

BRENTWOOD BUSINESS PARTNERSHIP GROUP MEETING

19 February 2019, 6pm – 8pm

PRESENT:

Brentwood Business Partnership Group:

Mike Hawkins	MH	Chair of BBP
Alan Jefcoate (Vice Chair)	AJ	Federation of Small Businesses & Vice Chair
Kaye Thurgood	KT	Representative Central Shenfield Cluster
Kim Anderson	KA	Brentwood Borough Council
Paul Mason-Hughes	PMH	Representative Havering College
Nicky Smith	NS	Representative Brentwood Leisure Centre
Kerry Edwards	KE	Representative Brentwood Leisure Centre
Vicki O'Donoghue	VO	Store Manager Marks & Spencer
Paul Beresford	PB	Managing Director of Beresfords
Nicki Treffers	NT	Head of Marketing of Beresfords
Support group		
Laurie Edmonds	LE	Brentwood Borough Council
Nishat Amin	NA	Brentwood Borough Council

APOLOGIES:

Phil Drane, Cllr Gareth Barrett, Cllr John Kerslake, Nish Patel, Colin Barber, Dan Foley, Cllr Mark Reed, Cllr Nigel Clarke, Cllr Roger McCheyne, Tracey Lilley, Martyn Hart, Ian Southgate

		Action
1.	<p><u>Welcome and Introductions:</u></p> <p>MH welcomed all present and new guests Paul Beresford & Nicki Treffers from Beresfords Estate Agents, Vicki O'Donoghue from M&S and Kerry Edwards from the Brentwood Centre.</p>	
2.	<p><u>Minutes from 09.01.19:</u></p> <p>The minutes were agreed as a correct record.</p> <p>Action from 11.09.18 Minutes: All actions have been addressed or are in the process.</p>	

<p>3.</p>	<p><u>Chair's Report</u></p> <p>MH prepared a report for Brentwood Borough Council's Policy, Planning and Resources (PPR) committee but it was not tabled at the January PPR meeting. LE/PD will ensure that the report is distributed to PPR committee members either electronically or in hard copy form.</p> <p>MH gave an update on a meeting held with BBP, Brentwood Chamber of Commerce and Brentwood Borough Council to discuss developing a joint programme of training events to be held throughout 2019.</p> <p>MH, JK and LE met with PB and NK from Beresfords in January to discuss potential sponsorship of BBP.</p>	<p>LE/PD</p>
<p>4.</p>	<p><u>Report on Christmas Events</u></p> <p>KA presented on Lighting Up Brentwood and Shenfield Christmas Fayre 2018 events. Included were statistics on visitor numbers, social media engagement and businesses involvement and feedback.</p> <p>Action: Presentation to be circulated to all members.</p> <p>Dates for 2019 confirmed:</p> <p>Lighting Up Brentwood 2019: Saturday 30th November, 12.30pm – 6pm</p> <p>Shenfield Christmas Fayre 2019: Sunday 8th Dec, 12pm – 5pm</p>	<p>NA</p>
<p>5.</p>	<p><u>Business Workshops</u></p> <p>Following a meeting with BBP, Brentwood Chamber of Commerce and Brentwood Borough Council, it was agreed that two joint workshops were to be scheduled in April.</p> <p>3rd April – 'Managing Growth...and the unintended consequences' which will be delivered by Pro-actions Business Coaching & Support.</p> <p>23rd April – 'Social Media for Business' will be delivered by Invest Essex and is fully booked. Invest Essex are looking into hosting an additional date due to the high demand.</p> <p>Two further workshops will be delivered in partnership this year:</p>	<p>LE</p>

	<p>How to write a Business Plan (September 2019) 'Getting Business Ready for 2020' (November 2019)</p> <p>Hosting the joint workshops meets the objectives of all three parties which are focused around helping the local businesses with skills and training, which in turn can improve the quality and offer in the local economy.</p> <p>Alongside the workshops, a business briefing event is planned for 2019, similar to the Southend Business Partnership briefing. The event would consist of</p> <ul style="list-style-type: none"> - High profile speakers - Exhibitors - Networking opportunities 	
6.	<p><u>National Apprenticeship Week Pop-Up Shop Update</u></p> <p>Tony Wittridge, founder of Centre for Apprenticeships www.centreforapprenticeships.co.uk, with support from Brentwood Borough Council and Havering College, will run a National Apprenticeship Week Pop-up Shop at the Baytree Centre from 4th – 9th March. The event is aimed at potential apprentices, parents of potential apprentices, training providers and employers.</p> <p>BBP will be one of the event sponsors by providing £300 funding towards a targeted social media campaign.</p> <p>Circulate National Apprenticeship Week Pop-up Shop programme to all BBP members</p>	NA
7.	<p><u>Chat 1st Brentwood Centre's New Wellbeing Programme</u></p> <p>Nicky Smith and Kerry Edwards shared a presentation about the new Chat 1st Wellbeing programme. The new programme's main aim is to tackle loneliness and social isolation. Chat 1st also brings under one umbrella the programmes at the Brentwood Centre, such as physical, mental and social wellbeing; rehabilitation; and youth outreach.</p>	
8.	<p><u>Council Executive Report</u></p> <p>1) Economic Development</p> <ul style="list-style-type: none"> i) Spruce Up the High Street Thanks were given to the Baytree Centre for lending cleaning supplies and to M&S for providing refreshments for volunteers. ii) Business Monitoring Report 	NA

A business monitoring report is being put together to help aid the Future High Streets Fund. This report includes statistics on business use classes, employability rate, vacancy rate etc.

iii) **Town Hall Refurbishment**

Town Hall refurbishment works are progressing well with the ground floor and first floor hopefully ready and open for early summer. A tour of the new refurbished Town Hall will be organised for BBP members.

iv) **Council notice boards**

Council notice boards in and around the town centre are being replaced, which will be funded by BBC.

v) **2019 Brentwood Business Showcase**

This year's Brentwood Business Showcase will be held on 31st October 2019. More details to come soon.

2) **Planning Policy**

- i) Preparation of the local plan has now reached the publication stage. Representations on the soundness and legal compliance of the local plan are invited from 5th February until 19th March. Residents and businesses can view the local plan by visiting www.brentwood.gov.uk/localplan.

3) **Corporate Enforcement**

No updated provided.

9. **Business Trade Cluster Updates**

Brentwood Cluster Baytree – DF

- Baytree Planning application still being reviewed and no decision has been made as of yet.
- Baytree Centre will be supporting National Apprenticeship Week by hosting the event at the former Baby Gap unit. They have also supplied cleaning products and staff have volunteered for the Spruce Up the High Street event.
- Baytree Centre will have a selfie sofa attraction during February and March with a Homer Simpson character appearing on some Saturdays. This is to attract footfall and generate social media engagement by visitors sharing their selfies for a chance to win a prize.

Shenfield Upper & Central Report – KT

- KT reported the Shenfield is currently running its highest ever vacancy rate, with Christopher Millets (hardware shop) & Lifestyle closing down.
- Over 7,000 people have signed a petition to stop the closing of Shenfield Library.

	<ul style="list-style-type: none"> - Consumer confidence quite high during January and February and great results on Valentine's Day for shops and eateries along the High Street. - An Easter egg trail along Shenfield High Street is currently being developed. - KT and NP are awaiting the 2019 sponsorship packages as businesses are interested in sponsoring this year's Shenfield Christmas Fayre. <p>Ingatestone</p> <ul style="list-style-type: none"> - No report. <p>Beresfords</p> <ul style="list-style-type: none"> - Key point from Beresfords' point of view is that Brentwood lacks consistency in its offering which results in low dwell time and footfall. - Beresfords is prepared to sponsor BBP with another business to achieve the funding BBP is seeking. Beresfords could also add value by bringing forward ideas and contacts to put together events and initiatives to attract footfall. An example could be a Pop-Up Boutique event in the summer for 2 weeks. 	
10.	<p><u>Report on Outcome on BBP Business Plan</u></p> <p>The report will be circulated to members.</p>	NA
11.	<p><u>New Bid Funding Applications</u></p> <p>No new bid applications put forward.</p>	
12.	<p><u>Report on Recent Activities from Chamber and FSB</u></p> <p>Brentwood Chamber of Commerce Brentwood Chamber of Commerce will host its second annual Business Awards on 8th November at Orsett Hall.</p> <p>FSB FSB to meet with Brentwood Chamber of Commerce to look into joint work.</p>	
10.	<p><u>AOB</u></p> <p>None.</p>	
	<p>Date of Next Meeting: Tuesday 2nd April 2019, 6pm – 8pm</p> <p>Location: Brentwood Borough Council Wedding & Ceremonies Room, 1-2 Seven Arches Road, Ingrave Rd, Brentwood CM15 8AY</p>	