



BRENTWOOD TOWN CENTRE RENAISSANCE GROUP MEETING

14th May 2014

PRESENT:

Renaissance Group:

Clive Othen (Chair)	CO	Chair of Renaissance Group
Michael Hardy (Vice-chair)	MHar	Brentwood Resident
Cllr Mark Reed	MR	Brentwood Borough Council
Sue Page	SP	Representative – Brentwood Traders
Cllr Philip Mynott	PM	Brentwood Borough Council
Laura Williams	LW	Manager – Baytree Centre
Alan Jefcoate	AJ	Federation of Small Businesses
Support group		
Kim Anderson	KA	Brentwood Borough Council
Ashley Culverwell	AC	Brentwood Borough Council
Anne Knight	AK	Brentwood Borough Council
Elaine Richardson	ER	Brentwood Borough Council
Claire Hayden	CH	Brentwood Borough Council
Guests		
Laurie Edmonds	LE	Website Designer

APOLOGIES:

Fran Brabham-Neil, Dominique Keogh, Crispin Downs, Cllr Chris Hossack, Cllr Louise McKinlay, David Miles, Gloria Passannante, Mike Hawkins, Cllr Mike Le-Surf, Cllr Nigel Clarke, Cllr Will Russell, Prajay Patel, Roy Ormsby, Suzan Hearson-Clark, Natasha Radford and Kaye Thurgood

		Action
1.	Welcome and introductions: CO welcomed everyone present and each person introduced themselves to the group.	

<p>2.</p>	<p>Minutes from 26.3.2014 and matters arising: The minutes were approved as a correct record.</p> <p>Matters arising:</p> <p>Paul Jenner from Ixion: Awaiting marketing information. ACTION: AK to chase.</p> <p>Street Audit: Issues from the Street Audit to be given to Cllr Kendall to present to Essex CC. Action: CO and MHar to meet and follow up on the problems.</p> <p>Market Charter – to be discussed under item 6.</p> <p>2014/15 Workplan: KT had requested a poster and leaflets for shop display to show parking restrictions around the main Shenfield shopping area to help with parking. Elaine is progressing with GIS mapping as to whether this is feasible.</p> <p>Licensing of Street Events: Elaine Richardson spoke to Gary O’Shea from the Licensing Department. Guidelines are available under the Licensing section of BBC Website, under Alcohol, Entertainment and Late Night Refreshment/Temporary Event Notices.</p> <p>Any other business: MHar has met with Father Colin to clarify rumoured plans for the Chapel Ruins Site. Discussions with officers on Fri 16.5.2014. Full scale consultation on this item will be needed and updates from Planning. Action: This item to remain on future agenda.</p>	<p>AK</p> <p>CO/ MHar</p> <p>ER</p> <p>JS</p>
<p>3.</p>	<p>New Renaissance Group Website. LE runs through the brief/forward plan laid out by the RG to design a website. Within the brief it was decided that links to managing networking groups will be added i.e. FSB, Chamber of Commerce, Business Grants and Support, Visit Essex and Brentwood Arts Centre, etc as the audience will be not just retailer or visitors, but everyone.</p> <p>Cluster Areas to edit information on new shops, special offers, free parking and promotions etc.</p> <p>It was agreed by RG that LE will be the editor of the website.</p> <p>The domain name with the website/email and twitter will be the responsibility of the chair of RG. Email access will be given to the editor, chair and vice chair only.</p> <p>Training will be given to any members of RG if required.</p> <p>Communication with the Council’s Comms Department is key to the promotion of events and reference to the Council’s Corporate Plan.</p>	

	<p>Bids for the website will be discussed later under item 6. AK is currently looking at purchasing a business directory. Talks also taking place shortly with regards to a visitors website.</p> <p>Action: ER to supply LE with a high resolution copy of the RG logo.</p>	ER
4.	<p>RG Terms of Reference. RG members to amend and comment if necessary on the new Terms of Reference going to 16.7.14 Committee. All comments to be received by ER for 24.6.2014.</p>	ER
5.	<p>Local Trade Cluster Programme based on the revised Terms of Reference Layout of new Bid Application Form to be circulated to members of RG for approval.</p> <p>Project Leaders to be appointed, to oversee all approved bids. Circulating receipts, quotes and works to be carried out.</p> <p>Cluster groups comments to ER by 24.6.14.</p>	
6.	<p>Bids <u>Market Charter:</u> MHar spoke on this item instead of CO (expressed an interest). The bid proposal laid out a request for copies of the two charters, and their translation from Latin, to be displayed in presentation cases, probably within the Town Hall, for all in the Borough, visitors and school groups to view. This is an important part of Brentwood history and enables us to re-sign Brentwood as an Ancient Market Town.</p> <p>A discussion took place of the group with regards to the amount estimated. A smaller amount for the translation only was quoted for in past bids and this is a new application. ER to contact calligrapher to try and obtain a lower quote.</p> <p>AC informed the group that this bid may require the backing of all 4 group party leaders.</p> <p><u>Website:</u> Bids approved.</p> <p><u>Christmas Fair, Shenfield:</u> Concerns from the group were expressed over the costs for this event. MHar to liaise with KA on the outgoing costs for the Lighting up Brentwood Event. AC, match funding from traders for this event, as the costs for just the road closure alone will be £1000</p> <p>This bid was refused, subject to a reduced costing structure.</p> <p><u>Chicken & Frog:</u> This bid was discussed within the group and a reduced amount of £500.00 was agreed.</p>	ER

7.	<p>Update on Essex Brand Workshop. In April, 40 people from retail, tourism and businesses attending the Visit Essex Brand Brentwood Workshop, to discuss promoting the Borough's many attractions more widely and effectively.</p> <p>A good brainstorming session took place, setting some key objectives for future marketing.</p> <p>A number of individuals put themselves forward to be part of the working group.</p>	
8.	<p>Events. Love You Local Market event to take place on 24.5.2014. Rt Hon Eric Pickles and the Mayor will be asked to attend. Free Prize Draw to be provided by Essex Farmers Market on the day for all those purchasing from the market stalls.</p> <p>Independence Day to take place 4/5.7.2014. Open to bids for this event.</p> <p>Strawberry Fayre 21.6.2014. Opportunity to promote businesses at this event.</p>	
9.	<p>Free Parking. Kaye Thurgood has expressed a wish for free parking days in Shenfield to not take place in Nov/Dec, but preferred Feb/Mar instead.</p> <p>Free parking over the Christmas period encourages people to park in Shenfield and travel to Westfield. Traders of Shenfield do not benefit.</p> <p>Alternatively, instead of free parking, they would like entertainment to encourage shoppers.</p> <p>ER to consult with Trader and Renaissance Group members, Chamber of Commerce and FSB as to preferred date options</p>	ER
8.	<p>Any other business:</p> <p>The Depot were asked for help or a contractor quote for maintenance, cleaning and re-painting of fingerposts, noticeboards and street furniture to improve the public realm. Waiting for a response. A request with regard to the use of neighbourhood action teams to be discussed but this had to be submitted via Ward Councillors and fit into the planned rota. PM expressed concerns that the Neighbourhood Action Team will only be able to undertake this work within period of their ward work.</p> <p>Action: ER to discuss with RO the proposal that RG members ask for this work to be carried out directly rather than via Ward Councillors.</p>	ER
	<p>Date of next meetings: Committee Room 1, 16 July, 10 September and 5 November 2014.</p>	