



Brentwood
Borough Council



Meeting: Brentwood Town Centre Renaissance Group
Venue: Committee Rooms, Town Hall
Date: Thursday 28th February 2013
Time: 6.00 pm
Minutes: TBC

Agenda

No.	Items	Lead
1.	Welcome and Introductions	NA
2.	Minutes and matters arising	NA
3.	Discuss Terms of Reference	NA
4.	Achievements 2012/2013	NA
5.	Identify and Prioritise Projects for completion in 2013/2014	NA
6.	Town Centre Update <ul style="list-style-type: none">• Street Market• A-Boards Policy ECC• Alfred Road update• High Street Paving Update• Social Media Training Evaluation• Replacement banners consultation outcome	LS
7.	FoodFest	NA
8.	Local projects update	MHar
9.	Value for money and accountability	AC
10.	Budget update and funding applications	LS
11.	Christmas Lights Report	KA
12.	AOB	NA
13.	Dates of future meetings: 5 th March Traders meeting Committee Rooms	

	<p>Proposed dates for 2013 meetings are all Wednesdays and meetings will commence at 4.30pm in the Committee Rooms except 17th July (5.30pm):</p> <ul style="list-style-type: none">• 17th April• 5th June• 17th July (5.30pm)• 4th September• 23rd October• 11th December	
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BRENTWOOD TOWN CENTRE RENAISSANCE GROUP MEETING

19TH DECEMBER 2012

PRESENT:

Renaissance Group:

Nick Abbott (Chairman)	NA	BT
Michael Hardy	MHar	Brentwood Resident
Mike Hawkins	MHaw	Brentwood Chamber of Commerce
Cllr Mike Le-Surf	ML-S	Brentwood Borough Council
David Miles	DM	Federation of Small Businesses
Cllr Philip Mynott	PM	Brentwood Borough Council
Sue Page	SP	Crown Street Retailer
Cllr Mark Reed	MR	Chairman, Retail, Community and Culture Panel BBC
Kaye Thurgood	KT	Shenfield Retailer
Jane Bennett	JB	Brentwood In Bloom
Laurie Edmonds	LE	Local By Social

Support Group:

Kim Anderson	KA	Brentwood Borough Council
Owen Walters	OW	Brentwood Borough Council
Ashley Culverwell	AC	Brentwood Borough Council
Susan Luckhurst	SL	Brentwood Borough Council
Roy Ormsby	RO	Brentwood Borough Council
Jean Sharp	JS	Brentwood Borough Council
Lisa Stroulger	LS	Brentwood Borough Council

APOLOGIES:

Steve Boyle (SB), Peter Dawson, Cllr Roger Hirst, Cllr Louise McKinlay, Robert Overall and Julien Pritchard

		Action
1.	Welcome and introductions: The Chairman welcomed all present to the meeting and introduced Laurie Edmonds.	
2.	Variation in order of the agenda: The Chairman proposed that item 6 – Marketing – be considered at the beginning of the meeting.	
3.	<p>Marketing: Website stickers: LS advised that LoveBrentwood website stickers which were being produced and would be delivered to shops in the High Street with a covering letter to promote the website. Traders were able to upload and update information to the site.</p> <p>Details of the initiative would be forwarded to the Chamber of Commerce and FSB and NA proposed that it could be publicised at breakfast meetings.</p> <p>2013 banners: Three examples of concepts for banners for 2013 were circulated for consideration and were voted on. Concept 1 received 8 votes, Concept 2 received 3 votes and Concept 3 received 0 votes.</p> <p>It was proposed that Members' opinions be sought and Concept 1 was approved subject to Members' agreement.</p> <p>It was proposed that the colours used for the banners should match in with Brentwood in Bloom's colour scheme for the High Street.</p> <p>NA thanked JB on behalf of Brentwood In Bloom for making the High Street look fantastic during 2012. JB advised that this year's plants needed to be ordered very soon but the number of hanging baskets would be reduced compared to last year due to lack of funds. NA proposed that a contribution from the RG should be discussed at the 28.2.13 RG meeting.</p> <p>JB confirmed that the colours of plants displayed would be consistent across the borough.</p> <p>KT said problems had been reported with bees and wasps in planters in Shenfield. Action: JB and KT would discuss outside the meeting.</p> <p>'Made in Brentwood': Laurie Edmonds – Director of Local By Social gave a presentation regarding an initiative of launching a Made in Brentwood brand to promote locally made goods which could be stocked in Brentwood shops and be promoted on the LoveBrentwood website. A logo would be designed to be included on labels and stickers.</p> <p>Group members were mainly supportive of the initiative and put forward ideas for its' promotion. Action: LS would work with LE to establish costs and how to progress the initiative.</p>	<p>JB/KT</p> <p>LS/LE</p>
4.	Minutes and matters arising: The minutes were agreed as a correct record with the addition of DM's apologies which had not been recorded and all matters arising were covered within the agenda.	
5.	Vice-chairman invitations and voting: Applications for the position of vice-chairman had been received from MH and SP who both left the room while a vote	

	was taken. MH was appointed vice-chairman and the chairman congratulated him and thanked SP for her application.	
6.	<p>Town Centre Update:</p> <ul style="list-style-type: none"> • Alfred Road: A written update from SB was circulated which indicated that the matter were progressing but there were still various issues to be resolved. ML-S requested SB give an update at the 28.2.13 RG meeting. NA had met with the new owner of the Baytree Centre who intended to seek legal advice on the matter. Action: SB be invited to 28.2.13 meeting. • Social media training: Three dates had been booked and FSB were providing the business-related training which was to take place on 14th, 21st and 28th January 2013. 23 businesses had come forward for places. • South Street Lighting: A contractor had been appointed and a meeting was to take place with him on 20.12.13. • ECC update (Highways): The day of the meeting was the last date to receive responses to the consultation on Crown Street and so far no responses had been received. A-Boards – a policy had still not been published. MHar believed the policy should be decided locally. Repairs – NA reported that he had accompanied an ECC officer along the High Street who had identified repairs needed but no action had been taken. Action: A letter would be sent to ECC regarding this issue on behalf of the RG. • Pigeons: MHar expressed concern regarding the damage being done to the Chapel Ruins by pigeons. The group was advised that James Ross, Conservation Officer, was in contact with English Heritage. Action: SL would follow up with Mr Ross. NA believed money had been allocated from the Assizes Trust fund to effect repairs to the ruins. Action: SL would follow up. • Lion and Lamb Court: MHar was also concerned regarding cars parking in Lion and Lamb Court and had been advised that no enforcement could take place there. PM said he was currently pursuing the issue through Members Casework. • William Hunter Way: MHaw enquired re an update regarding William Hunter Way. AC advised there had been no significant developments. Action: Cllr Parker to be invited to the 28.2.13 RG meeting. 	<p>JS</p> <p>AC</p> <p>SL</p> <p>SL</p> <p>LS</p>
7.	<p>Events: Lighting Up: KA gave an update on the successful lighting up events in Brentwood and Shenfield High Streets. The Brentwood event was to take place on 30.11.13 and it was anticipated there may be parking issues if the development of William Hunter Way had commenced.</p> <p>KT thanked KA and the Ward Councillors for their contribution to the success of the Shenfield event.</p> <p>MR paid tribute to KA for her work in organizing/supporting the events. Action: KA would investigate and seek outline costs for stringing lights across the High Street for 2013.</p>	<p>KA</p>

	<p>Food Fest: Scoping had been done for this event but undertaking it depended on the financial situation. It would take place after April 2013 anyway. NA wished to focus on local produce at the event and proposed that planning should continue whilst awaiting the outcome of the Council's budget.</p> <p>NA passed onto details of a contact he had made at the C of C lunch who wished to be involved with Food Fest.</p> <p>Action: LS to contact.</p>	LS
8.	<p>Shenfield: KT thanked RO for decluttering Hutton Road by removing bins and requested a gritting bin be provided.</p> <p>The erection of the notice board was going through a consultation process and Stuart Anderson was going to send details of benches – 2 to be provided by the RG and a resident wished to provide one in memory of their father.</p> <p>Action: RO would chase SA for bench catalogues.</p> <p>KT wished to bid for RG funding for hanging basket posts.</p>	RO
9.	<p>Governance: NA was to attend O and S Committee on 25.2.13 when the RG Governance was to be discussed. PM had requested a report be made to the Committee as some Members were not clear on the governance of the RG.</p>	
10.	<p>Funding Applications: Action: SL would circulate these to RG members.</p>	SL
11.	<p>AOB: SP requested a sign for Crown Street similar to that provided for Moore's Place.</p> <p>Action: LS to follow up.</p> <p>NA thanked SL for her contribution to the work of the RG since she was leaving the Council's employ.</p>	LS

REPORT TO RENAISSANCE GROUP – ALFRED ROAD- 28th February 2013

This update is provided further to the previous report updating the Renaissance Group on the latest position with regard to the problems being experienced by residents in Alfred Road.

The Council has engaged with its valuers and is awaiting feedback on the valuations prior to the insurers being asked for the quote to cover any potential claims on the diversion.

The Council has also sought valuations from the County Council for their properties directly including Coptfold House which has just been disposed of and for which they hold a recent valuation already

The other issue which relates to the obligation on two of the parties to carry out works to remove chain link fencing at their cost and to provide access to the shop rear for Iceland has not moved on yet but is being chased.

Steve Boyle
Head of Legal & Governance

BRENTWOOD TOWN CENTRE RENAISSANCE GROUP

TERMS OF REFERENCE

1.0 Introduction

1.1 These Terms of Reference govern the remit and operations of Brentwood Renaissance Group. They are designed to support the Group members in understanding their role and ensure that the business of the Group is carried out in an effective, professional and transparent way and are in line with the Council's policies.

2.0 The Vision

The Renaissance Group will deliver improvements and projects to town centres and shopping areas throughout the Borough including Brentwood Town Centre, Shenfield, Ingatestone, Kings Road and Warley Hill and other smaller shopping parades. It initiates, supports and co-ordinates collective decisions to improve the environment of local town centres and shopping parades to maximise footfall and tourism, sustain economic growth and maintain and improve customer satisfaction.

2.2 The Renaissance Group has been set up to establish and achieve this vision through social cohesion.

3.0 Background

3.1 The Borough's town centres and neighbouring shopping areas face significant changes and challenges. The Renaissance Group provide support and a guiding vision for local town centre and shopping areas by working with the community, local businesses, public and voluntary sectors to enhance the quality of the environment, particularly the quality of public spaces, shop fronts, addressing vacant unit issues, signage, lighting, safety and the night time economy etc.

3.3 In particular it seeks to ensure that all investment in the built environment is of high quality and responds to the rich and varied character of the county, with the necessary skills being made available to support project delivery.

4.0 Aim of the Renaissance Group

4.1 The aim of the Town Centre Renaissance Group is to establish the vision for the town centres, shopping areas and other shopping parades, providing leadership for achievement of the vision and for delivering/enabling a range of improvement projects to enhance the environment.

4.2 The RG identify key projects that will act as a catalyst in the continuing regeneration of the town centre.

4.3 The Group has an overview on the progress of other town centre and shopping area works, links to other projects and monitors progress on all key projects.

4.5 The Group reports to the Borough Council's Town Centre Management, Community and Localism Committee as necessary and appropriate

5.0 Membership

5.1 The membership of RG comprises of independent organisations, individuals, public sector organisations and local businesses including the following:

- Independent Chairman
- Independent Vice chairman
- Members of the Chamber of Commerce
- Members of the Federation of small businesses
- Owners/managers from retail and leisure businesses
- The Chairman of the Borough Council's Town Centre Management, Community and Localism Panel
- Three Borough Councillors from different political parties

5.2 Membership of RG is open to a representative from each political party, currently three of the Borough's political parties are represented.

5.3 The membership of RG is be kept under review and adjustments made from time to time, with other individuals invited to meetings, as necessary and appropriate, to assist with RG's work.

6.0 Chairman and Vice Chairman

6.1 The Group is be chaired by an independent Chairman –The Chairman will lead the group for a period of 2 years. Elections will be held for a new Chairman bi-annually and the existing Chairman can reapply for further 2 years. The majority vote will elect the new Chairman. In the absence of the Chairman at any meeting, the Vice Chairman will chair the meeting from amongst the attendees.

6.2 Brentwood Borough Council provides support to underpin the work of the Group.

7.0 Group Meetings

Frequency

7.1 Bi monthly meetings of the Group are held in accordance with a calendar approved by the Group.

Venue

7.2 Meetings of the Group, and any individual working group, will normally be held at the Town Hall, Ingrave Road, Brentwood unless otherwise stated.

Agenda and Minutes

7.3 Agendas for meetings of the Group will be published at least one week in advance of the meeting electronically.

7.4 Minutes of Group meetings will be published within three weeks of the meeting taking place and a copy circulated to each Group member, and will

also be published on the Council's website and in the Borough Council Members' Newsletter.

Conduct at Meetings

- 7.5 Every member of the Group will have the opportunity to make a comment and to contribute to the discussions at meetings. Every item will be discussed openly and in a professional manner before a decision is made.
- 7.6 It will be the responsibility of the Chairman to ensure that every member is given opportunity for this to occur within the meetings.
- 7.7 The Chairman ruling with respect to the conduct of discussion and business at Group meetings shall be final.

Personal and Pecuniary Interests of Members

- 7.8 Any member with either a personal or pecuniary interest in any matter before a Group meeting is required to declare this at the start of the meeting.
- 7.9 Any member who has a personal interest in any matter shall disclose that interest, and the precise nature of that interest, but may remain at the meeting and speak and vote on the matter concerned. If however the interest is pecuniary the member shall declare the precise nature of the interest and withdraw from the meeting.

7.10 Consultation

Potential work and projects undertaken by the RG are consulted on amongst the community, businesses, groups and individuals, who are able to suggest new projects as well as provide input into projects currently underway. The Council's contact database and existing relationships with groups is fully utilised to ensure as wider coverage as possible. Public buildings are used to display details of projects and offer the opportunity to provide feedback. Marketing materials such as posters are displayed and flyers distributed to ensure that as many people as possible are aware of consultation opportunities.

Voting and Decision Making

- 7.11 Decisions of the Group shall be made by the members meeting collectively. Decisions will therefore be taken democratically through a system of voting in respect of items needing a decision or agreement. This will be done through a simple majority on a show of hands.
- 7.12 In the case of an equality of votes the Chairman shall have a second or casting vote. Any member dissenting from a resolution shall be entitled on request to have his/her name recorded in the minutes as having so dissented.

8.0 Support Group

- 8.1 A support team of officers from the Borough Council will underpin the work and activities of the Renaissance Group and may comprise other partner and community representatives relevant to the work of the Group.

- 8.2 The support team will receive instruction from and report back to the Renaissance Group.
- 8.3 The Support team will provide a progress report on activities and priorities to each meeting of the Renaissance Group.

9.0 Review Mechanisms

- 9.1 Evaluation and assessment of the Renaissance Group is fundamental to its effective working. It is important that all members on the Group are accountable for achieving results.
- 9.2 It is also important to ensure that the Group functions effectively and has a sustainable structure, meaning that regular reviews will be necessary. An annual review will be conducted, considering the way the Group is structured, its membership, its achievements and future projects.
- 9.3 The Group will prepare an annual report for circulation to all partner organisations.

10.0 Funding

- 10.1 Brentwood Borough Council will provide staff and budget to deliver agreed projects. Annual budgets will be agreed at the beginning of each financial year

10.2 Budgetary Control

Approval of projects which require financial expenditure must be agreed by the Renaissance Group. All requests for expenditure must be submitted on the appropriate application form. If approved by the majority of the Group, the form must be signed by the authorised signatory, currently The Head of Environmental Health and Licensing. Any major decisions affecting the Borough will also be presented to the Town Centre Management, Community and Localism Committee.

Unforeseen costs associated with an existing, agreed project, with a Bid already agreed can be approved by the Chairman without the need to refer back to the next RG meeting, up to the value of £500, in order not to delay progress on an existing project.

Budgetary control; The RG group will allocate funds within the overall approved budget.

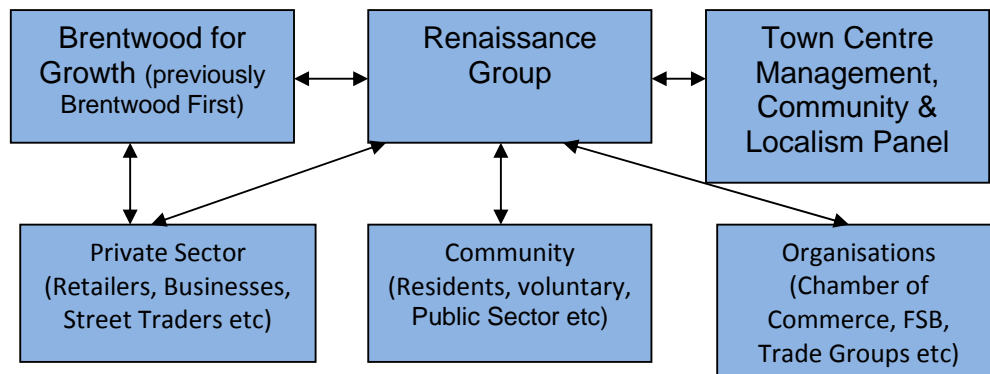
The RG group will follow the Financial Regulations and Standings Orders of Brentwood Borough Council.

- 10.3 Budgets to be reviewed at each meeting

11.0 Governance

The Chairman of RG will attend the Town Centre Management, Community and Localism Committee and report to the Panel on the performance and delivery of the Group. Members and officers of the Council who are also members of the Renaissance Group will represent the Council and ensure that the delivery is in line with the Council's objectives and values.

Structure



This Structure is underpinned and supported by Brentwood Borough Council

12.0 Equality and Diversity

All the operations of the Renaissance Group will be in accordance with the Council's policy of equality of opportunity.

18/02/13 Lisa Stroulger

Renaissance Group Achievement/Outcomes - 2012/2013

- Lamp Column Banners production and installation
- Love Brentwood Campaign website (150 retail sign ups so far)
- Shenfield Environmental audit and tidy – commenced and continuing
- Lobbying for change & improvements including Alfred Rd access issues, Town Centre paving repairs etc
- Provision of marketing materials to support local trade and retailers – Love Brentwood canvass bags, shop window stickers, postcards etc
- Social Media Training for Retailers
- South Street Lighting
- Chapel floodlight repairs
- Kings Road Sculpture Repairs
- Creatively vacant – unsightly vacant retail units successfully vinyl decorated
- Local Development Plan Workshops
- Additional Brentwood and Shenfield Christmas lights
- Chapel Ruins Pigeon signage/repellant gel
- Town Centre Shop Front Improvements
- Installation of fixings and provision of hanging baskets
- Re-enactment of the Martyrs Walk film
- Refurbishment of poster sites at Brentwood Station and Kings Road x 5
- Supporting local community events through provision of equipment – radios, high visibility safety jackets etc
- participating in events such as Lighting Up and Strawberry Fair with special offers, discounts, extended opening hours etc
- Town Team Application submitted – awaiting outcome
- Publicity and media support for local retail
- RG provides significant business to business introductions and networking opportunities. Group members assist one another, share contacts and a significant database of like-minded, supportive business connections has been built as a result

Name of Report	Christmas Lights for Renaissance Group	
Purpose of the Report	To explore the possibility of cross road banner lights for Brentwood the High Street	
Report by:	Kim Anderson	Date: 28.2.13

Background

The Partnership, Leisure and Funding Manager was asked by the chair of the Renaissance Group to explore the possibility of getting cross road Christmas Light banners for Brentwood High Street.

Currently the provision in the High Street consists of a number of large trees that are decorated together with fixed decorations on the lamp columns. There is no history of cross road Christmas light banners in the High Street.

Site visit

A sit visit was undertaken with the Council’s current lighting contractor to look at the options and issues of the installation of cross road banners in the High Street and these are highlighted below in the report.

Permissions

Any decorations across the High Street will need to be approved by the Highways department at Essex County Council and there has been a marked step away from across the road banners to the preferred option of fixed lamp column decorations.

Permission will also need to be granted from each of the building owners where a fixing for the cross road banner will need to be placed.

Any listed building may require separate planning permission.

If building are vacant there may issues with any new owners not granting permissions.

Layout of the High Street

The actual layout of the High Street does not lend itself to cross road banner with the width of the High varying from 26m at the Wilson’s Corner end of the High Street to up to 30 at Marks and Spencer.

There is a requirement that any cross road banners have a height clearance of 5.5m and the wider the width of the road the greater the pressure on the fixings to support the banner weight and to ensure that the drop is not below 5.5m.

There are a number of large trees in the High Street especially towards the Wilson's Corner end of the High Street which will provide a barrier to affix decorations.

Building Heights & Types

There is large mixture of building types, heights along the length of the High Street. For example one side of the High Street will have three storey building while on the other side there will be a two storey building. Buildings will also have been constructed using different materials and as such may or may be not suitable to be subjected to loading required for the cross road banner. There will be a requirement to do a test hole to see if the materials will be able to secure any fixing securely. It may be required that there will be four fixing points on each building. There is a possibility that this in turn can cause damage to the building.

Lighting Design

The width of standard banner is approximately 5m so it may be a requirement to more than one at each point so that the effect is not lost along the High Street. If cross banners were in place then the design could be 3 x 5m banners or one centre piece with 5m banner on each side.

Due to the mixed nature of buildings along the High Street it would be difficult to maintain a consistent look in design and height along the entire length of the street.

Fixings could not be attached to the existing lamp columns in the High Street as they have not been designed to support cross road banners.

Health and Safety

With cross road banners there will more of an impact on traffic management with the installation and dismantling of this type of lighting design.

Costs.

A standard 5m banner including fixings, supporting cantenary wires and labour costs will be approximately £2,000 each.

Other options

One option is to look at enhancing the lighting we already have in place. This could be adding more lights to trees that not currently lit.

Due to the failure of a number of the lamp columns we are restricted to the rope light decorations on those columns that will not add any additional stresses to these columns.

Name of Report	Food Fest/Taste of Brentwood (working title)	
Purpose of the Report	To explore the possibility of a Food themed event in Brentwood	
Report by:	Lisa Stroulger	Date: 19:02:13

INTRODUCTION

The Chairman of the Renaissance Group has asked that the possibility of hosting a “Love Food, Hate Waste” themed event be hosted in Brentwood 2014 be explored.

There is currently no ‘food event’ hosted in the Borough and it is intended that such an event will increase footfall and tourism to the Borough, as well as promote and raise awareness of the rich variety of food produce Brentwood has to offer and encourage local trade within the Borough.

BACKGROUND

There are many local food producers and sellers in Brentwood including meat, egg, fruit, and vegetable farmers etc. In addition there is a local brewery and many artisan cake, confectionery and bread makers, each producing high quality, unique products, selling directly to the public.

Brentwood boasts a variety of food retailers, chefs, delicatessens, restaurants, bistros, pubs and bars catering for all tastes and varieties of dining experiences throughout the Borough.

PROJECT LINKS/AIMS

Ultimately, the event aims to showcase the Borough, increase footfall and tourism, to the Town, draw positive attention to the Borough, increase and boost local trade.

A Food Fest/Love Brentwood event links to many other Borough and national priorities including ‘Love Food, Hate Waste’; ‘A prosperous Borough’; ‘Health and Well Being’ and ‘Love Brentwood’, the Made in Brentwood theme previously presented to the Group and the national ‘Pop Up’ scheme to utilise vacant units.

The event aims to showcase locally produced food, provide demonstrations to encourage more people to cook and eat healthily, minimise food waste and shop locally. Recycling, allotments and home grown produce will also be key themes. Which in light of recent media coverage are no doubt likely to see an increase.

EARLY STAGE CONSULTATION

Some ‘light touch’ verbal consultation has taken place and a generally positive feel towards the event has been received with some support already offered.

PROJECT OUTLINE

A feasibility study is at an early stage, although it is suggested that should the event go ahead, it could take place over two days in 2014 in Brentwood High Street (without the need for a road closure) and possibly link to the Strawberry Fair to offer additional variety and an enhanced experience, whilst taking advantage of economies of scale and potential to share resources.

Ideally the whole town would be involved in the promotion, possibly with different 'quarters' dedicated to different food themes.

The promotion could include a marquee for demonstrations, with stalls set up outside the marquee and along the High Street. The Italian Market provider has expressed interest in setting up stalls.

The Sugar Hut/Masons have expressed interest in allowing use of their courtyard for the children's cookery class.

The Baytree Centre have offered to provide the marquee space (date permitting). Calcott Hall Farm, Sainsburys and Co-op have expressed interest in providing the ingredients for the cooking.

Brentwood Brewery would like to participate, offering a beer tasting area with sales of their products.

There are local chefs who could also be approached to participate in the event.

MARKETING/EVENT PROMOTION

For an event of this nature, a strong marketing campaign well in advance of the event is essential to ensure awareness and support.

A free booklet/programme could be produced to accompany the event containing discount vouchers for all the local restaurants and retailers who want to participate.

The Gazette has expressed interest in being a media partner and an agreement would be required to ensure use of their logo on all marketing materials.

A stand alone brand would be created for the event to be used on the Love Brentwood website, banners, posters and flyers and all media coverage.

BUDGET

Originally a £10,000 budget was earmarked from the RG budget to deliver this project. However, in light of the current budget situation, a different approach to funding should be explored, possibly through sponsorship, advertising, 'in kind' support, charges to concessions and other sources of grants and funding.

Initial costings for some of the key requirements include:

Street Market License	£250 per day
Marquee and tables	£550
Monica Price Kitchen and Team	£2400
Security	£200-493
Banners	£500
Voucher booklet/Programme	£350-£680
Speakers, filming, projection, screen, microphones	£1500-£2142
Event Coordinator	£TBC