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BRENTWOOD BUSINESS PARTNERSHIP GROUP MEETING

18 February 2020, 6pm – 8pm

PRESENT:

Brentwood Business Partnership Group:

Mike Hawkins	MHa	Chair, BBP
Alan Jefcoate	AJ	Vice Chair, BBP
Helen Arran	HA	Tees
Kim Anderson	KA	Brentwood Borough Council
Dan Foley	DF	Baytree Centre
Martyn Hart	MHt	Ingatestone Trade Cluster Representative
Cllr Noelle Hones	NH	Brentwood Borough Council
Cllr John Kerlake	JK	Brentwood Borough Council
Paul Mason-Hughes	PMH	Havering Colleges
Kaye Thurgood	KT	Central Shenfield Trade Cluster
Ian Southgate	IS	Brentwood Theatre
Support group		
Nishat Amin	NA	Brentwood Borough Council
Laurie Edmonds	LE	Brentwood Borough Council

APOLOGIES:

Colin Barber, Paul Beresford, Dan Cannon, Anne Elliss, Vickie O'Donoghue, Tracey Lilley, Cllr Roger McCheyne, Cllr Gareth Barrett, Cllr David Kendall, Sarah O'Sullivan, Nish Patel, Nicky Smith, Nicki Treffers, Lucy Gill, Phil Drane

		Action
1.	<u>Welcome and Introductions</u> MHa welcomed all present and introduced new BBP member Helen Arran, Business Development Lead at Tees.	
2.	<u>Minutes from 9.01.20</u> The minutes were agreed as a correct record. All action points from the last meeting have been either met or in progress.	

3.	<p><u>Chair's Report</u></p> <p>Sponsorship Signing Ceremony MHa gave thanks to Brentwood Borough Council for hosting and facilitating the BBP sponsorship signing ceremony in the Council chamber on Thursday 9 January 2020.</p> <p>BBP Finances The latest BBP budget to be circulated with the minutes.</p> <p>BBP Constitution After circulation of the latest terms of reference, a few points have been raised from board members which will be reviewed by the BBP executive team.</p> <p>The BBP terms of reference to be voted in next meeting</p> <p>Place Audit KT reported that she and NP have been interviewed as part of the place audit research being undertaken on behalf of Brentwood Borough Council, BBP and Brentwood Chamber of Commerce.</p> <p>DF and MHa are scheduled for interviews for Brentwood and Ingatestone respectively, in addition to MHa as BBP Chair.</p> <p>Brentwood Business Briefing 2020 The spring business briefing is set to take place on Thursday 30 April.</p> <p>MHa asked whether the event should charge for exhibitor stalls this time round.</p> <p>The estimated cost of running the event is £400-£500 with BBP and Brentwood Chamber sharing the cost.</p> <p>It was discussed that to help the event cover its costs that exhibitor stands could be chargeable at a modest amount (c £20-50). LE will liaise with Brentwood Chamber to seek their views so that a joint decision amongst the co-hosts can be made.</p> <p>Send Business Briefing link to members when live</p>	<p>NA</p> <p>NA</p> <p>NA</p>
4.	<p><u>Report on Lighting Up Brentwood and Shenfield Christmas Fayre</u></p> <p>KA presented a summary of the feedback and impact of the Lighting Up Brentwood and Shenfield Christmas events.</p> <p>Positive feedback from businesses and community.</p> <p>KT thanked the Council's Community Events team for their hard work</p>	

	<p>on the Shenfield Christmas Fayre.</p> <p>Send presentation and summary feedback to members</p>	NA
5.	<p><u>Essex 2020</u></p> <p>LE presented an update on Essex 2020 on behalf of Lucy Gill, the Council's Leisure, Community and Wellbeing Officer.</p> <p>There will be 6 local events taking place under the Brentwood/Essex 2020 umbrella:</p> <p>Sparks (May-July) Brentwood Art Trail (June) Strawberry Fair (June) Get Into Arts (July-August) Drama Workshops (August) Music Workshops (August)</p> <p>LE presented two sponsorship opportunities to the BBP board:</p> <ol style="list-style-type: none"> 1. Brentwood 2020 sponsorship £350 2. Bespoke Planetarium/Strawberry Fair/Brentwood 2020 sponsorship £950 <p>It was decided by BBP to accept a bid application for the bespoke package, which will include the following benefits:</p> <ul style="list-style-type: none"> • BBP logo on banners in front of Planetarium • BBP logo on welcome slide shown before each Planetarium film (e.g. free entry courtesy of BBP sponsored by Beresfords and Tees) • Complimentary stall space to put up BBP gazebo • BBP logo on Strawberry Fair banners • BBP logo on Strawberry Fair brochures (x 750) • BBP mentioned in Strawberry Fair press releases and social media • BBP logo on cover of Brentwood 2020 brochure (x 5,000) • BBP logo on Brentwood 2020 roadside banners (x 6) • BBP logo on Brentwood 2020 posters (x 100) • BBP logo on Brentwood 2020 flyers (x 1,000) • BBP logo on Essex 2020 website on 'Brentwood 2020' entry as well as Art Trail entry • BBP mentioned in Brentwood 2020 press releases and Council social media <p>Send Essex 2020 website link</p>	NA

	Circulate Essex 2020 presentation to all members	NA
6.	<p><u>Update on BBP Sponsored Events</u></p> <p>HA reported that three interviews have taken place for the role of professional event organiser for The Market Place pop up boutique market. The interview panel has been comprised of HA, Nicki Treffers, LE and AJ.</p> <p>Two of the three candidates have been selected to present their final proposals to the BBP interview panel and a decision will be made by the end of February.</p> <p>The successful candidate will be asked to quote for the organisation other sponsor-led events.</p>	
7.	<p><u>Council Executive Report</u></p> <p>Economic Development</p> <p>Brentwood Borough Council's five-year Corporate Strategy has been approved at full Council. Printed copies of 'Brentwood 2025' were distributed to BBP board members in attendance.</p> <p>LE thanked BBP and the trade cluster leaders for their support of the place audit of the high streets in Brentwood, Shenfield and Ingatestone currently taking place.</p> <p>There are two free training workshops being hosted by BEST Growth Hub at the Holiday Inn Brentwood that may be of interest to BBP members:</p> <p>24 March - Cashflow Forecasting for Existing Businesses 31 March – Cybercrime</p> <p>For more information and to book free places at both events, visit www.bestgrowthhub.org.uk/events</p> <p>Send link to BEST Growth Hub events</p> <p>Businesses will be asked to lend volunteer support to the Spruce Up the High Street campaign in Brentwood, Shenfield and Ingatestone. LE will circulate full details to BBP board members prior to the next BBP meeting. The spruce up project is part of the wider 'Keep Britain Tidy' campaign, where residents and businesses are encouraged to hold community litter picks. Brentwood Borough Council will be lending litter picking kits to groups who want to tidy up their neighbourhoods.</p>	NA

	<p>Send information about Spruce Up the High Street</p> <p>Planning Policy</p> <p>Brentwood's Local Plan was submitted to the Secretary of State for examination on 14 February 2020.</p> <p>Corporate Enforcement</p> <p>The Corporate Enforcement team has continued with its daily patrols concentrating on particular hotspot areas, such as West Horndon, the multi-story car park, Navestock.</p> <p>The Corporate Enforcement team have participated in an Antisocial Behaviour (ASB) and Enforcement Action Week which consisted of targeting particular areas and working on open cases. These patrols have been done out of hours to help tackle noise nuisance, drugs, general ASB and flytipping around Brentwood Station, Woodland Avenue, Blackmore, Pilgrims Hatch and Ingatestone. The patrols will take place every 1-2 months for a whole week as well as weekend patrols.</p> <p>Corporate Enforcement supported Essex Police with a day of action in regard to road traffic offences.</p> <p>The ASB team have also assisted Essex Police on a recent raid.</p>	LE
8.	<p><u>Business Trade Clusters Updates</u></p> <p>Shenfield</p> <p>Both clusters will be working together to organise an Easter egg trail, which will be funded by traders. No BBP bid will be submitted but Brentwood Council will support as a BBP partner by printing posters and entry forms.</p> <p>KT reported that footfall is down due to half term.</p> <p>KT reported on behalf of Nish Patel that Shenfield needs more on-street parking enforcement. Nish has also raised the matter with ward councillors.</p> <p>Contact the Council's Parking Team to highlight the Shenfield on-street parking situation</p> <p>Email new BBP logo to KT</p> <p>Ingatestone</p> <p>MHt reported that an Ingatestone trader cluster meeting was held on 4 February, which was attended by 28 retailers, as well as councillors,</p>	LE NA

	<p>BBP and the Council's Economic Development team.</p> <p>MHt has started creating a list of trader-led ideas to increase footfall. Some of these projects may require BBP support and will be brought forward as they develop.</p> <p>Ingatstone traders are planning an Easter egg trail, similar to last year's inaugural BBP event in the village.</p> <p>MHt also added that the last CCTV camera was removed by Thurrock Council on behalf of Brentwood Borough Council from Ingatstone High Street.</p> <p>Baytree Centre DF said that the Baytree Centre is reviewing their Town Link Radio subscription.</p> <p>DF reported that a new independent retailer, Hey Joe, a vinyl record/coffee shop, has opened in the Baytree Centre. There is also a mobile coffee concession. The Ping Pong Parlour has reopened from Monday to Friday (9am-4pm).</p> <p>Brentwood Theatre The Theatre has launched a Community Cinema, which is already attracting sizeable audiences. The Theatre is also working on its Get Into Arts festival, which will be part of the Brentwood/Essex 2020 offer.</p>	
9.	<p><u>Report on Outcomes on BBP Business Plan</u></p> <p>MHa asked if BBP members find the Report on Outcomes on BBP Business Plan useful, especially as the document is now to running to over 15 pages.</p> <p>It was agreed that a streamlined spreadsheet with red/amber/green ratings for outcomes would be more useful. LE will work with MHa to develop a new format for the report.</p> <p>Report on Outcomes to be included with the minutes</p>	NA
10.	<p><u>New Bid Funding Applications</u></p> <p>Art Trail Bid Funding Application The 2020 Brentwood Art Trail bid application for £1,500 was approved.</p>	
11.	<p><u>Report on Recent Activities from Chamber and FSB</u> PMH reported that Brentwood Chamber will be introducing a new Shop Safe scheme for retailers. It will be a 4G-based app that can support shop-to-shop communications across Brentwood, Shenfield and Ingatstone.</p>	

	<p>Brentwood Chamber is holding a 'Meet the Chamber' event in Shenfield to highlight to retailers and local businesses the benefits of Chamber membership.</p> <p>Invite Chamber to present Shop Safe to BBP</p> <p>Send link to Meet the Chamber event</p>	<p>LE</p> <p>NA</p>
12.	<p><u>AOB</u></p> <p>MHa shared feedback from a local business who had a stall at previous Council-run community events. The business felt that local traders were given less prominent stall locations at the events. KA explained that the organising team does prioritise local traders but also has to be mindful about not positioning similar businesses together. KA will share the feedback from the local trader with the Community Events team.</p>	

Date of next meeting: Tuesday 31 March 2020, 6pm-8pm

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