



BRENTWOOD TOWN CENTRE RENAISSANCE GROUP MEETING

16 July 2014

PRESENT:

Renaissance Group:

Clive Othen (Chair)	CO	Chair of Renaissance Group
Michael Hardy (Vice-chair)	MHar	Brentwood Resident
Alan Jefcoate	AJ	Federation of Small Businesses
Cllr Hossack	CH	Brentwood Borough Council
Sue Page	SP	Representative – Brentwood Traders
Nigel Clarke	NC	Representative – Brentwood Traders
Cllr Philip Mynott	PM	Brentwood Borough Council
Cllr Will Russell	WR	Brentwood Borough Council
Fran Brabham-Neil	FBN	Representative - Brentwood Traders
Cllr Kendall	DK	Brentwood Borough Council
Cllr Keeble	RK	Brentwood Borough Council
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
Jean Sharp	JS	Brentwood Borough Council
Roy Ormsby	RO	Brentwood Borough Council
Tony Pierce	TP	Brentwood Borough Council

APOLOGIES:

Crispin Downs, David Miles, Gloria Passannante, Mike Hawkins, Suzan Hearson-Clark, Natasha Radford, Julien Pritchard, Laura Williams, Kaye Thurgood, Cllr Morrissey, Laurie Edmonds

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

<p>2.</p>	<p>Crossrail Parking Issues: RO reported that regular meetings had taken place and the presentation made by Crossrail was on the BBC website. Once works commenced, a key problem could be Friars Avenue Car Park where only one third of the spaces would be useable since materials brought in by rail would be stored there. The potential number of lorry movements in the car park was not known. It was noted that on street parking should not be affected. A representative from SEPP had walked the area with RO and it was possible that some on-street restrictions could be relaxed during the construction period (NB the lead-in time for traffic orders was 10-12 weeks).</p> <p>A parking study had been undertaken when commuters were consulted.</p> <p>An additional 125 spaces had been provided on the second storey of the station car park.</p> <p>DK reported that the Local Highways Panel had been advised of the plans for street scene improvements and CO requested that local businesses were made aware of these plans.</p> <p>Action: Relevant information to be passed to businesses.</p> <p>RO advised that public information sessions were to be held by Crossrail on 23 and 24 July at Shenfield Parish Hall and Brentwood Baptist Church and TP advised there was to be a presentation by Crossrail to Members at the beginning of the 22 July Planning & Development Control Committee meeting.</p> <p>In response to a question, RO advised he was not aware of any changes to parking taking place at Brentwood Station.</p> <p>MHar asked for pressure to be put onto Crossrail to improve the railway buildings at Shenfield station. There was some discussion regarding the ownership of the station buildings.</p> <p>Action: CO would discuss with MHar outside the meeting.</p>	<p>ER</p> <p>CO</p>
<p>3.</p>	<p>Planning Update: TP advised that a Local Plan Consultation had been undertaken and 3000 responses had been received and were being assimilated. The outcome of the consultation would be published in the Autumn and a revised draft Local Plan would be submitted in March 2015. A full update would be made at the October 2014 Ordinary Council meeting.</p> <p>Regarding town centres, TP advised there were big choices to be made and new land in the green belt needed to be found for house building.</p> <p>In Shenfield there were public realm improvements to be made.</p> <p>In Brentwood Town Centre there was a series of issues to be dealt with via a Masterplan. A William Hunter Way (WHW) Working Group meeting had taken place on 14 July.</p> <p>DK advised that a borough-wide consultation of residents and businesses –</p>	

	<p>form to be agreed by the Public Information Panel (PIP) - relating to WHW was to be undertaken in September 2014 and a company had been taken on board to manage the process. It was anticipated that the development would be completed by 2016 and 11 companies had already expressed an interest in the project.</p> <p>Pre-application discussions were taking place regarding land at the back of the High Street and the building on the corner of Crown Street/Hart Street was now being constructed.</p> <p>A residential application had been received for the former Sir Charles Napier pub site but there were design issues.</p> <p>Wetherspoons' refurbishment of the former Pizza Hut was continuing.</p> <p>The Michel Roux chain was rumoured to be interested in the former High Street Post Office.</p> <p>PM advised the next WHW Working Group meeting was to take place on 4 August 2014 at the WHW site and anyone could attend.</p> <p>Action: CO requested that the RG be made aware of when future WHW meetings were taking place, also that the Crossrail meetings be advertised on Council notice boards.</p>	ER
4.	<p>Minutes from 14 May 2014 and matters arising: The minutes were approved as a correct record.</p>	
5.	<p>Terms of Reference and Clusters update: The trade clusters would merge with the current traders group. There was to be a manager of each cluster and a visible audit trail.</p> <p>The application form for bids had been changed and any activity undertaken needed to tie in with Council policies. The form followed the Council's Terms of Reference. CO thought it appropriate that traders paid 20% of the cost of any bid made.</p> <p>MHar proposed that in-kind contributions be valued at a nationally agreed rate - £10ph was the volunteer rate. It was acknowledged that this would be difficult to audit but MHar suggested officers' expertise be used in this regard.</p> <p>Clusters would have Terms of Reference, be representative of the local area and would comprise of at least 6 people. Monies would be allocated at cluster level.</p> <p>NC requested each group be advised how to apply for an entertainment license.</p> <p>Action: CO asked for this information to be included on the RG website.</p>	ER

	<p>In response to a question CO advised that as an unconstituted body, RG was not able to receive funds from other areas but could accept assistance from a sponsor. All activities were to be transparent.</p> <p>CO acknowledged that legal guidance was needed in relation to the clusters and the RG in general.</p>	
6.	<p>Review of Bids and Workplan: The reports had been circulated which were to be considered by the Business and Town Centres Committee at its meeting later in the evening.</p> <p>Comments on some of the bids were as follows:</p> <p>Town Centre Signage: Who would fund this? – ECC/LHP/RG? Crown Street noticeboard needed to be refurbished Independents Day – Crown Street and Ongar Road traders had supported the initiative. CO thought that RG should be mentioned as a sponsor in future publicity. NC said the Crown Street occasion had been a great community event.</p> <p>Crown Street would be the first cluster to be formally set up as it was already up and running</p> <p>Regarding the display of the market charters, ER advised that the quotes had been reduced and the project would now cost £3,900. CO hoped that a sponsor or co-sponsors would fund this. He proposed that the press and TV be invited to record the unveiling when it took place.</p> <p>ER advised that she was actively encouraging the submission of bids.</p>	
7.	<p>Budget Support for Economic Development: DK explained that due to the overlap areas between the Business and Town Centres Committee and the RG, it was suggested that £5k should be moved from the RG revenue budget to the B&TC funds to be spent on economic development.</p> <p>SP moved and MHar seconded that the money should be transferred as suggested. This was agreed.</p> <p>Action: ER would arrange the transfer of funds.</p>	ER
8.	<p>RG website update: Unfortunately, LE had been unable to attend the meeting but CO gave an overview of what was proposed to be available on the website which would include:</p> <ul style="list-style-type: none"> • Application form for bid funding; • Bid Application Notes; • Borough business events; • Brentwood Borough Council Corporate plan link through; • Brentwood Borough Renaissance Group Terms of Reference; • Business Funding/Grants available; 	

	<ul style="list-style-type: none"> • Business Rate Reliefs; • History Snippets of Brentwood; • Index • Job and Skills Shop; • Local Business Trade Cluster Groups: <ul style="list-style-type: none"> ○ Crown Street Brentwood; ○ Ongar Road Brentwood; ○ Brentwood Town Centre – East End; ○ Brentwood Town Centre – West End; ○ Ingatestone; ○ Kings Road Brentwood; ○ Pilgrims Hatch Brentwood; ○ Shenfield; ○ Warley Hill Brentwood. • Local Business Trade Cluster Terms of Reference; • Markets; • Meeting agendas; • Meeting minutes; • Main objectives of the Brentwood Borough Renaissance Group; • Networking; • Night Time Economy; • Project Funding Application Form; • Sponsorship in connection with bid funding applications information; • Sponsorship Application Form; • Street Audits – Information; • Street Audits – past audit reports. <p>He wished it to be a flagship to promote business issues.</p> <p>The website would be “Brentwood Borough Renaissance.co.uk” and would continue to link to the BBC website.</p> <p>AK advised that business support and details of successful applications would be included on the website.</p>	
<p>9.</p>	<p>Free parking days in the MSCP: In previous years free parking in the MSCP had been provided on the day of Lighting Up Brentwood and two other days but feedback had indicated that there had been no additional uptake due to the initiative. Shenfield traders had previously advised that free parking in Shenfield had resulted in shoppers parking there and travelling to Westfield.</p> <p>ER had consulted on having free parking on suggested days and there seemed to be no desire for this so the report to Business and Town Centres Committee (16.7.2014) would suggest the budgeted £3,600 be spent on improving footfall in other ways.</p> <p>CO suggested the matter be delegated to local Clusters if it needed to be addressed in future. Agenda Group 2 B&TC Committee (16.12.2014)</p>	

<p>10.</p>	<p>Any Other Business:</p> <p>1. AJ advised that the FSB were running training programmes and details were on their website. 'Effective Merchandising' was to take place at Ashwells on 22 July. Action: CO requested a link be included on the RG website for FSB training.</p> <p>2. AJ advised that the FSB had launched the scheme 'Keep Trade Local' to encourage shoppers to shop with their local independent traders. Two Brentwood shops – Chicken and Frog and Skid Marques - had joined the scheme. Action: Explanatory leaflets were to be made available in Main Reception.</p> <p>MH thought the RG should recognise and engage with TOWIE (The Only Way is Essex) since many visitors to the Borough were here due to the TV programme.</p> <p>PM reminded the Group that an initiative 'Made in Brentwood' had been agreed by the RG some time ago but had not been progressed. CO requested this be included on the agenda for the next RG meeting. Action: ER to include on the agenda for the 10 September meeting.</p> <p>3. NC queried why Crown Street traders had been advised they were not able to advertise with banners on the highway when the Brentwood Festival had seemingly been allowed to do so. Action: As this was an ECC issue, relevant information should be passed onto ECC.</p>	<p>ER</p> <p>ER</p> <p>ER</p> <p>ER</p>
<p>11.</p>	<p>Dates of next meetings at 4.30pm in the Committee Rooms</p> <p>Wednesday 10 September 2014 Wednesday 5 November 2014</p>	