

## **BRENTWOOD BUSINESS PARTNERSHIP GROUP VIRTUAL MEETING VIA ZOOM**

**04 August 2020, 6pm – 8pm**

PRESENT:

### **Brentwood Business Partnership Group:**

Mike Hawkins	MHa	Chair, BBP
Kim Anderson	KA	Brentwood Borough Council
Elliot Blenkhorn	EB	ShopSafe
Daniel Cannon	DC	Brentwood Borough Council
Martyn Hart	MHt	Ingatstone Trade Cluster Representative
Stephen Holden	SH	The Olive Branch
Tracy Holden	TH	The Olive Branch
Cllr Noelle Hones	NH	Brentwood Borough Council
Cllr Chris Hossack	CH	Brentwood Borough Council
Caroline Judd	CJ	Brentwood Chamber
Cllr David Kendall	DK	Brentwood Borough Council
Cllr John Kerlake	JK	Brentwood Borough Council
Paul Mason-Hughes	PMH	Havering Colleges
Annie Sid	AS	The Greenhouse
Yahia Zaky	YZ	Yaya Shakes
<b>Support group</b>		
Nishat Amin	NA	Brentwood Borough Council
Laurie Edmonds	LE	Brentwood Borough Council
Phil Drane	PD	Brentwood Borough Council

### **APOLOGIES:**

Helen Arran, Cllr Gareth Barrett, Paul Beresford, Finula Crowe, Anne Elliss, Dan Foley, Alan Jefcoate, Tracey Lilley, Cllr Roger McCheyne, Vickie O'Donoghue, Sarah O'Sullivan, Nish Patel, Nicky Smith, Ian Southgate, Kaye Thurgood

		Action
<b>1.</b>	<b><u>Welcome and Introductions</u></b>  MHa welcomed all present and new guests Stephen Holden and Tracy Holden from the Olive Branch, Yahia Zaky from Yaya Shakes, Elliot Blenkhorn from ShopSafe and Caroline Judd representing Brentwood Chamber.	
<b>2.</b>	<b><u>Minutes from 23 June 2020</u></b>	

	<p>LE highlighted two actions from the last meeting that are in progress to be completed soon.</p> <p><b>The two actions to be completed by LE and NA are:</b></p> <ol style="list-style-type: none"> <li><b>1. Arrange a Brentwood Open marketing group meeting with the relevant businesses to discuss how to move the branding and promotion of the Brentwood Open Facebook group forward</b></li> <li><b>2. Distribute support local posters to retailers across Brentwood, Shenfield and Ingatestone.</b></li> </ol> <p>The rest of the minutes from the last meeting were agreed as a correct record.</p>	<p>LE/NA</p>
<p><b>3.</b></p>	<p><b><u>Chairs Report</u></b></p> <p>Previously circulated and noted.</p>	
<p><b>4.</b></p>	<p><b><u>Introduction of the new Shop Safe scheme</u></b></p> <p>Caroline Judd welcomed Elliot Blenkhorn from ShopSafe who presented a video on the new 'Brentwood Connect' scheme, a brand new town link radio system for Brentwood being delivered in partnership with the Brentwood Chamber of Commerce.</p> <p>ShopSafe specialises in connecting retailers and licensed premises with CCTV and the police, through the latest digital radios.</p> <p>This new digital service will cover the whole of the Brentwood borough, therefore offering much improved coverage compared to the previous Town Link system, which only covered Brentwood High Street and the immediate surrounding area.</p> <p>The ShopSafe scheme is already operating successfully in other Essex boroughs and will better allow businesses to communicate together, helping to share important safety information about shoplifters and anti-social behaviour.</p> <p><b>The aim of Brentwood Connect is to:</b></p> <ul style="list-style-type: none"> <li>• Help reduce shop theft from our high streets</li> <li>• Provide an early-warning system against known offenders</li> <li>• Create an instant link between businesses and the CCTV control room to offer support where possible</li> <li>• Boost networking, communication and collaboration between local businesses</li> <li>• Engage with local police and PCSOs more effectively</li> </ul> <p>JK asked if this could be linked with the Council's CCTV.</p>	

	<p>EB confirmed that the ShopSafe radio audio as well as the video+audio from the bodycams can be transmitted to the Council's CCTV control room."</p> <p>The scheme can be setup in other areas such as Shenfield and Ingatestone within weeks if there is interest from the traders.</p> <p>The Chamber is offering a 90-day free trial of the scheme and offering to collect the old equipment from current users of the old Town Link Radio.</p> <p>For more information on the scheme, please visit <a href="http://www.brentwoodchamber.co.uk/brentwood-connect/">www.brentwoodchamber.co.uk/brentwood-connect/</a> or contact Caroline Judd at <a href="mailto:caroline.judd@brentwoodchamber.co.uk">caroline.judd@brentwoodchamber.co.uk</a> or Elliot Blenkhorn at <a href="mailto:elliott@shopsafe.uk">elliott@shopsafe.uk</a>.</p>	
5.	<p><b>Update on the Brentwood Open Facebook Group</b></p> <p>LE reported that the Brentwood Open Facebook group has over 6,300 members. There's been positive feedback and comments on the group with businesses saying it is improving their footfall and sales since reopening after lockdown.</p> <p>AS added that her business and neighbouring businesses based in Crown Street have benefitted from posting in the group.</p>	
6.	<p><b>Update on Boutique Market</b></p> <p>LE reported on behalf of NT. A meeting took place with the event organiser, Project Farm' and a new target date of May 2021 has been identified to hold the event. Closing Brentwood High Street has also been recommended create more space for stall holders.</p> <p>The aim is to have 30-40 boutique stalls with the addition of food trucks as a theme to attract more people. Depending on any future high street closures, BBP could aim to hold the boutique market on that day as the road will be closed. This would allow food trucks to be parked on the high street with tables and chairs for customers.</p> <p>The event organiser has budgeted a total cost £11,000 to put on the event, however this amount may reduce and additional sponsors may be found. The team feels confident that the event could at least breakeven with the income from stallholder sales.</p>	
7.	<p><b>Council Executive Report</b></p> <p><b>Economic Development</b></p>	

	<ul style="list-style-type: none"><li>• <b>Business grants update</b><ul style="list-style-type: none"><li>○ LE provided an update on the business grants that have been distributed to eligible businesses in Brentwood. £904,000 in discretionary grants has been now been paid out.</li><li>○ Just over a hundred businesses have been identified that may still be eligible to receive either a small business grant of £10k or a retail, hospitality and leisure grant between £10k to £25k. The government have stated that the money must be distributed by the end of August.</li></ul></li> <li>• <b>High Street closure</b><ul style="list-style-type: none"><li>○ MHa asked CH whether he thinks the road closure of Brentwood High Street has been a success, in which CH responded to say that the closure has now served its purpose and that he is now trying to get the road reopened, as requested by some Brentwood High Street traders</li><li>○ YZ from Yaya Shakes asked whether the Council can install cameras on the High Street to prevent customers parking on the pavements. CH responded that camera technology would be great to deliver for evidence and fines, but not sure if it is possible to implement anytime soon.</li><li>○ SH from The Olive Branch shared feedback on the road closure, parking, lack of footfall to the east end of the Brentwood High Street and anti-social behaviour.</li></ul></li> <li>• <b>Eat Out to Help Out</b><ul style="list-style-type: none"><li>○ NA reported on the governments 'Eat Out to Help Out' scheme where diners receive 50% off their food bill (up to a maximum of £10 per diner) on Mondays, Tuesdays and Wednesdays from 3 August to 31 August at participating eateries. The Economic Development team alongside the Comms team will be publishing posts on Facebook, Twitter and Instagram featuring independent eateries and encourage diners to use the discount and increase footfall. A full list of all participating independent eateries and national chains has been put together on the Discover Brentwood website: <a href="http://www.discoverbrentwood.co.uk/eat-out-to-help-out.aspx">www.discoverbrentwood.co.uk/eat-out-to-help-out.aspx</a></li></ul></li> <li>• <b>Crown Street arch</b><ul style="list-style-type: none"><li>○ LE reported that the plans to install the arch are progressing. A company has been identified to help with submitting the paperwork to Essex Highways and install the arch. The arch is currently incomplete as the two</li></ul></li></ul>	
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	<p>legs for the arch cannot be built until Essex Highways signs off the engineer's drawings. The Council is hopeful that the arch can be completed and installed before the end of this year.</p> <p><b>Planning Policy</b>  PD reported that the Dunton Hills project is progressing well and will aid the examination of the local plan which was submitted earlier this year. The Community Services team have also been involved in events and provided support in the co-design work and involving the community on the project.</p> <p><b>Corporate Enforcement</b>  Since July, there have been 23 new reports of anti-social behaviour in Brentwood. The corporate enforcement team is helping the South Essex Parking Partnership (SEPP) in enforcing on car parking on the High Street pavements. 30 parking tickets were issued in July and two fixed penalty notices for littering.</p> <p><b>Dan to follow up on the problem of disturbances outside The Olive Branch with Steve and Tracey.</b></p>	DC
	<p><b><u>Business Trade Clusters Update</u></b></p> <p><b>Brentwood Cluster &amp; Baytree Progress Update</b>  AS reported for Crown Street. AS passes on her thanks to the Council for installing the benches and lighting on Crown Street which is creating more footfall and dwell time.</p> <p>Traders are looking to place a sign on a wall in the Chatham Way carpark directing people to the top end of Crown Street.</p> <p>TH reported that footfall in Brentwood High Street has not been as good in comparison with their branch in Billericay, which she attributes to ease of parking and the choice of shops available in Billericay.</p> <p><b>Shenfield Upper and Central Progress Update</b>  No report.</p> <p><b>Ingatstone Cluster Progress Update</b>  MHt reported that businesses are interested in what events and attractions can be held in Ingatstone in the future. MHt suggested a similar event to the Boutique Market could be held successfully in the village.</p>	
10.	<p><b><u>Report on Recent Activities from Chamber and FSB</u></b></p> <p>No report.</p>	

<p><b>11.</b></p>	<p><b>Bid Applications</b></p> <p>A bid for a Nutcracker Trail for Brentwood, Shenfield and Ingatestone High Streets may be put forward at the next BBP meeting. The trail will take place from the end of November for 6 weeks in place of Lighting Up Brentwood and the Shenfield Christmas Fayre. There will be a cost of £7,000 to hire in the nutcracker trail which will include 11 statues. Each nutcracker will be sponsored at £500 each, generating a total of £5,500 in sponsorship income. A proposal may come forward in September that the remaining £1,500 be split between the Council and BBP, which would mean that the BBP sponsors can have their logos on all the promotion around the Nutcracker Trail.</p> <p><b>LE to bring forward a bid application to the next meeting on 15 September.</b></p>	<p><b>LE</b></p>
<p><b>12.</b></p>	<p><b>AOB</b> None</p>	

**Date of next meeting:** Tuesday 15 September, 6pm – 8pm

**Location:** Via Zoom