

BRENTWOOD BUSINESS PARTNERSHIP GROUP MEETING

2 April 2019, 6pm – 8pm

PRESENT:

Brentwood Business Partnership Group:

Mike Hawkins (Chair)	MHa	Chair of BBP
Colin Barber	CB	Brentwood Chamber of Commerce
Steve Butcher	SB	Brentwood Borough Council
Phil Drane	PD	Brentwood Borough Council
Dan Foley	DF	Baytree Centre
Martin Hart	MHt	Ingatestone Trade Cluster
Tracey Lilley	TL	Brentwood Borough Council
Cllr Roger McCheyne	RM	Brentwood Borough Council
Nish Patel	NP	Upper Shenfield Trade Cluster
Cllr Mark Reed	MR	Brentwood Borough Council
Kaye Thurgood	KT	Central Shenfield Trade Cluster
Support group		
Laurie Edmonds	LE	Brentwood Borough Council

APOLOGIES:

Nishat Amin, Kim Anderson, Cllr Gareth Barrett, Cllr Nigel Clarke, Alan Jefcoate, Paul Mason-Hughes, Vicki O'Donoghue, Nicky Smith, Ian Southgate, Nicki Treffers

		Action
1.	<p><u>Welcome and Introductions:</u></p> <p>MH welcomed all present and new guest Steve Butcher from Brentwood Borough Council.</p>	
2.	<p><u>Minutes from 19.02.19:</u></p> <p>The minutes were agreed as a correct record.</p> <p>Actions from 19.02.19 Minutes: All actions have been addressed or are in the process.</p>	

3.

Chair's Report

MHa presented his Chair's report (attached).

JK indicated that the administration wants more emphasis on Economic Development moving forward.

Business Briefing Discussion

Some topics highlighted that would be of interest to SMEs include:

- Roads/infrastructure
- Making tax digital
- IT
- Social media
- Health & safety especially in relation to insurance
- Disability awareness
- Customer service
- Legislation as it impacts on businesses
- Business rates
- Business post-Brexit
- Sales

4.

Town Hall Presentation

Steve Butcher, Projects & Programme Manager, presented an update on the works taking place at the Town Hall.

The new facilities will include:

- Council services
- Community hub
- Police back office for Brentwood Borough
- Residential units (19 x 1- and 2-bedroom flats)
- Commercial space
- Business start-up space

Friday 21 June is estimated completion date. Public access to the building estimated to be late August 2019.

The community hub will include the Department for Works & Pensions, Brentwood CVS, Citizens Advice and Brentwood Police.

Commercial space available will include:

- Space 1: 208m²
- Space 2: 85m²
- Space 3: 131m²
- Startup spaces x 2: 19m²

	<p>Action: Send out slide deck and floor plans</p> <p>Action: Send out details on commercial units when they have been prepared.</p>	<p>LE</p> <p>LE</p>
5.	<p><u>2019 Art Trail</u></p> <p>Villene Hyam was unable to attend the meeting but sent in a full report on how the Art Trail is progressing. Artist applications are open until 30 April.</p> <p>Action: Send out Art Trail report.</p>	<p>LE</p>
6.	<p><u>Council Executive Report</u></p> <p>Corporate Enforcement</p> <p>2 new police officers are being recruited and will be focused on the town centre.</p> <p>All crime has increased in Brentwood but, by comparison to other towns, our increase is lower than other areas across Essex.</p> <p>Anti-social behavior (ASB) is down significantly in Brentwood. One Council Enforcement officer goes out every day to deal with ASB, such as begging and fly tipping.</p> <p>Corporate Enforcement has issued 250 fixed penalty charge notices this year, but TL acknowledges that parking on the High Street pavements is an ongoing problem. TL explained that parking on the pavements is not illegal (outside of London) unless the vehicle is completely blocking pedestrian access.</p> <p>MHt queried CCTV cameras in Ingatestone. TL replied that the parish council owns the CCTV cameras but has opted not to pay for transmission costs.</p> <p>Planning Policy</p> <p>PD gave an update on the Local Plan will be submitted to central government for review in approximately 3 months.</p> <p>The Council's joint venture (JV) partner has been appointed. Morgan Sindall will work with the Council to develop William Hunter Way and</p>	

	<p>other Council-owned assets. The JV needs to be ratified by full Council on 15 May.</p> <p>The Council submitted an expression of interest for the Future High Streets Fund. The application was focused on regeneration of the Brentwood town centre, primarily focused around public realm. PD thanked BBP and the Chamber of Commerce for their letters of support. BBC should know by the summer if it has been shortlisted for Phase 2 applications to the Fund.</p> <p>Economic Development</p> <p>LE reported that the National Apprenticeship Week Pop-Up Shop held from 4-9 March attracted 247 learners and 30 businesses.</p> <p>The Spruce Up the High Street project resulted in new litter bins being installed, street furniture being jet washed and refurbished, weeds removed and new shrubs and flowers being planted. Central government has award BBC with an additional £13k to be spent on High Street clean up, which will be spent on cleaning the pavements to remove gum, and replacing more litter bins. LE thanked the participating businesses and volunteers for their support.</p>	
<p>9.</p>	<p><u>Business Trade Cluster Updates</u></p> <p>Brentwood Cluster Baytree – DF</p> <p>The BBP-funded “Homer Simpson” character visit to the Centre on 30 March generated 7% increase in footfall.</p> <p>Action: Send out Baytree Centre footfall statistics report.</p> <p>DF reported that the Baytree Centre has been shortlisted for a Purple Apple award for their exceptional community outreach.</p> <p>Shenfield Upper & Central Report – KT/NP</p> <p>Shenfield is working on the Great Shenfield Easter Egg Hunt (8-22 April). Each participating shop will have a cardboard bunny to display in their window. The Co-op is providing Kinder eggs and Cadbury crème eggs as prizes. Last year there were 350 entry forms returned and Shenfield expects similar numbers for 2019.</p> <p>KT and NP are working on getting sponsorship for the 2019 Shenfield Christmas Fayre, which will be held on 8 December. Mullis & Peake and Rainer Hughes are the first two sponsors. They will be underwriting the cost of some of the attractions, such as the Santa’s Grotto. KT and NP wanted to thank Kim Anderson’s team for the</p>	<p>LE</p>

	<p>hard work they are putting into planning the event.</p> <p>Ingatestone – MHt</p> <p>MHt reported that 29 venues have signed up to the first-ever Ingatestone Easter Egg Trail. MHt has also secured support from local primaries to distribute the entry forms in students’ bookbags.</p> <p>The Rotary is holding their Ingatestone Christmas event on 8 December. KT expressed her disappointment in the clash of date with the Shenfield Christmas Fayre.</p> <p>Action: MHa will draft a letter to Ingatestone Rotary to ask if they can try to avoid a clash of dates for 2019 – or, the least, for future years. It will be circulated to interested parties on BBP for comment prior to dispatch.</p>	MHa
10.	<p><u>Report on Outcome on BBP Business Plan</u></p> <p>The report will be circulated to members.</p>	LE
11.	<p><u>New Bid Funding Applications</u></p> <p>MR tabled a bid application for BBP to fund the printing of promotional materials for the Brentwood Centre’s production of ‘Godspell’.</p> <p>The full amount of £750 was approved.</p>	
12.	<p><u>Report on Recent Activities from Chamber and FSB</u></p> <p>Brentwood Chamber of Commerce - CB</p> <p>The Chamber will be holding an AGM on 16 May at Brentwood Cricket Club. Lord Pickles will be the guest speaker. All businesses are invited to attend this free networking event. Anyone who wishes to attend simply needs to register via Chamber’s website.</p> <p>On 3 July, the Chamber will hold its annual BBQ. The Chamber invited BBP members to attend at the member rate. CB highlighted that BBP may be interested in hosting a stand for £75 (which also includes two free tickets). It was agreed that this would be good exposure for BBP and should go ahead.</p> <p>Brentwood Chamber of Commerce will host its second annual Business Awards on 8th November at Orsett Hall. Category sponsorship is still available for £899. CB queried if BBP would like to sponsor a category. A decision would need to be made by 30 April.</p> <p>Action: The practicalities of this will be considered further by the Executive Committee, which is meeting in a few days’ time.</p>	LE

	<p>If it is agreed to go ahead Paul Gulley at the Chamber will be asked to fill in a bid application form.</p> <p>FSB - AJ FSB will be hosting a Small Business Expo on 14 April at Wivenhoe House Hotel. There will be a networking meeting and cyber-crime workshop held at Merrymeade House at some point soon.</p>	
10.	<p><u>AOB</u></p> <p>KT would like to explore the creation of a Business Improvement District in the Borough. KT would like to have BID brainstorming added to the next meeting's agenda.</p>	LE/NA
	<p>Date of Next Meeting: Tuesday 14 May 2019, 6pm – 8pm</p> <p>Location: Brentwood Borough Council Wedding & Ceremonies Room, 1-2 Seven Arches Road, Ingrave Rd, Brentwood CM15 8AY</p>	



**Brentwood Business Partnership Meeting
Tuesday 2nd April 2019**

**Chairman's Report
Main Developments since the last meeting**

- 1. Collaboration Meeting with Brentwood Chamber of Commerce** – We have reached agreement with Brentwood Chamber of Commerce to hold a series of joint training workshops, the first of which is being held in April.

We are also meeting with Chamber to discuss a joint Business Briefing – a major event, likely to be held in September, with perhaps 100 attendees, involving high profile speakers. Some of the BBP meeting this month will be given over to discussing the format, potential speakers etc.

- 2. Sponsorship Proposal** – We hope to have further updates to report at the meeting.
- 3. Ingatestone Cluster** – I am delighted to report that good progress has been made in bringing Ingatestone on board as a fully participating cluster in BBP, thanks to initiatives taken by Martyn. Laurie and I joined him in a tour of Ingatestone High Street recently and had some very productive discussions, especially with the owner of Abigail's Lifestyle, who is keen to involve other retailers. The first event will be an Easter egg trail similar to Shenfield's successful seasonal activity.
- 4. BBP Constitution** – We are still waiting final approval from the Council's Legal Department before we can fully adopt the new constitution.
- 5. Budget** – We are starting to receive bids for various events during the year. As we agreed at the last meeting, the cap on grants made by BBP this year will be £16,000 as we have still not secured further funding and our reserves, at this rate, will last for 2/3 years. This may mean some paring down of amounts bid for to ensure that all clusters and the borough events receive a fair share of the amounts available.

**Mike Hawkins,
Chair, Brentwood Business Partnership.**

March 2019