



**BRENTWOOD TOWN CENTRE RENAISSANCE GROUP MEETING**

**24<sup>th</sup> October 2012**

**PRESENT:**

**Renaissance Group:**

<b>Nick Abbott (Chairman)</b>	NA	BT
<b>Michael Hardy</b>	MHar	Brentwood Resident
<b>Mike Hawkins</b>	M Haw	Brentwood Chamber of Commerce
<b>Prajay Patel</b>	PJ	Brentwood Trader
<b>Cllr Mike Le-Surf</b>	ML-S	Brentwood Borough Council
<b>Sue Page</b>	SP	Crown Street Retailer
<b>Cllr Mark Reed</b>	MR	Chairman, Retail, Community and Culture Panel BBC
<b>Kaye Thurgood</b>	KT	Shenfield Retailer
<b>Cllr Philip Mynott</b>	PM	Brentwood Borough Council
<b>Cllr Keith Parker</b>	KP	Chairman, Parking, Borough Project and Highways Localism Panel and Local Highway Panel
<b>Support Group:</b>		
<b>Kim Anderson</b>	KA	Brentwood Borough Council
<b>Jennifer Candler</b>	JC	Brentwood Borough Council
<b>Ashley Culverwell</b>	AC	Brentwood Borough Council
<b>Susan Luckhurst</b>	SL	Brentwood Borough Council
<b>Jean Sharp</b>	JS	Brentwood Borough Council

**APOLOGIES:** Steve Boyle, Cllr Roger Hirst, Cllr Louise McKinlay, Robert Overall and Julien Pritchard

		Action
1.	<b>Welcome and introductions:</b> The Chairman welcomed all present to the meeting and introduced Cllr Keith Parker.	

<p><b>2.</b></p>	<p><b>Minutes and matters arising:</b> The minutes were agreed as a correct record with the addition of an additional paragraph under <b>5. Events</b>, as follows:</p> <p><i>It was planned to hold the Shenfield Lighting-Up event on the day after Brentwood's event (i.e. Sunday 2nd December), with the Mayor presiding over the lighting-up ceremony. MHaw advised that for many years previously Brentwood Chamber of Commerce had organised this formal lighting-up ceremony when it had taken place earlier on the same day as the Brentwood event. However, having now been made aware of the alternative plan for 2012, MHaw said that the planned usual arrangements by the Chamber of Commerce would be stood down.</i></p> <p><b>Update on actions from 29.8.12:</b></p> <p><b>1. Alfred Road:</b> SL had contacted the agents for the former post office building to obtain an update and was advised that a planning application had been submitted for change of use to professions services company.</p> <p>SL had advised Rissa Long that the ECC contact for Alfred Road was Stuart Moulder.</p> <p><b>2. Town Centre and Project Updates:</b> MR advised that the New Pharmacy was not keen to hold the RADAR key for the new toilets in the High Street as there seemed to be no demand for this.</p> <p><b>Action: MR would pursue the matter.</b></p> <p>ML-S said that those needing to use the toilets would have their own RADAR key but there was no access to the toilets in the evenings as the toilets were locked at 6.00pm. He hoped that residents would make it clear that the facility was needed in the evening too.</p> <p><b>3. Town Centre Update:</b> NA had received no information from ECC regarding the relevant officer to contact in relation to issues with High Street issues. He proposed escalating the matter and requesting an ECC officer to attend the next RG meeting.</p> <p><b>Action: SL to organise.</b></p> <p><b>4. Shenfield:</b> Additional bike-racks were to be installed imminently and KT confirmed she was happy with the progress being made. The current bike rack was to be repaired and painted.</p>	<p>MR</p> <p>SL</p>
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<p>3.</p>	<p><b>William Hunter Way:</b> KP gave an update on progress being made regarding the development in William Hunter Way and advised that although the developers intended to return to Australia, they had confirmed that contracts underway in the UK would be completed beforehand.</p> <p>He had been advised that the last signee should be in legals within the next ten days and then available retail space would be 60% filled. It was anticipated that design and build of the developments would begin in June/July 2013 and be completed by Christmas 2014.</p> <p>Negotiations were continuing in relation to arrangements for management of the multi storey car park on the site. KP confirmed that there would be a full substitution of car parking spaces while the building works were underway - the developer was funding a park and ride scheme to ensure this.</p> <p>KP advised that the original provider of the cinema facility – Apollo – had been taken over by Vue and confirmed that inclusion of a 'green wall' was still part of the plans for the development.</p> <p>KP said that a fortnightly meeting took place regarding the development. It was suggested that an information centre could be included within the development and there was some discussion regarding ways to offer this service. MR reported that he was pursuing a 'phone information service.</p> <p><b>Action: SL to look at providing an information point and report to the next meeting.</b></p> <p>NA proposed that the RG should engage with the new stores in WHW and MR advised that a new Economic Development Officer had been appointed and was to join BBC on 5.11.12 so this could fall within his remit.</p> <p>KP confirmed that the Council was in negotiations with Waitrose who were keen to trade in Brentwood.</p>	<p>SL</p>
<p>4.</p>	<p><b>Town Centre Update:</b></p> <ul style="list-style-type: none"> <li>• <b>Social Media training:</b> SL had arranged sessions for Monday evenings in January 2013 with Divadani. Three trainers would cover Twitter, Facebook and Google.</li> </ul> <p>KT thought that after traders had closed for the day or early in the morning would be a more suitable time for the sessions to take place.</p> <p><b>Action: 1. SL would check if other time-slots were possible. 2. SL would announce the sessions at the next traders meeting.</b></p> <p><b>NB sessions are being held at BT HQ on 14<sup>th</sup>/ 21<sup>st</sup>/28<sup>th</sup> January 6-8pm</b></p> <ul style="list-style-type: none"> <li>• <b>South Street:</b> Since this was a listed area, the Conservation Officer was now involved and was considering the lighting. The contractor needed to confirm that the reinstatement would be to conservation standard.</li> </ul> <p>NA requested the matter be expedited in view of the delays in installation of</p>	<p>SL</p>

	<p>the lighting. AC advised that much negotiation had been necessary to progress the matter.</p> <ul style="list-style-type: none"> <li>• <b>Creatively Vacant:</b> The Group was advised that Natalie Creary was covering Lucy Gill's duties whilst she was on maternity leave and NC therefore proposed that the graphic designer continued with the project.</li> <li>• <b>NB it had now been agreed that NC will continue with CV this year</b></li> </ul> <p>Artwork was being displayed in the unit previously occupied by Phoenix Radio in the Baytree Centre. There were tentative plans for five more sites.</p> <p>The site of the first display in Kings Road has now been let.</p> <p>PM said the Arts Council was not aware of this initiative and NA requested that PM passed on the information by NC.</p> <p><b>Action: PM to advise the Arts Council about Creatively Vacant.</b></p> <ul style="list-style-type: none"> <li>• <b>Street Markets:</b> Six expressions of interest had been received and of these four had declined and two remained interested.</li> </ul> <p>NA was keen to include in any agreement a standard for acceptable goods being sold.</p> <ul style="list-style-type: none"> <li>• <b>Crown Street:</b> Rissa Long had advised that the scheme to pedestrianise Crown Street should be formally advertised within the next 3-4 weeks. MHar had been told that it would be completed by March 2013.</li> </ul> <p>SP said that Crown Street traders felt that pedestrianisation would encourage customers, especially since A boards were banned. She thought an advertising banner across the street might help to boost trade.</p> <p><b>Action: JC to contact ECC to obtain definitive time-line for works to Crown Street and advice re erection of banner</b></p> <p>NA said the RG would support the traders where possible and requested that SP put forward five ways in which the RG could help.</p> <p><b>Action: At the next meeting SP to advise of 5 ways in which the RG could support Crown Street traders.</b></p>	<p>PM</p> <p>JC</p> <p>SP</p>
<p>5.</p>	<p><b>Planning:</b> JC advised that the WHW development was progressing. She also reported that work was on-going in relation to the most significant current planning issue – the Local Development Plan (LDP). The two planned meetings had taken place which advised officers of Members' and stakeholder's priorities so that the LDP was fit for purpose for the next 15 years.</p> <p>There had been no significant new planning applications but pre-application meetings were taking place in relation to a proposal for Crown Street.</p>	

6.	<p><b>Events:</b></p> <ul style="list-style-type: none"> <li>• <b>Lighting Up Brentwood/Shenfield:</b> KA advised that the LUB event was to take place on 1.12.12 between 12 noon and 6.00pm and the road would be closed from 8.00am to 8.00pm. It was to be hosted by Phoenix Radio and BBC Essex.</li> <li>• <b>Food Fest:</b> SL advised that the event had been scoped out, a budget made and a proposal written. The proposed date for the event was 24<sup>th</sup> to 25<sup>th</sup> May 2013 but this was thought to be half-term and therefore potential customers might be on holiday.</li> </ul> <p><b>Action: 1. SL to look at appropriate dates and check school timetable. 2. Food Fest to be included as a separate agenda item at next RG meeting.</b></p>	SL SL
7.	<p><b>Marketing – website:</b> The website had been live for two months and had been popular – 139 businesses were now included and there had been 1161 visitors. Links were provided from the website to stores. Shenfield and Ingatestone traders were included.</p> <p>NA proposed that stores should be encouraged to offer discounts via their own website.</p> <p>MHar suggested the Brentwood heritage trail leaflet should be accessible via the website.</p> <p><b>Action: DC to include leaflet on council website and via Visit Essex.</b></p>	DC
8.	<p><b>Local Projects Update:</b> MHar reported that he and DC had undertaken an environmental audit for the Town Centre, the results of which would be circulated with the minutes.</p> <p><b>Action: MHar to provide list to JS to circulate with meeting minutes.</b></p> <p>NA thought the boxes near the heritage column were tatty and needed repainting. <b>Action: to be included on MHar's list.</b></p> <p>Recommendations were awaited for suitable plants to be planted outside the shops at Keys Hall. Brentwood in Bloom would work with the Community Print Shop to undertake planting. Argos and Wickes have promised equipment and plants.</p> <p>MHar considered the Town Centre's green spaces to be an asset and proposed that signs were installed to identify them.</p> <p>NA proposed that a representative from Brentwood Leisure Trust should give a presentation to the meeting. <b>Action: MR would speak to Roger Davinson of BLT.</b></p> <p>KT and DC had drawn up a spreadsheet showing requested improvements in Shenfield which Cllrs Baker and Clark were working on. The depot would be requested to undertake improvements where possible.</p>	MHar/JS  MHar       MR

<p>9.</p>	<p><b>Shenfield:</b> KT reported that requirements were being collated and the final schedule of improvements would be approved by Cllr Clark. Shenfield Environmental Partnership had been awarded funding.</p> <p>Despite some decluttering of the pavements being needed, a dark green noticeboard was a definite requirement and this had the support of councillors.</p> <p>SL had identified a local supplier who would supply a notice board for £1,400 and NA requested the RG logo was included on it. The noticeboard keys would be held by Sincerely Yours and Hepburns.</p> <p><b>Action: RG logo to be included on noticeboard</b></p> <p>There was a tatty BLT sign in Shenfield which needed to be updated or removed.</p> <p><b>Action: MR would request attention to this by Roger Davinson.</b></p> <p><b>Lighting Up Shenfield:</b> This was to take place on Sunday 2<sup>nd</sup> December between 2.30 and 5.00pm when the tree would be lit by the Mayor. ECC had agreed to a road closure for the event.</p> <p>KT thanked KA and Ward members for their assistance in arranging the event.</p> <p><b>Action: KT would advise SL regarding contact for stalls.</b></p> <p>MHar wished to thank Roy Ormsby (Head of Street Scene) for his help and interest in environmental matters.</p>	<p>SL</p> <p>MR</p> <p>KT/SL</p>
<p>10.</p>	<p><b>Budgets and Value for Money:</b> AC and MR had met with the Leader, Cllr Mrs McKinlay who requested that all projects be quantified – eg details of footfall, etc. At the meeting it was suggested that projects proposed by RG should be sanctioned by the Retail, Community and Culture Panel. NA disagreed with this proposal believing that the RG should make it's own decisions as an independent forum.</p> <p><b>Action: AC and MR would report back on the RG's discussions to Cllr Mrs McKinlay.</b></p>	<p>AC/MR</p>
<p>11.</p>	<p><b>Budget Update:</b> SL proposed that there should be further promotion of the LoveBrentwood website by way of purchasing stickers for participants to display in their shop windows. She had obtained a quote of £410 for 500 stickers but would obtain others. The RG approved the idea in principle agreed the expenditure if a cheaper quote was obtained.</p> <p><b>Action: SL to obtain other quotes and purchase stickers.</b></p> <p>A pull-up banner to advertise the website was also proposed for the Town Hall reception area at a cost of £164.00. This expenditure was agreed.</p> <p><b>Action: SL to purchase pull-up banner.</b></p> <p>New banners for the High Street needed to be purchased to be put up in Spring 2013. SL had asked for a quote for three designs, one of which would be used for the banners. RG members felt that the Union Jack theme should continue. The quote of £425+VAT was agreed.</p> <p><b>Action: SL to pursue artwork and acquisition of banners.</b></p>	<p>SL</p> <p>SL</p> <p>SL</p>

12.	<p><b>Any Other Business:</b></p> <p>1. It was suggested that the key for the High Street toilets could be held by Pizza Express and KFC in the evenings. <b>Action: MR would pursue this suggestion.</b></p> <p>2. NA proposed there should be a vice-chairman for the RG and MHar and SP both volunteered to undertake the role. NA requested that any one else wishing to be considered for the vice-chairman role should advise SL and she would arrange a vote at the start of the next meeting. <b>Action: Names to be sent to SL to arrange for vote to take place.</b></p> <p>3. It was proposed and agreed that the minutes of RG meetings be included on the RG page of the BBC website. <b>Action: SL to publish minutes as above.</b></p> <p>4. NA reported that the pigeon problem continued and requested that proposals to resolve the issue be suggested at the next meeting.</p>	MR  All/SL  JS
13.	<p><b>Dates Of Future Meetings:</b> All to commence at 4.30pm in the Committee Rooms at Brentwood Town Hall unless stated:</p> <ul style="list-style-type: none"> <li>• 19<sup>th</sup> December 2012</li> <li>• Thursday 28<sup>th</sup> February 2013</li> <li>• 17<sup>th</sup> April</li> <li>• 5<sup>th</sup> June</li> <li>• 17<sup>th</sup> July (to commence at 5.30pm)</li> <li>• 4<sup>th</sup> September</li> <li>• 23<sup>rd</sup> October</li> <li>• 11<sup>th</sup> December</li> </ul>	
14.	<p><b>Summary of Action Points:</b></p> <p><b>2. Minutes and Matters arising:</b> <b>Town Centre and Project Updates:</b> MR advised that the New Pharmacy was not keen to hold the RADAR key for the new toilets in the High Street as there seemed to be no demand for this. <b>Action: MR would pursue the matter.</b></p> <p><b>Town Centre Update:</b> NA had received no information from ECC regarding the relevant officer to contact in relation to issues with High Street issues. He proposed escalating the matter and requesting an ECC officer to attend the next RG meeting. <b>Action: SL to organise.</b></p> <p><b>3. William Hunter Way:</b> It was suggested that an information centre could be included within the development and there was some discussion regarding ways to offer this service. MR reported that he was pursuing a 'phone information service. <b>Action: SL to look at providing an information point and report to the next meeting.</b></p>	

#### **4. Town Centre Update:**

- **Social Media training:**

KT thought that after traders had closed for the day or early in the morning would be a more suitable time for the sessions to take place.

**Action: 1. SL would check if other time-slots were possible.  
2. SL would announce the sessions at the next traders meeting.**

- **Creatively Vacant:**

PM said the Arts Council was not aware of this initiative and NA requested that PM passed on the information.

**Action: PM to advise the Arts Council about Creatively Vacant.**

- **Crown Street:**

SP said that Crown Street traders felt that pedestrianisation would encourage customers, especially since A boards were banned. She thought an advertising banner across the street might help to boost trade.

**Action: JC to contact ECC to obtain definitive time-line for works to Crown Street and advice re erection of banner**

NA said the RG would support the traders where possible and requested that SP put forward five ways in which the RG could help.

**Action: At the next meeting SP to advise of 5 ways in which the RG could support Crown Street traders.**

#### **6. Events:**

- **Food Fest:** SL advised that the event had been scoped out, a budget made and a proposal written. The proposed date for the event was 24<sup>th</sup> to 25<sup>th</sup> May 2013 but this was thought to be half-term and therefore potential customers might be on holiday.

**Action: 1. SL to look at appropriate dates and check school timetable.  
2. Food Fest to be included as a separate agenda item at next RG meeting.**

#### **7. Marketing – website:**

MHar suggested the Brentwood heritage trail leaflet should be accessible via the website.

**Action: . DC to include leaflet on council website and via Visit Essex**

**8. Local Projects Update:** MHar reported that he and DC had undertaken an environmental audit for the Town Centre, the results of which would be circulated with the minutes.

**Action: MHar to provide list to JS to circulate with meeting minutes.**

NA thought the boxes near the heritage column were tatty and needed repainting.

**Action: to be included on MHar's list.**

MHar considered the Town Centre's green spaces to be an asset and proposed that signs were installed to identify them.

NA proposed that a representative from Brentwood Leisure Trust should give a presentation to the meeting.

**Action: MR would speak to Roger Davinson of BLT.**

#### **9. Shenfield:**

SL had identified a local supplier who would supply a notice board for £1,400 and NA requested the RG logo was included on it. The noticeboard keys would be held by Sincerely Yours and Hepburns.

**Action: SL to arrange for RG logo to be included on noticeboard.**

There was a tatty BLT sign in Shenfield which needed to be updated or removed.

**Action: MR would request attention to this by Roger Davinson.**

#### **Lighting Up Shenfield:**

KT thanked KA and Ward members for their assistance in arranging the event.

**Action: KT would advise SL regarding contact for stalls.**

**10. Budgets and Value for Money:** NA disagreed with this proposal believing that the RG should make it's own decisions as an independent forum.

**Action: AC and MR would report back on the RG's discussions to Cllr Mrs McKinlay.**

**11. Budget Update:** SL proposed that there should be further promotion of the LoveBrentwood website by way of purchasing stickers for participants to display in their shop windows.

**Action: SL to obtain other quotes and purchase stickers.**

A pull-up banner to advertise the website was also proposed for the Town Hall reception area at a cost of £164.00. This expenditure was agreed.

**Action: SL to purchase pull-up banner.**

New banners for the High Street needed to be purchased

The quote of £425+VAT was agreed.

**Action: SL to pursue artwork and acquisition of banners.**

#### **12. Any Other Business:**

1. It was suggested that the key for the High Street toilets could be held by Pizza Express and KFC in the evenings.

**Action: MR would pursue this suggestion.**

2. NA proposed there should be a vice-chairman for the RG and MHar and SP both volunteered to undertake the role. NA requested that any one else wishing to be considered for the vice-chairman role should advise SL and she would arrange a vote at the start of the next meeting.

**Action: Names to be sent to SL to arrange for vote to take place.**

3. It was proposed and agreed that the minutes of RG meetings be included on the RG page of the BBC website.

**Action: SL to publish minutes as above.**

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