



BRENTWOOD BOROUGH RENAISSANCE GROUP MEETING

03 February 2016

PRESENT:

Renaissance Group:

Clive Othen (Chair)	CO	Chair of Renaissance Group
Alan Jefcoate (Vice chair)	AJ	Federation of Small Businesses
Laura Williams	LW	Baytree Centre
Cllr Keith Parker	KP	Brentwood Borough Council
Cllr Gareth Barrett	GB	Brentwood Borough Council
Cllr Philip Mynott	PM	Brentwood Borough Council
Linzi Banim	LB	Representative – Town Centre East End Cluster
Sue Page	SP	Representative – Crown Street Cluster
Nish Patel	NP	Representative – Upper Shenfield Cluster
Kaye Thurgood	KT	Representative – Central Shenfield Cluster
Laurie Edmonds	LE	Local by Social
Gerry Bender	GB	Assistant Environmental Auditor
Support group		
Gordon Glenday	GG	Brentwood Borough Council
Anne Knight	AK	Brentwood Borough Council
Elaine Richardson	ER	Brentwood Borough Council

APOLOGIES:

Mike Hawkins, Michael Hardy, Cllr Louise Rowlands, Natasha Radford, Stan Moses, Emma Green

		Action
1.	Welcome and introductions: CO welcomed all present and all introduced themselves.	

2.	<p>Minutes from 23.9.15: The minutes were agreed as a correct record. Outstanding request for details of the Essex Rivers Rural LEADER funding programme to be sent to LE for the BBRG website. Action</p>	AK
3.	<p>Business Trade Cluster Reports and new cluster formation update:</p> <p>New clusters: ER reported that the Warley Hill Cluster through Natasha at the Four Vintners was unable to form due to lack of interest from neighbouring businesses to reach the minimum six businesses required. Similarly no cluster leads had been identified to form the Town Centre West End.</p> <p>Action: Discussions were to be held with Brentwood Cluster Leads re a possible widening of existing clusters</p> <p>Upper and Central Shenfield: NP and KT reported on the huge success of the Shenfield Christmas Fayre, the considerable amount of sponsorship achieved and success of the full road closure. Thanks were given to the Council, community and business for working together and jointly funding, and particularly to the Community Events team for all their hard work. An estimated 4-5 thousand people attended the event. The big turnout was largely due to locals inviting friends and family from outside the Borough.</p> <p>Christmas trading following the event was better than in previous years, probably linked to success of the Fayre. CO congratulated the clusters on such a successful event.</p> <p>KT reported planning for 2016 events including an Ester Egg Hunt and possible celebration of the Queens 90th birthday which may become part of the second Summer Jazz event.</p> <p>Town Centre East End: LB reported that Mi Neni Spanish Baby boutique closed due to lack of baby wear sales but toy box sales would continue to trade online. ER reported a successful Lighting Up event. With the help of improved publicity and signage, 150 children visited the Elves Grotto in the Chicken and Frog, considerably up on 2014 numbers and more families took part in the Santa Hunt.</p> <p>Crown street: SP reported that the MCC sponsored Selfie Booth in Crown Street for Lighting Up had been a great success and the cluster planned to hire the booth for future events.</p> <p>Traders felt the blocking of the exit to Chatham Way Car Park in Crown Street had caused a downturn in trade and requested that the barrier be removed. KP said this was done for safety reasons as cars were speeding and also entering through the exit, and to install such as a raising barrier at the exit to stop this would be cost prohibitive. Also that pedestrians could still exit the car park into Crown Street and Ropers Yard. This could be made clearer with signs from the Car Park.</p>	CO

	<p>Action: Request to Car Parking for directional signage to Crown St, Ropers Yard and High St shops from Chatham Way Car Park.</p> <p>KT reported that Shenfield traders had experienced a similar fall in sales in the New Year. Suggested to help footfall and visibility beyond the new build development, Crown St could do advertising hoardings on the corner with Hart St similar to the junction of the High Street and Weald Road and in conjunction with the advertising of the new apartments/shops</p> <p>Action: Discuss with cluster and if in agreement approach the developer</p> <p>GG and ER were continuing to progress the Crown St Arch, at the Hart Street entrance, with the developer, County and Highways. The developer is willing to pay for construction , with the outstanding issues being the requirement for a planning application and need to secure ongoing maintenance costs.</p> <p>Action: BBRG Management Team to discuss a planning application subject to bid funding application for the costs and discuss ongoing maintenance costs</p>	<p>KP</p> <p>SP</p> <p>CO/ER</p>
<p>4.</p>	<p>New bids:</p> <p>Arts & Heritage Trail ER presented the bid on behalf of LE who had been invited to project manage and promote this annual event which the Council's Community Funding could no longer support . Brentwood Borough Council, Brentwood Arts Council and Essex County Council are supporting and contributing to the event and funding is being sought from private sponsorship.</p> <p>For the first time the Council's arboriculturalist will be commissioning a sculptor to create three pieces of outdoor art using fallen trees in Warley, Hutton and Ingatestone based on designs done by local schoolchildren.</p> <p>The art trail provides the opportunity for local visual artists to be showcased in local venues, primarily independent shops and cafes as well as parks and visitor sites throughout the Borough.</p> <p>This forms part of the Essex Summer of Art and is being launched for the first time in Brentwood at the Hardy Amies Design Centre, Brentwood School in early June.</p> <p>Funding for a maximum £2250 was agreed unanimously subject to sponsorship being secured to cover the total costs.</p> <p>Easter Egg Hunt- Shenfield NP and KT reported that both Shenfield Clusters were jointly planning the annual Easter event. Participating businesses in Shenfield will display and decorate an egg in their shop window with a good standard of prizes that will attract different age groups, helping families to engage with and</p>	

	<p>discover local shops and businesses.</p> <p>ER suggested that other clusters around the Borough could follow this event template and make it a bigger event for the different retail areas. Action: To include this in RG’s meeting agenda for October to give all clusters more time to plan next Easter’s event.</p> <p>Funding of £200 was agreed unanimously</p> <p>Valentines Day Event with Selfie Booth - Crown Street SP stated Crown St wanted to bring back the Selfie Booth for Valentines Day with donations helping to raise money for the Mayor’s chosen charity. This followed the success of the Selfie Booth raising £172 for the Dogs Trust at Lighting Up. A balloon tower was also to be purchased to draw attention to the event from the High Street.</p> <p>Funding of £691 was declined due to the cost of the booth and short lead time to market and promote for Valentines Day but could be considered for an event later in the year.</p> <p>A reduction to the bid funding request was agreed, removing the cost of the photo booth leaving a new bid to cover the cost of the balloon tower worth £151</p> <p>Funding of £151 was agreed unanimously</p>	ER
5.	<p>Design and Print of Marketing Materials</p> <p>ER and LE identified the need for a more standardised and shared approach to a good standard of design and print for promotional materials and which referenced funding by the Renaissance Group, logos etc. This should also avoid the use of downloaded artwork from websites. NP and LW stated their use of local designers for promotional materials.</p> <p>Action: Refer to management meeting for discussion on approaching companies who could design for the group and help achieve economies of scale</p>	CO
6.	<p>Environmental Update</p> <p>GG and ER had met with Tony Wilson, the newly appointed BBC Street Auditor, and Roy Ormsby the Head of Street Scene and established the role was mainly concerning safe waste disposal. Tony Wilson offered to join the Environmental Audit members on street audits and help as appropriate, including asking the NATS team for support with cleaning issues. It was acknowledged however that most of the issues raised are County Highways’ responsibility</p> <p>CO thanked MH and GB for their hard work and commitment to street auditing in the Borough and recommended that responsibility for the itemized works be allocated to County, Ward Councillors, Street Auditor etc in the future.</p>	

	<p>Action: Request Tony Wilson accompany RG team on the next Street Audits and Renaissance Group auditors allocate responsibilities for damage and upkeep on the audit report.</p>	<p>GB/MH</p>
<p>7.</p>	<p>Business Support Update AK advised: Free Business Briefings: Pro-actions held a successful Time Management workshop on 27 January. The next briefing on Cash or Profit – What Matters Most, will be held at the Town Hall Committee Rooms on 12 April. Apprenticeship Scheme: There are currently 2 places left of the 10 business apprenticeships offered to the Borough via a wage subsidy scheme which is being run in partnership with Essex County Council. Two apprentices with mental health issues have also been recruited to Brentwood Community Print and BBC has taken on an in-house Local Authority apprentice to gain experience of the different service areas. BEST Growth Hub: The Growth Hub offers funding and advice support to new, existing and growing businesses including a free business diagnostics service. A range of free workshops is being offered during February and March including courses at Ingatestone and Fryerning Community Centre and Hutton Community Centre. Full details are available at www.bestgrowthhub.org.uk Grant Funding for Rural Businesses: The Essex Rivers area secured £1.8m grant funding for rural areas through the LEADER European Programme. Applications are invited supporting projects in need of grants of between £10k and £100k. Superfast Broadband Phase 2: County continues to work with BT to roll out the second phase of the faster broadband project. Brentwood Business Showcase, 2 November 2016, Brentwood School: Suggestions for keynote speakers, exhibitors and workshop providers was requested to support the event in particular from innovative and entrepreneurial businesses around the Borough.</p>	
<p>8.</p>	<p>Any Other Business ER Advised that from 1 April 2016 Renaissance Group Meetings would need to be move from Wednesdays to Mondays, following consultation on a preference for Monday or Tuesday evenings. The Committee Rooms are to be used for wedding ceremonies on the remaining weekdays.</p>	
<p>9.</p>	<p>Date of next meeting, Wednesday 16 March in Committee Room 1, Town Hall, commencing at 6.00pm</p>	