley town bag branding competition and appropriate advertising for events	£	15,000.00
Market set up and support costs	£	4,000.00
Market stall electric feeder pillar maintenance to facilitate specialist market events (one off work to repair electric feeder pillars for the Teenage Market)	£	20,000.00
Security Wardens for 2 market events	£	4,000.00
Market Workshops in Partnership with the Churchill Theatre - for Market 1		
3 drop in music sessions with 2 facilitators	£	800.00
Hip Hop dance workshops (for girls) with 2 dance leaders running 3	£	800.00
Workshops in partnership with the Churchill Theatre for Market 2		
Stage Combat x 3 workshops	£	1,050.00
Comedy for beginners workshop x3 workshops	£	800.00
Singing for fun workshop x3 sessions	£	800.00
Street dance sessions x3 per market event	£	510.00
2 Evening Film events in Library - in partnership with GLL	£	800.00
Digital Learning workshops for x2 Market Events	£	10,000.00
Youth worker drop in sessions	£	2,000.00
Additional workshops for x2 Markets and weekly programmes as suggested following further consultation with young people	£	10,000.00
Upcycling fashion workshop including resources	£	4,000.00
Sustainable eating workshop including resources	£	2,000.00
<b>Equipment</b>		
Street dressing and market stall decoration for x2 market events, eg pop-up park, outdoor table tennis	£	20,000.00
Toilet hire (including disabled access) for 2 market events	£	2,000.00
Generator Hire and diesel cost for 2 events	£	2,000.00
Stage and sound system Hire for 2 events	£	4,000.00
Stage Sound system engineer support for 2 events (DBS and safeguarding check)	£	3,000.00
Church House Gardens site fees/admin and hire costs for 2 events, including waste removal by IDVerde	£	1,000.00
Licensing fees for 2 events	£	50.00
x8 pop up gazebos with weights for Cultural Forum Groups and other volunteer groups to use for market events	£	1,200.00
Additional Library opening costs (to 11pm) for market/film events	£	200.00
<b>Resources for events</b>		
Event and Partnership Project Manager - 6 months full time	£	25,000.00
Additional resources for Marketing and publicity graphic design/digital advertising/poster/ banners £1000 per event	£	2,000.00
Resources/materials for markets to support young entrepreneurs £2500 per event	£	5,000.00
Performance costs for professional performers to complement market events	£	4,000.00
Catalogue of performance spaces in Bromley Town Centre to be prepared by Event Manager		
<b>Weekly after school workshops 8-11 weeks</b>		
Digital learning 11 week course	£	14,000.00
8 week creative workshop course	£	5,000.00
Sport x2 8 week course	£	2,600.00
Hall hire for 8 weeks and for market events	£	1,000.00
Upcycling workshop 8 weeks	£	10,000.00
Study guide x 8 weeks in library study area	£	1,000.00
Mental Health or Mindfulness Mentors x2	£	2,000.00
Study space furniture	£	8,000.00
How I see myself art workshop in partnership with GLL	£	5,000.00
Youth worker weekly drop in in partnership with Bromley Youth Worker Team	£	2,000.00
<b>In Kind Funding</b>		
In partnership with the Glades - Display space and marketing apprenticeship for logo/marketing competition winner	£	-
Greener cleaner - space for youth worker and workshops		
Ada and Albert - space for workshops		
Use of Wells Room in the Churchill Theatre (or alternative) for Market workshops		
Potential event with Churchill theatre linking to a main house show (TBC)		
<b>Total Revenue Funding</b>	<b>£</b>	<b>199,610.00</b>

- 3.16 It should be noted that funding was requested for a total of £199,610, however the funding awarded was £140k and as such, Council and GLA officers will discuss and agree which elements of the proposal should be retained in order to reduce the costs of the proposal to fit in the allocated funding award.
- 3.17 Any funding shortfalls will be addressed by scaling back the programme of workshops and events on offer; the above costs will not result in ongoing cost liabilities for the Council.
- 3.18 The two market events and complementary activities will be advertised as one-off events which will only be repeated once the funding expires if they can be arranged as a self-sustainable projects.

## **Options**

- Option 1 – Do nothing and refuse the funding.
- Option 2 – Accept the allocated GLA funding for £140k, agree which elements to remove/retain with the GLA and progress with the proposal – this is the recommended option

### **Option 1 – Do nothing.**

- Bromley High Street will not benefit from an increase in footfall and potential increase in spending during the market events
- Young people in Bromley would not be provided with free opportunities to attend the after-school workshops and activities included in the proposal
- Young people may not gain access to other services made available in the after-school activities and Youth Worker presence
- The use of specialist markets on Bromley High Street, including evening use, will not be tested
- Local young entrepreneurs and performers will not be provided with an opportunity to test their audiences on the High Street

### **Option 2 – Accept the allocated GLA funding of £140k, discuss with the GLA which elements of the proposal should be retained to fit in with the funding awarded and progress with the proposal**

- The proposed markets will diversify the current offer and increase footfall on Bromley High Street on weekdays when the existing Charter market is closed
- The introduction of specialist, curated markets extending into the evening can be tested with no risk to the council and provide a prototype for specialist markets going forward to revitalise the High Street
- The market will test whether visitors will stay beyond 6pm and whether shops will be encouraged to open later to activate Bromley High Street in evenings
- The small pilot event provided evidence that spending increased when additional events took place on the High Street; markets and special events result in increased spending on the High Street which will benefit the local economy
- Young local entrepreneurs will have the opportunity to test and showcase their offer in a local setting
- Young performers will be provided with a platform to perform in front of an audience and perform on an outdoor stage with technical assistance
- The High Street and Market will benefit from a whole town branding developed through the competition and from additional decorations to increase the appeal of the High Street

during the market events

- New links will be created with businesses and young people through proposed activities
- The funding will support a Youth Worker support space in a local café to help young people access other essential services and to improve youth civic engagement
- The ongoing events programme proposed will increase young people's skills for personal and professional development
- The proposed design and marketing competition for young people will provide one young person with work experience with the Glades' Marketing Agency
- The market stalls' electric sockets will be repaired/improved which will enable future varied use of the market infrastructure to increase vitality on the High Street and solidify longevity of specialist market events
- Additional study space will be created in Bromley Central Library
- The proposal presents numerous social and economic benefits for the borough's young people and businesses.

### **Funding Opportunities and Value Engineering**

- 3.19 In kind funding has been offered by the Glades Shopping Centre through the offer of display space and a marketing apprenticeship for the marketing competition winner. Greener and Cleaner has offered free space for the youth worker after school programme, Ada and Albert have offered space for workshops and the Churchill Theatre has offered space for the market events with the potential theatre event to complement the markets.
- 3.20 Any funding shortfalls will be addressed by scaling back the programme of workshops and events on offer.

## **4. PROCUREMENT AND PROJECT TIMESCALES AND GOVERNANCE ARRANGEMENTS**

- 4.1 Given the delays to announcing the successful bids, the first market event is now likely to take place in October half term, with the second market scheduled for the February half term or Easter break, subject to GLA approval.
- 4.2 The value of most of the goods and services required for the proposal sit below the £5k threshold and therefore, a single quotation will be sought in accordance with the competition requirements of the Contract Procedure Rules.
- 4.3 Where quotations are above the £5k threshold the appointed Project Manager will, working with Procurement Officers, seek to appoint the service provider via a competitive process as necessary and to be established following further market research.

## **5. STAKEHOLDER ENGAGEMENT**

- 5.1 The following key stakeholders were engaged at the start of the stage 3 application process. Some of the stakeholders listed are key project partners who will be assisting with the delivery of the project:

London Borough of Bromley – Market Team, Culture and Events Team, Economic Development Team  
Bromley Youth Services  
Bromley Youth Council  
Bromley College  
The Glades Shopping Centre  
Your Bromley

The Churchill Theatre  
GLL/Bromley Central Library  
Greener Cleaner Bromley  
London Sport  
Palace for Life  
Metropolitan Police  
Bromley Education and Business Partnership  
Bromley Economic Partnership  
Public Health Team  
Clarion House Education and Training, Career Advice Service  
Metropolitan Police Youth Engagement  
Bromley Children and Families Forum  
Local Cultural Groups and Cultural Forum  
Community Links  
Community Resource Shops  
Ada and Albert  
CASPA Community Café  
IDVerde  
Local Ward Councillors

## **6. POLICY CONSIDERATIONS**

6.1 The High Streets for All Challenge will contribute to the Corporate Strategy to Make Bromley Even Better as follows:

- For children and young people to grow up, thrive and have the best life chances in families who flourish and are happy to call Bromley home.
- For people to make their homes in Bromley and for business, enterprise and the third sector to prosper.
- To manage our resources well, providing value for money and efficient and effective services for Bromley's residents.

6.2 The adopted Regeneration Strategy 2020 – 2030 sets priorities for the following area which the proposals contribute towards:

- Strengthening our Town Centres and local economy

## **7. IMPACT ON VULNERABLE CHILDREN AND ADULTS**

7.1 If this scheme is delivered, vulnerable young people will benefit from the provision of free activities, workshops and study support included in the proposal.

## **8. PROCUREMENT RULES**

8.1 This report indicates in Section 4 that there will be future procurement action required to support the implementation of the recommendations.

8.2 The majority of the opportunities to be awarded are below £5k, with the greatest value opportunity being £25k in value. In accordance with the competition requirements of the CPRs (8.2.1), a single quotation is suitable for awarding contracts up to £5k in value, with a competitive process (either advertised or not) being followed for those between £5k and £25k in value, providing a minimum of three quotations are received.

- 8.3 Awarding contracts of these values can be Approved at an officer level in accordance with CPR 16.
- 8.4 In accordance with CPR 2.1.2, Officers must take all necessary professional advice. The actions identified in this report are provided for within the Council’s Contract Procedure Rules, and the proposed actions can be completed in compliance with their content.

**9. FINANCIAL CONSIDERATIONS**

- 9.1 The Executive is asked to approve the allocation of GLA High Streets for All Challenge grant funding, totalling £140k. The initial grant funding request was for a total of £199,610, and officers will work with the GLA to ensure the cost of proposed activities is managed within the award amount of £140k.

**10. LEGAL CONSIDERATIONS**

- 10.1 This report to the Executive requests Members to approve the allocation of High Streets for All Challenge grant funding totalling £140k from the Greater London Assembly. This report comes before the Executive as a drawdown of such a grant must be approved in this way in accordance with the Council’s Financial Regulations.
- 10.2 Section 1 of the Localism Act 2011 provides a power for local authorities to act in any way they see fit provided that action falls within the law (the general power of competence). This would include any action calculated to be in the best interests of the council’s local area. As the proposed grant will encourage business and footfall in Bromley town centre, it is considered that this falls within the general power of competence.
- 10.3 This report does not specifically recommend any procurement actions but, should the acceptance of the grant be approved, such procurements must accord with the Council’s CPR’s. Officers must also ensure that all conditions of the grant from the GLA are met in full.

<b>Non-Applicable Sections:</b>	Personnel considerations; IT and GDPR considerations
Background Documents: (Access via Contact Officer)	Other background documents:  GLA High Streets for All Challenge – Possibilities Playbook

