



BRENTWOOD BOROUGH RENAISSANCE GROUP MEETING
14 November 2016

PRESENT:

Renaissance Group:

Clive Othen (Chair)	CO	Chair of Renaissance Group
Alan Jefcoate (Vice Chair)	AJ	Federation of Small Businesses
Mike Hawkins	MHaw	Brentwood Chamber of Commerce
Cllr Nigel Clarke	NC	Brentwood Borough Council
Sue Page	SP	Representative Crown Street Cluster
Kaye Thurgood	KT	Representative Central Shenfield Cluster
Emma Green	EG	Representative Kings Road Cluster
Laurie Edmonds	LE	Website Host and Media Coordinator
Michael Hardy	MH	Environmental Auditor
Gerry Bender	GB	Environmental Auditor
Support group Elaine Richardson	ER	Brentwood Borough Council

Representative East End Cluster Will Boyd, Marks & Spencer; Kings Road Cluster Member Richard Bester; Chair Brentwood Chamber of Commerce, Colin Barber also in attendance.

APOLOGIES:

Cllr Gareth Barrett, Cllr John Kerslake, Cllr David Kendall, Cllr Roger McCheyne, Cllr Mark Reed, Nish Patel, Natasha Radford, Daniel Foley, Sarah Sanctuary, Anne Knight

		Action
1.	Welcome and introductions: CO welcomed all present and all introduced themselves.	
2.	<p>Minutes from 12.09.16: The minutes were agreed as a correct record with the response to actions as follows:</p> <p>Outstanding from 04.07.16 Minutes Item 9 Homeless Person on Brentwood High St ER reported that the homeless person living on the High Street had</p>	

been housed through the Environment & Housing Management Committee.

Enforcement of A Board Policy

ER had received agreement from the Council Street Inspector, Tony Willson, to enforce on a regular basis and hand out copy of the ECC A Board Policy to traders.

Love Brentwood Banners in Brentwood High Street

ER had requested a quote to remove the banners, leaving the fittings, and review possible replacement with sponsored Discover Brentwood banners for the future.

Item 10

Medieval Market Charters

ER reported that the charters were on display in the old green doors reception area.CO requested a communications release on the charters and ER advised that a large feature on the charters had been included in the heritage section of the new Discover Brentwood website:www.discoverbrentwood.co.uk

Action: CO requested that research on a possible earlier 12th Century Market charter be raised at the next meeting

ER

12.09.16 Minutes

Outstanding action from Item 3

Brentwood Town Centre: MHaw asked if help could be given to St Francis Hospice with an overgrown tree outside their High St shop.

Action: Check with Essex Highways

DK

GB advised of a very old pear tree at the back of their shop.

Action: Include on RG website and consider a project to research history.

LE

Item 4

Ingatestone Business Trade Cluster

CO advised that Ingatestone Ward Members had been notified of the cluster closure. A letter of thanks for RG support of Ingatestone had been received from the Mayor Cllr Noelle Hones.

Item 6

Contact GT Design re possible joint advertising and promotions

LE had contacted GT but received no response

3. Business Trade Cluster Updates:

Crown Street: SP reported on the tremendous success of the 30 October French Market held in Crown St and part of Chatham Way Car Park. Thanked BBRG for their bid funding support with the print of promotional items. A smaller Italian Market has been booked for 11 December and with no bid funding required.

Following SP's decision to stand down as Crown Street Cluster Lead, CO thanked SP for her support and great work for Crown Street which was echoed by all.

NC confirmed the Crown St Arch was going ahead with the build and construction by Keith Parker's company but the slow progress was questioned.

GB questioned the re-instatement of Ropers Yard Arch

Actions:

Contact KP to check build progress.

Ropers Yard Arch to be checked with developers

ER reported plans by the Lighting Up events team to have choirs performing in Crown Street but no market stalls as there was no surplus of stalls booked from the High Street

Central Shenfield: KT thanked BBRG for their funding support of an extremely successful Shenfield Halloween event: in excess of 3k visitors attended and it came in under budget thanks to trader contributions. All contents of the trick or treat bag were donated by the Co-op.

With the help of LE Shenfield Business Trade Clusters had established their own social media account called Our Shenfield.

Concerns that lack of road closure for the 4 December Shenfield Christmas Fayre not being well received and Gazette had picked up on this. Activities taking place in Hunters Way Car Park, performance by library and stalls in Upper Shenfield. Very little had been arranged for Central Shenfield pavement area therefore clusters members would not meet their trader contributions as had been asked to put on their own activities.

Kings Road Cluster: EG reported the cluster were not planning another Christmas Market but would invite visitors for drinks, nibbles and discounts on 26 December to attract Lighting Up visitors to Kings Rd with acoustic performers arranged by the Dressing Room. Bennetts were also doing an event in their courtyard.

The new owners of Gaiety Balloons were keen to join the cluster.

AJ
ER

<p>4.</p>	<p>Proposals for Brentwood Clusters</p> <p>CO proposed that Brentwood be modeled on the successful Shenfield clusters and reduced to 2 for the East and West Ends:</p> <p>Revised Brentwood Clusters:</p> <p>a. East End Cluster:</p> <ul style="list-style-type: none"> i. Ongar Road; ii. Wilson’s Corner; iii. High Street down to Mannings; iv. Queens Road; v. Moore Place; vi. St. Thomas’s Road. <p>b. West End Cluster:</p> <ul style="list-style-type: none"> i. Kings Road; ii. Crown Street; iii. Weald Road; iv. Warley Hill; v. High Street from Bennett’s up to the Slug & Lettuce <p>East End Cluster:</p> <p>CO was pleased to report that Marks & Spencer had agreed to act as East End cluster lead with Store Manager Carol Smith.</p> <p>LE reported that NR had agreed to be Deputy Cluster Lead. Ivy Rose, Piccola, the Spread Eagle, Mannings, All Creatures Great and Small, Fat Face, Whittakers, Rossi and the Olive Branch were also in discussion about joining the cluster.</p> <p>Action: Arrange cluster set up meeting at M&S in January</p> <p>West End Cluster:</p> <p>LE reported that Suzan Hearson-Clarke of Granite Transformations had agreed to be West End Cluster Lead. EG had agreed to continue with the cluster as Deputy Lead and Lin Heath and NC would represent Crown St.</p>	<p>LE</p>
<p>5.</p>	<p>Cluster Project Plans and Budgeting 2016/17</p> <p>CO advised £5k per cluster plus a £5k central budget had been allocated for the financial year 2016/17</p>	
<p>6.</p>	<p>New Bid Funding Applications</p> <p>None submitted</p>	
<p>7.</p>	<p>Business Support Update: ER reported:</p>	

	<p>Brentwood Business Showcase on 2 November at Brentwood School had been a great success with 400 businesses attending and excellent feedback received. The event comprised 50 exhibitors, 7 keynote strategic and entrepreneurial speakers and 7 business workshops. A video, photos and post event PR are available on the website www.businessshowcase.co.uk.</p> <p>Discover Brentwood was launched at the showcase event: www.discoverbrentwood.co.uk. The website will promote Brentwood and its offer to visitors and businesses looking to visit, locate, spend and invest in the Borough. Work is ongoing with Visit Essex to develop a marketing plan, campaigns and a launch event for the visitor economy businesses.</p> <p>Apprenticeship Programme 2016/17 Adult Community Learning is working in partnership to deliver a BBC wage subsidy grant to recruit apprentices for 12 local businesses. Also to support apprenticeships for Brentwood charitable sector organizations including Brentwood Theatre and Fitness in Mind/Brentwood Leisure Trust as part of the Royal Coach Core apprenticeship scheme.</p>	
<p>8.</p>	<p>Environmental Audit Team Disbandment:</p> <p>Following the resignation of MH and GB in their valuable roles, CO expressed thanks for their hard work and dedication in striving to ensure a safe, attractive and well maintained public environment in the Borough. MH had been supporting the town for 20 years going back to the Town Forum. To ensure this good work would continue the BBC Street Inspector Tony Willson had agreed to continue the audit and enforcement and attend future BBRG meetings.</p> <p>MH reported successes with the cleaning and refurbishment of some High St furniture and road repairs but heavy vehicle parking on the pavements was still causing damage and weight limits not being enforced. St Thomas Churchyard had been cleared and vastly improved, also the bed at the corner of William Hunter Way. Fountain by Sainsbury's never switched on and still a lot of fly posting from Brentwood Centre events. MH hoped the group would strive for a clean, tidy and cared for High St going forward to best showcase the town.</p> <p>Actions: CO asked for M&S help to contact Sainsbury's re fountain being switched on</p> <p>Contact Brentwood Centre marketing to discuss promotional materials and fly posting</p> <p>GB raised ongoing issues of graffiti which Community Safety was leading on with the police. Also the increase of commercial waste bins in the Town Centre. KT had seen rats in front of Sainsbury's Car Park. LE stated the toilet opposite Brentwood Station had been removed.</p>	<p>WB/ M&S</p> <p>ER</p>

	<p>Action: Refer waste bins and pest control to Street Inspector</p> <p>MH and GB wished the group all success for the future.</p>	ER
9.	<p>Any Other Business:</p> <p>MHaw congratulated the Council on a superb Business Showcase event and had written to Cllr Louise McKinlay with congratulations. AJ seconded this on behalf of the FSB as being an excellent, well organised event with first class speakers.</p> <p>CO raised the lack of any feedback on progress of the Brentwood Enterprise Centre project following joint funding of the feasibility study by BBRG and ECC. BBC had confirmed that the suggested space at the Town Hall would now be converted to residential letting accommodation but no feedback given to the Chamber as joint project leads.</p> <p>Action: Raise with JK at next meeting of Chamber and BBC</p> <p>MHaw questioned the longer term future of BBRG and grant funding. CO responded that a £10k grant had been given for 2016/17 plus a healthy revenue carry forward and therefore reserves. Also there was a possible expansion of BBRG remit.</p> <p>CO announced he was standing down as BBRG Chair in January and this would be his last meeting. Thanked all cluster leaders for their support. Also thanked AJ, ER, AK and LE on the management committee for great support. Requested that ER announce the new Chair once a replacement was confirmed.</p> <p>KT thanked CO on behalf of NP and the clusters -without CO help and support they could not have made such great progress in developing the clusters.</p> <p>MHaw thanked CO for taking the group forward hugely and achieving very worthwhile work and projects.</p> <p>ER thanked CO on behalf of officers and the group for his great support, leadership and commitment to the role. Also his vision in taking the group forward with re-structuring and establishing business trade clusters. CO had left a great legacy for the group as a very relevant, forward looking and vital part of the Town Centres and their environs.</p> <p>All expressed grateful thanks to CO for his chairmanship and regrets that he was standing down.</p>	MHaw
10.	<p>Date of next meeting: Monday 30 January, 2017 in Committee Room 1, Town Hall, commencing at 6pm</p>	