
Decision Maker: EXECUTIVE

Date: Wednesday 30 November 2022

Decision Type: Urgent Executive Non-Key

Title: NIGHT TIME ENTERPRISE ZONE FOR BROMLEY TOWN CENTRE

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Ward: Bromley Town

1. Reason for decision/report and options

This report provides a summary of the successful Night Time Enterprise Zone bid for Bromley Town Centre and seeks authority to spend the funding.

2. **RECOMMENDATION(S)**

The Executive is asked to:

2.1 Approve a new one-off revenue budget for the Night Time Enterprise Zone project of £130k, funded by GLA grant funding of £130k (Your Bromley match funding will be directly spent by Your Bromley), noting that this would be accepted and expended on the interventions included in the funding application, as set out in paragraph 3.9

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

2.3 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on 15 September 2022, however the GLA did not publicly announce the awards until 17th November 2022, therefore it could not be published on the Council's Forward Plan 28 days before**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.**

2.4 Note that in accordance with Rule 15 (b) the Chairman of the Renewal, Recreation and Housing PDS Committee will have seen the report 5 clear days prior to the decision, fulfilling the requirement of Rule 15 (b).

Impact on Vulnerable Adults and Children

1. Summary of Impact: Vulnerable adults and children will be able to access and benefit from the interventions associated with the Night Time Enterprise Zone
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Transformation Policy

1. Policy Status: Existing Policy:
 2. Making Bromley Even Better Priority:
 - (1) 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.
 - (2) For adults and older people to enjoy fulfilled and successful lives in Bromley, ageing well, retaining independence and making choices.
 - (3) For people to make their homes in Bromley and for business, enterprise and the third sector to prosper.
 - (4) For residents to live responsibly and prosper in a safe, clean and green environment great for today and a sustainable future.
 - (5) To manage our resources well, providing value for money, and efficient and effective services for Bromley's residents.
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Financial

1. Cost of proposal: Estimated Cost: £130k
 2. Ongoing costs: Not Applicable:
 3. Budget head/performance centre: Culture and Regeneration - Economic Development
 4. Total current budget for this head: £0k
 5. Source of funding: Greater London Authority
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Personnel

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

1. Legal Requirement: Non-Statutory - Government Guidance:
 2. Call-in: Non-Applicable: As the successful bids were only publicly announced on 17th November, this report has been marked as urgent to enable the procurement for the engagement to begin immediately after Executive. If the call-in period is applied this puts the project at risk of not being delivered prior to the first payment milestone. Therefore, this report has been marked as urgent to mitigate that risk.
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Procurement

1. Summary of Procurement Implications: Future procurement action is required to support the proposals within this report.
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Property

1. Summary of Property Implications: n/a
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Carbon Reduction and Social Value

1. Summary of Carbon Reduction/Sustainability Implications: n/a
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Customer Impact

1. Estimated number of users or customers (current and projected): The Night Time Enterprise Zone will benefit the c600 businesses within this area. It is estimated that the project will attract an increase in 1,000 visitors.
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? Yes
2. Summary of Ward Councillors comments:
Ward Councillors are supportive of this project.

3. COMMENTARY

Background

- 3.1 The Greater London Authority launched the Night Time Enterprise Zone funding scheme in June 2022, aiming to create three Night Time Enterprise Zones (NTEZ) across London, to experiment with ways to boost activity and make High Streets more welcoming and accessible in the evening.
- 3.2 Local Authorities were invited to apply for up to £130k of funding, with a match-funding requirement. The GLA funding is for revenue purposes only with any capital costs being met by the match funding element. All funding must be spent by 31st March 2024 with Local Authorities committing to producing a night time strategy for the borough within two years of the funding being awarded. Note that this strategy will be produced internally by officers in the Economic Development team with the Bromley Economic Partnership at no cost to the Council other than existing staff time.
- 3.3 Prior to submission, the Economic Development Team undertook an assessment of the High Streets within the borough and in discussion with the Portfolio Holder agreed that an application would be submitted for Bromley Town Centre. A key factor in the decision to apply for funding for Bromley Town Centre was that there are already existing projects underway in the town centre with agreed budgets, therefore this could be used as 'match' for the funding bid without actually requiring the Council to commit any further funds. Additionally, the NTEZ grant funded project complements the existing capital schemes delivered to date by encouraging more footfall into the town centre increasing impact.
- 3.4 The Night Time Enterprise Zone will build upon the funding received as part of the Mayor of London's High Streets for All Challenge, which aims to deliver creative solutions to local challenges through partnership working. The Council received £140k revenue funding to deliver a programme for young people at Bromley High Street. The Council has appointed consultants to carry out wide reaching engagement with young people aged 14 to 24 which will shape the delivery of the project and provide an evidence base. An eight week workshop programme for young people will build up to the delivery of two specialist markets in early 2023, tailored towards young people's interests and to provide a platform for young entrepreneurs. The project will provide a prototype for specialist market provision in the town centre.
- 3.5 The Leader and the Portfolio Holder provided approval for the Night Time Enterprise Zone application to be submitted, and for the existing capital works scheme to be utilised as match. During July engagement with local stakeholders was undertaken to develop projects ideas that would make Bromley Town Centre more welcoming, inclusive and accessible after 6pm.
- 3.6 Local stakeholders included in the engagement were Your Bromley, Glades Shopping Centre, Churchill Theatre, Bromley Civic Society, GLL, Bromley Mytime, London Sport, Pub Watch and Bromley Police. In addition to this, other teams within the Council also participated in the engagement, including the markets team, licensing, regeneration, culture, leisure and community safety.
- 3.7 The finalised application was submitted at the end of July 2022, and it was announced that the application had been successful on 15th September 2022, one of three successful bids in London from applications by 18 boroughs.

Proposal

- 3.8 The four priorities of the Night Time Enterprise Zone are:

- i. To extend opening hours and boost activity on the High Street after 6pm, giving businesses more opportunities to increase income and footfall
- ii. To give local people and visitors better access to shops and services after 6pm
- iii. To make the High Street more welcoming and inclusive for a diverse range of people after 6pm
- iv. To increase the number of night workers that benefit from good standards

3.9 In conjunction with local stakeholders, a number of interventions were designed to meet the fund's priorities set out above in paragraph 3.8. These were agreed and submitted as part of the application for Bromley Town Centre to become a Night Time Enterprise Zone. The interventions are listed in Table 1 below including associated costs:

Table 1: Interventions

Interventions	GLA revenue funding	LBB capital funding (existing projects)	Your Bromley funding
Engagement with users of town centre	£20k		
Programme of events (including a Library Lates event, Celebration of Sport and Winter Lights event)	£95k		£18k
Marketing campaign	£15k		
Additional infrastructure and enhancing existing capital projects		£72k	
Project Management		£38k	
Total	£130k	£110k	£18k

3.10 There are no ongoing revenue costs for the Council associated with the interventions.

3.11 The interventions above will attract additional footfall to the area and raise the profile of Bromley Town Centre. The event programme will consist of 3 test events including a Library Lates event where the Central Library will open late providing non-traditional activities; a Celebration of Sport event where the High Street will be activated through a series of pop-up sporting activities; and a Winter Lights event with temporary lit structures and installations brought in to the town. A marketing campaign, as well as guidance for businesses to encourage them to open late during the events, will accompany these interventions raising the profile of the town centre and attracting new users. The infrastructure improvements, including additional electricity at the southern end of the pedestrian area will enable additional events and markets to take place and additional lighting will also provide a safe welcoming environment for users of the town centre. These interventions may vary as per grant variation requirements.

- 3.12 The success of these interventions will be monitored throughout the project, with measures such as footfall and spend in the town centre being reported on a regular basis.
- 3.13 A Night Time Strategy for the borough will be developed within 2 years of the funding being awarded. This will be led and delivered internally in partnership with the Bromley Economic Partnership and shaped by other existing stakeholder working groups with a focus on the evening economy.
- 3.14 Payment milestones will be agreed with the GLA to draw down the funding.
- 3.15 As the successful bids were only publicly announced on 17th November, this report has been marked as urgent to enable the procurement for the engagement to begin immediately after Executive. If the call-in period is applied this puts the project at risk of not being delivered prior to the payment milestone. Therefore, this report has been marked as urgent to mitigate that risk.

Options

- 3.16 There are two options, the first is to refuse the GLA funding and only deliver the capital elements, already delivered and/or being progressed, funded by the Council; the second is to accept the allocated GLA funding and deliver this project alongside the capital elements funded by the Council
- 3.17 Option 1 – Although Bromley Town Centre will already benefit from the capital funding providing additional infrastructure to enable events, these events will be limited to only those events that Your Bromley BID provide. There will not be additional revenue funding for events and therefore Bromley Town Centre will not benefit from an increase in footfall and potential increase in spend. There will also be no marketing campaign to raise the profile of the town centre to attract new users. Local people will not benefit from shops and services opening late in the town centre.
- 3.18 Option 2 – The GLA funding will complement the capital projects. The events will diversify the offer and provide additional footfall and potential spend increase. There will also be the opportunity for traditional venues such as the Central Library to trial opening late reaching a wider audience and attracting new users. By encouraging local businesses to open later, local people will have better access to shops and services in the evening. Through the marketing campaign, Bromley Town Centre will have a raised profile attracting new users to the High Street. Existing capital projects will be enhanced through the GLA funding. The Night Time Enterprise Zone will provide the opportunity for local businesses to open late, attract new users and enabling the businesses to bring in additional income, supporting them with their recovery from the pandemic.

4. IMPACT ON VULNERABLE ADULTS AND CHILDREN

One of the four aims of this funding is to enable the High Street to become more welcoming and inclusive for a diverse range of people. By providing an events programme that is inclusive and attracts new users to the High Street, there will be a positive impact on vulnerable adults and children in the borough and beyond. There will be the opportunity for them to attend and participate in these events and also through improved infrastructure they will be able to better access the town in the evening.

5. TRANSFORMATION/POLICY IMPLICATIONS

- 5.1 A Night Time Enterprise Zone in Bromley Town Centre will contribute to the Corporate Strategy to Make Bromley Even Better. It will meet the following objectives:

- 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.
- For residents to live responsibly and prosper in a safe, clean and green environment great for today and a sustainable future.
- To manage our resources well, providing value for money and efficient and effective services for Bromley's residents.

5.2 It also supports multiple other policies in Bromley including:

- Regeneration Strategy 2020 – 2030 includes a priority on Strengthening our Town Centres and local economy
- Economic Development Strategy includes priorities on High Streets for the Future and Enhancement of Tourism and Culture Industries
- Local Plan – Bromley Town Centre is designated as a priority area for economic growth

6. FINANCIAL IMPLICATIONS

6.1 This report seeks approval for a new one-off revenue budget for the Night Time Enterprise Zone project of £130k, funded by GLA grant funding of £130k. The allocated funding must be spent prior to reimbursement by the Greater London Authority. Match funding requirements can be met from existing approved project budgets, and therefore there will be no adverse impact upon the Council's resources. There are also no on-going revenue budget implications associated with the grant funded interventions described in this report.

7. PERSONNEL IMPLICATIONS

7.1 A Project Coordinator will be recruited to deliver the events programme outlined in the funding bid. There is the opportunity to recruit from existing staff within the Council to support development.

8. LEGAL IMPLICATIONS

8.1 This report to the Executive requests Members to approve the budget for the Night Time Enterprise Zone, using grant funding totalling £130k from the Greater London Assembly, in order to provide the outcomes detailed herein. This report comes before the Executive as the eventual drawdown of a grant must be approved in this way in accordance with the Council's Financial Regulations.

8.2 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 Bromley Town Centre's night time economy, and make it more accessible to its residents, it is considered that this falls within the general power of competence.

8.3 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.

9. PROCUREMENT IMPLICATIONS

- 9.1 Any procurement carried out will be in line with the Council's Contract Procedure Rules and the Public Contract Regulations 2015.
- 9.2 The procurement must comply with PCR 2015 principles of transparency and equal treatment. Any time limits imposed, such as for responding to adverts and tenders, must be reasonable and proportionate.
- 9.2 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

10. CARBON REDUCTION/SOCIAL VALUE IMPLICATIONS

Throughout all the Night Time Enterprise Zone interventions there will be a focus to promote a green economy. All additional lighting installed will be low energy LED lighting to reduce the impact on carbon emissions.

12 CUSTOMER IMPACT

The Night Time Enterprise Zone will benefit the businesses within this area, totalling an estimated 600. It is also anticipated that a further 1,000 town centre users will also benefit from the interventions delivered as part of this project.

13 WARD COUNCILLOR VIEWS

"The 3 Liberal Democrat Councillors representing Bromley Town ward are delighted to hear that Bromley Town Centre has been awarded £130,000 to become a Night Time Enterprise Zone. We want our town centre to be welcoming in the evening both to visitors and Bromley residents, for people on a night out or people who work in Bromley after 6 p.m. This award and the consequent regeneration of the night time economy will bring more people into Bromley in the evening and boost local businesses. We look forward to hearing details of the event programme and marketing campaign being planned by the Your Bromley BID team."

Non-Applicable Headings:	Property Implications
Background Documents: (Access via Contact Officer)	Bromley Town Centre Improvement Scheme: A New Approach 25 th March 2020 (DRR20/020)