ARE YOU BROMLEY?
BROMLEY IN LONDON AND THE SOUTH EAST

Bromley is a distinctive part of London’s suburbs that is closely connected to London’s economy, and itself has one of the largest borough economies, comparable to cities such as Reading, Southampton and Norwich.

With a population of just over 310,000 in 2011 and an area of 150 sq kilometres, Bromley is the largest in area and has the fourth highest population amongst the London boroughs.

BROMLEY’S TOWNS, SUBURBS AND COUNTRYSIDE

Bromley’s distinctive character arises from its protected open space: countryside, parks, gardens, playing fields and woodlands spread throughout the borough. It has a rich built heritage centred around a network of historic market towns of Bromley, Orpington and Beckenham, with over 45 conservation areas and a wide range of historic and listed buildings.

With excellent access to London, high performing schools and a generally spacious and green suburban feel, Bromley is a highly desirable place to live with 75% of residents owning their own home.

There are 131,000 households in a variety of house types spreading from the older, more densely developed areas around Penge to the more spacious detached houses near to Farnborough and Keston. The average house price in Bromley was £318,395 at the end of 2010, compared to £408,538 for Greater London and £232,628 across the UK.
THE PEOPLE AND ECONOMY

A strong local economy is key to continuing prosperity in Bromley, underpinning the high quality of life which characterises the borough. There are over 12,000 VAT registered businesses operating in the borough and over 18,000 of the borough’s residents are self-employed.

Average household income is just over £43,000, higher than both London and national averages which are £39,000 and £35,000 respectively.

With highly educated and qualified residents, Bromley has one of the highest levels of employment amongst residents of all London boroughs and one of the lowest unemployment rates at 2.8%.

CONNECTED

The borough occupies a strategic position in relation to London and South East England with rail connections to Central London and easy access to the M25 and onwards to the National Road Network and major South East airports.

Bromley South railway station has over 6 million passenger movements per annum and is a sub-regional rail hub with train services to Central London, Kentish Town and St Pancras as well as Gillingham, Ashford International, Dover Priory, Ramsgate and Sevenoaks.
BROMLEY, A VIBRANT CENTRE WITH A HISTORIC CORE

Today Bromley Town Centre performs an important sub-regional role as a major metropolitan centre in South London and home to over 700 businesses and over 20,000 jobs, including regional centres for RBS and Bank of America.

Bromley Town Centre is the borough’s main shopping destination and primarily a comparison shopping centre destination with a total retail floor space of 115,200 sqm (1.24 million sq ft). Bromley lies in 34th place as set out in the CACI annual retail rankings (2010).

The town area offers a variety of shopping and leisure experiences ranging from The Glades Shopping Centre, the pedestrianised High Street area and historic Bromley North Village providing a finer grain shopping experience.

The town has over 5,405 publically accessible car parking spaces available at weekends and is well served by a network of over 21 bus services, in addition to the two rail stations.

Bromley has a rich historic heritage, a market town since the 13th century, it developed as a major coaching stop to London. Many of the historic buildings, churches, listed pubs and inns still exist today and form the backdrop for our transformation improvement plans for the area around Market Square.
The Centre has a diverse leisure offer centred around the historic core which includes: two theatres; the Pavilion Leisure Centre; the Empire cinema; as well as over 40 bars and restaurants, which also help to maintain a thriving evening economy.

The Cathedral Group are developing a complimentary leisure offer at Bromley South with the addition of a new nine screen multiplex, ancillary restaurants and hotel.

The town has two bustling street markets: the Historic Charter Market and the main town market. Plans are being explored that could see these merge and relocated back into Market Square as part of the Bromley North Village Public Realm Improvements.

The Market Square is the focal point for a range of exciting outdoor events, which are organised by a dedicated town centre management team. The recent events programme has included: a Winter Wonderland; a Festival of Sport; a Street Theatre Festival; Battle of Britain Parade; and a variety of farmers’ and continental markets.
A PLANNED APPROACH TO DEVELOPMENT

As part of the Council’s commitment to securing a vibrant and sustainable future for the Bromley, the Council has adopted the Bromley Town Centre Area Action Plan (AAP). This sets out a clear vision and planning framework for managing change and delivering planned development over the next 15 years on twelve Development Opportunity Sites.

The first phase of delivery is well advanced and we are working with our Partners to improve both the quality of the retail and leisure offer and transport infrastructure.

Site J: Bromley South Station
Network Rail to commence works in September 2011 to improve the station including new lifts, covered drop off facilities, disabled access, internal layout, repairs and refurbishment of the building.

Site F: Bromley Civic Centre and Bishop’s Palace
Work has commenced on the £7 million refurbishment which will include new wet and dry facilities and a new ten pin bowling alley.

Site K: Bromley South Central
The Cathedral Group are developing a mixed use scheme including a new nine screen multiplex, ancillary restaurants, hotel, 400 parking spaces and 200 residential apartments.

Site C: Bromley Town Hall
The Land Group have been selected to be the Council’s preferred development partner to redevelop the site for a high quality hotel and conference centre.

Site E: The Pavilion Leisure Centre
Work has commenced on the £7 million refurbishment which will include new wet and dry facilities and a new ten pin bowling alley.

Site J: Bromley South Station
Series of transformational public realm improvements to the historic core to integrate the area back into the town.

Site C: Bromley Town Hall
The Land Group have been selected to be the Council’s preferred development partner to redevelop the site for a high quality hotel and conference centre.
DEFINING THE OPPORTUNITY

This High Street site offers the first real opportunity for a major commercial development to occur in the town centre since the opening of The Glades in 1991. The adopted planning policy, supported by a current retail capacity study, seeks the following mix of uses:

- 20,000 sq m (gross) additional retail and 5,000 sq m (gross) additional food and beverage floorspace.
- Around 1180 residential apartments.
- Up to 2,000 sq m additional community and health facilities and reprovision of facilities for faith uses.
- Around 1200 car parking spaces.

Working with advisors CB Richard Ellis, the Council are robustly testing and reviewing the development proposition for this site, with a view to seeking the marketing of the site and the selection of development partner.

Bromley Council is committed to the implementation of its ambitious development programme and if necessary, it will use its compulsory purchase order powers to secure land assembly.

Councillor Stephen Carr, Leader of Bromley Council outlining the development opportunities in Bromley with London Mayor Boris Johnson.
This is Bromley

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