



BRENTWOOD TOWN CENTRE RENAISSANCE GROUP MEETING

25th July 2012

PRESENT:

Renaissance Group:

Nick Abbott (Chairman)	NA	BT
Michael Hardy	MHar	Brentwood Resident
Alan Jefcoate	AJ	Federation of Small Businesses
Cllr Mike Le-Surf	ML-S	Brentwood Borough Council
Cllr Louise McKinlay	LMcK	Brentwood Borough Council
Bryan Odell	BO	Total Data Management
Sue Page	SP	Crown Street Retailer
Cllr Mark Reed	MR	Chairman, Retail, Community and Culture Panel BBC
Kay Thurgood	KT	Shenfield Retailer

Support Group:

Kim Anderson	KA	Brentwood Borough Council
Steve Boyle	SB	Brentwood Borough Council
Jennifer Candler	JC	Brentwood Borough Council
Natalie Creary	NC	Brentwood Borough Council
Ashley Culverwell	AC	Brentwood Borough Council
Susan Luckhurst	SL	Brentwood Borough Council
Leanna McPherson	LMcP	Brentwood Borough Council

APOLOGIES: Peter Dawson, Crispin Downs, Kate Gordon, Mike Hawkins, Cllr Roger Hirst, David Miles, Brian Odell, Robert Overall, Prajay Patel and Julien Pritchard

		Action
1.	<u>MINUTES OF THE 9.5.12 MEETING AND MATTERS ARISING:</u> The minutes were agreed as a correct record. The Chairman advised that at future meetings, a separate list of open actions would be provided.	

Matters arising:

1. Minutes of the 14.3.12 Meeting and Matters Arising:

1. (i) Alfred Road - SB provided the following update for the Group:

The Council's lawyers had identified the piece of land in question which might at some point have been in Council ownership but there was nothing registered with the Land Registry. As a consequence of this there was a possibility for dispute being caused about the use of that road.

To resolve the matter a meeting had taken place with Essex County Council who owned Coptfold House until recently and was the highway authority. They had confirmed that they had the registered title to the road immediately to the rear of Coptfold House. They were also checking to extent of the highway rights but it seemed there was a very small strip of land between the two.

Steps would be taken to address this but the matter may be able to proceed on the basis of providing insurance against potential claims and once we hear back from Essex we will look at costing the extent of land in terms of premium.

In any event on the basis of insurance the Council had been advised that arrangements were being made to bring all parties together to see if the agreement can finally be signed.

The Council were also checking title for all of the land on the through road to the point it reaches Iceland premises to ensure that there are no other title problems.

The other issue was the Post Office and although there was no engagement from them on using St Thomas' Road, they were meeting with other officers on other matters and this would be raised again.

Action: SB would

- **Confirm enquiries about highway rights and ownership**
- **Look into possible insurance issues to enable the agreement with adjacent land owners to take place**
- **Apply pressure to ensure round the table meeting with all parties to the agreement takes place soon.**

2. Town Centre and Project Updates:

(2) Banners – The installation of the banners was now complete. The removal of old brackets on the lamp posts would cost approximately £3,000. It was suggested they be removed when the Christmas lights go up to save on costs. Costs to be confirmed back to Group.

(5) High Street Toilets – The toilets were now open but it had been reported that there was an issue with the alarm and therefore the changing places toilet was not

SB

KA

	<p>yet fully open. It had now been a few weeks since the toilets were officially launched. The Group congratulated ML-S on his hard work in campaigning for a changing places toilet in the Borough. NA suggested the local shops to the toilets could hold RADAR keys for use of the toilets if a potential user did not have one.</p> <p>Action: MR to speak to Adrian Tidbury to address issue.</p> <p>(7) Chapel Ruins – MHar advised that he had tried to speak to the church but had been advised that the Council's Environmental Health Department had already been in contact. SL advised that she would provide an update on the situation later on the agenda.</p> <p>3. Project Funding Applications</p> <p>(iii) Art Trail Marketing - NC advised the meeting that this was complete and the website had received 1,500 hits.</p>	MR
2.	<p>TERMS OF REFERENCE: AC advised the meeting that work was still taking place on the Terms of Reference. It was work in progress and a copy of the current draft Terms of Reference for the Group were circulated.</p> <p>Once a final version had been drafted, it would be circulated to the Group and agreed by the Chairman. The Terms of Reference would also be considered by the Council's Retail, Community and Culture Panel.</p> <p>Actions:</p> <p>(i) AC to circulate Terms of Reference electronically to Members</p> <p>(ii) All Members to read the revised Terms of Reference and feed comments to AC.</p>	AC All
3.	<p>TOWN CENTRE UPDATES: SL provided the following updates:</p> <p>(i) Pigeons: SL circulated a picture of the four signs which would be placed around the Chapel Ruins area asking visitors not to feed the pigeons. The group confirmed they were happy with them. A quote had been received for a gel which could be placed on the building which stopped pigeons from landing. The surfaces would need to be cleaned beforehand and the cost for two surfaces, lasting 1-3 years, was £4,000. A quote had been received for trapping and shooting at £840, with further visits costing £216. Expenditure was approved for the signs in the area and it was agreed that no further action would be taken for now. The effects of the signs would be monitored and the item would be considered again at the next meeting.</p> <p>(ii) South Street Lighting: The Group was advised that the quotes had been received from the contractor and some legalities were being finalised. Concerns were raised that the issue had not yet been resolved.</p> <p>Action: LMCK to discuss the issue offline with the Legal team.</p> <p>(iii) Funding Training for Social Media and Retail Master Class: Invites had been sent out but there was a very low response rate. SL advised that she would be reviewing the database to ensure the contacts were up to date and relevant. KT considered that a better use of training would be for social media</p>	SL SB

	<p>only as retailers may not consider a retail master class useful to them. Action: SL to send KT and SP training prospectus and feedback to be given to SL.</p> <p>(iv) Empty Shop Project: NC presented to the group details on the ‘Creatively Vacant’ project for empty shop windows in the Town Centre. Various logo designs and an example of how the shop windows would look was circulated to the Group. Although the project would initially be aimed at Brentwood Town Centre, it was felt that it could also be used in Shenfield, Ingatestone and Warley shopping centres. Funding for the project had already been agreed. Action: NC to further develop designs and locate possible sites.</p> <p>Whilst the discussion took place, it was noted that for social media sites, ‘lovebrentwood’ had already been claimed on twitter by another user. It was suggested that other ‘love’ ideas be registered on such social media sites as soon as possible. NB IT confirm that it is not possible to register Twitter names but BBC will by URL's for local names. Action: SL to register loveshenfield etc on social media networks.</p>	<p>SL/KT/SP</p> <p>NC</p> <p>SL</p>
<p>4.</p>	<p><u>EVENTS – TORCH, XMAS, FARMERS MARKET, RESTAURANT:</u></p> <p>(i) Torch: KA advised the Olympic Torch event was very successful with a bigger than anticipated crowd. Lots of community groups assisted and volunteers came forward from the Council. The disabled viewing area was very successful and in all it was a very proud day for the Borough. The relay was available to view on the BBC website – www.bbc.co.uk/torchrelayday49 There was also a Flickr feed available with pictures of the day.</p> <p>(ii) Xmas: KA advised the Xmas event in Brentwood had been arranged for 1.12.2012. The road would be closed again this year and Phoenix FM alongside BBC Essex would be promoting the event. The lights would come on at 5pm this year and not 6pm. KT informed the meeting that Shenfield Traders intended to hold a similar event in Shenfield on 2.12.2012. They were currently looking at getting the road closed, with the assistance of the Council.</p> <p>(iii) Farmers Market: SL advised the market went ahead last week. It was very successful and positive feedback had been received from residents and traders. It was suggested that similar events could take place in Shenfield and Ingatestone and AC advised that the streets would need to be designated as consent streets. MR advised the meeting that the Chamber of Commerce had found the market charter for Brentwood and was ordering copies. It was suggested Clive be invited to the next meeting to discuss the Charter. Action: To invite Clive Othen from the Chamber of Commerce to the next meeting to discuss the Market Charter for Brentwood.</p> <p>(iv) Restaurant: SL advised the meeting that the event would be considered next Spring. Canary Wharf were holding a similar event in the next week and SL & MR would be attending to see how it was run. SP advised that she would be having a Master Chef finalist at the Café shortly holding a pop up restaurant.</p>	<p>KA</p> <p>KA</p> <p>SL/AC</p> <p>SL</p> <p>SL/MR</p>

5.	<p>CAR PARKING: AC advised the meeting that the parking proposals had been agreed by the Councils Policy and Resources Board, following a public consultation process. The Council would now go through the formal notification stage and once this has taken place the new charges would be introduced. KT raised concerns on behalf of Shenfield group that removing the one-hour tariff would have detrimental effects on trade.</p>	AC
6.	<p>MARKETING – WEBSITE, PRINT, BANNERS: SL advised that she had been asked to fast track the website and it was intended that it would go live on 1st August. The website was dependent on getting businesses to sign up and upload information.</p> <p>SL gave the group a brief overview of the website, including how to get to Brentwood, news and events, shopping, restaurant guide, a search function, login and how to add your own business.</p> <p>Postcards were being developed to promote the site and canvas bags had been made for the launch.</p> <p>With regard to banners, the Chairman asked that the Group begin to think about banners for next year in the High Street.</p>	SL
7.	<p>PLANNING – WILLIAM HUNTER WAY: JC advised the meeting that pressure had been put on the developers to commit to a start date. LMck advised that she had been informed that one unit still had to be let before the development could start and although she was last told it would begin in quarter four of 2012, it was now looking like early 2013.</p> <p>JC also advised the meeting that the application for Crown Street and Hart Street was being considered at Committee that evening. Whilst the Council had no problem with the use of the site, it had been recommended for refusal due to the bulk of the proposal and the design of the scheme.</p>	JC
8.	<p>PROJECT FUNDING APPLICATIONS: There were two applications:</p> <ul style="list-style-type: none"> (i) Artwork for Website launch - £500 to progress – agreed (ii) Joining the British Council of Shopping Centres - £168 until December 2013 – agreed <p>It was noted that the funding for the signs for the Chapel Ruins regarding the pigeons had already been agreed. (9£238)</p> <p>It was suggested that advertising could be sought for the side of the Community Buses in the Borough.</p> <p>Action: NC to obtain quotes.</p>	SL NC
9.	<p>FINANCE UPDATE: SL advised the meeting of the following:</p> <p>Total Spend to Date:</p> <p>Revenue: £9317</p>	SL

	<p>Capital: £10,380</p> <p>Balances as at 25.7.2012: Revenue: £33,183 Capital: £67,604</p> <p>It was noted that there were other commitments yet to be accounted for, such as lamppost fixings (£3000) and Brentwood in Bloom funding (£10,000), and website canvas bags (£3,262).</p>	
<p>10.</p>	<p><u>ENVIRONMENTAL REPORT:</u> MHar provided the following updates:</p> <p>(i) Kings Road Heritage Column: The lighting on the Heritage Column was now working again, at a cost of £200.</p> <p>(ii) Jubilee Shop Windows Competition: The competition had taken place and the winners were Hutchinson Antiques in Ingatestone, Lulu's in Ingatestone and Bennetts. Certificates had been produced and the cheques (1st Prize £200, 2nd Prize £100 and 3rd Prize £50) would be sent out shortly.</p> <p>(iii) Chapel Ruins: The planting had been redone. MHar advised that he had raised the issue of the benches around the Chapel Ruins at the last Brentwood in Bloom meeting. The benches needed to be revarnished as they were not in a good state. LMck advised that the same was required in Shenfield. The interpretation board at the side of the Chapel Ruins also needed to be looked at as it was getting very old. Action: SL to get costs for a new interpretation board and benches.</p> <p>(iv) Shenfield Town Centre: KT explained to the meeting that the Shenfield Traders felt that more seating and flowers were needed in Shenfield. In particular there were wooden planters that had no plants in them. MHar advised that Brentwood in Bloom were undertaking a rolling programme of replacing the wooden planters with something more durable. It was noted by the Group that there were two notice boards in Shenfield, the Arts Council by the library and a Brentwood Leisure Trust notice board by the Station. It was suggested that a Council notice board be put in place. Actions: (i) AC/SL to develop a proposal for a notice board in Shenfield. (ii) KT to ask Shenfield traders for a list of 'quick wins' for Shenfield Town Centre and bring them back to the next meeting.</p>	<p>SL</p> <p>KT/LMck</p> <p>AC/SL KT</p>
<p>13.</p>	<p><u>ANY OTHER BUSINESS:</u> LMck suggested that as there were so many good news stories coming out of the group, a interview be set up with the Chairman and local press to let people know what the group do and provide a good example of partnership working in the Borough. Action: SL to speak to Clive Power, the Councils Communications Officer, to arrange an interview.</p>	<p>LMck</p> <p>SL</p>

14.	<p><u>DATE OF NEXT MEETINGS:</u></p> <ul style="list-style-type: none"> • 29th August at 4.30pm – Committee Rooms • 24th October at 4.30pm – Committee Rooms • 19th December at 4.30pm – Committee Rooms 	
15.	<p><u>SUMMARY OF ALL ACTION POINTS:</u></p> <p><u>1. MINUTES OF THE 9.5.12 MEETING AND MATTERS ARISING:</u></p> <p><i>1. (i) Alfred Road:</i> Action: SB would</p> <ul style="list-style-type: none"> • Confirm enquiries about highway rights and ownership • Look into possible insurance issues to enable the agreement with adjacent land owners to take place • Apply pressure to ensure round the table meeting with all parties to the agreement takes place soon. <p><i>2. Town Centre and Project Updates:</i> Action: MR to speak to Adrian Tidbury to address issue.</p> <p><u>2. TERMS OF REFERENCE:</u> Actions:</p> <p>(i) AC to circulate Terms of Reference electronically to Members</p> <p>(ii) All Members to read the revised Terms of Reference and feed comments to AC.</p> <p>(iii)</p> <p><u>3. TOWN CENTRE UPDATES:</u></p> <p><i>(ii) South Street Lighting:</i> Action: LMck to discuss the issue offline with the Legal team. (SB to progress)</p> <p><i>(iii) Funding Training for Social Media and Retail Master Class:</i> Action: SL to send KT and SP training prospectus and feedback to be given to SL.</p> <p><i>(iv) Empty Shop Project:</i> Action: 1. NC to further develop designs and locate possible sites. 2. SL to register loveshenfield etc on social media networks.</p> <p><u>4. EVENTS – TORCH, XMAS, FARMERS MARKET, RESTAURANT:</u></p> <p><i>(ii) Farmers Market:</i> Action: To invite Clive Othen from the Chamber of Commerce to the next meeting to discuss the Market Charter for Brentwood.</p> <p><u>8. PROJECT FUNDING APPLICATIONS:</u> Action: NC to obtain quotes.</p> <p><u>10. ENVIRONMENTAL REPORT:</u></p> <p><i>(ii) Chapel Ruins:</i> Action: SL to get costs for a new interpretation board and benches.</p> <p><i>(iv) Shenfield Town Centre:</i> Actions:</p> <ol style="list-style-type: none"> 1. AC/SL to develop a proposal for a notice board in Shenfield. 2. KT to ask Shenfield traders for a list of ‘quick wins’ for Shenfield Town 	

Centre and bring them back to the next meeting.

13. ANY OTHER BUSINESS – Good news stories coming out of the RG could be included in local press.

Action: SL to speak to Clive Power, the Council's Communications Officer, to arrange an interview.