



BRENTWOOD BOROUGH RENAISSANCE GROUP SPECIAL STRATEGY MEETING
27 June 2017

PRESENT:

Renaissance Group:

Mike Hawkins	MH	Chair of Renaissance Group
Alan Jefcoate (Vice Chair)	AJ	Federation of Small Businesses
Cllr John Kerslake	JK	Brentwood Borough Council
Cllr Mark Reed	MR	Brentwood Borough Council
Cllr Gareth Barrett	GB	Brentwood Borough Council
Cllr Roger McCheyne	RM	Brentwood Borough Council
Carol Smith	CS	Representative Brentwood East End Cluster
Natasha King	NK	Representative Brentwood East End Cluster
Suzan Hearson Clark	SHC	Representative Brentwood West End Cluster
Laurie Edmonds	LE	Website Host and Media Coordinator
Tony Wilson	TW	BBC Street Inspector
Colin Barber	CB	Chairman Brentwood Chamber of Commerce
Dan Foley	DF	Representative Baytree Centre
Nish Patel	NP	Representative Upper Shenfield Cluster
Kaye Thurgood	KT	Representative Central Shenfield Cluster
Support group		
Elaine Richardson	ER	Brentwood Borough Council
Nishat Amin	NA	Brentwood Borough Council
Phil Drane	PD	Brentwood Borough Council

APOLOGIES:

Cllr David Kendall, Natasha Radford, Anne Knight, Helen Code ECC

		Action
1.	<p>Introduction and description of purpose of session by RG Chair Mike Hawkins</p> <p>Review what RG is about, blue sky session is to generate ideas, Mark Reed to facilitate.</p>	

Review purpose and scope of RG

What do we want RG to be doing?

- Innovation
- Promotion
- Environment improvement
- Drive footfall
- Co-ordinate
- Business support and training/education
- Parking, transport and infrastructure
- All businesses involved

All business involved -

With what?

Who?

Smaller businesses/independents

Reaching out to the community

Is Chamber of Commerce complimentary to RG? Is RG just for retail or all business?

All in one place?

M&S want a good environment in Brentwood, improved community

Night time economy? Restaurants don't like to get involved.

Some other TCPs have cafes, pubs and bars included as members.

How can we help/support the changing nature of the High Street - especially cafe's/ restaurants? BBC groups involved in night time economy:

- BNAG (Brentwood Night time Economy Group)
- BASLE (Brentwood Association of Safer Licensed Establishments)

Define what each group is responsible for eg BBC, Chamber of Commerce, FSB, Brentwood for Growth, BNAG and what roles and responsibilities they have within RG. "Cake being one brand with different segments."

Is the name 'Renaissance Group' any longer relevant? Is it possible for RG to become a recognized and memorable brand? If not what should we change it to?

All agreed a change of name needed as lack of awareness of RG and what it stood for. Suggestions:

- The Brentwood Forum or The Brentwood/Shenfield Forum
- Brentwood Town Team
- Business for Brentwood
- Brentwood for Business
- Business Partnership
- Business in the Community
- Discover Brentwood or Discover Brentwood Business
- Love Brentwood

- Business Partnership
- Business & Community (with strap line)

Include Brentwood or Shenfield in the name? May bring problems in the future with other town/village willingness to be included e.g. Ingatestone.

Discover Brentwood brand is potentially too Touristy

Put forward 2-3 names and vote via email

Final three

- Business & Community
- Discover Brentwood
- Business for Brentwood

But, what happens to the website/domain name ?

How can we improve branding/visibility

Whatsapp group instead of email?

New meeting place: M&S, Baytree Centre

Promote perks of the group to businesses

Definition of the group?

- retailers
- businesses engaging with customers
- community

Membership & structure

Council (High level),

RG (accountable to Council),

Brentwood for Growth (accountable to RG and Council?)

Chamber of Commerce help facilitate RG.

Do the clusters work? Yes but time consuming, email not very effective as people don't respond. Need better form of communication, maybe a Whatsapp group or face to face to gain response.

Bring all businesses groups together

- RG
- Clusters
- Chamber
- Brentwood for Growth

Consider education being part of group eg Havering College

Consider Discover Brentwood attractions and hotel, restaurants and the leisure economy being members.

	<p><u>Final thoughts and summary</u></p> <ul style="list-style-type: none"> • Extend to wider audience, • Important to have broader engagement, • Drill down objectives, projects, events, include a wider membership, • Invite guest speakers to meetings • Essential a cluster leader has support from the group • Focus on shopping local • Improving the environment (high street) • What are we about • Clarify the purpose of the group • Digest the research, look at what works well • Be realistic • We can do anything but not everything • Objectives clearer, high street looking tired and poor. • More events • Promoting events – Facebook • Sponsor events via Facebook 	
<p>2.</p>	<p>Summary and Next Steps (Elaine Richardson/Mike Hawkins)</p> <p>To next meeting 17 July (re-scheduled from 3 July)</p> <p>Consider Town Centre Partnership research presented at meeting</p>	