



**BRENTWOOD BOROUGH RENAISSANCE GROUP MEETING**  
**22 November 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 Mark Reed	MR	Brentwood Borough Council
Kaye Thurgood	KT	Representative Upper Shenfield Cluster
Laurie Edmonds	LE	Website Host and Media Coordinator
Dan Foley	DF	Representative Baytree Centre
Nicky Smith	NS	Representative Brentwood Centre
<b>Support group</b>		
Elaine Richardson	ER	Brentwood Borough Council
Phil Drane	PD	Brentwood Borough Council
Nishat Amin	NA	Brentwood Borough Council

**APOLOGIES:**

Cllr Gareth Barrett, Tony Wilson, Colin Barber, Ian Lewis, Suzan Hearson Clark, Tasha King, Nish Patel.

		Action
1.	<b>Welcome and introductions:</b> MH welcomed all present and Nicky Smith, new member representing Brentwood Leisure Trust.	
2.	<b>Minutes from 06.09.17:</b> The minutes were agreed as a correct record. Outstanding actions to carry forward:  <b>Action from 17.07.17 minutes: forward to JK communications between DK and ECC re cut back of tree outside St Francis Hospice shop and further overgrown tree issues.</b>	ER/JK

**3. Chair's Report sent as attachment**

**Item 2 – RG Budget**

- Budget for 2018/19 needs to include centrally funded items e.g. Art Trail in addition to cluster budgets of estimated £12k
- MR requested provision of a Martyrs Walk re-enaction as a centrally funded event early summer 2018 in accordance with the Medieval Market Charter reference to a celebration day in memory of St Thomas.

**Action: research a Lottery Heritage bid to fund this event.**

MR/LE

- JK stated agreement secured to transfer unallocated capital grant funds to revenue
- JK also conveyed the Leader's idea of securing a business to sponsor the group for central funding of e.g. £10k per year.

**Action: sponsorship of group for discussion at the budget meeting 5.12 and with KT and NP**

MH

**Item 3 – Blue Skies Sessions**

- MH summarized the well facilitated Blue Skies meeting with agreed need for a name change to the proposed **Brentwood Business Partnership**
- LG commented on need for new logo and continued online presence and twitter feed once transfers to Discover Brentwood website.
- JK stated that RG is an agency and business arm of the Council so Council had a duty to help promote.
- KT stated the link for local businesses to the Council is through RG and it enables cluster leads to talk to members. Having set up a new business in Havering, KT reported there was no similar business support group.

**MH moved to change the group name to Brentwood Business Partnership. All voted in favour**

**Action: meet with comms to review future PR and social media responsibilities**

JK/LE

**Action: ask for bid quote to create new logo and migrate website through Discover Brentwood webmaster**

ER

**Action: prepare a paper for noting to the Policy, Projects and Resources Committee, 15 January 2018, updating members on BBP.**

MH

**Action: send draft revised Terms of Reference to BBP members for review and agreement**

MH

<p>4.</p>	<p><b>Business Showcase 1.11.17 Update and Report</b></p> <p>AJ, as representative of FSB who exhibited at and sponsored the event, reported on a very successful showcase and congratulated the BBS team on their smooth and efficient planning and delivery.</p> <ul style="list-style-type: none"> <li>• Better attendance than in 2016 with over 500 businesses</li> <li>• Half the delegates were from outside the borough, which was a key objective, and 70% visited for the first time</li> <li>• Good feedback from 69 exhibitors and 6 sponsors including Platinum sponsors Wortley Byers celebrating their 50<sup>th</sup> anniversary year.</li> <li>• Well attended keynote speakers, workshop leaders and Ask the Experts Panel of highly successful Brentwood businesses. Focus on digital futures and entrepreneurship, including Microsoft and Google Digital Garage.</li> <li>• MH stated the Chamber had signed up 11 new members</li> <li>• MR requested an earlier decision needed on a 2018 event</li> </ul>	
<p>5.</p>	<p><b>Business Trade Clusters Update</b></p> <p><b>Brentwood:</b></p> <ul style="list-style-type: none"> <li>• SHC had contacted MH regarding the difficulty of communicating with and meeting cluster members and no response to emails. SHC suggested a merger of the 2 Brentwood Clusters, offering herself as lead with the support of deputies from the key retail areas.</li> </ul> <p><b>Action: meet with SHC to progress cluster/s</b></p> <ul style="list-style-type: none"> <li>• ER and LE had met with the new M&amp;S Manager who would try to attend meetings but unlikely to take on a cluster lead role as Carol Smith had. M&amp;S had also withdrawn their sponsorship of the exhibitor's lunch for the Business Showcase.</li> </ul> <p><b>Action: invite new M&amp;S Manager to future meetings</b></p> <ul style="list-style-type: none"> <li>• KT suggested re-focusing on independent retailers as larger chains have different objectives, with a higher turnover of staff and less need for marketing support. Suggested focusing on small to medium sized businesses and personal visits more effective to engage. NP and KT also work more closely with the Council for their key events, mainly the Christmas Fayre and suggested Brentwood start talks early 2018 for LUB</li> </ul> <p><b>Action: MH suggest Brentwood Clusters meet with KT to share best practice</b></p>	<p>MH/ER/ SHC</p> <p>ER</p> <p>SHC/KT</p>

	<ul style="list-style-type: none"> <li>ER reported that Natasha at the Chicken and Frog was going ahead with their annual Elves Grotto for LUB, without RG bid funding. Also with the annual Santa Hunt but had not engaged with RG cluster members or leads</li> </ul> <p><b>Action: meet with Natasha as agreed in 6.9.17 minutes, to co-ordinate seasonal promotional activities and involve the new cluster members</b></p> <p><b>Upper and Central Shenfield:</b> KT reported</p> <ul style="list-style-type: none"> <li>Great support from Kim Anderson and the Community Events team for the Shenfield Christmas Fayre</li> <li>Good engagement with local schools also for the stage musical performances – 5 local schools taking part, plus Churches Together Choirs</li> <li>Supporting SNAP Charity</li> </ul> <p><b>Baytree Centre:</b> DF reported</p> <ul style="list-style-type: none"> <li>New manager at Threadneedle, owners of the Baytree Centre, concerned about shop voids, had replaced letting agents to address this and noted the need for bigger units.</li> <li>Free wi-fi access was coming to the centre</li> <li>Continue with community engagement</li> </ul> <p><b>Brentwood Leisure Trust:</b> NS reported</p> <ul style="list-style-type: none"> <li>NS's main role was community involvement and projects including a Community Garden, British Cycling Project and the Edible Garden</li> </ul> <p><b>Action: NS suggested a meet with the Brentwood cluster lead re joint marketing plans to benefit businesses</b></p> <p><b>Crown Street</b></p> <ul style="list-style-type: none"> <li>Questions on why the Arch had not yet been installed following planning application approval at beginning of year.</li> </ul> <p><b>Action: Follow up with Keith Parker whose company was building the arch</b></p>	<p>SHC/TS</p> <p>NS/SH C/ER</p> <p>MR</p>
6.	<p><b>New Bid Funding Applications</b></p> <p>None submitted</p>	
7.	<p><b>Environmental &amp; Public Realm Update</b></p> <p>No report available</p>	
8.	<p><b>Any Other Business:</b></p> <p><b>Thursday 18 January</b> provisional date for re-launch party of Brentwood Business Partnership. Venue of Brentwood Centre TBA</p>	
	<p>Date of next meeting: <b>Wednesday 7<sup>th</sup> February</b></p> <p>Seven Arches Rd Wedding &amp; Ceremonies Room, commencing 6pm</p> <p>Further meet dates for 2018: <b>Wednesday 21 March; 23 May</b></p>	

