



**Meeting of the Renaissance Group Special 'Strategy'
Meeting Tuesday 27th June 2017 at the Town Hall from
6 pm to 7.30 am**

AGENDA

(This is an additional Renaissance Group (RG) meeting, as agreed at the 22 May meeting, to consider the future strategy for RG – the core RG group is invited plus Deputy Cluster Leaders and a few other participants, if suggested, to help generate ideas for this 'blue sky' session)

The session, once started, will be facilitated by Cllr Mark Reed

1. Introduction and description of purpose of session by RG Chair Mike Hawkins

Facilitation by Mark Reed:-

- Review purpose and scope of RG – e.g. *RGs TORs – Para 2 b and c - include 'assisting in shaping the trade-related vision of BBC by feeding its collective view to the Council, initiating, supporting and coordinating collective decisions to improve the town centre environment to maximise footfall and tourism, sustain economic growth and maintain/improve customer satisfaction* {The full TORs are attached – are they still relevant and adequate for our purpose? Are they too long and complicated? – as an example Brentwood Chamber of Commerce Constitution is just two sides of A4}
- Is the Name '*Renaissance Group*' any longer relevant? is it possible for RG to become a recognised and memorable brand? **If not, what should we change it to?**
- How can we improve its branding/visibility?
- Initial thoughts are that the current structure and membership of the group is ok. but what are the views of the wider group?
- Is there anything else?

2. Summary and Next Steps (Elaine Richardson/Mike Hawkins)

3. Next Regular RG Meeting is scheduled for 3rd July.