

BRENTWOOD BUSINESS PARTNERSHIP GROUP MEETING

10 September 2019, 6:00pm – 8:00pm

PRESENT:

Brentwood Business Partnership Group:

Mike Hawkins (Chair)	MHa	Chair of BBP
Alan Jefcoate (Vice Chair)	AJ	Vice Chair of BBP & FSB Representative
Colin Barber	CB	Brentwood Chamber of Commerce Chair
Dan Foley	DF	Baytree Centre Manager
Cllr Noelle Hones	NH	Brentwood Borough Council
Cllr John Kerlake	JK	Brentwood Borough Council
Tracey Lilley	TL	Brentwood Borough Council
Paul Mason Hughes	PMH	Havering College Representative
Cllr Roger McCheyne	RM	Brentwood Borough Council
Vickie O'Donoghue	VO	Marks & Spencer Store Manager
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:

Cllr Gareth Barrett, Cllr Kendall, Nicky Smith, Nicki Treffers, Kim Anderson, Martyn Hart, Nish Patel, Ian Southgate

		Action
1.	<u>Welcome and Introductions</u> MHa welcomed all present.	
2.	<u>Tour of Brentwood Town Hall</u> LE gave a tour of Town Hall to members present. BBP members saw the refurbished chamber, council offices and new residential flats. Thanks were given to LE and Brentwood Borough Council for the tour and hosting the meeting.	

3.	<p><u>Minutes from 07.08.19</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>	
4.	<p><u>Chair's Report</u></p> <p>Brentwood Business Briefing BBP in partnership with Brentwood Borough Council and Brentwood Chamber of Commerce hosted the first Brentwood Business Briefing & Networking Event on Tuesday 3 September 2019 at the Adult Community Learning Centre in Brentwood.</p> <p>The event was successful with 79 delegates attending and sharing positive feedback. 167 people had originally registered to attend the event which resulted in an approximate 50% no show rate. MHa asked members how they would feel about charging a small fee to attendees for future Briefings to attend.</p> <p>CB and PMH thought that a 50% no show rate is acceptable for a free event and that people may be discouraged in the first place if there were a registration fee.</p> <p>Members all agreed to continue to keep any future briefings free to attend.</p> <p>A survey was carried out by the Economic Development team after the briefing. LE produced a post-event survey for the BBP Board, which will be circulated to all members with the meeting minutes.</p> <p>Circulate Brentwood Business Briefing post-event survey report to all BBP members.</p> <p>Sponsorship Proposal The BBP board has produced a heads of agreement for discussion with Beresfords and Tees Law, and are hoping to secure sponsorship by 1st January 2020.</p> <p>BBP Constitution The BBP board is continuing to work with Brentwood Borough Council's Legal Department to finalise the BBP constitution.</p> <p>Events Since the August BBP meeting, LE has held discussions with individuals that could help support larger community events, such as a boutique market or a food festival, on behalf of BBP next year.</p>	NA

	<p>BBP and its sponsors need to finalise the types of events that will be held in 2020 and before commissioning work.</p> <p>KT mentioned that she and LE have been actively looking for a project manager for Shenfield's Halloween in the High Street. KT explained that it is unlikely that the Shenfield Halloween event will take place unless a project manager is found.</p>	
5.	<p><u>Essex 2020</u></p> <p>LE presented an Essex 2020 presentation to the members present. Essex 2020 is a year-long county-wide celebration of science, technology, engineering, arts and mechanics (STEAM). The inspiration for the programme has come from Chelmsford's Anglia Ruskin University hosting the British Science Festival in September 2020.</p> <p>Essex County Council (ECC) has asked all local authorities, including Brentwood, if they have any STEAM events taking place next year that can be included in the Essex 2020 programme.</p> <p>Existing events, such as the Brentwood Art Trail and Get Into Arts! could be themed around science and technology so that they could be rolled into Essex 2020. Lucy Gill from Brentwood Borough Council is liaising with ECC and working with relevant stakeholders to co-ordinate a joined-up approach for the local offer for 2020.</p> <p>The BBP-sponsored Art Trail will likely have a STEAM theme next year and in return will receive extra publicity by being a part of Essex 2020. This could result in increased footfall for the trail and an opportunity for more exposure for any BBP sponsors.</p> <p>Send the presentation and link to the Essex 2020 website.</p>	<p>NA</p>
6.	<p><u>Council Executive Report</u></p> <p>1) Economic Development</p> <ul style="list-style-type: none"> - Brentwood Borough Council has made an offer to appoint a new chief executive, Jonathan Stephenson. The appointment will be ratified at Extraordinary Council on September 18. He is currently Joint Strategic Director at Babergh & Mid Suffolk District Councils. MHa will send an invitation to the new chief executive to attend an upcoming BBP meeting. <p>Circulate press release to BBP members.</p> <ul style="list-style-type: none"> - Two upcoming business training workshops have been organised in October. A "Podcasting & Video for Business Workshop" will be run on 1 October from 6:00pm-8:00pm and 	<p>MHa</p> <p>NA</p>

Events Team to organise a Christmas event to run on the same day as the Brentwood Lighting Up.

- The Rotary Club will be running a Christmas Grotto for the 3 weeks leading up to Christmas.
- Footfall in the Baytree Centre has improved over the summer. This increase has been boosted by Clarks moving in.

Brentwood Marks & Spencer report – VO

- Sales at the M&S store in Brentwood have been good over the summer period, especially for the food department.
- M&S has just launched their Autumn clothing line which has been well received by Brentwood customers.
- The problem of theft and stock loss continues. M&S is working closely with Essex Police.

Shenfield Upper & Central Report – KT & NP

- Shenfield Christmas Fayre is taking place on Sunday 8 December. Preparations for the event are progressing well. A bid will be submitted soon to BBP for funding for the event. KT expressed thanks to the Council's Community Events team for their excellent planning of the Fayre.
- New businesses in Shenfield include a vape shop, Italian restaurant and veterinary clinic. WN Estate Agents has relocated from Upper Shenfield to Central Shenfield.
- Some Shenfield shops have reported a quiet summer of trading. Other businesses, such as The Co-op, have performed well. KT shared that the Shenfield branch is recognised as one of the best performing Co-op stores nationwide. They will soon be receiving a refit.

Ingatstone – MHt (report sent in via email)

- MHt reported that there will be an Ingatstone trade cluster meeting on Monday, 16 September to brainstorm BBP event ideas for the village.
- He also shared that there is a proposal for a "Buddy Alarm". For shops where there is only one person present, they can install a cheap alarm (like a wireless doorbell) and if they feel threatened can press it. The bell will ring in a shop that has more staff so that someone can come round to see what support is needed. MHt wanted to know if other trade clusters had employed a similar technique. KT said that Shenfield traders use their WhatsApp group to share those types of messages.
- MHt has been actively encouraging Ingatstone businesses to attend events like the Brentwood Business Briefing and Brentwood Business Showcase.

8.	<p><u>Report on Outcome on BBP Business Plan</u></p> <p>The report will be circulated to members.</p>	NA
9.	<p><u>New Bid Funding Applications</u></p> <p>Both bids for the Brentwood Business Showcase bronze sponsorship and Brentwood Business Briefing costs were approved and signed.</p>	
10.	<p><u>Report on Recent Activities from Chamber and FSB</u></p> <p>Brentwood Chamber – CB</p> <ul style="list-style-type: none"> - CB reported that the Chamber is pleased with how the Brentwood Business Briefing event was run and its attendance level. - CB shared that the Chamber’s Business Breakfasts and Meet the Members networking events have proven to be a great success and will continue to take place in 2020. - The Brentwood Business Awards are to take place at Orsett Hall on 8 November. Tickets go on sale Monday 23 September. <p>FSB – AJ</p> <ul style="list-style-type: none"> - The FSB are pleased with how the Brentwood Business Briefing event took place and are happy to exhibit at future events. - The FSB have also booked a stand at the 2019 Brentwood Business Showcase. 	
11.	<p><u>AOB</u></p> <p>NH mentioned that the Vision for Brentwood consultation is closing on 12 September and encouraged all BBP members to fill in the survey and share the consultation link with their network of connections.</p> <p>Circulate the link to the survey to all members.</p> <p>Havering College – PMH</p> <p>Havering College has now been renamed Havering Colleges after the merger of Havering College of Further and Higher Education and Havering College Sixth Form. Havering Colleges is now part of the wider network called New City Colleges.</p> <p>PMH asked members if they could send through to him any comments or views they may have on the types of skills that</p>	NA

	businesses are looking for in staff and apprentices so that the college can set future curricula to reflect employment needs. Circulate PMH contact details to members.	NA
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Date of next meeting: Wednesday 6 November, 6.00pm – 8.00pm

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

Future Meeting Dates

- Wednesday 11 December, 6.00pm – 8.00pm