



BRENTWOOD BOROUGH RENAISSANCE GROUP MEETING

23 September 2015

PRESENT:

Renaissance Group:

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| Clive Othen (Chair) | CO | Chair of Renaissance Group |
| Alan Jefcoate (Vice chair) | AJ | Federation of small Businesses |
| Mike Hawkins | MHaw | Chamber of Commerce (Ch of C) |
| Laura Williams | LW | Baytree Centre |
| Cllr Gareth Barrett | GB | Brentwood Borough Council |
| Cllr Keith Parker | KP | Brentwood Borough Council |
| Kaye Thurgood | KT | Representative – Central Shenfield Cluster |
| Michael Hardy | MH | Environmental Auditor |
| Gerry Bender | GB | Assistant Environmental Auditor |
| Support group | | |
| Gordon Glenday | GG | Brentwood Borough Council |
| Anne Knight | AK | Brentwood Borough Council |
| Elaine Richardson | ER | Brentwood Borough Council |

Pastor Peter Jordan in attendance (PJ)

APOLOGIES:

Natasha Radford, Nish Patel, Neil Hornsby, Cllr David Kendall, Cllr Louise Rowlands, Laurie Edmonds

| | | Action |
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| 1. | Welcome and introductions: CO welcomed all present and all introduced themselves. | |
| 2. | Minutes from 27.5.15: The minutes were agreed as a correct record. | |

3.

Business Trade Cluster Reports:

Crown Street: ER fed back project evaluation report on Crown Street Family Tea Party Saturday 5 September to create interest in the town's independent shops. Reported as a successful community event and brought back regulars, as well as new shoppers, and traders reported increased sales. Good publicity achieved through social media, the Renaissance Group website and the Gazette

Change of Crown St Cluster Lead: CO advised on the change of cluster lead as Lin Heath was stepping down after many years in this role. CO expressed grateful thanks for all the energy and hard work Lin had invested into the Crown Street Cluster, Town Centre and Renaissance Group. The new leader appointment was awarded to Sue Page by majority vote and all looked forward to working alongside her. Cluster voting was adjudicated by ER. LH will continue to be a cluster member and support events.

ER updated on suggested re-naming of Chatham Way Car Park to Crown Street. Change not feasible due to estimated costs of c.£2500 to revise signs, mapping and ticket machines, plus considerable costs and time for Highways to revise their signage. Suggested improved signage to Crown Street and Ropers Yard from CWCP most cost effective solution.

Action: ER to meet with Car Parks Manager and Crown St to scope and submit bid

ER

Ongar Road: ER updated on re-name of the group to Brentwood Town Centre East End as Cluster has expanded to include new traders in the High Street, Wilsons Corner and the surrounding area: Brentwood Kitchen, Piccola, BM Cycles, the Balloon Shop and Brentwood Brewery.

Following bid approval, the Cluster are planning a Halloween Event and Pumpkin Hunt to include Crown Street Cluster shops.

Upper & Central Shenfield: KT reported poor retail trading in Shenfield for the first six months of the year but an upturn from July and no shop vacancies.

Good progress was being made on Shenfield Christmas Fayre and sponsorship, with the road closure and security agreed and entertainment and stalls secured. £3k had been raised in private local business sponsorship towards an ice rink on the road next to Shenfield Green to help link upper and central Shenfield. LW expressed concerns that Baytree Centre sponsorship, arranged prior to Shenfield's should focus more on Brentwood Lighting Up.

Shenfield Christmas Fayre Bid: KT submitted a total joint bid of £3,000 with £1,500 for each Shenfield Cluster towards Shenfield Christmas Fayre costs. Shenfield traders were match funding 33% of the costs.

Funding of £3,000 was **agreed unanimously.**

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| | <ul style="list-style-type: none"> • Autumn Pro-actions free morning business briefings at the Town Hall: Thurs 24 September: Marketing for Growth focusing on Website and Social Media Wed 18 Nov: Growing Your Business through Good Leadership and Management Practices • Planning to hold the Brentwood Business Showcase in March 2016. Action: Contact AK with any suggestions for the format, speakers or workshops. • A feasibility study for a Brentwood Incubation Hub and Enterprise Centre had been commissioned with Creative Space Management through shared funding from RG and ECC. The project is being led by a partnership of BBC, ECC, Brentwood Chamber of Commerce and Havering College. Due to report conclusions in October. • Work continues to finalise the Business Directory by October with approx. 5k businesses online in the Borough of which we have nearly 2k with email addresses. • A new Visitor and Locate Brentwood Website had been approved by the Economic Development Committee, as a promotional 'tool' for businesses, visitors and residents. Website would be hosted and maintained by NVG through a partnership arrangement with Visit Essex. MH suggested links to local schools and estate agents be put on the website. • An apprenticeship scheme had been agreed for 10 Borough Businesses to receive a wage grant of £1k each. This could be supported by an age grant of £1500 from ECC. In addition funding was agreed for Brentwood Community Print to take on two apprentices and Brentwood Borough Council one. • Opportunity Brentwood initiative for careers and employment advice was being developed in partnership with Opportunity Thurrock and being promoted to Brentwood Borough Secondary Head Teachers. | ALL |
| 7. | <p>Any Other Business: Flyposting by the De Rougemont Hotel was reported as an environmental problem. If continues ER to refer to Ashley Culverwell.</p> | ER |
| 8. | <p>Date of next meeting: 11 November – 6.00pm in Committee Room 1. Future meetings: 13 January 2016</p> | |