

PART 1 - PUBLIC

Decision Maker: Renewal and Recreation Portfolio Holder for Pre-decision Scrutiny by the Renewal and Recreation PDS Committee

Date: 5th July 2011

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

Title: TOWN CENTRES DEVELOPMENT PROGRAMME UPDATE

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Chief Officer: Marc Hume, Director Renewal & Recreation

Ward: All Wards

1. REASON FOR THE REPORT

- 1.1 To update Members on progress on delivering the Town Centres Development Programme.
- 1.2 To outline the detail and funding timetable for the Outer London Fund and the 'Invest Bromley' conference.

2. RECOMMENDATION(S)

- 2.1 The Renewal and Recreation PDS Committee and Portfolio Holder are asked to note this report and raise any issues that will be reported to the Member Town Centre Working Party for consideration at their meeting on 6th July 2011.
- 2.2 That authority is delegated to the Chair of the R&R PDS Committee in consultation with the Lead Member for Renewal and Recreation and the Leader of the Council, to agree the content of the Round 1 funding bid to the Outer London Fund to meet the funding deadline of 18th July 2011.

Corporate Policy

1. Policy Status: Existing policy. Bromley Town centre Area Centre Action Plan
 2. BBB Priority: Vibrant Thriving Town Centres.
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Financial

1. Cost of proposal: Estimated cost £5k for tickets for the @Invest Bromley' conference. The costs of the round 1 projects are not known at this stage as officers are currently assessing potential costs and will report details at the meeting
 2. Ongoing costs: Non-recurring cost.
 3. Budget head/performance centre: Renewal
 4. Total current budget for this head: £15,120
 5. Source of funding: Existing revenue budget 2011/12 for the Renewal and the Outer London Fund has been established with a budget of up to £50m over three years. Early indications are that approximately £500k could be available for successful applications, per qualifying borough, for the financial year 2011/12. The remaining £40m will be available over the following 2 years and with individual applications considered on their own merits.
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Staff

1. Number of staff (current and additional): 3
 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: Call-in is applicable
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected): Borough-wide
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? No.
2. Summary of Ward Councillors comments: NA

3. COMMENTARY

Development Programme

3.1 Attached as Appendix 1 is an update on the progress that has been made in delivering each of the individual projects that make up the Development Programme. Members are asked to note the following key milestones that have been achieved since the last update report to the R&R PDS.

- Work has commenced on the refurbishment of the Pavilion Leisure Centre.
- Preliminary scope of works and delivery programme agreed with Network Rail for the refurbishment of Bromley South to include step free access.
- Initial stakeholder consultations completed on the concept design plans for Bromley North Village Public Realm.
- Selection of the Land Group as the preferred development partner to redevelop the Old Town Hall for a new hotel and conference facility.
- First phase of environmental improvements successfully completed in Penge Town Centre.
- Appointment of CBRE as development advisors.
- Design workshops completed in support of refining the development proposition for Opportunity Site G West of the High Street.
- Orpington Library successfully reopened in Walnut Shopping Centre.

Outer London Fund

3.2 On 13th June the Mayor of London launched the Outer London Fund, with the purpose of supporting projects that focused on revitalising high streets in those parts of London not benefiting directly from the major infrastructure improvements such as Cross Rail and the 2012 Games. At the centre of the initiative is funding of up to £50 million over three years, supported by offers of advice that can be targeted at improving the character, quality and economic vitality of high streets. Projects will need to demonstrate that they are part of a coherent package and will make a real difference to the vibrancy of a high street and help strengthen local economy and contribute to future growth. There will also need to a specific geographical location identified and generic borough wide and topic based bids will not be supported.

3.3 Funding applications will be allocated in two rounds, the first allocation of £10 million running until 31st March 2012 and the second allocation of £40 million split equally between the financial year 2012/13 & 2013/14. The Mayor is keen that this initiative is implemented swiftly and Round one projects deliver tangible results by the end of March 2012. A key qualifying factor is therefore the ability to deliver promptly and add value to existing live projects. The guidance states that the fund is seeking to fund projects that give support to local retailers in time for the 2011 Christmas trading period. Projects can be temporary but need to be highly visible and have a high impact. Round one projects that could be funded include:

- Town Centre guides
- Themed events that help draw in people, popularise place and boost trade.

- Boosting on street activity such as street café, markets, and enlivening public open spaces.
 - Dressing up a high street, either at Christmas or to celebrate any other cultural/local festival such as Bromley's 'Broome Day'.
 - Shop front surgeries and shop front improvement schemes.
- 3.4 Round one applications will need to be submitted to the London Development Agency by midday on **18th July 2011**. This is a very challenging timetable and one that does not give officers much time to draft and consult Members on a funding application. However, based on the funding guidance, Building A Better Bromley priorities and town centre renewal strategies, a draft list of potential funding projects has been drawn up and is attached as Appendix 2. Given the short time that has been available to draft and consult upon this list, it is anticipated that a revised list of projects will be circulated in advance of the R&R PDS Committee.
- 3.5 Round 2 project, expressions of interest, are also requested to be submitted on 18th July and further guidance on this round will be released on 19th July 2011. The current guidance states that round 2 application should focus on enabling development either by site preparation or acquisition and assembly. This could also include public realm improvements and the impact of the fund could be magnified if projects can achieve co-ordination with investment from other public or private sector partners.
- 3.6 In order to meet the funding deadline it is recommended that authority is delegated to the Chair of the R&R PDS Committee in consultation with the Lead Member for Renewal and Recreation and the Leader of the Council, to agree the content of the funding bid to the Outer London Fund to meet the funding deadline of the 18th July 2011.

Invest Bromley Conference

- 3.7 Invest Bromley is a one-day conference about development, investment and economic renewal in the London Borough of Bromley to be held in the Bishops Palace on 20th September 2011. At this event, the borough's new £1 billion area action plan will be unveiled, with exciting announcements of major new development projects. The conference will comprise a morning of plenary sessions, networking lunch and two streams of afternoon workshops, presented by a roster of top sector specialists and experts. Topics covered include:
- A planned approach to development
 - The vision for Bromley
 - Individual sessions on the key development sites
 - Bromley's leisure offer
 - The retail scene and opportunities
 - Workshops on housing, offices, transport and infrastructure
 - Placemaking and Bromley North Village
- 3.8 The event will attract delegates, from both the private and public sectors and will include senior management from institutional investors, development companies, high end retailers, leisure operators, architects, construction companies and banks through to urban regeneration specialists, commercial property and land owners, large corporate and retail businesses and housing and registered social landlords. The main aim of the conference is to :

- To bring together the public and private sectors to discuss and understand the current investment opportunities in Bromley town centre and beyond.
- To introduce to potential investors the key messages around the quality of life that Bromley offers, alongside economic facts covering geography, transport links, retail, housing, education, environment, jobs and skills.
- To provide an informative, accurate and up-to-date forum for the dissemination of the latest information about planned development within the Bromley built environment, in particular the key town centre development sites.
- To create a showcase for the key commercial, infrastructure, community and residential developments.
- To provide industry specialists with the opportunity to network and engage with their peers.

3.9 The 'Invest Bromley' conference is being organised by the 3FoxInternational group and financed by a mixture of sponsorship and delegates fees. The Council is supporting the event and making contributions in kind such as the providing the venue and programme development. A draft Conference programme is attached as Appendix 3.

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 2011 and Renewal & Recreation Portfolio Plan 2011/12. The work of the Renewal Group links to the Building a Better Bromley priorities by working towards the provision of Vibrant and Thriving Town Centres.

5. FINANCIAL IMPLICATIONS

5.1 Early indications are that approximately £500k could be available for successful applications, per qualifying borough, for the financial year 2011/12. The guidance makes clear that these projects will need to have been substantially completed on or by 30th March 2012 for them to be considered favourably. The remaining £40m will be available over the following 2 years and with individual applications considered on their own merits.

5.2 There are certain conditions that would have to be met to ensure the application is successful such as making sure the place and actions match the criteria set out and should include the following topics: -

- geographic suitability
- deliverability
- vibrancy and growth
- Place-shaping
- Collaboration and Support

5.3 The projects should demonstrate economic uplift which would include any regeneration, economic development or town centre strategies, business rate retention & distribution data, and most importantly be able to be delivered by 30th March 2012.

5.4 Officers are currently assessing the potential costs of each project and will report the details to Members on the night of the meeting. Any projects that may have on-going revenue costs will not be put forward unless there is adequate existing budgets to meet future costs.

5.5 The 'Invest Bromley' conference is being organised and financed by the 3FoxInternational group. The Council is supporting the event and making contributions in kind such as the venue. It is anticipated that the Council will purchase a number of delegate tickets estimated to cost £5,000 which will be met from the town centre project budget of £15,120.

6. LEGAL IMPLICATIONS

6.1 None for the purposes of this report.

Non-Applicable Sections:	PERSONNEL IMPLICATIONS
Background Documents: (Access via Contact Officer)	The Outer London Fund 2011