
Decision Maker:	PORTFOLIO HOLDER FOR RENEWAL, RECREATION AND HOUSING		
Date:	For Pre-Decision Scrutiny by Renewal, Recreation and Housing PDS Committee on 6 September 2023		
Decision Type:	Non-Urgent	Executive	Key
Title:	LOCAL PARADES IMPROVEMENT INITIATIVE - UPDATE		
Contact Officer:	Alix Roberts, Regeneration Manager E-mail: alix.roberts@bromley.gov.uk		
Chief Officer:	Sara Bowrey, Director of Housing, Planning, Property and Regeneration		
Ward:	All Wards		

1. Reason for decision/report and options

- 1.1 The purpose of this report is to provide an update in relation to the Local Parades Improvement Initiative – Round 2, to provide a recommendation on the outstanding works and to seek a decision on continuing with the programme.

2. **RECOMMENDATION(S)**

- 2.1 The Renewal, Recreation and Housing PDS Committee is asked to note the contents of this report and provide the Portfolio Holder with any comments.
- 2.2 The Portfolio Holder for Renewal Recreation and Housing is asked to:
- Note the contents of the report and the works completed to date; and,
 - Confirm that unutilised funding of £50k to date is retained as Local Parades initiative funding, inviting Ward Members to apply for funding for as set out in para 3.18

Impact on Vulnerable Adults and Children

1. Summary of Impact: N/A
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Transformation Policy

1. Policy Status: Existing Policy
 2. Making Bromley Even Better Priority:
 - (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.
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Financial

1. Cost of proposal: £50k
 2. Ongoing costs: Non-Recurring Cost
 3. Budget head/performance centre: Local Parades
 4. Total current budget for this head: £250k
 5. Source of funding: Member's Community Fund
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Personnel

1. Number of staff (*current and additional*): 3 members of staff
 2. If from existing staff resources, number of staff hours: 14.4 - 28.8 hours per week
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Legal

1. Legal Requirement: Non-Statutory - Government Guidance
 2. Call-in: Not Applicable
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Procurement

1. Summary of Procurement Implications: Existing sub-contractor and maintenance contracts are utilised where possible. The correct procurement procedures are used in all circumstances.
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Property

1. Summary of Property Implications: The works are required to have no revenue tail and therefore there is no longer term property impact.
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Carbon Reduction and Social Value

1. Summary of Carbon Reduction/Sustainability Implications: N/A
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Impact on the Local Economy

1. Summary of Local Economy Implications: Encourages residents to spend locally.
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Impact on Health and Wellbeing

1. Summary of Health and Wellbeing Implications: N/A
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Customer Impact

1. Estimated number of users or customers (*current and projected*): All borough residents
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? N/A
2. Summary of Ward Councillors comments:

3. COMMENTARY

- 3.1. Local shopping parades play an extremely important role in local communities right across our borough – providing a sense of place, choice to consumers, opportunities for entrepreneurship, easier access to services (especially for residents that may be less mobile) and places to develop a sense of local community. Local parades of shops have a direct impact on the local economy, with businesses often owned by and employing local people, in addition to the contribution they make to ensuring accessibility of goods and services. Local parades across the country were well utilised during the pandemic.
- 3.2. The Council has supported a Local Parades Initiative since 2012, and this report focuses on the second round which commenced in 2017. It should be noted that some of this work was paused for 18 months whilst the team were diverted to manage business grants during the Covid pandemic. Given the time that has lapsed, this report provides a detailed context of the funding that was approved, and how the funding was allocated.
- 3.3. A verbal update on Local Parades was provided at the meeting of Renewal, Recreation and Housing PDS Committee on 15 June 2023, and as agreed this report details background, current status of schemes, finances and recommendation of remaining funding.

BACKGROUND

- 3.4. In recognition of the role local shopping parades have in our local economy, the Council set aside funding to enhance and improve small parades identified in the Council's Local Plan as 'Local Neighbourhood Centres and Parades'. To date, there have been two Local Parades' Improvement Schemes. Round 1 ran between 2012 – 2016 with all projects executed by 2019 followed by Round 2 which was launched in the second half of 2017. It should be noted that Round 1 included larger shopping parades classed as 'Local Centres' in the Council's Local Plan, which were removed from the eligibility criteria for the second round of funding. To note, the Portfolio Holder at the time, agreed that Mottingham Road could be included as an eligible parade for the Round 2 scheme following a special request by the Ward Councillors.
- 3.5. In its meeting on 22 February 2016, Full Council agreed to set aside funding totalling £750k as an earmarked reserve from underspends in 2015/6 for planned one-off Member Initiatives with £250k of this funding earmarked to enhance and improve local shopping parades.

Local Parades Initiative - Round 2

- 3.6. The list of eligible parades for the Round 2 scheme is included in the Council's Local Plan – Appendix 10 page 357 [Local Plan \(bromley.gov.uk\)](https://www.bromley.gov.uk/local-plan) . This report provides context and an update on Round 2.
- 3.7. When the Council set aside the sum of £250k for improvements to local parades, it was on the understanding that this was for one-off investment in projects which would have a lasting effect. This means that the funding should not be used to support events, which would only have a short-term impact and which would not result in any permanent change to the environment or trading conditions. This also meant any works completed had to be independently sustainable, and no burden of revenue or maintenance costs could fall to the Council, and so a significant amount of work of partnering with local businesses has been required.
- 3.8. The Renewal and Recreation Portfolio Holder has delegated authority to authorise applications for up to £25,000. The fund application process requires that applications are made by Ward Councillors, who apply on behalf of traders groups / businesses on a shopping parade in their ward.

- 3.9. It was acknowledged that the vast majority of units on local parades are privately-owned and the Council may not have a direct say in how the commercial premises are managed. However, it was suggested that parades could be improved effectively in the following ways:
- 3.9.1. Improving the public realm through investment in elements such as enhanced paving, street lighting, wayfinding, street furniture, green spaces and planting. Hand in hand with this the Council can also undertake de-cluttering exercises to remove obsolete, unnecessary or duplicate street furniture.
 - 3.9.2. Installation of location signage to enhance a sense of place.
 - 3.9.3. Working with landlords and agents to improve the look of empty shops, through use of shop front dressing, grants for cosmetic shop front improvements or facilitating 'pop up shops'.
 - 3.9.4. Working with local businesses to encourage the development of sustainable traders' groups, and to jointly promote local parades to residents.
- 3.10. Over 30 parades have benefited from the two rounds of Local Parades Improvement Initiatives with no additional ongoing revenue obligation for the Council. A list of the Local Parades that have completed from Round 2 are set out below:

Local Parade	Description of Works
Newlands Park Parade, Penge	Resurfacing of private forecourt area, pavement clean, new planters and bins, lamp column and bollard repainting, new infrastructure for Christmas lights and a new set of Christmas lights, new infrastructure and structural testing for hanging baskets, new village sign - working in partnership with Penge BID and local artist
Anerley Hill / Crystal Palace Park Parade	Assistance with mural installation
Clock House Parade, Beckenham	Resurfacing of private forecourt area, installation of new trees, bike stands, pavement clean, tree base improvements, lamp column and bollard repainting
Kent House Parade, Beckenham	New hanging baskets and Christmas tree holders, bins and village sign
Eden Park Parade - Upper Elmers End Road	New planters, installation of a community Christmas tree with feeder pillar, replacement bins, repainting of bollards, hanging baskets and brackets with associated structural testing, new cast iron welcome/village sign
Keston	Removal of redundant BT phone box, replacement bins
Roundway, Biggin Hill	Installation of CCTV system and new noticeboard
Chatterton Road	Installation of new Christmas lights with associated testing and infrastructure

Green Street Green	Installation of new hanging baskets along with associated structural testing, lamp column and bollard repainting, replacement bike stands and new welcome sign
Park Langley	Refurbishment of a bench and cutting back parklet vegetation
Royal Parade	Pavement clean, new bike stands, new feeder pillar, independent CCTV system, defibrillator for businesses

3.11. Additional benefits and actions that have been carried out by the Regeneration Team, at no cost, to help improve Local Parades. All actions in the table below have been completed:

Local Parade	Description
Newlands Park Parade	Kerbside clean
Keston	Defibrillator - Support to obtain a community defibrillator - independent funding granted by British Heart Foundation with a top up from the community fund
Shortlands	Inappropriate placing of A boards reported to the Neighbourhood Enforcement Team
Shortlands	Dissatisfaction in respect of terms and conditions of pay and display bays reported to parking
Keston	Ongoing Litter problems referred to Neighbourhood Team
Newlands Park Parade	Litter problems referred to the appropriate Neighbourhood Team
Royal Parade	Broken lamp column reported
Royal Parade	Pot-hole reported
Old Hill	Relocation of litter bin after complaint
Royal Parade	Parking bay delineation - pressure wash organised
Chancery Lane	Request to Repaint letterbox
Keston	Stone Water fountain - Lichenologist report arranged
Chilham Way	Grass Edging work arranged
Newlands Park Parade	Clothes collection bin - replaced
Green Street Green	Overgrown trees, reported to Arboriculturalist

Burnt Ash Lane	Dog foul signs – requested
Waldon Road	Dog foul signs – requested
Mottingham Road	Relocation of litter bins
Eden Park Christmas tree	Replacement arranged
Phone boxes - Anerley Hill	Reported to BT and clean arranged
Phone box - Penge High Street	Reported to BT and clean arranged
Parish lane	Broken sign and rubbish reported

3.12. Photographs of a selection of the completed improvements carried out in Round 2 of the scheme are provided in **APPENDIX 1**.

3.13. A further 12 Local Parades are in progress from Round 2 funding, and are summarised below, these works are ongoing and due for completion over the next 6 months:

Local Parade	Description
Belmont Parade	Resurfacing and tree base improvement project, new noticeboard, new village sign, lamp column and bollard repainting, independent CCTV system
Kent House Parade, Beckenham (supplementary)	Village sign
Newlands Park Parade, Penge (supplementary)	Village sign
Rosehill, Biggin Hill	Removal of redundant BT phone box, new trees and tree pits, new bike stands, notice board and landscaping improvements
The Pantiles, Biggin Hill	Pavement cleaning and new notice board
Old Hill/Chislehurst Rd, Chislehurst	Resurfacing project, new bike stand, lamp column and bollard repainting, bin relocation
Upper Elmers End Road/Marlow Road	Resurfacing/repair project, new trees and pits, cycle stands, benches
Anerley Hill / Crystal Palace Park Parade (supplementary)	Replacement bench, new trees, lamp column banners, dinosaur footprints, refurbish two noticeboards
Parish Lane, Penge	Refurbish two benches, new bike stands and landscaping improvements
Red Lodge Road	New tree pits, tree planting and Village sign

Burnt Ash Lane Parade, Bromley	New planters for private forecourts, replacement hanging basket infrastructure, including structural lamp column testing, sign post column, CCTV
Mottingham Village (Funding Application to be complete)	Remove the permitted pavement parking from 49 to 67 on carriage way, causing ongoing damage to the paving slabs. To widen the roadway, reducing the width of the footway and form marked bays on the wider road. Users will pay for bays via phone app. or cashless parking machine to be installed on the parade. New planters.

3.14. To date approximately £240k of the £250k funding of Local Parades Improvement Initiative - Round 2 has been allocated as set out in the table below. The green rows signify the 11 Local Parades that have completed, the other rows show the local parades that are ongoing.

Ward	Parade	Approved Funding	Actual Spend (up to end July 2023)
Penge & Cator	Kent House Parade 1	£4,260.00	£4,000.06
	Kent House Parade 2	£5,390.00	£742.00
	Newlands Park Parade 1	£9,720.00	£9,565.94
	Newlands Park Parade 2	£9,867.00	£3,116.44
	Parish Lane	£1,887.96	£341.80
Biggin Hill	Roundway Biggin Hill	£8,825.30	£8,023.00
	Rosehill, Biggin Hill	£21,725.00	£6,552.00
	The Pantiles, Biggin Hill	£4,600.00	£742.00
Chislehurst	Royal Parade	£24,942.50	£17,504.59
	Old Hill Chislehurst	£8,453.50	£353.46
	Belmont Parade	£21,466.50	£10,018.76
Chelsfield	Green Street Green 1	£6,099.50	£4,858.36
	Green Street Green 2	£4,578.20	£4,291.46
Clock House	Clock House Parade	£9,546.94	£7,531.93
	Upper Elmers End/Marlow Rd	£7,875.00	£375.00
Crystal Palace & Anerley	Anerley Hill/Crystal Palace Park 1	£591.00	£535.08
	Anerley Hill/Crystal Palace Park 2	£20,782.00	£5,633.25
Bromley Common & Holwood	Chatterton Road	£10,780.00	£4,280.00
Bromley Common & Keston	Keston	£486.76	£442.16
Shortlands & Park Langley	Park Langley	£221.76	£221.76
Kelsey & Eden Park	Eden Park Parade - Upper Elmers End Road	£19,885.00	£16,098.85
West Wickham	Red Lodge Road	£17,921.20	£2,355.80
Plaistow	Burnt Ash Lane	£21,843.06	£4,392.11
Mottingham	Mottingham Village	Awaiting approval	
Total:		£241,748.18	£111,975.81

3.15. Although the majority of funding has been allocated it has become increasingly challenging to deliver some of the improvements requested, which has led to unacceptable delays for many of

the improvement schemes. To date only an approximate £112k out of the £240k allocated funding has been spent on the approved improvements.

- 3.16. It should be noted that delays were incurred due to the Covid pandemic for various reasons; Officers tasked with delivering the schemes were moved to essential Covid Business grant work during the pandemic, which meant that projects were unable to progress during this period. Furthermore, the Council's Highways contractor was limited to emergency highways work only during the periods of Covid restrictions. Further to this, following Covid restrictions, additional delays were experienced with the determination of planning applications, finding suppliers for specialist items such as village signs and obtaining quotations from suppliers which had either restricted their operations or were dealing with backlogs and difficulties finding supplies and materials, as well as changes in the requests being made, and some works were no longer supported by local businesses.
- 3.17. As part of the recent review of the ongoing works within Round 2 of the Local Parades Initiative, Officers identified all the items across the ongoing parades works that are still in progress as well as the items that are unable to be progressed further. The table in **Appendix 2** shows all the ongoing Local Parades with a summary of the completed works, the works in progress and the works that are unable to be delivered, as well as the allocated budget. In summary, there is approximately £10k of unallocated funding from the completed parades and £40k of works that are unable to be progressed across the ongoing local parades, due to a combination of factors as set out above, leaving a total of £50k of funding remaining.
- 3.18. Whilst this funding could be returned to the Members Community Fund initiative, given this has previously been allocated for Local Parades works, it is recommended this funding remains for Local Parades, and Members are invited to bid for works to their local parades, using the criteria set out below:
- The fund will reopen on 1 January 2024 to 31 January 2024, giving members an opportunity to canvas and think about what initiatives they may like to bid for.
 - Members can bid for works that are no more than £10k in costs, to improve Local Parades in their Wards, noting this will allow works to five parades
 - Members must write into the contact officers with their proposal who will consider estimated costings, and whether works are deliverable, before consideration of the proposal by the Portfolio Holder who will determine which bids progress.
 - All bids for works must have support from local businesses within the Local Parade for any ongoing revenue and maintenance
 - Match funding bids from local businesses will be prioritised, alongside bids that demonstrate a local economic benefit
 - The Portfolio Holder will give priority to Local Parades that have not received Local Parade funding in rounds 1 and 2.
 - If the recommendations are approved, details of how to bid, and examples of works eligible will be shared with all Members in the Autumn,

4. TRANSFORMATION/POLICY IMPLICATIONS

- 4.1. The work of the regeneration has, as its primary focus, delivery of the Council's 'Building a Better Bromley' priority of encouraging and sustaining Vibrant Thriving Town Centres and of the Regeneration Strategy.

4.2. To provide funding to extend the Local Parades' Improvement Initiative scheme will complement the ambitions of Building a Better Bromley as follows:

- Local shopping parades are usually in the heart of residential areas, and should provide an appealing place for all local residents.
- A local shopping parade can enhance a residential area, providing relief in a residential landscape and creating variation in a neighbourhood and should be viewed as the 'centre piece' of a residential area.
- The Council's ambition is for older people to enjoy fulfilled and successful lives in Bromley, ageing well and retaining independence; local shops can provide a friendly face for those living alone and help older residents to retain independence, especially for those who are no longer able to drive.
- Not only can enhancement of a local parade attract customers, but they can also provide an outdoor meeting point which could be a lifeline for those living alone.
- Small parades offer opportunities for local entrepreneurs who wish to set up a new business in their community, therefore enhancing the local economy and community.

5. FINANCIAL IMPLICATIONS

5.1 This report recommends that the Portfolio Holder for Renewal Recreation and Housing confirms that the so far unutilised funding of £50k is retained as Local Parades initiative funding, inviting Ward Members to apply for funding for as set out in para 3.18. This unutilised funding is held within the Member Initiatives earmarked reserve.

6. LEGAL IMPLICATIONS

6.1. the Council has a statutory duty regarding local shopping parades in our economy and the local community. The general principles are also echoed in the 'Council's Local Plan' and reflected in the 'Building a Better Bromley' policy regarding encouraging and sustaining vibrant thriving town centres of the Regeneration strategy as stated in clause 4.1 of the Report.

6.2. This report concerns the use of funding regarding the Local Parades Improvement Initiative and provides a recommendation on the outstanding works and seeks a decision on continuing on with the Programme.

6.3. This Report also asks the Renewal, Recreation and Housing PDS Committee to note the contents of this report and to provide the Portfolio Holder with any comments accordingly. The Portfolio Holder for Renewal Recreation and Housing is therefore asked to note the contents of the report and the works completed till date and to also confirm that the unutilised funding of £50k is retained as the Local Parades initiative funding, inviting Ward Members to apply for funding.

6.4. 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 grants detailed in this report have supported the Local Parades Initiatives, it is considered that this falls within the general power of competence.

6.5. The Council's Constitution, at Part 4 – Rules of Procedure, provides the terms of reference for the Renewal, Recreation and Housing PDS Committee as it relates to the Renewal, Recreation and Housing Portfolio. Under these terms of reference, this Committee is responsible for the

development of the Council's plans within the policy framework that make up this portfolio, and exploring whether such plans are being achieved effectively.

7. PROCUREMENT IMPLICATIONS

- 7.1 This report primarily concerns the use of funding set aside for the Local Parades Initiatives. Any procurement arising will be subject to the Council's Contract Procedure Rules and Public Contracts Regulations 2015.
- 7.2 The Corporate Procurement Team will be consulted on the specifics of any procurement arising.

8. IMPACT ON THE LOCAL ECONOMY

- 8.1. The current list of interventions are small in scale and though they will make a positive difference to local users, the vast spread results in a thin crust of improvements, with minimal local economy impact.
- 8.2. It is prudent to undertake a local parades review, as the nature of retail continues to shift rapidly, and as the majority of projects were agreed pre March 2020. Understanding the retention of the level of retail use will help to understand how funding can maximise benefits locally. Councillors may wish to consider focussing on a few local parades, with larger investment, within areas that serve the most disadvantaged.
- 8.3. Regeneration officers should check whether a Local Parades review is intended as part of the Local Plan process and if so, ensure that information informs Councillor decision-making.

Non-Applicable Headings:	Customer impact; Ward Councillor views; Impact on health and wellbeing; Impact on vulnerable adults and children; Personnel implications.
Background Documents: (Access via Contact Officer)	[List any documents used in preparation of this report - Title of document and date]