



BRENTWOOD TOWN CENTRE RENAISSANCE GROUP MEETING

1 APRIL 2015

PRESENT:

Renaissance Group:

Clive Othen (Chair)	CO	Chair of Renaissance Group
Mike Hawkins	MHaw	Chamber of Commerce (Ch of C)
Laurie Edmonds	LE	Local By Social
Cllr David Kendall	DK	Brentwood Borough Council
Cllr Mark Reed	MR	Representative - Ongar Rd Cluster
Natasha Radford	NR	Representative – Ongar Road Cluster
Cllr Phil Baker	PB	Brentwood Borough Council
Kaye Thurgood	KT	Representative – Central Shenfield Cluster
Philip Mynott	PM	Brentwood Borough Council
Cllr Roger Keeble	RK	Brentwood Borough Council
Support group		
Gordon Glenday	GG	Brentwood Borough Council
Simon Maidment	SM	Essex County Council
Elaine Richardson	ER	Brentwood Borough Council
Jean Sharp	JS	Brentwood Borough Council

APOLOGIES:

Michael Hardy, Lin Heath, Alan Jefcoate, Anne Knight, Stanley Moses and Nish Patel

		Action
1.	Welcome and introductions: CO welcomed all present	
2.	<p>Minutes from 28.1.15: The minutes were agreed as a correct record.</p> <p>Matters arising:</p> <ul style="list-style-type: none"> • CO advised that he had received no further information from PB regarding the proposed Crown Street market. • MHaw advised that representatives from Crossrail had attended a Ch of C meeting. 	

	<ul style="list-style-type: none"> • Grit bins: a feasibility study was being undertaken. DK advised that the anticipated demand had not materialized. • DK advised that a seminar was being arranged for District/Borough Councillors by the ECC cabinet member in relation to highway repairs, also that Brentwood High Street repairs had been postponed due to works on the A12. 	
3.	<p>Business Trade Cluster Reports:</p> <p>Crown Street: LH had given apologies for the meeting but had advised there was nothing to report.</p> <p>LE expressed concern that the new flats in Crown Street made it appear to be a residential road when viewed from the High Street. PB advised that he had spoken to the developers who were prepared to erect the proposed arch provided permission was assured from ECC as the Highways authority. Action: GG and ER to follow up with ECC and developer.</p> <p>LE also suggested flags or banners be installed in Crown Street to further advertise it as a shopping area.</p> <p>MHaw commented that accessing Ropers Yard was fraught with obstacles.</p> <p>Ongar Road: NR advised that the Easter Hunt in Ongar Road shops had proved successful and many families had participated.</p> <p>DK requested that Piccolo and B and M Cycles be included in the Ongar Road Cluster. Action: NR would visit both shops to discuss this.</p> <p>NR expressed concern about the lack of footfall in Ongar Road. Action: CO, ER and LE would attend a cluster meeting and brainstorm ideas.</p> <p>DK proposed a survey of shoppers be undertaken to understand their requirements and suggested this information could be obtained from the William Hunter Way consultations. Action: ER to consult on William Hunter Way and Car Parking Review consultations and the need to commission a Town Centre Survey</p> <p>Central Shenfield: KT advised that the area covered in this Cluster stretched from Shenfield Green to the station, there were currently 25 members and two meetings had taken place. Action: KT would send a list of members to CO and ER.</p> <p>KT advised that discussion within the Cluster so far had been dominated by parking issues due to the commencement of Crossrail works. BBC officers had attended a Cluster meeting and proposed a solution so that the car parks be used for short term parking only – permit holders would be</p>	<p>GG/ER</p> <p>NR</p> <p>CO/ER/LE</p> <p>ER/AK</p> <p>KT</p>

	<p>relocated. KT was appreciative of officers' assistance.</p> <p>The traders were enthusiastic about working in collaboration with others and Central Shenfield traders were to join in with the Upper Shenfield Cluster's Easter Bunny initiative. KT thanked RG for funding this.</p> <p>The next Cluster meeting would be dedicated to considering another event for the summer and a planning meeting for the Christmas event was to take place in early April.</p> <p>CO acknowledged the strong leadership in each of the Clusters which had exceeded his expectations.</p>	
4.	<p>Review of Bids:</p> <p>ER circulated the RG workplan for 2014/15 which showed the progress of bids and projects and advised that all the bids had been completed except for the planting of the wildflower meadow at Brook Street.</p> <p>Market Charter: In relation to the display of the medieval market charter in the Town Hall, CO advised that the legal firm who had agreed to sponsor it in conjunction with the Ch of C and the RG had now withdrawn. LE advised she hoped to be able to provide a replacement sponsor.</p> <p>Minibus: Regarding the Street Pastors minibus project, CO advised that the project was progressing and a bid would be put in for RG funding in due course. Brentwood a Becket Rotary Club was in talks with a sponsor. The minibus would be available for community use during the week although it was felt that parking might be an issue. <i>(CO declared an interest in the project being a member of Sawyers Church).</i></p> <p>New Bid - Sign for Ongar Road Cluster: NR put in a bid for the RG to part-fund a large sign to attract shoppers to the independent shops in Ongar Road. All businesses had been invited to contribute and the logos of those that had done so would be included on the sign.</p> <p>Action: NR would liaise with ER and GG regarding permissions needed and installation of the sign.</p> <p>The bid for match-funding was approved unanimously subject to planning permission.</p> <p>There was a general discussion regarding other signs which might be needed to guide shoppers to independent shops. ER reminded the Group that finger signs in the Town Centre were being renewed.</p> <p>CO requested that Cluster leaders ensure relevant information was being fed to LE to be included on the website and forwarded onto the Brentwood Gazette.</p> <p>Action: Cluster leaders to pass on relevant information to LE.</p>	<p>NR/ER/ GG</p> <p>Cluster leaders</p>

	<p>New Bid – Funding for Event Attendance: ER requested £283.20 to pay for an event she proposed to attend in June ‘ Shaping the future of our town centres’</p> <p>The bid was approved unanimously.</p> <p>In light of the above agreement, CO requested that LE put in a retrospective bid for refunding the fee she had paid for the Future High Streets Summit she had attended.</p> <p>Action: LE to submit retrospective bid for funding which was agreed unanimously.</p>	LE
5.	<p>New Projects for 2015/Review Workplan discussion:</p> <p>LE advised that the number of visitors to the website was increasing and had doubled from January to March. A link to the website was needed in traders’ advertising documents, also stories and shop promotions for the website.</p> <p>KT suggested voucher codes be introduced by traders and she was asked to discuss this with LE.</p> <p>Action: KT and LE to discuss a voucher code scheme.</p>	KT/LE
6.	<p>Environmental Audit Update:</p> <p>CO advised that all issues identified – which were all ECC matters - had been included on the website. He thanked DK for raising awareness of the issues with ECC. DK advised that the temporary repair made outside NatWest would be revisited when the works on the A12 were completed, also that there was no maintenance programme for the High Street.</p> <p>CO invited contributions to be made to the ‘issues’ list and advised that an Audit was to be undertaken in Shenfield.</p> <p>MR believed that some paviers had been held in stock for High Street repairs.</p> <p>Action: GG would check with the relevant officer.</p>	GG
7.	<p>Business Support Events:</p> <p>ER advised that 33 businesses had attended the Pro-actions Marketing and Introduction to Social Media briefing last November at Merrymeade House and 24 businesses attended the Business Planning – Making Your Business Grow at the Committee rooms in February. Both briefings received very good reviews. The third free Pro-actions business briefing, Improve Your Sales and Win More Business, is to be held at the Town hall on 19 May.</p> <p>A Business Speed Networking event at the De Rougemont Hotel had taken place on 18 March and was funded by the council etc... the pre-event</p>	

	<p>2. ER advised that the Crown Street noticeboard was soon to be refurbished with a locking door and named shops as part of the Malcolm Lane Signs renewal of all the Town Centre signage currently being undertaken.</p>	
<p>13.</p>	<p>Date of next meeting: Wednesday 27 May, commencing at 6.00pm in Committee Room 1</p> <p>Future meetings for 2015, all commencing at 6.00pm in Committee Room 1:</p> <p>29 July</p> <p>23 September</p> <p>18 November</p>	