

BRENTWOOD BUSINESS PARTNERSHIP MEETING

10 October 2018, 6pm – 8pm

PRESENT:

Brentwood Business Partnership:

Mike Hawkins	MH	Chair of BBP
Alan Jefcoate (Vice Chair)	AJ	Federation of Small Businesses & Vice Chair
Kaye Thurgood	KT	Representative Central Shenfield Cluster
Dan Foley	DF	Representative Baytree Centre
Kim Anderson	KA	Brentwood Borough Council
Tracey Lilley	TL	Brentwood Borough Council
Lucy Gill	LG	Brentwood Borough Council
Cllr Gareth Barrett	GB	Brentwood Borough Council
Colin Barber	CB	Representative Chamber of Commerce
Kaye Thurgood	KT	Central Shenfield Cluster Leader
Nish Patel	NP	Upper Shenfield Cluster Leader
Elaine Gale	EG	Brentwood Art Trail Lead
Support group		
Laurie Edmonds	LE	Brentwood Borough Council
Nishat Amin	NA	Brentwood Borough Council

APOLOGIES:

Cllr Mark Reed, Cllr McCheyne, Cllr John Kerslake, Val Barclay, Paul Mason Hughes, Nicky Smith, Phil Drane

		Action
1.	<u>Welcome and Introductions:</u> MH welcomed all present	
2.	<p><u>Minutes from 11.09.18:</u> The minutes were agreed as a correct record. Outstanding actions to carry forward:</p> <p>Action from 11.09.18 Minutes:</p> <p>Lower Thames Crossing consultation link to be sent to BBP members.</p>	NA

	<p>KT suggested to stay in contact with Essex Highways to find out when bus stop repairs will be made</p> <p>GB reported than an Essex Highways event will be taking place on 22nd October, where a Highways officer will be available to speak to BBC councillors</p> <p>KT to get in touch with her local Councillors to be present on 22nd October.</p> <p>LE to speak with TL regarding Highway Liaison Officer event.</p>	<p>KT</p> <p>LA/NA</p>
<p>3.</p>	<p><u>Chair's Report</u></p> <p>Showcase Update BBP will be exhibiting at the event and will be sponsoring the exhibitor lunch bags.</p> <p>Future Meeting All agree to drop next November meeting date. Next BBP meeting agreed to be held on 9th Jan.</p> <p>BBP Meeting Dates for 2019 NA will check with Claire on Committee meeting dates for 2019.</p> <p>GB reported Brentwood had better Refill uptake than Chelmsford and performed better per head than larger cities such as Newcastle. Majority of Brentwood signups are independent business.</p> <p>GB also highlighted a deposit return scheme that is being piloted across the UK: £10 deposit for a bottle which can be returned if undamaged.</p> <p>GB suggested LE to ask Michael Page from Essex & Suffolk Water for more information about the plastic saving model</p> <p>Purple Tuesday The new initiative, rolling out on 13 November 2018, aims to improve the customer experience for disabled consumers. Sainsbury's, Barclays Bank, Marks & Spencer and Argos have signed up to the launch event.</p> <p>DF reported that Savills, in partnership with Revo, is preparing a Purple Tuesday rollout at the Baytree Centre.</p> <p>DF to send details about Baytree Centre's support of Purple Tuesday to LE.</p>	<p>LE/NA/ MH</p> <p>LE</p> <p>DF/LE</p>

	<p>KT believes independent retailers would benefit from this scheme as it creates a welcoming environment for those consumers and create returning the schemes.</p> <p>NA to research funding streams to bid for disability/changes to business premises.</p> <p>Brentwood Access Group have secured funding to develop their website. They would like to have a specific section on there that lists accessible shopping and experiences in the borough.</p> <p>Suggestion of holding a workshop for independent retailers for disability training.</p> <p>Gather some case studies to put together into a press release and get some coverage across the borough to promote. This can then be put into a report to businesses to set up for 2019 purple Tuesday.</p> <p>TL to give Keepsafe (Katherine Washbrook) details to LE.</p>	<p>NA</p> <p>NA/LE/ KT</p> <p>TL/LE</p>
<p>4.</p>	<p><u>Brentwood Art Trail Report</u></p> <ul style="list-style-type: none"> - £5060.00 raised in art trail sales over 2 weeks - 68/100 attended Brentwood Art Trail Launch at Brentwood school - 150 visitors attended the Baytree Centre Exhibition over the weekend - New venues and artists added this year to the Trail - 20 venues and around 30 artists in total - ECC publicity material must be better branded with BBP logo for future - Request for additional support next year for publicity of the Art Trail from BBC communications. - Suggestion of more exhibition space and events such as the launch next year. <p>Survey report produced by ECC on inward investment of the Essex Summer of Art project produced in Dec/Jan. LG to send report to LE once made available.</p> <p>DF to produce report on footfall count for the Art Trail Exhibition weekend</p> <p>Send Art Trail Report to BBP members</p>	<p>LG/LE</p> <p>DF</p> <p>NA</p>

<p>5.</p>	<p><u>Report on Outcomes on BBP Business Plan</u></p> <p>MH asked the group whether they prefer a cumulative updated progress report or an updated progress the report since the last meetings.</p> <p>KA suggested an exception report template with targeted date of delivery to track progress to keep the document lighter.</p> <p>BBP management to review how often the BBP plan and report should be updated and report back with decision.</p> <p>Business briefing – suggestion to work in partnership with Chamber of Commerce to deliver a business briefing next year with the aim of running two events every year.</p> <p>CB to feed back to Chamber of Commerce executive committee.</p>	<p>LE/MH/ NA</p> <p>CB</p>
<p>6.</p>	<p><u>Council Executive Report</u></p> <p>Brentwood ED update – LE</p> <p>LE reported back from Economic Development meeting with Havering Council regarding their footfall counters located in 7 shopping districts throughout Havering. LE/NA to continue researching the idea of installing footfall counters to Brentwood and Shenfield.</p> <p>Brentwood Showcase update – NA</p> <p>1st November – Pre-register, link on website.</p> <p>Website now includes list of all confirmed exhibitors including BBP.</p> <p>BBP are the lunch sponsor with logo and link on site.</p> <p>It would be appreciated if the Partnership could share the link to the website, www.brentwoodbusinessshowcase.co.uk, to increase awareness in the business community.</p> <p>NA to send showcase registration link to BBP members</p> <p>Community Safety update – TL</p> <p>A warm welcome was given to Tracey Lilley, Brentwood Borough Council’s General Manager for Corporate Enforcement. TL oversees enforcement across the Council’s Licensing, Environmental Health and Community Safety and Housing departments.</p>	<p>LE/NA</p> <p>NA</p>

	<p>TL has developed a team of 7 trained enforcement officers, who have been through the Essex Police Community Safety Accreditation Scheme and now have 18 enforcement powers.</p> <p>Team consists of the Council's CCTV manager, CCTV operator, Environmental Health officer, Street Inspector, and ASB officer.</p> <p>A Public Spaces Protection Order (PSPO) is now live from Monday 8th October 2018.</p> <p>Suggestion of a night time economy representative for BBP. TL suggested that the chair of the Pubwatch scheme should be invited.</p> <p>LE to contact Pubwatch to invite a representative to join BBP.</p> <p>KT expressed her concerns about whether the Big Issue sellers in Shenfield have the appropriate licenses</p> <p>TL suggested she will get in contact with the Big Issue Magazine and report their activities and review their licenses.</p>	<p>LE</p> <p>TL/LE</p>
7.	<p><u>Business Trade Cluster Update</u></p> <p>Brentwood Cluster Baytree – DF</p> <ul style="list-style-type: none"> - DF to adopt the Brentwood cluster leader role. - Boots and Superdrug signed up to join the Baytree Centre's Halloween event. - Potential of some vendors signing up to help towards costs of running the Christmas event. - Baytree Centre planning application to go through in the next few weeks. - DF has forwarded on BBP feedback on sponsorship questions to Threadneedle. <p>DF to report back on sponsorship meeting with Threadneedle.</p> <p>Shenfield Upper Report – NP/Shenfield Central Report – KT</p> <ul style="list-style-type: none"> - Flash mob now confirmed and to do two performances during the Halloween in the High Street event. - All sponsors confirmed for the event, including Co-op, Tesco and Frances School of Drama. - The Shenfield clusters have engaged the services Little and Large to run the PA system for the Halloween event. 	<p>DF</p>

8.	<p><u>New Bid Funding Applications</u></p> <p>No new bids to report.</p>	
9.	<p><u>Report on Recent Activities from Chamber and FSB</u></p> <p>Brentwood Business Awards – CB Chamber business awards ceremony will take place on 9th November. The Chamber welcomes any publicity for the finalists and winners. The Chamber plans to run the same event next year.</p> <p>Chamber of Commerce Christmas lunch will take place on 19th December – spaces available.</p> <p>FSB – AJ</p> <p>AJ reported that he is lobbying for more FSB events to take place west of Chelmsford. The FSB will be taking up a stand at the Showcase.</p>	
10.	<p><u>AOB</u></p> <p>KA to report on Leisure Strategy Report and Christmas events in January meeting</p> <p>LE reported that £500 earmarked for Crown Street Christmas bid</p>	KA
	<p>Date of Next Meeting: Wednesday 9th January 2019, 6pm – 8pm</p> <p>Location: Brentwood Borough Council Wedding & Ceremonies Room, 1-2 Seven Arches Road, Ingrave Rd, Brentwood CM15 8AY</p>	