



BRENTWOOD BOROUGH RENAISSANCE GROUP MEETING
17 July 2017

PRESENT:

Renaissance Group:

Mike Hawkins	MH	Chair of Renaissance Group
Alan Jefcoate (Vice Chair)	AJ	Federation of Small Businesses & Vice Chair
Cllr John Kerslake	JK	Brentwood Borough Council
Cllr Gareth Barrett	GB	Brentwood Borough Council
Suzan Hearson Clark	SHC	Representative Brentwood West End Cluster
Nish Patel	NP	Representative Upper Shenfield cluster
Kaye Thurgood	KT	Representative Central Shenfield Cluster
Dan Foley	DF	Representative Baytree Centre
Colin Barber	CB	Chairman Brentwood Chamber of Commerce
Support group		
Elaine Richardson	ER	Brentwood Borough Council
Nishat Amin	NA	Brentwood Borough Council
Phil Drane	PD	Brentwood Borough Council

APOLOGIES:

Cllr David Kendall, Cllr Mark Reed, Cllr Roger McCheyne, Carol Smith, Tony Wilson, Laurie Edmonds,

		Action
1.	Welcome and introductions: MH welcomed all present and all introduced themselves.	
2.	Minutes from 22.05.17: The minutes were agreed as a correct record. Updated actions as follows: Actions to carry forward to next meeting Item 2 Request if Review and replacement of boundary signs possible through the LHP as potential scheme Item 3 JK not in a position to discuss Car Parking Review as in draft format.	 ER JK

	<p>Item 3: Check roles and responsibilities of County Highways Inspectors and if can help with A Board enforcement.</p> <p>Item 3: Apply for showcase exhibitors stand and commission a pop up banner through a bid</p>	<p>ER</p> <p>LE</p>
<p>3.</p>	<p>Chair's Report sent as attachment</p> <p>Item 3 PD stated the need to take account of Discover Brentwood for business as an existing domain name, branding and resource</p> <p>Item 4 JK suggested Epping Forest economic development contact may be able to help facilitate blue skies meeting. New Terms of Reference and information only report to go to November Policy, Projects and Resources Committee.</p> <p>Wednesday 6th September proposed for Blue Skies Meeting Update: Delayed to Wednesday 27 September</p>	
<p>4.</p>	<p>Business Trade Clusters Update</p> <p>Brentwood West End: SHC stated difficulties getting a response sent electronically to cluster members and little interest in doing events and projects on Fridays and weekends.</p> <p>Food around the world event proposed in fooderies around the Town Centre. Chef Rosemary Shrager approached to help but busy until 2019. ER suggested help and venue possibilities from Bennetts and Crown St with Chatham Way Car Park as per successful French and Italian markets which included food stalls. Possible tie in with Crown Street Arch installation still pending from Keith Parker's company. CB suggested similar event to Brazil gastronomy festivals when each restaurant does a different dish at promotional prices.</p> <p>MR stated Market Charters committed Brentwood to have a festival and should plan for Charter Day event next July with help of medieval historian. Also the story of William Hunter could be enacted again on the High Street with sufficient funding.</p> <p>KT reported the Children's Literary Festival starting 22 July was featured in Gazette, planning had improved for second year and was being well received.</p> <p>Upper Shenfield NP reported on a successful first Summer Fun Day held on 22nd June, with six cluster businesses involved including new member Martin McColl's. Involved children's activities, music, Brentwood Brewery, St Marys School and money raised for Parkinson's Charity. Estimated</p>	

	<p>600 visitors attended. Interest in hiring a similar 3mx12m marquee on pavement for Christmas Fayre.</p> <p>Central Shenfield KT reported the Easter Egg hunt was very successful, with 331 completed entry forms, 2 winners, extra bonus questions for the older age group and a good piece in the Gazette, plus social media coverage. Free prizes donated by Hussey Knights and Sincerely Yours and by Rope Runners for the older age group.</p> <p>Both clusters working on Shenfield Christmas Fayre with Kim Anderson of the events team and many positive ideas. Offering 3 levels of business sponsorship. JK suggested purchase of a PA system or marquee for RG from the capital budget. Possible storage at the Brentwood Centre.</p> <p>Action: ask Kim Anderson for advice about purchase of these items</p>	<p>NP</p>
<p>5.</p>	<p>New Bid Funding Applications</p> <p>Shenfield Summer Event 27 August 2017</p> <p>KT submitted a bid for the annual summer Sunday afternoon event of music and refreshments. Aims to welcome locals into the town to be entertained in the street with live music and children’s attractions. Main cluster members including Hepburns sponsoring 45% of the event costs.</p> <p>Funding of £1,000 was agreed unanimously.</p>	
<p>6.</p>	<p>Business Support Update: ER reported</p> <p>Brentwood Business Showcase, 1 November, Brentwood School Website planned launch on 19 July to coincide with PR in free monthly column of the business section of the Essex Chronicle series and Gazette. Launch e-flyer being sent to business directory and then in monthly business newsletter to the directory. Website: brentwoodbusinessshowcase.co.uk.</p> <p>Headline sponsors Wortley Byers secured and gold and silver sponsorship packages available. Free visitor registration and exhibitor stands available to book on the website via eventbrite. Web pages to feature and register attendance for keynote speakers and workshops to be added over the coming months once programme agreed. Also company details of exhibitors and programme schedule. Main theme of event is digital futures and big industry names secured</p>	

	<p>to talk on this.</p> <p>PD updated that Anne Knight was not being replaced directly and he was to oversee the Economic Development role and be part of the showcase planning team, with a view to recruiting for the Economic Development role at a later date.</p>	
<p>8.</p>	<p>Any Other Business:</p> <p>All preferred a change of day for future meetings with preference for Wednesdays. September meetings could continue on Wednesday in the Committee Rooms then a venue tba after move out of Town Hall in October. DF offered the old B&M retail unit in the Baytree Centre which had been set up for meetings with tables and chairs.</p> <p>DF requested help with an overgrown tree outside New Look.</p> <p>Action: check with Alan Marsh on progress agreed through county to cut back tree outside St Francis Hospice shop and if this tree could be included</p>	<p>ER</p>
<p>9.</p>	<p>Dates of next meetings:</p> <p>Wednesday 6 September RG Meeting</p> <p>Wednesday 27th September special Blue Skies RG Review Meeting</p> <p>Committee Room 1, Town Hall, commencing at 6pm</p> <p>NB Swapped agenda for 6th and 27th meetings to enable the Blue Skies facilitator to attend.</p>	