

BRENTWOOD BUSINESS PARTNERSHIP GROUP VIRTUAL MEETING VIA ZOOM

8 December 2020, 6pm – 8pm

PRESENT:

Brentwood Business Partnership Group:

Mike Hawkins	MHa	Chair, BBP
Alan Jefcoate	AJ	Vice Chair, BBP
Kim Anderson	KA	Brentwood Borough Council
David Barnes	DB	FSB
Leah Burke	LB	Brentwood Chamber
Simona Daniel	SD	FSB
Anne Elliss	AE	Tees
Martyn Hart	MHt	Ingatstone Trade Cluster Representative
Cllr Noelle Hones	NH	Brentwood Borough Council
Paul Mason-Hughes	PMH	Havering Colleges
Emily Richards	ER	Savills Place
Kaye Thurgood	KT	Central Shenfield Cluster Representative
Support group		
Nishat Amin	NA	Brentwood Borough Council
Phil Drane	PD	Brentwood Borough Council
Laurie Edmonds	LE	Brentwood Borough Council

APOLOGIES:

Helen Arran, Colin Barber, Cllr Gareth Barrett, Paul Beresford, Daniel Cannon, Finula Crowe, Cllr David Kendall, Tracey Lilley, Cllr Roger McCheyne, Vickie O'Donoghue, Sarah O'Sullivan, Nish Patel, Nicky Smith, Ian Southgate, Annie Sid, Paul Thurston, Nicki Treffers

		Action
1.	<u>Welcome and Introductions</u> MHa welcomed all present and guest speaker Emily Richards from Savills Place.	
2.	<u>Minutes from 15 September 2020</u> NA to check with PC Alex Plakhtienko on what the correct term was for the businesses against crime scheme.	NA

	The rest of the minutes were agreed as a correct record.	
3.	<p><u>Chairs Report</u></p> <p>Previously circulated and noted.</p>	
4.	<p><u>Update on Savills Place High Street Marketing Workshops</u></p> <p>Emily Richards, Marketing Manager at Savills Place provided a summary of the work carried out so far as part of the follow up work for the Brentwood, Shenfield & Ingatestone High Streets place audit, including two out of three marketing and brand workshops with several business stakeholders including members of BBP. The aim of the workshops is to help create a brand for Brentwood to promote itself to visitors.</p> <p>AE asked what the time frame is in to report back with the proposals and whether this would be reported back to BBP.</p> <p>ER replied to say they are working to deliver some concept ideas towards the end of January 2021, which will also scope out a photography brief to coincide with current work taking place to redesign the Discover Brentwood website. ER will report back on the progress in the next BBP meeting on 19 January 2021.</p> <p>LE passed on her thanks to those BBP members that have been taking part in the workshops.</p>	
5.	<p><u>Update on Brentwood Boutique Market</u></p> <p>LE provided an update on the boutique market progress. Discussions have taken place with The Project Farm who have been putting together an event plan for the boutique market, which has been pencilled in for 8 May. There was an initial idea of closing Brentwood High Street to run the market, however the implication for this would be an additional cost of almost £7,000.</p> <p>The alternative would be to make use of Chatham Way car park. The costs involved is significantly lower by holding the event in the car park rather than the High Street and it would incorporate Crown Street and Roper's Yard. The Project Farm recommended that stallholders should be charged around £150, which would bring in an estimated revenue of £9000-£10,000 with an overall event budget of £20,000.</p> <p>Because there has been an underspend in the BBP budget due to COVID-cancelled events, there is the opportunity to allocate £8,000</p>	

	<p>towards the boutique market. Any further shortfall will be paid by Brentwood Borough Council.</p> <p>MH asked members present what their thoughts are on hosting the event in Chatham Way car park at a lower cost rather than Brentwood High Street.</p> <p>AE commented that the car park is a good location to enable people to space out and avoid close contact. However the success of the event will come down to marketing to direct people from the High Street to the car park and appeal to people who are not familiar with the location.</p> <p>NH mentioned that in the recent car park strategy presented to council members, the community use of car parks was highlighted as a way for alternative use of car parks. It also links well with Crown Street which is pedestrianised and offers more boutiques.</p> <p>KA added that there have been events run at Chatham Way car park before such as the French market which had been successful as it is centrally located to Brentwood High Street.</p> <p>KT highlighted that the time of year will also be a factor of success for the event due to weather and other seasonal events. There could there be a risk that the event directs visitors away from the shops on Brentwood High Street. There could be a way to incorporate the High Street such as a trail or specific discounts and offers.</p> <p>MH put forward motion of agreeing the location of Chatham Way car park for the boutique market and the contribution of £8,000 from the BBP budget. All members present agreed on the location and planned budget.</p> <p>LE to create formal bid application for the Boutique market project.</p>	<p>LE</p>
<p>6.</p>	<p><u>Update on Nutcracker Trail</u></p> <p>KA reported that the trail launched on the 3 December alongside Brentwood Borough Council's virtual lighting up event.</p> <p>There are 6 Nutcrackers in Brentwood, 4 in Shenfield and 2 in Ingatestone which encourages people to visit all three high streets.</p> <p>KT feedback was that people were visiting the nutcracker located in her store and other locations in Shenfield which created a buzz around town. KT is looking to do a social media push to promote the trail.</p>	

	<p>KA also mentioned that there may be a summer trail to go alongside Art Trail in 2021.</p> <p>KT thought it would be great to incorporate one of the trails with the outcomes of the Savills Place audit such as the history of Brentwood or green spaces.</p> <p>KA to give feedback on the Nutcracker Trail in the next BBP meeting on 19 January 2021.</p>	<p>KA</p>
<p>7.</p>	<p><u>Council Executive Report</u></p> <p>Economic Development</p> <ul style="list-style-type: none"> <p>• Essex Business Adaptation Grant The Essex Business Adaptation Grant scheme has now launched. Businesses can apply for up to £1,500 to fund physical or digital adaptations to be able to trade in a COVID secure way.</p> <p>• Tier 2, National Lockdown and Discretionary Grants To date, 228 Local Restrictions Support Grants have been given out, totalling £317k. A further £184k has been distributed in discretionary grants to 117 businesses. Applications are still open and businesses are encouraged to apply.</p> <p>• Retail Hero Parking Scheme Independent businesses along the Brentwood High Street who were legally required to close during national lockdown in November have been offered complimentary parking at Town Hall throughout December. Interested businesses should contact business@brentwood.gov.uk for more information.</p> <p>• COVID Task Group The Licensing, Environmental Health, Corporate Enforcement and Economic Development teams are meeting with Essex Police twice a week to discuss COVID compliance issues. The aim is to engage, educate and encourage businesses to follow the current guidance.</p> <p>• Economic Development Apprentice Five apprentices have been recruited by the Council. One of the apprentices will be based within the Economic Development team and will be able to support projects such as Brentwood Open and the Boutique Market.</p> <p>• Crown Street Arch The Council has employed a consultant engineer who will be</p> 	

	<p>overseeing the installation of the Crown Street arch. We are hoping to have the arch installed in time for the Boutique Market.</p> <p>An agreement was made to renew the Brentwood Open Facebook Group on a rolling monthly basis with KeyLime PR & Marketing.</p> <p>Planning Policy</p> <p>PD reported the local plan has recently been at the examination in the formal hearing sessions. There will be more sessions in February 2021. The Council is hoping to adopt plan in 2021.</p> <p>Corporate Enforcement</p> <p>No update</p>	
8.	<p><u>Business Trade Clusters Update</u></p> <p>Brentwood Cluster & Baytree Progress Update</p> <p>MH mentioned that Dan Foley, Baytree Centre Manager has asked for a leave of absence until the workload at the Baytree Centre is more manageable.</p> <p>Shenfield Upper and Central Progress Update</p> <p>KT reported that retailers in Shenfield reopened Wednesday 2 December after the second national lockdown. Customers are pleased to hear that the Council, BBP and Brentwood Chamber are working together to help support businesses.</p> <p>Ingatstone Cluster Progress Update</p> <p>MHt reported that businesses in Ingatstone High Street seemed busy with both the Nutcracker Trail and the Ingatstone best dressed window competition taking place at the same time.</p>	
9.	<p><u>Report on Recent Activities from Chamber</u></p> <p>LB reported that the Chamber have carried on with meetings and networking sessions on Zoom. The AGM has been put back to April 2021. The Brentwood Safe radio scheme has had a successful launch just ahead of the second lockdown.</p> <p>NH added that she has been asked to replace the late John Kerslake on the Brentwood Chamber Executive Committee.</p>	

10.	<p><u>Report on Recent Activities from FSB</u></p> <p>DB reported the following FSB activities:</p> <ul style="list-style-type: none"> • Have launched a campaign called Love Your Small Business to encourage shoppers to get back into the High streets and engaging with small businesses. • FSB is a Kickstart provider and can help businesses source an Kickstarter. • They will be launching webinars for Brexit in the new year. • FSB have been engaging with the Lower Thames Crossing (LTC) project, specifically the skills agenda. There is a call to construction businesses to get on board with the LTC supply chain. <p>The FSB are continuing their weekly networking events, as well as hosting business webinars for business support and advice. To view the latest events from the FSB, please visit www.fsb.org.uk/event-calendar.html or contact David at david.barnes@fsb.org.uk.</p>	
11.	<p><u>Bid Applications</u></p> <p>No bids to approve.</p>	
12.	<p><u>AOB</u></p> <p>There were no matters arising.</p>	

Date of next meeting: Tuesday 19 January 2020, 6pm – 8pm

Location: Via Zoom