



BRENTWOOD BOROUGH RENAISSANCE GROUP MEETING
06 September 2017

PRESENT:

Renaissance Group:

Mike Hawkins	MH	Chair of Renaissance Group
Alan Jefcoate (Vice Chair)	AJ	Federation of Small Businesses & Vice Chair
Cllr John Kerslake	JK	Brentwood Borough Council
Suzan Hearson Clark	SHC	Representative Brentwood West End Cluster
Kaye Thurgood	KT	Representative Upper Shenfield cluster
Tasha King	TK	Representative Brentwood East End Cluster
Laurie Edmonds	LE	Website Host and Media Coordinator
Support group		
Elaine Richardson	ER	Brentwood Borough Council
Nishat Amin	NA	Brentwood Borough Council

APOLOGIES:

Cllr Gareth Barrett, Cllr Mark Reed, Cllr Roger McCheyne, Tony Wilson, Dan Foley, Colin Barber, Dominique Keogh, Nish Patel, Phil Drane. Kim Anderson also in attendance (KA).

		Action
1.	Welcome and introductions: MH welcomed all present and all introduced themselves. Wished to formally record thanks on behalf of the group to Cllr David Kendal for his long service and support for RG. Thanks also to TK for stepping up to East End Cluster Lead following Carol Smith departure.	
2.	Minutes from 17.07.17: The minutes were agreed as a correct record. Updates and actions to carry forward to next meeting: Item 2 from 22.05.17 minutes - request if review and replacement of boundary signs possible through the LHP as potential scheme. Action: forward response to DK's request for LHP support with signage to JK	ER

	<p>Item 3 from 22.05.17 minutes. JK still not in a position to discuss Car Parking Review as part way through budget considerations and awaiting outcomes of Crossrail works.</p> <p>Item 3 from 22.05.17 minutes. Check roles and responsibilities of County Highways Inspectors and if can help with A board enforcement. Action: liaise with businesses and County Inspectors to enforce as ongoing problem with A boards and highway issues.</p> <p>Item 3 from 22.05.17 minutes: Apply for RG showcase exhibitors stand and commission a pop up banner through a bid</p> <p>Item 4 NP to ask KA for advice to purchase a PA system and marquee. Useful for smaller events and avoids repeated hiring. Concerns about operating a PA system, insurance and storage of this and marquee – possibly at depot or Brentwood Centre. Suggest these come from RG capital budget. Action: check costs of PA system and flexible size of marquee so could add sections.</p>	<p>JK</p> <p>TW</p> <p>LE</p> <p>KA</p>
3.	<p>Chair's Report sent as attachment Item 1 - Blue Skies meeting planned for 27 September. Action: check if 26th preferable for attendance and if venue available</p> <p>Item 3 – RG stand at Brentwood showcase Difficulties with manning stand and possible new branding subject to Blue Skies review. SHC may be able to help on the stand subject to cover for her business. Action: consider any help possible with manning RG showcase stand 9-4pm</p> <p>Item 4 – RG Funding 2018/19 Action: Cluster Leads to send estimated budget requirements including possible sponsorship to MH before early October meet with Council Leader</p>	<p>ER</p> <p>All</p> <p>SHC/TK/ NP/KT</p>
4.	<p>Christmas Events Update KA advised of plans for: 25.11 Lighting Up Brentwood 1-5.30, High St closed 8.30-7.30 3.12 Shenfield Christmas Fayre 12-5, road closure 9-7.30</p> <p>Winter events sponsorship leaflet had been drawn up and looking for Snow Globe and Ice Rink to be fully sponsored at both events.</p> <p>Regular meetings held with Shenfield since January re infrastructure, ice rink by the green, traffic and safety management, schedule and performers including church and school.</p>	

	<p>For LUB, main stage outside M&S, small rides and ice rink behind that.</p> <p>SHC suggested traders park in Westbury road and was advised of free parking at MSCP. KA asked if any activities required at West End but difficult for rides as narrow pavement and need for emergency access.</p> <p>Action: discuss with Jane Bennett and Emma Green.</p> <p>Crown St had proposed a Selfie Booth and Prosecco Bar, as initial suggestion of a Junior Voice competition not practical. No feedback on a possible bid but noted the need to involve other Town Centre cluster members.</p>	SHC
5.	<p>Business Trade Clusters Update</p> <p>Brentwood West End: SHC noted new hairdressing and barber shops in the West End and improved shop fronts. No response to request for involving Kings Rd members.</p> <p>Upper and Central Shenfield: KT reported on successful 22 June Summer Fun Day in Upper Shenfield and a great turn out for August Bank Holiday Sunday music afternoon for Central Shenfield with the Frankie Valli boys tribute act doing a 2hr set. The Lot and Hepburns contributed a considerable amount to the costs. Thanks to RG for bid funding support of this great community event.</p> <p>KT noted an increase in footfall once the Crossrail workers left and rail replacement buses ended. Layby was dangerous and in need of repair however. Trade was severely affected by lack of parking.</p>	
6.	<p>New Bid Funding Applications</p> <p>Shenfield Christmas Fayre 2017 Bid KT submitted a bid on behalf of Upper and Central Shenfield clusters. Event to include full road closure, choirs from local schools and churches, festive rides and funfair, ice rink and Italian Market to bridge the area between Upper and Central Shenfield. Estimated will generate over 3k visitors which creates awareness of local businesses and provides festive fun for the local community.</p> <p>KT and NP had worked hard with business contacts over many months to achieve sponsorship of £4350, including Mullis and Peake, Pinney Talfourd and Phoenix Security</p> <p>Funding of £2,500 for Upper Shenfield and £2,500 for Central Shenfield was agreed unanimously.</p>	

	<p>Mrs Claus Grotto Bid</p> <p>Natasha Radford had submitted a bid to support hosting a free Christmas Grotto for children and families at the Chicken and Frog bookshop during Lighting Up Brentwood. All felt RG activities at LUB should be opened up to more businesses within the newly formed cluster so bid was not taken to vote, subject to further discussion.</p> <p>Action: meet with Natasha to discuss Christmas promotional activities to benefit the wider East and West End cluster businesses</p>	TK
7.	<p>Business Support Update: ER reported</p> <p>Brentwood Business Showcase, 1 November, Brentwood School: brentwoodbusinessshowcase.co.uk.</p> <p>All sponsorship packages now secured, good progress on visitor registration from both within and outside the borough and exhibitor stands almost fully booked. Bookable keynote speakers and workshops as well as listing and details of exhibitors soon to be added to the website. Main theme of event is digital futures and big industry names secured to talk on this. Encourage all RG, cluster members and business contacts register to visit the event, if only for part of the 9-5 day, and take advantage of the inspiring free talks, exhibitors and networking opportunities.</p>	
8.	<p>Any Other Business:</p> <p>AJ reported seating on Brentwood High St and around Chapel Ruins was covered in mildew and in a poor state. Also Crown St Arch still not installed and A board chained to post at end of street.</p> <p>Action: request help to inspect and clean, paint or repair benches and move A boards, from TW</p> <p>TK requested whether First Warley Scout Group (a Sainsbury's nominated charity) could fundraise at Lighting Up Brentwood</p> <p>Action: send request to ER to forward to KA</p>	MH TK
9.	<p>Dates of next meeting:</p> <p>Wednesday 27th September special Blue Skies RG Review Meeting</p> <p>Committee Room 1, Town Hall, commencing at 6pm</p>	

