

BRENTWOOD BUSINESS PARTNERSHIP GROUP MEETING

26 June 2019, 6pm – 8pm

PRESENT:

Brentwood Business Partnership Group:

Mike Hawkins (Chair)	MHa	Chair of BBP
Alan Jefcoate (Vice Chair)	AJ	Vice Chair of BBP & FSB
Kaye Thurgood	KT	Central Shenfield Cluster Leader
Nicky Smith	NS	Brentwood Leisure Trust
Nicki Treffers	NT	Head of Marketing of Beresfords
Villene Hyam	VH	Brentwood Art Trail Co-ordinator
Ian Southgate	IS	Brentwood Theatre Manager
Dan Foley	DF	Baytree Centre Manager
Martyn Hart	MHt	Ingatestone Cluster Leader
Paul Mason-Hughes	PMH	Havering College
Vickie O'Donoghue	VO	Marks & Spencer
Daniel Cannon	DC	Brentwood Borough Council
Helen Knox	HK	Brentwood Chamber of Commerce
Leah Burke	LB	Brentwood Chamber of Commerce
Support group		
Laurie Edmonds	LE	Brentwood Borough Council
Nishat Amin	NA	Brentwood Borough Council

APOLOGIES:

Colin Barber, Cllr Gareth Barrett, Cllr Mark Reed, Cllr Nigel Clarke, Cllr Roger McCheyne, Cllr John Kerslake, Tracey Lilley, Kim Anderson, Phil Drane, Nish Patel

		Action
1.	<u>Welcome and Introductions:</u> MH welcomed all present and new guests, Helen Knox and Leah Burke, who were representing the Brentwood Chamber of Commerce.	
2.	<u>Minutes from 14.05.19</u> The minutes were agreed as a correct record.	

<p>3.</p>	<p><u>Chairs Report</u></p> <ul style="list-style-type: none"> - Business Briefing Agreed date to host on 3 September, speakers have been booked and registration is open from Monday, 1 July. - New Council Leader and Council representatives New Leader of the Council – Cllr Chris Hossack <p>Newly appointed councillors on the BBP committee: Cllr Noelle Hones (Conservative) Cllr John Kerslake (Conservative) Cllr Roger McCheyne (Conservative) Cllr Gareth Barrett (Labour) Cllr David Kendall (Liberal Democrats)</p>	
<p>4.</p>	<p><u>Art Trail Report</u></p> <p>VH reported a record number of artists and venues this year. The event closed with a celebration event for the artists in the “Community heART” pop-up in the Baytree Centre on Sunday 23 June 2019.</p> <p>Four artists sold pieces, three of which were new artists to the Trail. One artist sold 5 pieces to the same buyer. Another artist said that a venue in Ingatestone asked her to supply more work to them.</p> <p>Thanks were given to Dan and his team at the Baytree Centre for the pop-up space provided and for the staff who helped throughout the duration of the event. In total 13 free art events took place at the Baytree Centre.</p> <p>83 feedback forms were completed. 72% of the people surveyed rated the Art Trail five out five stars. Overwhelming feedback - particularly from parents and artists - was that an event such as the Art Trail should happen more often throughout the year.</p> <p>Guided tours took place in Brentwood, Shenfield and Ingatestone.</p> <p>The event was featured in the Brentwood Gazette twice, Enjoy Brentwood More and Vision Magazine. The Art trail Twitter account followers increased from 750 in March to 1,100 by the end of the event. Tweets reached 66,000 accounts.</p>	

<p>5.</p>	<p><u>Brentwood Theatre Presentation</u></p> <p>IS presented the Brentwood Theatres upcoming events and plans to expand the building.</p> <p>The Brentwood Youth Theatre programme started in January and is up to 12 members now.</p> <p>A “Mini-Fest” took place in February half term in partnership with the Chicken and Frog Bookshop.</p> <p>The “Get into Arts Festival 2019”, held in partnership with the Children’s Literary Festival, will take place over two weeks from 27th July to 10th August 2019.</p> <p>The aim of the building expansion is to develop Brentwood Theatre as an arts centre and to help enhance the town and attract footfall. The Theatre would like to provide a place where they can champion local artists, writers, performers and musicians as well as inspire future generations.</p> <p>NA to circulate IS presentation to members</p>	<p>NA</p>
<p>6.</p>	<p><u>Beresfords ‘The Market Place’ Event Update</u></p> <p>The Market Place event is to take place in Brentwood High Street and Baytree Centre Piazza, over three days from Friday 13th to Sunday 15th September. 20 stalls will be available. Each stall will be advertised at a price of £400. The price of the stall includes all marketing in both magazines plus assembly and dismantling of the stalls over the full weekend period.</p> <p>Several companies have already expressed their interest in having a stall.</p> <p>Essex Life Magazine and West Essex Magazine are on board and will provide a complimentary quarter page for each market stall. Beresfords will carry out promotion and marketing, including printing and leaflet drops.</p> <p>It is expected that The Market Place will break even or potentially generate a profit. Any profits from the event will be fed back into the BBP budget to use for other events and projects.</p> <p>NT welcomes the idea of hosting a similar market event in the future in Shenfield and Ingatestone where they have branches, possibly focussed around food.</p>	

6.	<p><u>Council Executive Report</u></p> <p>1) Economic Development Brentwood Business Briefing to take place on the 3rd September 2019 in partnership with the Brentwood Chamber of Commerce and Brentwood Borough Council. The briefing will be held at the Adult Community Learning Centre in Bishops Hill, Shenfield. Invest Essex will be speaking about new funding opportunities for SMEs, representatives from the Council will speak about new initiatives to support local businesses and 24fingers will present new social media hacks to help grow your online presence.</p> <p>2) Planning Policy No update.</p> <p>3) Corporate Enforcement DC reported an increase in burglaries in Shenfield and Ingatestone and assured BBP representatives that Essex Police are aware and investigating. DC recommends businesses and residents to report any crime straight to the Police or Crime Stoppers.</p> <p>VO reported a rise in organised crime and theft in M&S store in the last four months.</p> <p>KT expressed concern that the recent publicity about crime and drug raids in Brentwood could portray Brentwood in a negative light.</p> <p>DC agreed that the Council can work together with the Police to send a positive message.</p> <p>KT suggested looking into creating a Neighbourhood Watch-style scheme for retailers, as they do in Havering called “We All Talk”. This method could deter criminals as they’ll be aware of the fact that retailers are talking to each other and being more vigilant.</p>	
7.	<p><u>Business Trade Cluster Updates</u></p> <p>Baytree Centre DF reported that planning permission for the Baytree Centre’s application has been approved.</p> <p>Clark’s have moved from the High Street into the unit adjacent to Wilkinson and have started trading from Tuesday 25th June.</p> <p>A few current occupants at the Baytree Centre are exploring the idea of switching units and combining units to expand after it was announced that planning permission was granted. A couple of units are also now under offer.</p> <p>Footfall is down by 12% in the centre; however, basket spend has increased. Footfall is averaging 46,000 per week.</p>	

	<p>M&S VO shared that footfall and transactions have seen a rise recently with food and drink performing well. Trading times have been extended until 7pm on weekdays after successful trials in Christmas.</p> <p>Upper and Central Shenfield Shenfield has seen lower footfall in the last month; however basket spend is still strong. Footfall has been impacted by other factors such as school and local events pulling people away from Shenfield shops.</p> <p>KT reported that there are accessibility issues related to the new development by the former HSBC.</p> <p>Ingatestone MHt reported that Ingatestone Station is one of five commuter stations on the Greater Anglia train line that experiences high levels of commuters from outside the local community parking in the car park to travel on the line.</p> <p>MHt shared that an update from shops that footfall is lower in Ingatestone High Street with one store recently closing.</p> <p>MHt suggests we lobby our Councillors who sit on BBP to look into the non-domestic business rate rebate. The Council can regain 15% of the business rates back from Central Government for next year.</p> <p>LE/NA will need to speak to the BBC Finance Department regarding the current business rate rebate pilot schemes that are happening around the UK and any outcomes they may have on Brentwood. Feedback will be provided to BBP at the next meeting.</p>	LE/NA
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>Beresfords have submitted a bid and have asked for £2,500 to cover initial setup costs of The Market Place.</p> <p>KT asked whether any Brentwood businesses will be contributing towards the cost of the event as they will be benefitting from the additional footfall.</p>	

	<p>LE replied that the BBP asks for 25% of the bid to be match funded from other sources. In this particular case the funding model is different to other projects as it is expected to not only cover its costs but also make a profit. Beresfords will provide match funding in terms of printing and distributing flyers in a door-to-door leaflet drop and by running the Prosecco bar at the event.</p> <p>The bid from Beresfords to borrow £2,500 to cover the setup costs of the event was approved by the committee. The £2,500 will be paid back into BBP funds when The Market Place concludes.</p> <p>BBP stand at the Chamber BBQ – approved in the April meeting.</p> <p>GOSH One Great Day Charity Event – circulated to the group electronically and received a majority of YES votes.</p> <p>Great Ingatestone Summer Hunt flyer and poster printing – Bid for spending on emergency printing was approved</p>	
10.	<p><u>Report on Recent Activities from Chamber and FSB</u></p> <p>Brentwood Chamber of Commerce HK and LB shared that the deadline for entering the Brentwood Business Awards has been extended to 15 July. They encouraged businesses of all sizes to enter and requested that the BBP send out an email to BBP members with a link to the awards forms.</p> <p>NA to circulate link to apply to the Brentwood Chamber of Commerce Business Awards. Deadline has been extended to 15th July.</p> <p>FSB – No update</p>	NA
11.	<p><u>AOB</u> None.</p>	

Date of next meeting: Wednesday 7th August 2019, 6pm – 8pm

Location: Brentwood Theatre, 15 Shenfield Rd, Brentwood CM15 8AG

Future Meeting Dates

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