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**BRENTWOOD BUSINESS PARTNERSHIP GROUP MEETING**

**9 January 2020, 6pm – 8pm**

PRESENT:

**Brentwood Business Partnership Group:**

Mike Hawkins	MHa	Chair, BBP
Alan Jefcoate	AJ	Vice Chair, BBP & FSB Representative
Helen Arran	HA	Tees
Kim Anderson	KA	Brentwood Borough Council
Colin Barber	CB	Brentwood Chamber
Paul Beresford	PB	Beresfords
Dan Cannon	DC	Brentwood Borough Council
Paul Clement	PC	Savills Place
Anne Elliss	AE	Tees
Dan Foley	DF	Baytree Centre
Martyn Hart	MHt	Ingatstone Trade Cluster Representative
Cllr Noelle Hones	NH	Brentwood Borough Council
Cllr Chris Hossack	CH	Brentwood Borough Council
Cllr John Kerslake	JK	Brentwood Borough Council
Cllr David Kendall	DK	Brentwood Borough Council
Paul Mason-Hughes	PMH	Havering Colleges
Sarah O’Sullivan	SO	Tees
Nish Patel	NP	Upper Shenfield Trade Cluster
Nicky Smith	NS	Brentwood Leisure Trust
Kaye Thurgood	KT	Central Shenfield Trade Cluster
Nicki Treffers	NT	Beresfords
Ian Southgate	IS	Brentwood Theatre
Jonathan Stephenson	JS	Brentwood Borough Council
Fiona Wright	FW	Savills Place
<b>Support group</b>		
Nishat Amin	NA	Brentwood Borough Council
Phil Drane	LE	Brentwood Borough Council
Laurie Edmonds	PD	Brentwood Borough Council

**APOLOGIES:**

Vickie O’Donoghue, Tracey Lilley, Cllr Roger McCheyne, Cllr Gareth Barrett

		Action
1.	<p><b><u>Welcome and Introductions</u></b></p> <p>MHa welcomed all present, and thanked the Council Leader and the Chief Executive for allowing us the use of the Council Chamber for the signing ceremony and the full BBP meeting</p>	
2.	<p><b><u>Minutes from 6.11.19</u></b></p> <p>The minutes were agreed as a correct record.</p> <p>All action points from the last meeting have been either met or in progress.</p>	
3.	<p><b><u>BBP Sponsorship Signing</u></b></p> <p>Anne Elliss, from Tees, and Paul Beresford, from Beresfords, were present to sign the sponsorship agreement for the Brentwood Business Partnership. The signing ceremony took place in the council chamber which was followed by a short drinks celebration. The two firms will give their time and inspiration to the running and sponsorship of additional local public events that will aim to increase footfall and drive interest in local businesses.</p>	
4.	<p><b><u>Savills Place Presentation on High Streets</u></b></p> <p>Paul Clement, Head of Place-Shaping at Savills Place, delivered a presentation to both BBP and Brentwood Chambers executive board members on a proposal to conduct a place audit for Brentwood, Shenfield and Ingatestone.</p> <p><b>Presentation to be circulated with minutes.</b></p> <p>MHa asked members on their thoughts of the proposal and exploring models for responding to their findings (e.g., possibly forming a BID (business improvement district) In the borough).</p> <p>Consensus among members on supporting Savills' work.</p> <p>DK believes an action plan needs to take place for Brentwood High Street as soon as possible and that information from the research would be helpful as a start.</p> <p>MHt added that Ingatestone retailers would be in favour of research to take place and hopefully end up with an action plan moving forward.</p> <p>KT in favour of the process and research to take place in the first instance but is mindful that a BID may not be the answer to the</p>	NA

	<p>problems faced by local independent retailers. Business rates and parking should not be ignored.</p> <p>PMH suggested that BBP visit other BID areas to see what difference has been made by the formation of a business improvement district.</p> <p>NT commented on experience with Chelmsford BID. Her view is that John Lewis was the main driver in the development and improvement of Chelmsford, with the BID following afterwards.</p>	
5.	<p><b><u>Ratification of Terms of Reference</u></b></p> <p>A printed version of the BBP terms of reference was shared amongst members. A vote will take place in the next BBP meeting on Tuesday 18 February to adopt the new terms of reference.</p> <p><b>Electronic copy of the latest terms of reference to be circulated with the minutes.</b></p>	NA
6.	<p><b><u>Sponsorship Update/2020 Events</u></b></p> <p>Discussion was held on three events to take place in 2020.</p> <p>Possible ideas for events included:</p> <ul style="list-style-type: none"> <li>• Boutique market in September</li> <li>• Summer arts event</li> <li>• Ingatestone Flower Festival/Dickensian evening</li> </ul> <p>MHt requested that the summer arts event does not take place on the 4 July to avoid clashing with Ingatestone Jazz Festival.</p> <p>NH mentioned that closing Ingatestone High Street would be costly Also, the high street is a priority route if there are closures on the A12, which would make closing the road for an event difficult. Instead the BBP could look at the car park of the community club on a Saturday, where community events currently take place.</p> <p>DK asked whether there would be direct engagement with the retailers for these events to get involved and help support the event.</p> <p>MHt replied that he is in communication with up to 50 retailers in Ingatestone and will be organising a traders meeting to get their feedback</p>	
7.	<p><b><u>Council Executive Report</u></b></p> <p><b>Economic Development</b></p> <p>LE reported that the council is developing a new corporate strategy for the next 5 years called Brentwood 2025.</p>	

	<p>The Economic Development team is currently working on a revised economic strategy and have commissioned consultants to produce an economic study to help inform the new strategy. A place audit report could also provide recommendations for the new strategy. In the next couple of months, BBP will be informed of any progression or involvement needed to produce the new economic development strategy.</p> <p>A Hiring for Growth workshop will take place on 14 January.</p> <p>The 2020 Brentwood Business Showcase is to take place earlier this year on Thursday 9 July 2020. More information on the event will be made available soon.</p> <p><b>Share corporate strategy document once published.</b></p> <p><b>Planning Policy</b>  PD reported that any work that Savills may undertake will help the council and planning policy for future town centre aspirations.</p> <p>The local development plan is to be submitted to the Secretary of State before the examination process at the end of January. An item will be going to ordinary council on 22 January for some of the changes that have been consulted on to be approved by council prior to submission.</p> <p>Updates will be posted on the council website at <a href="http://www.brentwood.gov.uk/ldp">www.brentwood.gov.uk/ldp</a></p> <p><b>Corporate Enforcement</b>  DC reported that Corporate Enforcement had a busy December especially around the night-time economy. The Corporate Enforcement team was out co-working with Essex Police engaging with licenced premises to tackle drug abuse and anti-social behaviour.</p> <p>Brentwood Council's Licensing department and the South Essex Parking Partnership were also out in the town centre engaging throughout December.</p> <p>The Corporate Enforcement team also worked with Essex Police to set up a few locations across the borough with their TruCAM devices to tackle speeding.</p>	<p><b>NA</b></p>
<p><b>8.</b></p>	<p><b><u>Business Trade Clusters Updates</u></b></p> <p><b>Shenfield</b>  NP reported another successful Christmas event and thanks were given to KA and her team for their support in setting up and running the event. There was a slightly lower footfall due to weather. A few</p>	

	<p>stallholders left early due to the windy weather on the day, which may have also influenced footfall.</p> <p>There was a record number of sponsorships this year. KT added that feedback on the event from local businesses and residents was positive, despite the challenging weather conditions.</p> <p><b>KA to present an evaluation on both LUB and SCF in next meeting</b></p> <p><b>Ingatestone</b> The Rotary Club held a very successful Christmas event with up to £1,000 raised for charity.</p> <p>MHt reported that after speaking to several shops reported their worst Christmas takings. Some of the shops noted a rise in break ins and lack of CCTV along the high street.</p> <p>Several businesses on the high street are reported to be up for sale.</p> <p>MHt reported the following statistics on the 'Holiday Hunt' Christmas competition –</p> <ul style="list-style-type: none"> <li>• 2,000 entry forms distributed and 40 shops participating</li> <li>• 800 forms went out via high street shops and at the Ingatestone Christmas market with zero response</li> <li>• 1,200 forms went out in school bags, competition closed on 3 January with only 31 entrants</li> </ul> <p>The feedback behind the poor take up for the competition was that the trail was deemed too hard to complete as there were 40 shops to visit.</p> <p>DK questioned whether the BBP can organise a meeting with the council leader and the Ingatestone community to help come up with short term solutions for the problems faced in Ingatestone town centre.</p> <p><b>Look to set up a meeting with Ingatestone</b></p> <p>KT suggested to MHt to engage with the convenience stores as they are a good indicator of footfall in the high street.</p> <p><b>Baytree Centre</b> <b>NA to circulate DF's report with minutes</b></p>	<p><b>KA</b></p> <p><b>MHt/MHa/LE/NA</b></p> <p><b>NA</b></p>
<p><b>9.</b></p>	<p><b><u>Report on Outcomes on BBP Business Plan</u></b></p> <p><b>Report on outcomes to be included with the minutes</b></p>	<p><b>NA</b></p>

10.	<p><b><u>New Bid Funding Applications</u></b></p> <p>No new bid funding applications</p>	
11.	<p><b><u>Report on Recent Activities from Chamber and FSB</u></b></p> <p>PMH reported that the Brentwood Chamber membership is growing, with up to 300 members now signed up.</p> <p>The decision has been made that the Brentwood Business Awards will take place again this year.</p>	
12.	<p><b><u>AOB</u></b></p>	

**Date of next meeting:** Tuesday 18 February 2020

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