Bromley is one of 12 ‘Metropolitan Centres’ within the London Plan – a statutory spatial development strategy for Greater London – reflecting Bromley’s popularity as a significant commercial and retail district outside central London. To ensure that the demand for leisure and catering facilities in Bromley is met, the Council is working in partnership with intu Bromley to build a £24 million investment to create an exciting new development in and around the centre. Part of this investment is a new restaurant terrace alongside Queen’s Garden, built to create a vibrant, family-friendly dining area of cosmopolitan eateries over-looking the park. Completion is expected during 2015, when this development will lengthen the trading day for parts of the lower mall and create a large number of casual dining establishments that will be linked to the centre. As well as creating many permanent jobs, the Queen’s Garden terrace development will bring families and locals into the town centre at night, contributing to Bromley’s blossoming economy and giving the town the catering and leisure services it needs.

In July, we were also given the go-ahead to develop a boutique cinema, which will join exciting new retailers and eateries such as Carluccio’s Italian restaurant which opened this summer. Completion of the luxurious, 220 seat, five-screen cinema with waiter service is scheduled for 2017 and it will enable intu Bromley to rapidly strengthen its position as the town’s number one social and retail hub.

These days, shoppers expect far more from their shopping centres than just the shops themselves. The journey they take in making a purchase is more complex than ever before, and we are committed to ensuring intu Bromley offers the highest quality establishments where customers of all ages can meet, eat, drink, socialise and shop. Whether we’re holding activities for children to take the pressure off parents in school holidays, ‘Mummy Monday’ coffee mornings or sports activities in partnership with our sports retailer Reebok, we offer the experiences and the technology to keep in touch and connected to our customers, and are determined to remain at the heart of Bromley’s community.

More than just a mall

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Centre Refresh

Since a brand refresh last year which has included the introduction of free Wi-Fi and the launch of our retail website, intu Bromley has even bigger and better plans for investment in Bromley – our aim is to ensure that the centre offers the borough something for everyone as a vibrant place to live, work, socialise and shop retaining a metropolitan feel. We are busy refreshing the malls to create an improved shopping experience for our customers and retailers. The buildings are benefitting from a fresh colour palette and we have been adding personality to shoppers’ experiences through cheerful and friendly signage. Free Wi-Fi throughout the centre has been connecting customers to the new-look mall, and new cladding is being added to escalators and lifts. We are proud to have expanded our retail offering over the past couple of years, giving our customers a wider range of choice. Technology giant Apple came to intu Bromley in 2012 and the opening of outlets such as The White Company in 2012 and the opening of outlets such as The White Company has attracted a greater proportion of well-heeled shoppers and middle income family groups – groups that are already represented in Bromley’s highly affluent catchment of 1.3 million.

Visions of the future: intu Bromley has exciting plans for the centre’s development, including an exciting leisure development (above and below) and a restaurant terrace alongside Queen’s Garden (top right)

intu continues to invest in Bromley

By Marc Myers, General Manager at intu Bromley

Bromley’s central shopping and leisure centre, intu Bromley, has been attracting visitors in droves since 1991. Our central location and the array of retail opportunities we offer has positioned intu Bromley as the major player in Bromley’s shopping economy; linking to the High Street and close to both train stations serving London and the South-East, the centre plays an integral role in the town’s pedestrian flow pattern.