

BRENTWOOD BUSINESS PARTNERSHIP GROUP MEETING

7 August 2019, 6pm – 8pm

PRESENT:

Brentwood Business Partnership Group:

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| Mike Hawkins (Chair) | MHa | Chair of BBP |
| Alan Jefcoate (Vice Chair) | AJ | Vice Chair of BBP & FSB Representative |
| Kim Anderson | KA | Brentwood Borough Council |
| Martyn Hart | MHt | Ingatestone Cluster Leader |
| Cllr Noelle Hones | NH | Brentwood Borough Council |
| Cllr David Kendall | DK | Brentwood Borough Council |
| Cllr John Kerslake | JK | Brentwood Borough Council |
| Helen Knox | HK | Brentwood Chamber of Commerce |
| Tracey Lilley | TL | Brentwood Borough Council |
| Nish Patel | NP | Upper Shenfield Cluster |
| Ian Southgate | IS | Brentwood Theatre |
| Sally Sykes | SS | Brentwood Chamber of Commerce |
| Kaye Thurgood | KT | Central Shenfield Cluster |
| Support group | | |
| Nishat Amin | NA | Brentwood Borough Council |
| Laurie Edmonds | LE | Brentwood Borough Council |
| Phil Drane | PD | Brentwood Borough Council |

APOLOGIES:

Colin Barber, Cllr Gareth Barrett, Dan Foley, Paul Mason-Hughes, Cllr Roger McCheyne, Vickie O'Donoghue, Nicky Smith, Nicki Treffers

| | | Action |
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| 1. | <u>Welcome and Introductions</u> MHa welcomed all present including newly appointed BBP members Cllr Noelle Hones and Cllr David Kendall. New guests from the Brentwood Chamber of Commerce, Sally Sykes and Helen Knox, were also welcomed. | |
| 2. | <u>Tour of Brentwood Theatre</u> IS gave a tour of the Brentwood Theatre to members present. Following on from the last meeting, IS also showed the area of the | |

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| | <p>theatre that is planned for extension. All members gave thanks to Ian and the theatre for the tour and for hosting the meeting.</p> | |
| <p>3.</p> | <p><u>Minutes from 26.06.19</u></p> <p>The minutes were agreed as a correct record.</p> <p>All action points from the last meeting have been either met or in progress.</p> | |
| <p>4.</p> | <p><u>Chair's Report</u></p> <p>Brentwood Business Briefing BBP in partnership with Brentwood Borough Council and Brentwood Chamber of Commerce will be hosting the first Brentwood Business Briefing & Networking event on Tuesday 3 September 2019, 5.30pm - 8pm at the Adult Community Learning (ACL) Essex, Bishops Hill, Rayleigh Road, Brentwood CM13 1BD.</p> <p>The event is based on the Southend Business Partnership briefing model, where the event will feature expert speakers, a business support exhibitor display, and networking.</p> <p>92 attendees have registered with half a dozen exhibitor stands confirmed so far.</p> <p>MHa encouraged all members to attend and promote the event to the wider business community.</p> <p>Circulate registration link to all BBP members</p> <p>Sponsorship Two potential sponsors for BBP have been identified as Beresfords and Tees incorporating Wortley Byers Law. The BBP executive committee is in advanced talks with both organisations to co-sponsor BBP. The sponsorship proposal will bring in a combined total of £15,000, with each organisation paying £7,500 each.</p> <p>MHt enquired about the progress in looking into business rate rebates and how they might be used as another source of funding for BBP.</p> <p>LE responded with response from Alistair Greer, Principal Accountant, Brentwood Borough Council.</p> <p><i>“Since October 2015 the Government has been working on the following two pieces of work:</i></p> <p><i>a redesign of the Business Rates Retention scheme, allowing Councils to retain a greater proportion of business rates income raised locally</i></p> | <p>NA</p> |

a full review of the needs and redistribution mechanism for local authority funding through the Fair Funding Review.

The Business Rate Pilot Schemes currently running in other parts of the country are part of the Business Rates Retention redesign process.

The changes to the current processes from these two pieces of work will be implemented in 2020/21. These changes will not be announced until the end of this year, and at this point in time it is not possible to predict with any certainty what they will look like and what their impact will be locally.”

MHt and NP suggest that BBP should lobby the Council to prioritise helping local businesses.

DK responded with his views on how the Council should adopt a town centre action plan to tackle the problems faced by retailers and small businesses.

KT raised the issue of accessibility for customers in town centres, with the example of the planned (and then cancelled) closure of Ingatestone High Street for gas works which could have put off visitors and potential customers into the High Street.

BBP Constitution

The Council’s legal department is continuing to review the BBP constitution. Progress will be reported in the next meeting.

MHa shared the frustrations and concerns of members on the delay of the constitution being finalised.

PD noted that in the future BBP could look for external paid legal advice if BBP has exhausted all options with the Council’s legal department.

5. The Market Place Update

The Market Place event is not going to take place this September due to resourcing issues. BBP is looking at future dates for the event in 2020.

MHa asked members for their consent to explore the idea of outsourcing the management and running of larger BBP events, such as The Market Place and Shenfield’s Halloween in the High Street. All members consented and agreed to move forward with the idea.

6.

Council Executive Report

1) Economic Development

- Brentwood Business Briefing
- The Brentwood Business Showcase is back on Thursday 31 October 2019 from 9am-4pm at the Brentwood School. Exhibitor spaces are filling up fast. Speakers and workshops will be announced in September.

MHa asked the members whether BBP would like to be one of the bronze sponsors for this year's Showcase. The bronze sponsorship package includes:

- Standard exhibitor stall
- Complimentary lunch
- Quarter page advert on the printed programme
- Logo on the homepage and sponsors page of the Showcase website

The request to become a bronze sponsor for the 2019 Brentwood Business Showcase was agreed by members.

LE to put together a Showcase bronze sponsor bid application and bring to the next BBP meeting.

HK and KT suggested that BBP set up Facebook and Instagram accounts to supplement the existing Twitter feed to grow the group's online presence. KT highlighted that having a standalone website from Discover Brentwood may give better promotion of BBP activities.

Scope out resourcing requirements for setting up additional social media accounts and creating a standalone Brentwood Business Partnership website.

- The Council has released its Vision for Brentwood questionnaire. The Leader of the Council would like to find out what matters most to residents and what they would like the Council to prioritise for the next five years. One of the key topics of the consultation is economic growth. BBP members were encouraged to complete the online questionnaire and share the survey link within their trade clusters. The consultation is running for six weeks, the deadline for responses is the 12 September.

Send KT flyers for Vision for Brentwood consultation

2) Planning Policy

- Local Plan representations received earlier this year from consultation are almost processed and will be published on the Council website in the next few weeks. The submission

LE

LE/NA

LE

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| | <p>process to central government will take place in the next couple of months.</p> <p>PD to provide an update on the process of submission of the Local Plan and what it means to residents and businesses.</p> <p>3) Corporate Enforcement</p> <ul style="list-style-type: none"> - There has been a focus on tackling fly tipping in the Borough. The Corporate Enforcement team hosted two fly tipping engagement days in Shenfield and Brentwood High Street to educate residents on how fly tipping impacts the Borough and how to report it. - More evening and weekend parking patrols will be taking place. - Corporate Enforcement now has a speed camera gun available to detect speeding vehicles. - Two new town centre police officers, Mike Davey and Gary Barnes, have been appointed. They will focus on community concerns and keeping good communication with retailers and businesses. <p>Send the next Corporate Enforcement newsletter to members. Ask BBP members if they want to be added to the distribution list.</p> | <p>PD</p> <p>NA/TL</p> |
| <p>7.</p> | <p><u>Business Trade Cluster Update</u></p> <p>Baytree Centre – DF report sent in via email</p> <ul style="list-style-type: none"> - The Baytree Centre thanked BBP for the continued support of centre events, including One Great Day which took place on 6 July. The double-sided banners provided by funding from the BBP created a great visual for Nicholls Build and helped showcase the GOSH train that was on display at Baytree both building up to the event and post event. <p>The Baytree Centre raised £1,360.61, their record charity collection total. The footfall on 6 July was the centre’s busiest in July and the week’s footfall was the 2nd busiest of the year with only Mother’s Day recording a higher footfall.</p> <ul style="list-style-type: none"> - Plans are ongoing to extend the Management Suite, with a view of having a dedicated room for breast feeding and or a sensory room. - Baytree and have provided footfall and dwell time data, free of charge, to local organisations. - Brentwood CVS recently held a community drop in session for the elderly to pop in for a free coffee, network and get some advice on services, free health check etc. Over 50 people attended. | <p>DF</p> |

- Brentwood Theatre have leaflets on display at Baytree have kindly mentioned and thanked Baytree on social media.
- The Baytree Centre has applied for green apple status to recognise the centre's continued efforts with sustainability. Recent achievements include 60% of waste being recycled and 6 tonnes of rubbish being removed from the waste stream.
- Table Tennis England in partnership with Active Essex are due to complete all paperwork for a temporary lease on 15 August with a view of being open to the public in September.
- Two retailers have entered a new lease with the landlord.
- Letting agents are in advanced talks with various businesses for vacant units.

Shenfield Upper & Central Report – KT & NP

- Shenfield Christmas Fayre is taking place on Sunday 8 December. Preparations for the event are going well. A local dance group has been secured to provide a wider range of activities, including street entertainment.

KT and NP are to submit a bid to BBP for funds towards the fayre, in return for BBP becoming the headline sponsor of the event. KT suggested meeting with MHa to discuss sponsorship in more detail before submitting the bid.

KT/NP

Meeting to be set up with KT, NP and MHa regarding the promotion BBP receive for the sponsorship of the Shenfield Christmas Fayre.

**KT/NP/
MH**

- KT and NP reported that customer confidence and footfall is low at the moment. KT suggested that a joined-up approach by all clusters in the Borough such as a "shop local" campaign may help in encouraging footfall.

Ingatestone – MHt

- The Ingatestone Summer Hunt took place over July. It did not generate as many entries as the Easter hunt. A lessons learnt session will take place with participating businesses in September to investigate better ways to run events and campaigns.
- A few burglaries were reported in Ingatestone resulting in some businesses interested in installing a camera on their

MHt

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| | premises that can be used for evidence and fed into the CCTV monitoring station at Brentwood Borough Council. | |
| 8. | <u>Report on Outcome on BBP Business Plan</u> The report will be circulated to members. | NA |
| 9. | <u>New Bid Funding Applications</u> LE mentioned that the new online DASH form for bid applications will hopefully be set up and running by September. LE reported that Crown Street traders are coordinating a dog-themed “Santa Paws” event to run alongside Lighting Up Brentwood. Each shop will be contributing in running the event and may put together a bid to BBP. | LE |
| 10. | <u>Report on Recent Activities from Chamber and FSB</u> Brentwood Chamber of Commerce – SS & HK SS referred to several upcoming events that the Chamber is organising including breakfast networking and meet the members tours. The Brentwood Business Awards are taking place on Friday 8 November at Orsett Hall. Applications are now closed, and businesses are being shortlisted for the awards. FSB – Nothing to report. | |
| 11. | <u>AOB</u> Town Hall opening 3 September. A VIP tour is being arranged for BBP and Brentwood Chamber of Commerce. | |

Date of next meeting: Tuesday 10 September 2019, 6pm – 8pm

Location: Brentwood Borough Council Town Hall, Committee Room 1, Ingrave Rd, Brentwood CM15 8AY.

Future Meeting Dates

- Wednesday 6 November, 6.00pm – 8.00pm
- Wednesday 11 December, 6.00pm – 8.00pm