



**BRENTWOOD TOWN CENTRE RENAISSANCE GROUP MEETING**

**28 JANUARY 2015**

**PRESENT:**

**Renaissance Group:**

Clive Othen (Chair)	CO	Chair of Renaissance Group
Alan Jefcoate	AJ	Federation of Small Businesses
Sue Page	SP	Representative – Crown Street Cluster
Laurie Edmonds	LE	Local By Social
Michael Hardy	MHar	Environmental Auditor
Cllr David Kendall	DK	Brentwood Borough Council
Cllr Mark Reed	MR	Representative - Ongar Rd Cluster
Laura Williams	LW	Baytree Centre Manager
Stanley Moses	SMo	Representative – Ingatestone Cluster
Cllr Olivia Sanders	OS	Substituting fro Cllr Hossack
Cllr Phil Baker	PB	Brentwood Borough Council
Neil Hornsby	NH	Substituting for M Hawkins, Chamber of Commerce
Nish Patel	NP	Representative – Upper Shenfield Cluster
Philip Mynott	PM	Brentwood Borough Council
<b>Support group</b>		
Susan Adetiloye	GG	Brentwood Borough Council
Lucy Gill	LG	Brentwood Borough Council
Gordon Glenday	AK	Brentwood Borough Council
Anne Knight	ER	Brentwood Borough Council
Simon Maidment	SM	Essex County Council
Elaine Richardson	JS	Brentwood Borough Council
Jean Sharp	SA	Brentwood Borough Council

**APOLOGIES:**

Kim Anderson, Gordon Glenday, Mike Hawkins, Lin Heath, Cllr Hossack, Cllr Keeble and Natasha Radford

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1.	<p><b>Welcome and introductions:</b> CO welcomed all present and introduced Susan Adetiloye who would be assisting BBC officers with Economic Development for three months.</p>	
2.	<p><b>Minutes from 5.11.14:</b> The minutes were agreed as a correct record.</p> <p><b>Matters arising:</b> DK gave an update regarding Developing Artists Studios and Networks and advised that the Baytree Centre as a venue now seemed to be doubtful and other locations were being considered. A meeting was to be held for artists interested in the concept.</p>	
3.	<p><b>Cluster Reports:</b></p> <p><b>Upper Shenfield:</b> NP advised that Shenfield Traders had been overwhelmed at the response to their Christmas event and an estimated 3-4 thousand people had attended. A positive response had been received from the public. More events were planned: - an Easter Egg Hunt, St George's Day, Burns Night, St Patrick's Day, Summer Fair.</p> <p>AK requested monitoring of the impact of events be undertaken and ER advised she had circulated an evaluation form for this purpose.</p> <p>DK reminded the Group that since many demands were being made on the Council's funds, expectation needed to be measured. £20k had been included in the budget for RG for 2015-16 but this was not guaranteed.</p> <p>CO and AJ were to meet to discuss where economies could be made within RG and one suggestion was to increase the expected contribution from businesses when making a bid for RG funds – currently 20%.</p> <p>AJ requested that during the budget discussions, DK should highlight that footfall had increased due to RG-supported initiatives.</p> <p>ER stressed the importance of more cost effective promotions being undertaken to increase footfall which was the objective of the RG.</p> <p>CO advised the website was underused and encouraged all to utilize it to publicise businesses and events.</p> <p>DK advised that the consideration of bids from Parish Councils had been discussed at the Business and Town Centres Committee and it had been agreed these would not be considered.</p> <p><b>Ingatestone:</b> SM advised that the Victorian Evening had been very successful – a community event.</p> <p><b>Crown Street:</b> SP reported that the building work being undertaken in Crown Street was causing problems and business was down for all traders. TOWIE personalities' visits to their shops were also causing the street to be mobbed and making trading difficult for Crown Street businesses.</p>	

	<p>Events were being planned for Valentines Day and Mothers' Day and there was to be a Fashion Show and Pancake Race. A bid was to be put in for prizes for this, also for 'Crown Street' flags to be put on existing flagpoles. The cost of a stage to provide music on Independents Day, Lighting Up and Small Business Saturday would be requested.</p> <p>The implementation of the Crown Street Market had been delayed since a planning application needed to be made which would cost £300 plus £300 for architects fees and the market provider had lost heart.  <b>Action: Cllr Baker would follow this up.</b></p> <p>A metal arch had been proposed for Crown Street to go over the road and be funded by and fixed to the building currently under construction. ECC highways were not keen on this, even though there was a limited number of vehicles entering Crown Street and no through traffic.  <b>Action: PB would send details to DK to follow up with ECC and SP would be kept updated.</b></p> <p><b>Other Clusters:</b> ER advised that talks were underway with traders at both ends of the High Street in anticipation of Clusters being formed.</p> <p>CO reported that 7 businesses were interested in forming a Cluster in Hutton and that he had met with Brentwood Nighttime Action Group and there was no interest in forming a Cluster.</p> <p>AK advised there should be liaison regarding the nighttime economy and that Visit Essex were undertaking some campaigns, one being TOWIE focused. DK suggested MR give Pub-Watch details to AK for information.  <b>Action: MR to give Pub-Watch details to AK.</b></p> <p>PB suggested engagement with different organizations would benefit RG by obtaining their ideas, eg from 6<sup>th</sup> formers from local schools who spent their money in the High Street. He had engaged students from Anglia Ruskin in a project for ideas for the future of Old House.  <b>Action: CO to consider ways in which local schools could be engaged with the RG.</b></p> <p>CO advised that a bid was awaited from Sawyers Hall Church for funding for the purchase of a secondhand mini bus for which the RG agreed at the 5.11.14 meeting to earmark £5000 towards the cost. The minibus would be used by Street Pastors to counsel and assist people and other funding was expected from the Community Safety Partnership (£5k) and businesses and local churches. A project plan was to be presented with the bid.</p>	<p>PB</p> <p>PB/DK</p> <p>MR</p> <p>CO</p>
5.	<p><b>New bids:</b></p> <p>1. A bid had been received from Beautiful Things (BT) requesting £2080 to pay for a Brentwood High Street market stall from which craft items created by pupils of BT could be sold.</p>	

	<p>The bid was discussed and it was felt that it would be fairer to involve other organizations in the opportunity to sell their creations from the market stall. It was moved and seconded and agreed that a decision be deferred pending enquiries being made into others who may wish to use the stall.</p> <p>NB: LE abstained from the vote.</p> <p>2. A bid had been received from Brentwood Theatre requesting £125 for balloons, leaflets and Easter eggs for an Easter Egg Hunt on Easter Saturday.</p> <p>The bid was discussed and it was moved and seconded and funding agreed subject to being signed off by the BBC Head of Service.</p> <p>3. A bid had been received from the RG Chairman for £750 to fund the venue hire and refreshments for a Business Speed Networking Event on 18 March 2015 for businesses in the Borough.</p> <p>The bid was discussed and it was moved and seconded and funding agreed subject to being signed off by the BBC Head of Service.</p> <p>SP requested that the Chamber of Commerce be given more notice of such events.</p>	
6.	<p><b>New Projects for 2015/Review Workplan discussion:</b> A meeting had taken place in The Dairyman in the High Street on 14.1.15 and notes and action points were circulated.</p> <p>Topics discussed included:</p> <ul style="list-style-type: none"> <li>• Promotion of the RG Website: This had been launched on 24 November 2014 and Group members were asked to send relevant information to LE to be included with a good lead-in time for events. There was a link to it from the BBC website.</li> <li>• Crown St Pancake Race 17 February</li> <li>• Valentines Day Event</li> <li>• Mothers Day Event 15 March</li> <li>• Alive After 5 Evening Event, March</li> <li>• Easter Egg Hunt</li> <li>• Made in England Fayre – St Georges Day 23 April</li> </ul> <p>MHar requested that new banners be provided to fill the vacant places in the High Street which were empty due to banners being damaged by the wind. ER advised these were expensive to replace.</p>	
7.	<p><b>Environmental Audit Update:</b> MHar thanked DK for keeping up the</p>	



9.	<p><b>Private Sponsorship:</b> Group members noted that Sponsorship monies would be held in the same code as RG funds.</p> <p>CO advised that production of the Market Charter had been delayed as communication was awaited from the law firm who were sponsoring it. The RG contribution to the cost was included in the 2014/15 budget.</p>	
10.	<p><b>Digital High St Skills:</b> LE advised of a structured training programme which taught digital business skills for which she was a trainer. Shop owners would pay £85.00 per module per business.</p> <p>LE suggested RG could offer the training and perhaps provide a venue.</p> <p><b>Action: CO requested that LE put the details of the training on the RG website and ask for expressions of interest in the first instance.</b></p> <p>LE also advised that the Future High Street Summit was to take place in Nottingham this year on 25 and 26 March. It was aimed at those interested in improving footfall in high streets.</p>	LE
11.	<p><b>Online Job Board</b> – discussion deferred to the next RG meeting.</p> <p><b>Action: ER to include on the agenda for the next meeting</b></p>	ER
12.	<p><b>AOB:</b></p> <p>1. MHar had been to a Crossrail meeting where it was indicated that the company who were to operate the service had been appointed and he suggested RG should make contact with this company.</p> <p>CO advised that the Chamber of Commerce had an appointed person to liaise with Crossrail – NH – and efforts were being made to arrange for Crossrail to make a presentation to Brentwood businesses.</p> <p>ER advised that the impact in Shenfield on parking during the Crossrail works were the loss of 3 spaces in Friars Avenue car park during the week and the whole car park at weekends.</p> <p><b>Action: CO requested information relating to Crossrail be sent to LE to be included on the RG website.</b></p> <p>2. Bids: When bids were agreed, the information would be given to LE to include on website.</p>	LE
13.	<p>Date of next meeting, Wednesday 1 April 2015 in Committee Room 1, Town Hall, commencing at 6.00pm.</p> <p>Future meetings for 2015, commencing at 6.00pm in Committee Room 1:</p> <p>27 May 29 July 23 September 18 November</p>	

