

**BRENTWOOD BUSINESS PARTNERSHIP GROUP MEETING**

**11 September 2018**

PRESENT:

**Renaissance Group:**

Mike Hawkins	MH	Chair of Renaissance Group
Alan Jefcoate (Vice Chair)	AJ	Federation of Small Businesses & Vice Chair
Kaye Thurgood	KT	Representative Central Shenfield Cluster
Dan Foley	DF	Representative Baytree Centre
Nicky Smith	NS	Representative Brentwood Leisure Centre
Elaine Richardson	ER	Elaine Richardson Consultancy
Cllr John Kerlake	JK	Brentwood Borough Council
Paul Mason Hughes	PMH	Representative Havering College
<b>Support group</b>		
Laurie Edmonds	LE	Brentwood Borough Council
Phil Drane	PD	Brentwood Borough Council
Nishat Amin	NA	Brentwood Borough Council

**APOLOGIES:**

Cllr Mark Reed, Cllr Gareth Barrett, Tony Wilson, Colin Barber, Cllr McCheyne, Cllr Clarke, Val Barclay, Elaine Gale, Nish Patel, Kim Anderson

		Action
1.	<b><u>Welcome and Introductions:</u></b> MH welcomed all present	
2.	<p><b><u>Minutes from 17.07.18:</u></b> The minutes were agreed as a correct record. Outstanding actions to carry forward:</p> <p><b>Action from 17.07.18 Minutes:</b></p> <p><b>Shenfield Summer Event:</b> LE reported that the event did not take place this year.</p>	

3.	<p><b><u>Chair's Report</u></b></p> <p><b>Update on Constitution (ToR)</b>  BBC legal team have reviewed BBP ToR and have suggested a few amendments to the document which are currently being reviewed by BBP management team.</p>	
4.	<p><b><u>BBP Business Plan &amp; Sponsorship Documents</u></b></p> <p><b>Business Plan</b></p> <p><b>Upload Business plan onto BBP website on Discover Brentwood</b></p> <p>ER suggested to feature BBP on BBC ED monthly business newsletter. This would widen the membership and increase the reach of the Partnership, and could help working towards a business briefing in the future.</p> <p>MH asked how can the BBP engage more with the night time economy. Suggestions around the table to engage with the restaurant &amp; leisure businesses in the high street, rather than focusing just on TOWIE.</p> <p>Suggestion of working with the Brentwood Theatre on what they can offer to the Town Centre i.e. street events, performances etc.</p> <p><b>LE to feedback from her meeting with Tracey Lilley, Brentwood Borough Council Community Safety Manager in next meeting.</b></p> <p><b>Sponsorship Proposal</b></p> <p>Discussions are currently taking place for a new sponsor</p> <p>BBP Sponsorship has been added to the agenda for Dan Foleys meeting with Thread Needle on 10<sup>th</sup> October.</p> <p>Entertainers could have interest in sponsorship?</p> <p><b>Respond to the list of questions sent by Threadneedle regarding sponsorship proposal.</b></p> <p><b>If Threadneedle decide not to go ahead with sponsorship, distribute electronic version of the sponsorship document to contacts e.g. Brentwood Leisure Centre</b></p>	<p><b>NA</b></p> <p><b>LE</b></p> <p><b>LE/PD/ NA/MH</b></p> <p><b>NA/LE</b></p>

5.

**Council Executive Report**

**LDP/Lower Thames Crossing – PD**

8<sup>th</sup> November Ordinary Council to agree version of LDP before consultation due to changes to NPPF. Updates to come after meeting that concern ED and the Town Centre.

Consultation on Town Centre Design Guide to take place. Looking at Council owned sites in the Town Centre and can add to the Town Centre and High Street development and will act as a tool to planners for applications.

Crossrail update – delay to full access for Brentwood but short term benefits of new trains and more frequent service.

**Check with Essex Highways and Crossrail on any updates/works/plans to go ahead in Shenfield area that may affect businesses.**

PD/NA

Lower Thames Crossing consultations to take place soon which will be reported to the Partnership. The new crossing should be beneficial to Brentwood businesses. Construction to start in 2021 and open by 2027.

**Brentwood ED update – LE**

Laure Edmonds appointed as Brentwood Borough Council's Senior Economic Development Officer

**Future BBP dates for 2019 TBC**

LE/NA/  
MH

**Clusters Future Structure – LE**

Discussions of Dan Foley's involvement as cluster leader in Brentwood to take place after Dan's management meeting on the 19<sup>th</sup> September.

**Brentwood Showcase update – LE**

Brentwood Business Showcase visitor registration now open. Exhibitor applications are open too with limited number of spaces available. It would be appreciated if the Partnership could share the link to the website, [www.brentwoodbusinessshowcase.co.uk](http://www.brentwoodbusinessshowcase.co.uk), to increase awareness in the business community.

6.	<p><b><u>Business Trade Cluster update</u></b></p> <p><b>Brentwood Cluster Baytree – DF</b>  Baytree Public Consultation event Wed 19<sup>th</sup> Sep, 3-8pm.</p> <p><b>Shenfield Upper Report – KT reported on behalf of NP</b>  Hussey Knights unit now vacant.  Reinstatement of Car Parking charges. Max three hour stay now for the High Street, thanks given from Shenfield clusters to the Council.</p> <p><b>Shenfield Central Report – KT</b>  New furniture store to open on Shenfield High Street.  Traders update – significantly busier summer than the last three summers, mainly due to no Crossrail works.</p>	
7.	<p><b><u>Brentwood Art Trail Report</u></b></p> <p><b>LE reported on behalf of Elaine Gale</b></p> <p>Art Trail on course until 13<sup>th</sup> September. Twenty venues were secured and successfully launched at the Brentwood school on 31<sup>st</sup> August. Thanks to Dan Foley at the Baytree Centre for providing an empty unit to showcase art over the weekend of 1-2 September.</p>	
8.	<p><b><u>New Bid Funding Applications</u></b></p> <p><b>Shenfield Halloween Event – 31<sup>st</sup> October</b></p> <p>£300 collected from clusters as part of contribution wish is at 20% and should be at 25% totaling £375 cluster contribution.</p> <p>Cluster contribution is from the money raised from the 2017 Easter event. Spending will be reduced this year to cover extra £75.</p> <p>LE questioned the dance/drama school fees of £700</p> <ul style="list-style-type: none"> <li>- KT responded to say the fee is for the PA system for the event which is required. The money is to be used to hire equipment necessary.</li> </ul> <p>Reported that Co-op and Tesco are bidding to provide goody bags.</p> <p><b>Bid agreed by all at £1,200</b></p>	

### **Shenfield Christmas Event – 9<sup>th</sup> December**

Bid amount is high due to the Brentwood Borough Council contribution being significantly lower than Brentwood Lighting up. Depot costs are a substantial cost and are necessary.

Two law firms are currently bidding to become the sponsor for this year.

This year to include an Italian market consisting of ten stalls to bridge both upper and central clusters together with a Winter Wonderland located in the center.

Members feel that BBP should have more exposure this year compared to the last few years as the BBP is a significant contributor to the event.

LE reported on behalf of Kim Anderson that the BBC Event team are working hard on securing more sponsorship to cover the costs of running the event, so the figure may fall if they are successful.

**Bid agreed by all at £5,500**

### **Brentwood Baytree Halloween Event – 27<sup>th</sup> Oct**

Produced on behalf of OnBrand Marketing.

DF reported that a paid social media boost to increase reach was successful for the GOSH fun day event.

JK highlighted that all bids proposed add up to £10,000 which equals what we are asking for our sponsorship.

Suggestion to span out the event through whole half term such as a Halloween trail that will involve the whole High Street, whilst Baytree acts as anchor of the event.

**Bid agreed by all at £1,000**

### **Brentwood Baytree Christmas Event – 17<sup>th</sup> November**

LE suggested Natasha at the Chicken & Frog to replace the current workshop listed, which may be less costly.

**Dan to go back to OnBrand Marketing to give this suggestion with reduced contribution of £1500 rather than £2000 and approaching Natasha.**

**DF**

	<p><b>Business Showcase Sponsorship</b></p> <p>Originally the bid was to sponsor the bronze package at the business showcase, however after discussion with the group it was agreed that the Partnership would like to take the Exhibitor lunch sponsorship package at £500 + VAT.</p> <p>This package consists of:</p> <ul style="list-style-type: none"> <li>- A standard exhibitor stand at the showcase</li> <li>- Logo and link on showcase homepage</li> <li>- Logo, link and description on showcase sponsorship page</li> <li>- A quarter page advert in the showcase event programme</li> <li>- Logo printed on 60 exhibitor lunch bags with insert</li> </ul> <p><b>LE to produce new bid for Business Showcase Exhibitor Lunch bags</b></p> <p><b>Bid agreed by all at £500 + VAT totaling £600</b></p>	<b>LE</b>
9.	<p><b><u>Report on Recent Activities from Chamber and FSB</u></b></p> <p><b>Brentwood Business awards – LE</b> Judging still continuing and shortlist will be announced soon. The awards are to be held at Mt Avenue Banqueting suit on the 9<sup>th</sup> November.</p> <p><b>FSB - AJ</b> Nothing to report until meeting on 20<sup>th</sup> September. There is interest from the FSB on more events in Brentwood and possibility to exhibit at the Brentwood Business Showcase on 1<sup>st</sup> November.</p>	
10.	<p><b><u>AOB</u></b></p> <p><b>Events at Brentwood Centre - NS</b> National Fitness Day – 26<sup>th</sup> September International Older People’s Day – 1<sup>st</sup> October NHS celebratory 17 year event - 17<sup>th</sup> Oct</p> <p>BBP thanks to Elaine Richardson for continuing support through her consultancy role to the Partnership.</p>	
	<p><b>Date of next meeting: Wednesday 10<sup>th</sup> October 2018, 6pm – 8pm</b></p> <p><b>Location:</b> Brentwood Borough Council Wedding &amp; Ceremonies Room, 1-2 Seven Arches Road, Ingrave Rd, Brentwood CM15 8AY</p> <p><b>Future meeting dates for 2018:</b> Wednesday 10<sup>th</sup> October Wednesday 21<sup>st</sup> November</p>	