



## **Brentwood Renaissance Group special strategy (blue skies) meeting**

**Wednesday 27 September**

### **Notes of the meeting**

#### **Aim of the meeting**

The aim of the meeting was to provide some clarity over the purpose and objectives of the group, to define the audience and core activity, and look at a long term vision. This will help to determine a name and brand.

#### **Workshop outcomes**

##### **Vision**

Brentwood will remain a thriving place and a destination of choice for retailers, particularly independent retailers but also other businesses and their respective customers, both residents and visitors.

##### **Aim**

Increase footfall and encourage spend in the local area in order to enable business growth and to grow the overall local economy.

##### **Objectives**

1. Promote Brentwood to visitors as a place to visit (by working with the leisure and tourism sectors to increase length of time in Brentwood and therefore increase spend).
2. Encourage local people to shop and do business locally in Brentwood by engaging the local community and encourage local spend.
3. Offer marketing support to SME's/retail/independent businesses which do not have the required resources.
4. Marketing the Borough as a great place to live, work, shop, visit and do business
5. Support local businesses through the provision of advice and skills training.
6. Attract funding and sponsorship from a number of sources to enable events and additional public realm improvements.

7. Create a vision and point of differentiation of the Brentwood offering as against other destinations.
8. Maximise Cluster membership and involvement
9. Raise the awareness of all that Brentwood has to offer (there is more than just TOWIE)
10. Help make Brentwood a safe and appealing place to live, work and visit.
11. Support BBC Economic Development Strategy
12. Support and empower businesses to grow and sustain their businesses.
13. Extend membership of group to engage with a wider selection of key stakeholders
14. Work with business partner organisations such as Chamber of Commerce, Federation of Small Businesses and Baytree Centre
15. Help co-ordinate businesses to have a collective voice to lobby to make a positive difference to the area.
16. Provide a holistic vision for Brentwood by working with other sectors and bringing everything and everyone together in partnership.

### **Activity to meet objectives**

<b>Work area</b>	<b>Current activity</b>	<b>Potential activity</b>	<b>Objective it meets</b>
Public event	Arts Trail		2, 3,4, 5
	Easter/Summer/Halloween/Christmas Events		
	Children's Literary Festival		
	Independent Day & national campaign support		
Public realm improvement	Finger Post Signs & Noticeboards		4, 6
	Enforcing A Board Policy & compliance for banners, posters, advertising		
	Safety of Highways and Pavements		
	Clean and Safe Public Realm		
Lobbying (to ECC, BBC, government etc.)	Car Parking		8, 6, 4
	Signage to Multi Storey Car Park		
	Surface of Highways eg pot hole repair		
	Overgrown Trees		
	Crossrail issues		
	The Vision for Brentwood		
Marketing to internal audiences	Website		1, 8
	twitter		
	Brentwood Business Showcase		
	Column in Gazette		

Marketing to external audiences	Discover Brentwood site		2, 4,6
	Via Visit Essex	Define point of differentiation e.g. unique independent retail offer (that people can't get anywhere else)	4
	Brentwood Business Showcase		
	Medieval Market Charter		
Networking	Cluster networking	Could hold business meetings or event	7,8,9
Business support	Facilitating Training & Workshops e.g. digital		7,8
	Funding events		
	Incubation hub		
Attract funding	Attract sponsorship for events	Seek alternative sources of funding	1
Facilitating partnerships		Encourage businesses to use local suppliers	7,8,9
		Engage with new sectors like leisure (e.g. Brentwood centre), tourism and night time economy.	
		Engage more with community and education	
		Engage greater with Ingatestone	

## **Audiences**

### ***Internal***

- All businesses in the Borough of Brentwood (most of which are SME's/independents and are in retail or with a visible business premise, but this is not exclusive)
- Business Clusters members
- Large businesses /corporates – sponsors
- Brentwood Borough Council
- Other business representative organisations e.g. Chamber of Commerce, FSB.
- Key stakeholders eg Baytree Centre

### ***External/ End user***

- Local community
- Visitors from within and outside the borough

- Media

### **Name**

#### **“Brentwood Business Partnership”**

*Championing growth across the borough*

*Championing local business across the borough*

### **Website**

It was agreed that the website would become part of the existing Discover Brentwood website

### **Next Steps**

- Confirm vision statement
- Confirm strapline
- Prioritise objectives
- Develop messages
- Agree activity
- Merge website into the Discover Brentwood and change URL
- Extend membership