



BRENTWOOD BUSINESS PARTNERSHIP GROUP MEETING

6 November 2019, 6pm – 8pm

PRESENT:

Brentwood Business Partnership Group:

Mike Hawkins (Chair)	MHa	Chair of BBP
Cllr Gareth Barrett	GB	Brentwood Borough Council
Martyn Hart	MHt	Ingatestone Trade Cluster Representative
Cllr David Kendall	DK	Brentwood Borough Council
Helen Knox	HK	Brentwood Chamber of Commerce
Cllr John Kerlake	JK	Brentwood Borough Council
Paul Mason-Hughes	PMH	Havering Colleges
Cllr Roger McCheyne	RM	Brentwood Borough Council
Kaye Thurgood	KT	Central Shenfield Trade Cluster
Support group		
Laurie Edmonds	LE	Brentwood Borough Council
Phil Drane	PD	Brentwood Borough Council

APOLOGIES:

Alan Jefcoate, Nishat Amin, Nicky Smith, Kim Anderson, Colin Barber, Cllr Noelle Honess, Ian Southgate, Vickie O'Donoghue, Nish Patel, Alan Jefcoate, Dan Foley, Tracey Lilley

		Action
1.	<u>Welcome and Introductions</u> MHa welcomed all present.	
2.	<u>Minutes from 10.09.19</u> The minutes were agreed as a correct record. All action points from the last meeting have been either met or in progress.	

<p>3.</p>	<p><u>Essex Police – Town Teams Update</u></p> <p>Brentwood has two officers responsible for the Public Spaces Protection Order (PSPO) area. The officers respond to incidents in this specific area but may be able to respond in Shenfield and Ingatestone.</p> <p>They deal primarily with antisocial behaviour (public drinking, neighbourhood disputes, licensing) in the town centre.</p> <p>The Town Centre Team is based at Town Hall and works shifts as early as 8am and end as late as 2am.</p> <p>At the moment, Essex Police is seeing fewer issues around the night time economy.</p> <p>DK queried youths riding their bicycles on pavements. PC Barnes said this was an ongoing matter and that the Town Centre Teams spent time tackling this situation during half term.</p> <p>MHa enquired about homelessness in the town centre. PC Barnes reported that there is currently one rough sleeper.</p> <p>KT reported that it can sometimes be unclear to traders when to call 999 or 101. She then detailed a specific incident, which PC Barnes will report back to his line manager and to Tracey Lilley to see what further action can be taken.</p> <p>MHt reported that Ingatestone traders would like more patrols. He requested that a Coffee and Cops can be scheduled for the village.</p> <p>Essex Police is trying to capture a real intelligence picture around Brentwood. PC Barnes shared some positive news about suspects who have been identified in relation to some recent business burglaries.</p> <p>PC Barnes asked for his email address to be circulated to BBP members.</p> <p>JK suggested that we bring Essex Police back to BBP meetings regularly. LE will liaise with Tom Mitchell to arrange future visits.</p>	<p>LE</p> <p>LE</p>
<p>4.</p>	<p><u>Chair's Report</u></p> <p>MHa reported that the BBP's sponsorship and exhibitor presence at the 2019 Brentwood Business Showcase continued to raise the group's profile within the business community.</p>	

	<p>At the Showcase, MHa and Colin Barber, Chair of the Brentwood Chamber, met with Jonathan Stephenson, the incoming CEO of Brentwood Borough Council. He has asked for BBP's and the Chamber's support on the following projects:</p> <ol style="list-style-type: none"> 1. Business improvement district feasibility study 2. Vision for Brentwood, Shenfield and Ingatestone trading centres 3. Promoting Brentwood as a brand and destination <p>DK raised his concerns over the number of vacant units on the Brentwood High Street. PD responded that the revised Economic Development strategy that is being developed will look at this issue and how the Council – and its partners such as BBP – can react and respond to the health of the High Street.</p> <p>KT reported that Shenfield is seeing shopper apathy and reduced footfall. She suggested that giving more free parking would help bring more shoppers to the area. MHa echoed the same feedback from Ingatestone.</p> <p>GB sympathised but warned about the adverse effect on stretched Council budgets of providing more free parking.</p> <p>MHa gave an update on sponsorship of BBP. He shared details on the sponsorship package they have been offered:</p> <ul style="list-style-type: none"> • £15,000 in total between the two potential sponsors • 1-year contract, renewable on an annual basis • 3 large public events to be held with their branding linked <p>MHa suggested that the sponsors' £15k should be supplemented by £5k from reserves, the £20k total to be divided equally between the three extra sponsors' events and the remainder of the programme, met with approval. This is yet to be formalised with the sponsors.</p> <p>MHa has suggested that we do the sponsorship signing in the Town Hall when final agreement is obtained.</p> <p>MHa put forward that BBP will hold two business briefings in 2020, one around March/April and another around September/October.</p>	
<p>5.</p>	<p><u>Council Executive Report</u></p> <p>LE reported that the Brentwood Business Showcase, held on 31 October, was attended by almost 400 people. There were 58 exhibitors and 15 speakers throughout the day. LE thanked BBP for being a bronze sponsor of the event.</p>	

	<p>The Council, along with Brentwood Chamber and BBP, will be co-hosting a Pro-actions workshop – “Make 2020 Your Best Year Yet” - on 19 November from 9am-12pm at Town Hall.</p> <p>Send link to Pro-actions workshop to all BBP members</p> <p>PD reported that some minor changes to the Local Plan were approved for consultation in September 2019. This has been published as an Addendum of Focussed Changes to the Brentwood Pre-Submission local Plan (February 2019). Consultation is currently underway, ending on 26 November 2019. The changes may need to be approved by Full Council before the Plan is submitted to the Secretary of State in early 2020 for examination by a Planning Inspector.</p> <p>MHt highlighted that there are still some Ingatestone Neighbourhood Plan queries outstanding. PD indicated that he would look into the matter further.</p>	LE
6.	<p><u>Planning Policy re Use Classes in Brentwood, Shenfield and Ingatestone</u></p> <p>Nish Patel has raised a query via email about the growing number of A3/A4/A5 units in Shenfield specifically and across Brentwood borough generally.</p> <p>PD explained that there are policies that restrict the number of non-retail uses in a particular area.</p> <p>KT gave an example of a particular unit in Shenfield that was converted from A1 to A2.</p> <p>PD will investigate this unit and percentages of types of units within Shenfield.</p> <p>GB highlighted that Brentwood Borough Council could issue <u>a</u> Cumulative Impact Policy, which could be used to limit the number of licensed premises.</p>	PD
8.	<p><u>Business Trade Clusters Updates</u></p> <p>Shenfield</p> <p>KT gave an updated on the Shenfield Christmas Fayre which will take place on 8 December. A Santa’s Grotto will be held in Barclays bank with Barclays staff acting as elves during the event. Rainer Hughes will be providing a gaming bus for children aged 8+. Kids Inspire will be the official charity of the event. KT gave thanks to the</p>	

	<p>Council's Community Services Team, especially Sarah Walmsley and Zara Clarke.</p> <p>Ingatestone MHi shared that Ingatestone Rotary will be hosting a Christmas event on 8 December. Shops will be running a BBP-supported Christmas trail during December, which will also incorporate a "people's vote" on the best dressed window in Ingatestone.</p> <p>Baytree Centre Dan Foley sent a written report to say thank you to BBP for supporting its One Great Day fundraising event in July, which raised £1,360.00 for Great Ormond Street Hospital.</p> <p>The Baytree Shopping Centre has also won the Green Apple, an award for its waste management efforts, including a 60 per cent boost to recycling.</p>	
9.	<p><u>Report on Outcomes on BBP Business Plan</u></p> <p>LE to send out with minutes.</p>	LE
10.	<p><u>New Bid Funding Applications</u></p> <p>The Shenfield Christmas Fayre funding application for £5,550 was approved.</p>	
11.	<p><u>Report on Recent Activities from Chamber and FSB</u></p> <p>HK invited all BBP members to attend the Brentwood Business Awards taking place on 8 November. She also reported that the Chamber had signed up 30 new members at the Brentwood Business Showcase.</p>	
12.	<p><u>AOB</u></p> <p>HK queried when DHGV will begin development. PD reported that it would likely to be 2021 at the earliest</p> <p>It was decided that the December meeting would be cancelled.</p>	

Date of next meeting: January date TBC

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