



BRENTWOOD BOROUGH RENAISSANCE GROUP MEETING
12 September 2016

PRESENT:

Renaissance Group:

Clive Othen (Chair)	CO	Chair of Renaissance Group
Alan Jefcoate (Vice Chair)	AJ	Federation of Small Businesses
Mike Hawkins	MHaw	Brentwood Chamber of Commerce
Cllr Mark Reed	MR	Brentwood Borough Council
Cllr John Kerlake	JK	Brentwood Borough Council
Cllr David Kendall	DK	Brentwood Borough Council
Cllr Roger McCheyne	RM	Brentwood Borough Council
Kaye Thurgood	KT	Representative Central Shenfield Cluster
Nish Patel	NP	Representative Upper Shenfield Cluster
Natasha Radford	NR	Representative Town Centre East End Cluster
Laurie Edmonds	LE	Local by Social
Daniel Foley	DF	Baytree Centre Manager
Michael Hardy	MH	Environmental Auditor
Sarah Sanctuary	SS	Representative Essex County Council
Support group		
Elaine Richardson	ER	Brentwood Borough Council
Anne Knight	AK	Brentwood Borough Council

APOLOGIES:

Cllr Gareth Barrett, Sue Page, Emma Green, Gerry Bender

		Action
1.	Welcome and introductions: CO welcomed all present and all introduced themselves.	
2.	Minutes from 04.07.16: The minutes were agreed as a correct record with the response to minuted actions as follows:	

	<p>Item 9 Homeless Person on Brentwood High St MH reported ownership of private land where homeless person living was disputed.</p> <p>DF reported said person had been arrested twice and housed in sheltered accommodation but had returned to the High St.</p> <p>Action: Check land ownership with Adrian Tidbury, chase Head of Housing for support and Environmental Health for cleaning up the alleyway by the former Britannia office, where the homeless person lives</p> <p>Enforcement of A Board Policy DK reported that enforcement lay with Trading Standards, on behalf of Highways, but as resources were not available, enforcement would lie with the Borough Council. Suggested handing copy of policy to Brentwood traders and if boards placed away from property inform traders planning permission needed. SS confirmed the very limited resources of Trading Standards and ER stated BBC Planning enforcement did not have the time or resources to enforce.</p> <p>Action: Contact our Street Inspector, Tony Wilson, copy to JK to ask for support and if in his remit to action.</p> <p>Love Brentwood Banners in Brentwood High Street Action: discuss the removal of old banners with potential health and safety issues with Leona Murray Green, Business Development and Communications Manager</p> <p>Highways Safety Issues in Kings Road, Brentwood DK reported discussions at County re removing parking as per resident requests, but traders in favour of street parking and there had been cross party agreement to retain the parking. No traffic management schemes could be considered due to budget constraints. No further action</p> <p>Item 10 Medieval Market Charters CO asked where the Medieval Market Charters were being kept at the Council and requested they be displayed.</p> <p>Action: Ask Steve the Caretaker to hang them in the green doors reception area</p>	<p>ER</p> <p>ER</p> <p>ER</p> <p>ER</p>
<p>3.</p>	<p>Business Trade Cluster Updates:</p> <p>Upper Shenfield: NP advised of work on a more ambitious Halloween Event on Monday 31 October, 4-7pm and encouraging all businesses to be involved.</p>	

	<p>Roses bakery had changed hands after 40 years and the new owners were keen to be involved with the cluster The cluster were also very busy planning the Shenfield Christmas Fayre</p> <p>Central Shenfield: KT thanked Ward Members and JK for their support in planning the Christmas Fayre. Also thanked Kim Anderson for her hard work in planning the event.</p> <p>Traders reported being busy with the best summer's trading for many years. Ease of parking with the 2 hour restriction had made a huge difference with a higher turnover of shoppers and new customers. Shops were fully let and the RG supported events had encouraged footfall. New professional service businesses including Parry Cohen and Wilson Nicol were also doing well as was Mullis and Peake LLP.</p> <p>MHaw asked how this compared with the rest of the Borough and if the opening of John Lewis in Chelmsford would affect trade. KT sited the closure of banks in Ingatestone and fewer parking issues than Brentwood resulting in increased business for Shenfield. Also the strength of their independents.</p> <p>Brentwood Town Centre: MHaw asked if help could be given to St Francis Hospice with an overgrown tree outside their High St shop.</p> <p>Action: Check with Essex Highways</p> <p>Brentwood Town Centre East End: NR reported of 3 new businesses in Ongar Road helping to boost business to the area including a new shoe shop, beauticians and Ivy Rose Florist who are keen to be involved in the cluster. There were rumours about the future of Eclipse. MR stated they had applied for planning to close the club and convert to a shop with flats above. NR continues to offer free Story Time sessions at the Baytree Centre</p>	DK
4.	<p>Proposals for Ingatestone and Brentwood Clusters</p> <p>Ingatestone Business Trade Cluster CO stated that there had been no interest from Ingatestone businesses in running a cluster so confirmed agreement for it to be closed, but could be re-formed in the future subject to interest from 6 businesses.</p> <p>Action: Tell the Council Ward Members of the closure with ER to forward contact details.</p> <p>Brentwood Business Trade Clusters CO proposed that Brentwood be modeled on the successful Shenfield clusters and reduced to 2 for the East and West Ends, each with deputy or joint cluster leads to avoid one person doing all the work. Also to standardize the advertising between the Shenfield and Brentwood clusters to maximize publicity.</p>	CO

	<p>1. Revised two Brentwood Clusters:</p> <p>a. <u>East End Cluster</u>:</p> <ul style="list-style-type: none"> i. Ongar Road; ii. Wilson's Corner; iii. High Street down to Mannings; iv. Queens Road; v. Moore Place; vi. St. Thomas's Road. <p>b. West End Cluster:</p> <ul style="list-style-type: none"> i. Kings Road; ii. Crown Street; iii. Weald Road; iv. Warley Hill; v. High Street from Bennet's up to the Slug & Lettuce <p>All at the meeting were in agreement with these proposals, with no objections.</p> <p>Action: Arrange a meeting with Brentwood Clusters to look at the strategy</p> <p>CO identified the need to find new pro-active leaders and support members for the Brentwood groups.</p> <p>Action: Meet with Brentwood businesses identified as possible helpers, as above, eg Marks & Spencer, Spread Eagle, Sainsbury's</p>	<p>CO/ER</p> <p>CO/LE</p>
<p>5.</p>	<p>Cluster Project Plans and Budgeting 2016/17</p> <p>CO deferred again as not all received and clusters changing.</p>	
<p>6.</p>	<p>New Bid Funding Applications</p> <p>Website and Twitter Maintenance October 2016-September 2017 on behalf of Laurie Edmunds, Local By Social</p> <p>LE stated the website was mainly used to host high profile RG events which had no other access to web publicity and social media.</p> <p>NP praised the social media work but stated that traders would not use the site or interact with it and suggested LE goes to Shenfield cluster meetings to promote.</p> <p>DK discussed looking at advertising or promotions with GT Design who leaflet 16k properties around Brentwood monthly.</p> <p>Action: Contact GT Design re possible joint advertising and promotions</p>	<p>LE</p>

	<p>Funding of £660 was agreed. MR declared a vested interest</p> <p>Shenfield Halloween Party 31 October 4-7pm KT submitted a bid on behalf of Upper and Central Shenfield Clusters. The party was to include face painting, Halloween games, a fancy dress competition and a trail along the whole High St to indentify the hidden glow in dark skeletons. Also local actors would dress in costume to provide additional atmosphere and flash mob 'Thriller'.</p> <p>DK expressed concerns over stewarding older children. KT said all literature would state adult supervision required and would speak to Lot owner to utilize their security.</p> <p>Funding of £3000 was agreed with caveat of ER agreement to capital and revenue breakdown of costs as appropriate. MH declared a conflict of interest.</p> <p>Shenfield Christmas Fayre 4 December 1-5pm KT presented a bid on behalf of Upper and Central Shenfield Clusters.</p> <p>Great demand from local community to repeat this event but had been safety issues with full road closure. Most 2016 activities would therefore be in Hunter Avenue Car Park with the need for only a small road closure by the library performance area. After the 2015 event the traders had the best ever January as had built a good community feeling and loyalty.</p> <p>DK expressed concerns over safety if road open this year and potentially over 3k attend again. Would make representations to close the road 12-6pm. Also queried high depot and staffing costs and need for more volunteers.</p> <p>KT said volunteers from SNAP the chosen charity had been asked to man the ice rink and part of the income from the rink will be to pay back costs.</p> <p>Funding of £5000 was agreed unanimously</p>	
<p>7.</p>	<p>Review of Completed Bids Children's Literary Festival NR reported that is was a huge amount of work to organize but very successful attracting approximately 1300 visitors and good reach from the surrounding areas including Chelmsford. No negative comments.</p> <p>Review of event indicated need for later set up of ticket sales and greater diversity of authors. Some authors were asking to be involved again in the 2017 event and gave a lot of praise. Social media strategy worked well. Funding and sponsorship received sufficient to cover for 2017.</p>	

	MR stated a great outcome for the event and thanked the volunteers.	
8.	Brentwood Website Update LE covered in item 6 website bid funding application	
9.	Business Support Update AK stated promotional postcards and flyers were available for the Brentwood Business Showcase on 2 November 2016 at Brentwood School. The showcase website: www.brentwoodbusinessshowcase.co.uk was due to be updated with the 47 exhibitors, 7 keynote speakers and 7 workshops and with the final programme to be added soon. All are encouraged to promote and attend. An advert and advertorial are booked for the business supplement of the Brentwood Gazette and Essex Chronicle for the last week in September. A new Low Carbon funding scheme through LoCASE was due to launch with up to £10k grants available to apply for increased energy efficiency projects. Action: Add LoCASE to RG website	AK/LE
10.	Environmental Audit Update: MH advised of a key new unit, William H Brown opening at the corner of Crown St and Hart St. On the High St, Pandora's jewelers, a flower shop to replace Cascades and Vape and Juice had opened. MH expressed serious concerns over the ability of BBC and ECC to have the interest or investment to improve our public realm as a result of which MH and GB served notice of standing down from the group at the end of the year. Action: Review future Environmental Audit function as agenda item for November meeting	CO/ER
11.	Any Other Business: None reported	
	Date of next meeting: Monday 7 November, 2016 in Committee Room 1 Town Hall.	