

BRENTWOOD BUSINESS PARTNERSHIP GROUP MEETING

14 May 2019, 6pm – 8pm

PRESENT:

Brentwood Business Partnership Group:

Mike Hawkins (Chair)	MH	Chair of BBP
Alan Jefcoate (Vice Chair)	AJ	Vice Chair of BBP & FSB Representative
Kaye Thurgood	KT	Central Shenfield Cluster
Kim Anderson	KA	Brentwood Borough Council
Cllr John Kerslake	JK	Brentwood Borough Council
Nicky Smith	NS	Brentwood Leisure Centre
Nicki Treffers	NT	Head of Marketing of Beresfords
Nish Patel	NP	Upper Shenfield Cluster
Villene Hyam	VH	Brentwood Art Trail Lead
Support group		
Laurie Edmonds	LE	Brentwood Borough Council
Nishat Amin	NA	Brentwood Borough Council
Phil Drane	PD	Brentwood Borough Council

APOLOGIES:

Colin Barber, Cllr Gareth Barrett, Cllr Mark Reed, Cllr Nigel Clarke, Cllr Roger McCheyne, Dan Foley, Ian Southgate, Martyn Hart (MHt), Paul Beresford, Paul Mason-Hughes, Tracey Lilley, Vickie O'Donoghue

		Action
1.	<p><u>Welcome and Introductions:</u> MH welcomed all present and new guest Villene Hyam, organiser of the 2019 Brentwood Art Trail.</p> <p>Due to a high demand in room bookings, this meeting was reduced to one hour and the following items on the agenda were not discussed:</p> <ul style="list-style-type: none"> - Minutes from 02.04.19 - Chairs Report - Council Executive Report - AOB <p>Any outstanding reports to be included in the minutes or circulated by email.</p>	NA

2.	<p><u>Brentwood Art Trail 2019 - VH</u> Brentwood Art Trail will run from the 8th-23rd June 2019.</p> <p>There has been a record number of applications, with 48 artists submitting pieces which are to be displayed across 41 venues, 15 of which are new to the trail.</p> <p>A community space will be held at a Baytree Centre, where artists can hold workshops, talks and demonstrations.</p>	
3.	<p><u>Chairs Report</u></p> <p>Chairs Report to be circulated to all members</p> <p>Since the report was compiled, there has been a change of Council Leader and it was agreed that Phil Drane will set up a meeting for the Chairman to meet with the new Leader, Cllr Chris Hossack, to establish support for BBP and Councillor representation on BBP (in addition to JK)</p>	<p>NA</p> <p>PD</p>
4.	<p><u>Boutique Market Event - NT</u></p> <p>The proposal to hold a one-off boutique market in Brentwood High Street from Friday 19th July to Sunday 21st July, with the aim to drive footfall into the High Street and increase dwell time. The market would consist of a maximum of 20 boutique outlets offering high end, luxury goods.</p> <p>Essex Life is set to become the media partner to the project and will support the event.</p> <p>The cost per stall is estimated to be £193 (£93 for the stall and £100 charge from Essex Life Magazine). The price that the stallholder will be charged is £400, resulting in £207 profit per stall.</p> <p>Essex Life will approach outlets to take up stalls. Stall hire would include a quarter page advert in their magazine for each business, in addition to a double page spread promoting the whole event.</p> <p>Beresfords' marketing department will provide press and social media coverage, promotional material such as flyers and leaflets and put together a program of pre-promotional editorial.</p> <p>KT/NP – Support the idea of a high end goods market that would suit Brentwood and its community.</p> <p>KA – Raised awareness of any licensing issues that may occur from the event such as selling alcohol and live music.</p> <p>All members present at the meeting approve of the project.</p>	

	LE and NT to arrange a meeting to start planning the event.	LE/NT
5.	<p><u>Business Improvement District Discussion – LE/KT</u></p> <p>LE facilitated a discussion of the possibility of a Brentwood Business Improvement District (BID) with a brief PowerPoint presentation that outlines what a business improvement district is, the benefits of BIDs, how BID funding works and what neighbouring authorities have achieved or planned.</p> <p>Circulate the BID presentation to all members</p> <p>KT reported that Hornchurch is currently in the feasibility stage of forming a BID. Havering Council has brought in Heartflood consultancy to liaise with Hornchurch traders and run a survey to help form the basis of what needs to be improved.</p> <p>NT highlighted that decision making in a BID can be slow due to the number of business involved.</p> <p>KT stressed the importance of having the right management team consisting of levy payers and bringing in a consultant would help with the structure and planning.</p> <p>LE suggested that that BBP hold a separate BID session to discuss and brainstorm further.</p> <p>BBP executive team to have an internal discussion and explore the idea of a BID.</p>	<p>NA</p> <p>LE/PD/ NA/MH/ AJ/JK</p>
6.	<p><u>Council Executive Report</u></p> <p>1) Economic Development Two successful joint business training workshops were held in April in partnership with BBP & Brentwood Chamber of Commerce. Pro- actions business coaching taught businesses how they can prepare and manage growth. Businesses also picked up some useful social media training from Invest Essex. Another Invest Essex workshop is planned for the 20th June on SEO and website training.</p> <p>2) Planning Policy The Council consulted on it's Pre-Submission Local Plan (Regulation 19) earlier this year. Officers are now processing all of the representations received before these can be responded to and the Plan submitted to the Secretary of State for the Examination in Public to begin. It is expected that submission will take place in the coming months and that examination hearing sessions will take place later this year.</p>	

	<p>A key part of the Council's Local Plan is the delivery of Dunton Hills Garden Village in the south of the Borough. Recently a series of workshops have taken place that will inform a masterplan for the site, including how employment land and new jobs can be integrated throughout the new community.</p> <p>3) Corporate Enforcement – TL report sent in via email</p> <ul style="list-style-type: none"> i. Essex Police have launched Volunteer Police Cadets in Brentwood which we are supporting. It is in its infancy but has approximately 10 young people signed up. ii. The Corporate Enforcement Team have been working with Essex Police and South Essex Parking Partnership (SEPP) tackling parking issues in Sawyers Hall Lane. iii. A Fixed Penalty Notice was issued to a busker in the High Street who was causing a nuisance. iv. Community Protection Warnings have been issued to several young people following issues at the multi-storey car park. <p>More updates and information to be included in an upcoming Corporate Enforcement newsletter.</p>	
7.	<p><u>Business Trade Cluster update</u></p> <p>Baytree Centre – DF report sent in via email</p> <p>Baytree Centre was successful in being shortlisted for the Revo National Shopping Centre Awards for their BBP-supported GOSH fundraising event last June.</p> <p>Please find the three attached supporting documents included in the email sent with the minutes.</p> <ul style="list-style-type: none"> 1. Baytree entry presentation 2. Revo evening presentation 3. Revo update and 2019 GOSH event <p>The Baytree Centre's planning application is still being processed by the Council. Prospective occupiers have recently approached the Centre; some are linked to the wider planning application however some do not require this process.</p> <p>Community engagement:</p> <ul style="list-style-type: none"> 1) Light House has completed their two-week project at the Baytree Centre - the chairman has since retired but sent a very detailed letter thanking the Centre and showing how they benefited from donations and sales 	NA

- 2) Home Instead have booked in a number of promotions – they have extended this to a dementia workshop being hosted inside Baytree on the 21st May
- 3) TUK TUK were provided free space on the piazza for a charity fund raising event- Onbrand promoted this event through our social media channels
- 4) The Centre has made a £100 donation to a school pupil who is raising funds to go to Africa to help disadvantaged children in South Africa.
- 5) The Centre continues to support Brentwood CVS by providing free space for the My Weight Matters Campaign
- 6) Other colleges have contacted the centre regarding future apprenticeship pop up shops
- 7) Safer Brentwood and Neighbourhood watch had a free stand in the centre last month providing crime prevention advice
- 8) At the request of Alan Jefcoate the centre has attempted to contact the local barbers to see how we can support them through BBP
- 9) The centre is assisting GODSPELL with its marketing campaign
- 10) The Centre is working with the Brentwood At Trail to provide free unit space for artwork and other community activities
- 11) Void unit window spaces are being offered for free in monthly slots to promote local business
- 12) Rotary Club has enquired on a number of occasion about a Christmas grotto but no further information is ever received, the Centre now considers this matter closed
- 13) Brentwood Community Print has been provided free promotional space to raise awareness around mental health; however they have not attended on the last three occasions. The Centre has explained if they do not attend as planned, Centre Management will be unable to support them for free for future request

Shenfield Upper & Central Report – KT & NP

The Great Shenfield Easter Egg hunt had a record number of entries (338). The event received great feedback from participating businesses and community.

	<p>Ingatestone – MHT report sent in via email</p> <p>The first Ingatestone Easter Egg Hunt took place with 4 schools, 500 book bags, 106 correct entries received, 28 shops participating and 3 prizes. Shop owners spoken to said they were happy with it and indicated they should do more activities.</p> <p>There are five Ingatestone shops on the Brentwood Art Trail, a record number of village participants for the event.</p> <p>A traders group has been formed with 5 participants from businesses along the Ingatestone High Street. The committee is planning the Grand Summer Holiday Competition, which is likely to be held from 1st to 19th July. The aim is for 6 schools to participate in this trader-led event with prizes being given at the Horticultural Show on 20th July, hopefully by Alex Burghart MP.</p> <p>MHT is liaising with BEST Growth Hub to hold a training session for businesses, hopefully in September at the Anglo European School.</p>	
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>No new bid applications put forward.</p>	
10.	<p><u>Report on Recent Activities from Chamber and FSB</u></p> <p>Brentwood Chamber of Commerce – No update</p> <p>FSB – No update</p>	
11.	<p><u>AOB</u> None.</p>	

Date of next meeting: Wednesday 26th June 2019, 6pm – 8pm

Location: Brentwood Borough Council Wedding & Ceremonies Room, 1-2 Seven Arches Road, Ingrave Rd, Brentwood CM15 8AY

Future Meeting Dates

- Wednesday 7th August, 6.00pm – 8.00pm
- Tuesday 10th September, 6.00pm – 8.00pm
- Wednesday 6th November, 6.00pm – 8.00pm
- Wednesday 11th December, 6.00pm – 8.00pm