



**BRENTWOOD BOROUGH RENAISSANCE GROUP MEETING**

**29 July 2015**

**PRESENT:**

**Renaissance Group:**

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)
Laurie Edmonds	LE	Local By Social
Cllr David Kendall	DK	Brentwood Borough Council
Cllr Gareth Barrett	GB	Brentwood Borough Council
Natasha Radford	NR	Representative – Ongar Road Cluster
Cllr Keith Parker	PB	Brentwood Borough Council
Kaye Thurgood	KT	Representative – Central Shenfield Cluster
Lin Heath	LH	Representative – Crown Street Cluster
Nish Patel	NP	Representative – Upper Shenfield Cluster
Gerry Bender	GB	Assistant Environmental Auditor
Stanley Moses	SM	Representative – Ingatestone Cluster
<b>Support group</b>		
Anne Knight	AK	Brentwood Borough Council
Elaine Richardson	ER	Brentwood Borough Council

Crown Street Cluster Member in attendance, Vicky Fuller (VF)

**APOLOGIES:**

Gordon Glenday, Michael Hardy, Neil Hornsby, Cllr Louise Rowlands, Laura Williams

		Action
1.	<b>Welcome and introductions:</b> CO welcomed all present and all introduced themselves.	
2.	<b>Minutes from 27.5.15:</b> The minutes were agreed as a correct record.	
3.	<b>Business Trade Cluster Reports:</b>	

<p><b>Crown Street:</b> LH advised the hanging baskets bid had not been actioned due to issues with watering and new holding brackets needed above the shops. Existing bid to be cancelled.</p> <p><b>Action: Cluster to submit new bid for winter baskets once watering and fitment issues resolved</b></p>	LH
<p>Bid for Crown Street Family Tea Party Saturday 29 August led by VF submitted. Discussion about moving to first weekend September when families back from holidays. Also need for better advertising through eg Phoenix Radio, banners in High Street and near Sainsburys and payment for dress up characters to hand out leaflets in Town Centre prior to and morning of event. Also suggestion for ticket style flyers to redeem against an activity eg face painting.</p>	
<p>Increased bid funding of £320 was <b>agreed unanimously</b>.</p> <p><b>Action: Cluster to review promotional materials, activities and date of event.</b></p>	LH/VF
<p>ER updated on Crown Street Arch. ER and GG had met with developer who was drawing up revised construction plans for officers to review with County and Highways. DK confirmed his support of officer meeting with County.</p>	
<p>ER updated on suggested re-naming of Chatham Way Car Park to Crown Street. Car parking department estimated costs of c.£2500 to revise car park signs, mapping and ticket machines. Additional costs and time for Highways to revise their signage could be considerable. May also be legal restrictions from OCR (Canon) who are understood to have contributed to the new car park and name. ER suggested improved signage to Crown Street and Ropers Yard from CWCP most cost effective solution.</p> <p><b>Action: ER to meet with car parks manager and LH to scope and submit bid</b></p>	ER
<p>KP advised Crown Street entrance/exit to CWCP to be blocked as dangerous.</p>	
<p>LH thanked ER for arranging new Crown Street noticeboard at junction of High Street.</p>	
<p><b>Ongar Road:</b> NR updated the group. Cluster has expanded to include new traders in the High Street and Wilsons Corner: Brentwood Kitchen, Piccola, BM Cycles and balloon shop under new management. Olive Branch to be approached. Need to re-name – ER had suggested Town Centre East End.</p>	
<p>Cluster planning a Halloween Event. Bid to be submitted. Other clusters to review similar Halloween Event so economies of scale for projects.</p> <p><b>Action: Submit bids for Halloween event</b></p>	NR/ALL
<p><b>Upper Shenfield:</b> NP advised that the afternoon jazz event was successful and well received despite the rain and having to pack up the outdoor venues early. Plan for it to be an annual event with the potential to grow.</p>	

	<p>An informal consultation with businesses on parking is planned as this is perceived as one of traders' biggest problems. KT advised businesses wanted this reviewed soonest before becomes greater problem with ending of Crossrail.</p> <p>KP advised on SEP ruling for a maximum of 2 questions for their formal consultations. NP was asked to present main findings and narrow options for main SEP consultation.</p> <p>A working group including both Shenfield clusters meet regularly to plan the Christmas event. £3k had been raised in sponsorship towards an ice rink on Shenfield Green subject to accessibility rights, or the closed road next to the green, to help link the upper and lower Shenfield events.</p> <p><b>Ingatestone:</b> SM presented the deferred £4k bid for holding the Christmas Victorian evening in December 2015. CO advised that RG could not agree funding for the whole event and had requested a revised maximum bid of £2k in line with the other clusters. CO suggested a meet with SM and the Parish Council to review costs and look at match funding.</p> <p><b>Action: Meet with Victorian Event Committee and Parish Council lead</b></p> <p><b>Central Shenfield:</b> KT advised the jazz afternoon was a great community event and had good feedback from residents and visitors. Both clusters are working on a marketing template for events. ER offered support in drafting this. Also working on a sponsorship model for use by all in RG and cluster are looking to be self funding through sponsorship longer term. CO reported match funding of bids was future strategy with a move from 20% to 50% self funding.</p> <p><b>Action: Prepare cluster marketing and sponsorship guidance</b></p>	<p>CO/SM</p> <p>SM/KT</p>
4.	<p><b>Environmental Audit Update:</b></p> <p>GB advised work had started on High Street repairs although still problems in Kings Rd. Town Centre benches in poor state of repair and there was no street cleaning under benches.</p> <p><b>Action: ER to refer to Head of Street Scene</b></p> <p>DK advised repairs to road and footpaths taking place July and August and standards would be checked</p> <p>GB had undertaken audit of Shenfield with NP. Pavement needing repairs and still waiting on benches and cycle racks. KP advised review of public realm areas of Brentwood and Shenfield waiting on outcomes of Crossrail consultations.</p>	ER
5.	<p><b>Business Support Update:</b></p> <p>AK advised autumn Pro-actions free morning business briefings at the Town Hall:</p>	

	<p><b>Thurs 24 September: Marketing for Growth focusing on Website and Social Media</b>  <b>Wed 18 Nov: Growing Your Business through Good Leadership and Management Practices</b></p> <p>Planning to hold the Brentwood Business Showcase in March 2016</p> <p>A feasibility study for a Brentwood Incubation Hub and Enterprise Centre was being commissioned 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. CO advised that project skills training, business support and advice had been secured from local lawyers, accountants and a bank.</p> <p>Work continues to finalise the Business Directory with approx. 5k businesses in the Borough of which it is hoped up to half will have email addresses.</p> <p>Proposals for a new Visitor and Locate Brentwood Website are being researched to appeal to both visitor and business audiences and utilizing Visit Essex help and funding</p>	
6.	<p><b>Update on Street Pastors Minibus Project</b>  CO advised that a new bid funding application was needed from Peter Jordan of Sawyers Hall Church leading the project, due to new proposals to:</p> <ul style="list-style-type: none"> <li>• Lease the minibus rather than purchase second hand</li> <li>• Possible shared ownership and funding from Billericay</li> <li>• Local school daytime usage and contribution</li> </ul> <p><b>Action: CO to request Sawyers Hall Church present revised plans for a bid</b></p>	CO
7.	<p><b>Any Other Business:</b>  GB asked KP to elaborate on Vision for Brentwood consultation by BBC. KP advised public opinion was being sought for input into the revised Council Corporate Plan.</p>	
8.	<p><b>Date of next meeting: 23 September – 6.00pm in Committee Room 1.</b>  Future meetings for 2015 commencing at 6.00pm in Committee Room 1:   18 November</p>	