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BRENTWOOD BUSINESS PARTNERSHIP GROUP VIRTUAL MEETING VIA ZOOM
13 May 2020, 6pm – 8pm

PRESENT:

Brentwood Business Partnership Group:

Mike Hawkins	MHa	Chair, BBP
Alan Jefcoate	AJ	Vice Chair, BBP
Kim Anderson	KA	Brentwood Borough Council
Colin Barber	CB	Brentwood Chamber of Commerce
Finula Crowe	FC	Finique Occasion Wear
Anne Elliss	AE	Tees
Martyn Hart	MHt	Ingatstone Trade Cluster Representative
Cllr Noelle Hones	NH	Brentwood Borough Council
Cllr Chris Hossack	CH	Brentwood Borough Council
Cllr David Kendall	DK	Brentwood Borough Council
Cllr John Kerlake	JK	Brentwood Borough Council
Paul Mason-Hughes	PMH	Havering Colleges
Amanda Mills	AM	Key Lime PR & Marketing
Annie Sid	AS	The Greenhouse
Jonathan Stephenson	JS	Brentwood Borough Council
Kaye Thurgood	KT	Central Shenfield Trade Cluster
Nicki Treffers	NT	Beresfords
Support group		
Nishat Amin	NA	Brentwood Borough Council
Laurie Edmonds	LE	Brentwood Borough Council
Phil Drane	PD	Brentwood Borough Council

APOLOGIES:

Helen Arran, Paul Beresford, Dan Foley, Vickie O'Donoghue, Tracey Lilley, Cllr Roger McCheyne, Cllr Gareth Barrett, Sarah O'Sullivan, Nish Patel, Nicky Smith, Ian Southgate

		Action
1.	Welcome and Introductions MHa welcomed all present.	
2.	Minutes from 18 February 2020 NH – Requested a correction in the minutes under section 8 regarding the CCTV camera removal in Ingatstone. The CCTV camera was not	

	<p>removed from Ingatestone High Street, but from Fairfield near a footpath that leads to the train station.</p> <p>The rest of the minutes were agreed as a correct record.</p>	
3.	<p><u>Chair's Report</u> Previously circulated and noted</p>	
4.	<p><u>Report from Laurie Edmonds on implementation of government financial support schemes and other news</u></p> <p>LE gave thanks to local business leaders and organisations that have helped and cooperated with Brentwood Borough Council to support local businesses during the COVID-19 pandemic.</p> <p>As of 13 May, Brentwood Borough Council have awarded £14,060,000 in government COVID-19 small business cash grants to 998 eligible Brentwood businesses.</p> <p>All government financial support for businesses affected by COVID-19 can be found by using this business support finder: https://www.gov.uk/business-coronavirus-support-finder.</p> <p>For those businesses that are not eligible to receive any funding from any of the support schemes so far, the government have recently announced a discretionary grant funding scheme.</p> <p>DK asked if the discretionary cash grants will cover those business owners who own a limited company and pay themselves a dividend as a salary, as the only support available is universal credit.</p> <p>LE replied that government is currently signposting these types of businesses to take out a Bounce Back Loan if additional funding is needed. The government is reviewing its COVID-19 support schemes and could potentially offer new schemes moving forward.</p> <p>DK mentioned that the council should monitor those businesses that who have been unable to receive government financial support.</p>	
5.	<p><u>Brentwood Open Facebook Group</u></p> <p>Amanda Mills, Director at Key Lime PR & Marketing, gave an update on the Brentwood Open Facebook group which the BBP has set up for Brentwood-based businesses to promote their current offers and share news about how they're trading during coronavirus.</p> <p>As of 13 May, Brentwood Open has 4,876 members. To date, there have been 1,296 posts that have had over 21,000 engagements.</p>	

	<p>A survey has been completed by members of the group. One of the outcomes of the survey shows an estimate of how much revenue had been generated by businesses via the group.</p> <p>Could you estimate how many orders have been generated via Brentwood Open</p> <table border="0"> <tr> <td>Up to £100</td> <td>£2450</td> </tr> <tr> <td>£101 - £300</td> <td>£1650</td> </tr> <tr> <td>£301 - £500</td> <td>£3200</td> </tr> <tr> <td>£500+</td> <td>£8250</td> </tr> <tr> <td>Total</td> <td>£15,550</td> </tr> </table> <p>KT said that the feedback on the Brentwood Open Facebook group from the Central Shenfield cluster has been very positive and that BBP should look to carry forward this initiative once business goes back to normal.</p> <p>NT & AS also shared their positive feedback. AS mentioned that her business, The Greenhouse, has generated new sales from posts within Brentwood Open.</p> <p>DK asked whether there can be any solution for those businesses who are not currently on Facebook to benefit from the group.</p> <p>NT replied that there could be an opportunity for a webinar or help resource for digital marketing and social media for businesses.</p> <p>Send BBP members links to the Brentwood Chamber social media courses</p>	Up to £100	£2450	£101 - £300	£1650	£301 - £500	£3200	£500+	£8250	Total	£15,550	<p>NA</p>
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<p>6.</p>	<p>COVID-19 Recovery</p> <p>BBP's role in the post-lockdown recovery</p> <p>JS explained that the Council's aim is to build consumer confidence and create a safe experience when reopening the borough's high streets. Measures such as closing Brentwood High Street could be an option to enable social distancing and allow safe queuing for consumers. All of the high streets will also need clear and effective signage on social distancing and safe shopping.</p> <p>JS highlighted that the Council could also look at converting the goodwill generating by Brentwood Open and look at initiatives to encourage more click and collect.</p> <p>AM advised that there needs to be defined and cohesive messaging running across all marketing campaigns. Any marketing collateral produced should have a consistent look and message.</p>											

	<p>FC stated that business owners she has spoken to are seeking education around social distancing guidelines and safety for their staff and customer in their stores.</p> <p>Future of BBP events</p> <p>NT and AE both agreed that there is too much uncertainty for future events such as the boutique market to take place, especially as promotion for the event would have had to have started a month ago.</p> <p>KA reported that Brentwood Borough Council's summer events such as the Strawberry Fair and Family Fun Days have been cancelled. However they are looking into the possibility of virtual events with the community. The Christmas events are also unlikely to go ahead due to the social distancing measures put in place by government.</p> <p>NH added that the Ingatestone Christmas Market Committee have decided not to go ahead with their planned Christmas market event this year.</p>	
7.	<p><u>View/comments from sponsors Beresfords and Tees</u></p> <p>NT added that Beresfords are looking to run a campaign called "Together We Are Local" across Essex, where Beresfords will profile and promote local businesses to help support them during this pandemic. NT extended the offer to Brentwood businesses if they have any offers or incentives they would like promoting.</p>	
8.	<p><u>Approve BBP Terms of Reference</u></p> <p>The BBP terms of reference were agreed by all.</p>	
9.	<p><u>Business Trade Clusters Updates</u></p> <p>Shenfield</p> <p>KT reported on behalf of Central Shenfield and Upper Shenfield. Over the last week, businesses have noticed customers have become more relaxed and less observant of social distancing rules whilst out shopping in Shenfield.</p> <p>Ingatestone</p> <p>MHt has received a lack of responses to messages sent to businesses in the high street. Many businesses are now providing a delivery service.</p> <p>NH reported that people are observing social distancing well in Ingatestone and that the two grocery stores are doing well. Abigail's Delicatessen has been successful with food deliveries and their Friday</p>	

	<p>pizza van service.</p> <p>Baytree Centre LE reported on behalf of DF. The Baytree Centre has seen footfall increase by 25% which is well above national average. They have implemented revised cleaning schedules on top of the national guidelines and have been shortlisted for a sustainability award based on their COVID-19 response. Seven businesses are currently trading in the centre, whilst four businesses are offering online services and are looking to reopen.</p>	
10.	<p>Report on Recent Activities from Chamber and FSB</p> <p>Backing Brentwood Business webinar series report by Colin</p> <p>Brentwood Chamber, Brentwood Business Partnership and Brentwood Borough Council have put together a series of 'Backing Brentwood Business' webinars focussed around business resilience and support during the COVID-19 pandemic. Webinars are hosted by Brentwood Chamber who have guest presenters speaking on specific topics. All webinars are recorded and can be viewed here: https://brentwoodchamber.co.uk/webinars/</p> <p>CB reported that the webinars have an average attendance count of 25 per webinar. Recorded webinars are listed on YouTube with the number of views growing.</p> <p>Brentwood Chamber will also be hosting a Q&A session with Brentwood and Ongar MP Alex Burghart. CB encouraged BBP members to send in their questions in advance to webinar@brentwoodchamber.co.uk.</p> <p>Brentwood Chamber Q&A with Alex Burghart MP Date: Thursday 21 May Time: 4pm-5pm Link to register: https://us02web.zoom.us/webinar/register/WN_JhhDkd1wSIKBtyOrQREcZg</p>	
11.	AOB	

Date of next meeting: Tuesday 23 June 2020, 6pm-8pm

Location: Via Zoom