

# Business and Town Centres Committee Agenda

**Part One** 

## Town Hall, Brentwood

Wednesday 16 July 2014 at 7.00pm

Membership (Quorum: 3)

## Councillors

Cllrs Kendall (Chair), Keeble (Vice-chair), Hossack, Mrs Murphy, Newberry, Quirk, Reed, Russell, Ms Sanders and Sapwell

Committee Co-ordinator: Jean Sharp Ext 2655

## Additional Information:

#### Substitutes

The names of substitutes shall be announced at the start of the meeting by the Chair and the substitution shall cease at the end of the meeting.

#### Rights to attend and speak

Any Member may attend any body to which these Procedure Rules apply.

The Member may speak at the Chair's discretion, it being the expectation that a member will be allowed to speak on a ward matter.

Brentwood Borough Council, Town Hall, Ingrave Road, Brentwood, Essex CM15 8AY tel 01277 312 500 fax 01277 312 743 minicom 01277 312 809 www.brentwood.gov.uk

## Point of Order/Personal explanation/Point of Information

For clarity, relevant sections of Rule 8 of the Council's Procedure Rules (Part 4.1 of the Constitution) are set out for Members' information below:

#### 8.3.14 Point of order

A member may raise a point of order at any time. The Mayor will hear them immediately. A point of order may only relate to an alleged breach of these Procedure Rules or the law. The Member must indicate the rule or law and the way in which they consider it has been broken. The ruling of the Mayor on the point of order will be final.

## 8.3.15 Personal explanation

A member may make a personal explanation at any time. A personal explanation must relate to some material part of an earlier speech by the member which may appear to have been misunderstood in the present debate, or outside of the meeting. The ruling of the Mayor on the admissibility of a personal explanation will be final.

## 8.3.16 Point of Information or clarification

A point of information or clarification must relate to the matter being debated. If a Member wishes to raise a point of information, he/she must first seek the permission of the Mayor. The Member must specify the nature of the information he/she wishes to provide and its importance to the current debate, If the Mayor gives his/her permission, the Member will give the additional information succinctly. Points of Information or clarification should be used in exceptional circumstances and should not be used to interrupt other speakers or to make a further speech when he/she has already spoken during the debate. The ruling of the Mayor on the admissibility of a point of information or clarification will be final.

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The Chair of the meeting may terminate or suspend filming, photography, recording and use of social media if any of these activities, in their opinion, are disrupting proceedings at the meeting.

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## Part One (During consideration of these items the meeting is likely to be open to the press and public)

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	An item of business may only be considered where the Chair is of the opinion that, by reason of special circumstances, which shall be		

specified in the Minutes, the item should be considered as a matter of urgency.

Shilelandy

Jo-Anne Ireland Acting Chief Executive

Town Hall Brentwood, Essex 8.7.2014



## **Minutes**

## Community Services Committee 26.2.2014

## Membership/Attendance

- \* Cllr Mrs Pound (Chair)
- \* Cllr Parker (Vice-Chair)
- \* Cllr Carter
- \* Cllr Clarke
- \* Cllr Mrs Cornell
- \* Cllr Mrs Davies
- \* Cllr Ms Golding

\*present

#### Also present

Cllr Aspinell Cllr Hossack Cllr Mrs McKinlay Cllr Quirk Mrs J Elliott – Tenant Talkback representative Mrs M Montgomery – Tenant Talkback representative Jason Manning

## **Officers Present**

Kim Anderson - Partnership, Leisure & Funding Manager David Carter Senior Environmental Health Officer Ashley Culverwell – Head of Borough Health, Safety and Localism Malcolm Knights – Head of Housing David Lawson – Monitoring Officer Tracey Lilley – Community Safety Officer Keith Lindup - Consultant Roy Ormsby – Head of Streetscene Jean Sharp – Governance and Member Support Officer

## 365. Apologies for Absence

No apologies were received.

- \* Cllr Kendall
- \* Cllr Le-Surf
- \* Cllr McCheyne
- \* Cllr Mrs Murphy
- \* Cllr Russell
- Cllr Sparling

## 366. Minutes of the Community Services Committee meeting held on 8.1.2014.

The minutes of the 8.1.2014 meeting were approved.

#### 367. New Tenancy Agreement

The report before Members proposed a final amended tenancy agreement following consultation with existing tenants which had produced a 32% response.

Members commended officers, Members and Tenants Talkback representatives on their work in relation to the new tenancy agreement.

Following a full discussion, Cllr Ms Golding MOVED and Cllr Sparling SECONDED and it was

#### **RESOLVED** that:

1. The variations to the Council's tenancy agreement detailed in Appendix 10.1 to the report be approved.

2. The Head of Housing be authorised to send notice of variation to existing tenants, and to issue new fixed term tenancies in accordance with the variation of tenancy conditions.

#### 368. Repairs and Maintenance Procurement

The report set out the tender process and evaluation of the contractors' submissions for the repair, maintenance and planned works for Housing and Corporate property in accordance with the resolutions of the Community Services Committee of 5.6. 2013 and the Policy, Projects and Resources Board of 13.3.2013.

Further to paragraph 6.5 of the report, the Head of Housing reported that the results of the leaseholder consultation had been positive with no major issues that altered the recommendation of the report.

Following a full discussion during which the importance of close monitoring of- the work of the successful contractors was acknowledged, Cllr Parker MOVED and Cllr Mrs Murphy SECONDED the recommendation and it was

#### **RESOLVED** that:

Subject to the results of the leaseholder consultation, referred to at paragraph 6.5 in the report, that the Committee accepts the tender evaluation results and approves the following contractors to provide the repair and maintenance service delivery for the Housing and Corporate property portfolios from 4 June 2014 for a period of five years with a further period of five years at the Council's discretion based on demonstrable benefit and continuous maintenance of performance standards:

- Lot 1 General Building Wates Living Space Maintenance Ltd.
- Lot 2 Mechanical and Electrical Services Oakray Ltd.
- Lot 3 Lift Services Precision Lifts Services Ltd.

## 369. Hutton Community Centre- approval of Community Group budget

The report provided Members with a detailed budget\_and business plan from the Community Group for the running of the Hutton Community Centre as part of the phased re-opening and sustainable future plan for the Community Centre.

Hutton Community Centre was a community based facility which the Council in partnership with the local community would manage for the first year as part of the phased approach to the community running the centre independent of the Council.

The Performance and Resources Committee on 6.11.2014 had recommended, that the Community Group submit a detailed budget (including a summary narrative) for approval by the Community Services Committee.

Cllr Mrs Pound MOVED and Cllr Parker SECONDED and it was

## **RESOLVED** that

The Committee agrees to consider the budget submitted by the Community Group -for approval.

A member of the Community Group, Jason Manning, gave a presentation to Members on the business plan and budget for running the centre which had been produced by the Group. The Committee thanked the Group for their presentation and for producing the business plan.

A full discussion took place where Members' concerns were outlined particularly in relation to the finance and management of the Community Centre. Reassurance was given that Council Members would form part of the management committee supported by officers and that the Council would monitor the Centre's finances closely.

It was suggested that Hutton Ward Members may wish to make a contribution from their ward budgets to the Centre if needed.

Cllr Mrs Cornell MOVED and Cllr Russell SECONDED the recommendation and it was

#### **RESOLVED** that

The Committee agrees the Community Group's business plan and budget forecast as attached as Appendix 1 to the report.

#### 370. Street Market Brentwood High Street

The report provided Members with an update on the Brentwood Town Centre Street Trading Market and considered future arrangements for this. A public consultation was carried out to establish the type of market preferred.

The results of the survey showed that the majority of respondents wanted a High Street market, but with a wider selection of items and of a better quality than that currently offered, and with a preference for local food produce.

In order to explore whether it was feasible to sustain a market of this type it was suggested that alternative market providers be invited to express an interest. Whilst this was underway, a six month extension to the existing market provider could be offered.

Cllr Russell MOVED and Cllr Kendall SECONDED and it was

#### **RESOLVED UNANIMOUSLY** that

The Committee agrees to:-

- 1. Extend the current management agreement with Essex Farmers Market (EFM) for a further six months 30 September 2014.
- 2. A formal expression of interest exercise be undertaken to invite alternative market providers to operate the Brentwood High Street Market and the results to be reported to a future committee to decide on the future operator of the market.

#### 371. Draft Community Safety Commissioning Plan 2014/15

The Community Safety Commissioning Plan before Members set out how the Council would deliver against the Corporate Priorities for a Safer Borough and align with the Community Safety Partnership's work relating to anti-social behaviour and crime reduction.

The Community Safety Manager was thanked for her hard work and enthusiasm in relation to the Commissioning Plan and management of the various schemes which had contributed to a reduction in anti-social behavior and crime in the borough.

Cllr Russell MOVED and Cllr Parker SECONDED the recommendation and it was

#### **RESOLVED UNANIMOUSLY**

That the Committee approves the Community Safety Commissioning Plan for 2014/15 attached at Appendix 1.

## 372. Car Wash Franchise

The Committee's<sup>2</sup> approval was sought for a 5 year lease to the operators of the car wash franchise (Brentwood Car Wash) in the multi storey car park following a successful first year of trading. The report also sought approval to expand the franchise to include Chatham Way car park for a trial period of 6 months. In the event that there were no valid complaints in relation to the car wash operation within the trial period, it was proposed that a 5 year lease also be approved for this car park.

In addition, Members' approval was also sought to offer a rolling 3 month renewable license for William Hunter way car park until such time as a new development partner was found for the site.

Following a full discussion Cllr Parker MOVED and Cllr Russell SECONDED the recommendations and it was

## RESOLVED UNANIMOUSLY

- 1. That Members approve a 5 year lease in the multi storey car park to Brentwood Car Wash in order to continue to provide the car wash facility for the benefit of the local community.
- 2. That Members approve a 5 year lease for Chatham Way car park, subject to successful completion of a 6 month trial.
- That Members approve a rolling 3 month renewable License for William Hunter Way Car Park until a suitable developer for the site is identified.
   (Cllr Clarke declared a non-pecuniary interest by virtue of knowing the proprietor of Brentwood Car Wash).

#### 373. Air Quality Management Areas

In 2004 Brentwood Borough Council declared Air Quality Management Areas in areas of the Borough where it was predicted that levels of air pollution would exceed the national Air Quality Objective for nitrogen.

Further monitoring undertaken since the areas were declared had indicated that there had been no exceedances of the Air Quality Objective in four of the areas since 2008. Reports submitted to DEFRA by the Council had demonstrated that air quality in these four areas was meeting the objectives and DEFRA had accepted that the Council could consider whether to revoke the AQMAs for the areas concerned.

Following a full discussion, Cllr Parker MOVED and Cllr McCheyne SECONDED the recommendation and it was **RESOLVED UNANIMOUSLY** that

1. Members agree to revoke the existing AQMAs in four locations, i.e.

- a) AQMA 1 Nags Head Lane at its junction with the M25
- b) AQMA 3 Greenshaw/Porters Close near to the A12 Brentwood Bypass
- c) AQMA 5 B1002 Roman Road, Mountnessing near to A12
- AQMA 6 Fryerning Lane, Pemberton Avenue & Trimble Close near to A12 and instruct officers to submit AQMA Revocation Orders for AQMAs 1, 3, 5 and 6 based on the fact that NO2 annual mean concentrations have not exceeded the relevant AQOs at worst case monitoring locations within these areas since 2008.

2. Members agree to continue monitoring of air quality within the former AQMAs if revoked to check that the Air Quality Objectives were not exceeded.

## 374. Delegated Authority to enforce the Food Safety and Hygiene (England) Regulations 2013

Members were advised that these Regulations revoked and re-enacted with some minor changes the Food Hygiene (England) Regulations 2006 (S.I. 2006/14) and certain provisions of the General Food Regulations 2004 (S.I. 2004/3279) as they applied in relation to England.

Environmental Health Officers and Technical Officers enforcing food safety law within the Borough require authorisation under these regulations in order for the Authority to abide by its statutory functions in ensuring food safety standards are maintained in order to protect public health.

Cllr Kendall MOVED and Cllr Mrs Davies SECONDED the recommendation and it was

#### **RESOLVED UNANIMOUSLY**

That the Committee agrees to delegate authority to the Head of Borough Health Safety and Localism and any officer authorised by him to undertake all powers conferred to the Council under the Food Safety and Hygiene (England) Regulations2013. 16 July 2014

#### Agenda Item: 3

#### **Business and Town Centres Committee**

#### Committee Terms of Reference and 2014/5 Budget

Report of: Anne Knight Economic Development Manager

Wards Affected: All

This report is: Public

#### 1. Executive Summary

1.1 This report outlines the Terms of Reference for the Business and Town Centres Committee and the 2014/5 budget that directly supports businesses and the retail centres.

#### 2. Recommendations:

That Members agree to:

- 2.1 Consider the Terms of Reference for the Business and Town Centres Committee and to pass on any suggested changes to the Constitution Working Group (CWG)
- 2.2 Request that the CWG recommends to Full Council the following changes to the Terms of Reference for this Committee:-

1. To lead, consider and propose matters concerning the promotion of economic development throughout the Borough and the interface with countywide or and regional economic development initiatives.

6. To consult with the Chamber of Commerce, and Federation of Small Businesses, residents and interested parties when required.

#### 3. Introduction and Background

3.1 The Terms of Reference for the Business and Town Centres Committee have been set by the Annual Council as follows:

- To lead, consider and propose matters concerning the promotion of economic development throughout the Borough and the interface with countywide or regional economic development initiatives.
- To promote and encourage enterprise and investment in the Borough in order to maintain and sustain the economic wellbeing and regeneration of the area.
- To develop a climate where businesses and individuals can innovate, compete and contribute to the economic development and regeneration of the area; and excellence in local business.
- To encourage the growth of existing businesses in the Borough and access to the skills and training necessary to support them.
- To consider and determine matters relating to the promotion, maintenance and enhancement of the vitality and viability of shopping centres within the Borough.
- To consult with the Chamber of Commerce and Federation of Small Businesses.
- To maintain a special interest in promoting employment in the borough.
- To promote and encourage tourism and heritage
- Parking (off Street parking provision in Council owned car parks)
- Community Safety and CCTV

The process for any changes to Committee TOR's need to be referred to the Constitution Working Group (CWG) who would need to recommend changes to the Full Council.

3.2 The 2014/15 Budget for the Committee is:

	Renaissance Group	Economic Development
Budget	£101,282	£23,000**
Of which revenue	£50,322	£23,000
Of which capital	£50,960	
Allocated budget	£48,545	£5,000
date		
Of which revenue	£26,545	£5,000
Of which capital	£22,000	
Unallocated budget	£52,737	£18,000
Of which revenue	£23,777*	£18,000
Of which capital	£28,960	

\*A proposal has been submitted to RG to request that £5k is transferred from RG to ED budget

\*\*Possible increase to £28k subject to RG agreement

NB: There is also a £15k reserve for Economic Development

#### 4. Issue, Options and Analysis of Options

4.1 N/A

#### 5. Reasons for Recommendation

5.1 To facilitate informed debate and any necessary refinement of the TOR for the Business and Town Centres Committee through the agreed process involving the CWG.

#### 6. Consultation

6.1 The TOR and Budget have been set by Annual Council. The CWG provides a cross-party consultation process to agree changes to the TOR.

#### 7. References to Corporate Plan

7.1 A Prosperous Borough – promoting a mixed economic base across the borough, maximising opportunities in the town centres for retail.

#### 8. Implications

Financial Implications Name & Title: Jo-Anne Ireland, Director of Strategy and Corporate Services Tel & Email 01277 312712

The financial implications are outlined by the budget.

## 8.1 Legal Implications Name and Title: David Lawson, Monitoring Officer Tel & Email: 01277 312774

The recommendations are in line with good governance and constitutional procedures

**Other Implications** (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

8.2 N/A

- **9. Background Papers** (include their location and identify whether any are exempt or protected by copyright)
- 9.1 N/A

## 10. Appendices to this report

N/A

## **Report Author Contact Details:**

Name: Anne Knight Telephone: 01277 312500 E-mail: anne.knight@brentwood.gov.uk

#### **Business & Town Centres Committee**

#### **Business Rates Reliefs**

Report of: Rick Steels, Revenues & Benefits Manager

Wards Affected: All

This report is: Public Document

#### 1. Executive Summary

- 1.1 This report provides Members with details of the existing business rates reliefs available to local businesses and the opportunities for enhancing take up of the help available.
- 1.2 All existing reliefs are publicised on the Council's website and details of each relief are also included within an information sheet which is sent out with every Business Rates bill.
- 1.3 Take up of reliefs, however, is patchy and therefore Members are encouraged to provide local businesses with details of the reliefs that are available on the Council's website and in documentation regularly sent to accompany all Business Rates bills.
- 1.4 Officers will additionally promote the take up of the various reliefs available as part of a Council led business event later in the year.

#### 2 Recommendation(s)

- 2.1 That Members actively promote the take up of the various reliefs available to local businesses by advising of the information held and regularly updated on the Council's website and included within the 'Explanatory Notes' that accompany every business rates bill sent by the authority.
- 2.2 That Members approve the inclusion of promotion and take up of the various reliefs available by officers at a future business event to be held later in the year.

#### 3 Introduction and Background

- 3.1 There are a number of business rate reliefs available to local businesses, all of which are fully or part funded by central government.
- 3.2 Some of these reliefs are quite new, such as Retail Relief and Re-Occupation Relief, which have been introduced within the past 6 months, but the majority have been in existence since 1988.
- 3.3 In nearly every case businesses are required to make an application for the award of relief so that relevant restrictions, such as the European Union competition rules which generally prohibit Government subsidies to businesses, can be monitored and reported.

#### 3.4 Small Business Rates Relief (SBR)

Small Business Rates Relief is part funded by central Government and is awarded to businesses with a Rateable Value (RV) of less than £18,000 and is split into three categories.

- a) Businesses with an RV of less than £6,000 receive 100% relief (subject to application)
- b) Businesses with an RV of between £6,000 and £11,999 receive relief on a sliding scale i.e. the closer to an RV of £12,000 the less relief is awarded (subject to application)
- c) Businesses with an RV of £12,000 to £18,000 have their rates calculated by using a lower multiplier\* than for larger businesses.

\*To calculate the annual rates liability, the RV of a property is multiplied by a Government produced multiplier.

At the time of producing this report, of the 1,072 businesses with an RV of less than £18,000, 531 (just over half) have not made an application for relief, although 130 of these are currently unoccupied and some of the Valuation Office listings of sites with relate to telephone masts, ATM's etc. Additionally some businesses have more than two UK premises and are not eligible for relief.

The total of Small Business Rates Relief awarded for 2013/14 was  $\pounds$ 1,033,559. The cost to the Council was  $\pounds$ 242,716 which represents 50% of the cost of awarding Small Business Rates Relief before the Government doubled the level of relief available in 2010.

#### 3.5 **Discretionary Rate Relief (DRR)**

In December 2013, the Council approved an updated policy for the award of Discretionary Rate Relief which included a set of criteria that local businesses must adhere to, in order to qualify for discretionary support.

Charities and 'not for profit' businesses receive a mandatory relief from the Government of 80% which can be topped up at the discretion of the Council. Providing the business meets one or more of the criteria set out in the policy they will qualify for some top up but this is not necessarily the full 20%. For example some businesses have 'cash at bank' of nearly a quarter of a million pounds and would only receive a 5% top up.

The current cost to the Council of topping up relief to charities and 'not for profit' organisations are £51,561 awarded to107 businesses. Discretionary Rate Relief is also awarded to rural businesses within a rural settlement of less than 3,000 people. At the time of writing this report there are 8 rural businesses receiving a relief at a cost to the Council of £3,975

#### 3.6 Retail Relief

Retail Relief was introduced from 1<sup>st</sup> April 2014. This relief of up to £1,000 may be awarded to occupied business premises with an RV of £50,000 or less and which is wholly used as a shop, restaurant, café or drinking establishment.

The relief reflects the changes to the retail sector particularly due to internet shopping with many high streets and town centers' experiencing challenges as they look to adapt to changing consumer preferences in how people shop and will be wholly funded by the Government for two years.

750 local retailers were identified as potential recipients of Retail Relief and were therefore sent an application form to complete in April. Again an application is required so that relevant restrictions, such as the European Union competition rules which generally prohibit Government subsidies to businesses, can be monitored and reported.

Of these 250 businesses successfully completed an application and were awarded Retail Relief. To date the amount awarded to these businesses is £241,312 which is fully funded by central Government.

#### 3.7 Re – Occupation Relief

The government is keen to ensure that town centres remain thriving and diverse and to this end wants to see the number of vacant shops decrease. The Chancellor announced in his December 2013 Autumn Statement the introduction of a re-occupation relief which is intended to encourage reoccupation of shops that have been empty for a long period of time and reward the businesses that make this happen.

The re-occupation relief provides a 50% business rates discount for 18 months for businesses moving into previously empty retail premises between 1<sup>st</sup> April 2014 and 31<sup>st</sup> March 2016, up to State Aid De Minimis limits.

Relief will be awarded to properties that were previously wholly or mainly used for retail purposes and were empty for at least 12 months before being re-occupied between 1<sup>st</sup> April 2014 and 31<sup>st</sup> March 2016. There is no RV limit.

There are some exceptions for example bookmakers, pawn brokers and pay day loan shops do not qualify, otherwise it is up to the discretion of the Council to decide whether the business may be awarded reoccupation relief.

Where there is a change of ratepayer during the qualifying period, the new ratepayer will automatically benefit from the remaining term of the relief. To date, despite the relief being publicised on the Council's website and on an information sheet that accompanies all Business Rates bills, no applications for this relief have been received.

#### 3.8 Other reliefs

There are a number of other reliefs available to unoccupied local businesses on application. 50% of the costs of these reliefs are met by the Council.

**Unoccupied Rate Relief (industrial premises).** This is awarded for a maximum period of 6 months for industrial premises such as factories. The amount awarded at the time of writing this report is £45,780

**Unoccupied Rate Relief (non industrial premises).** This is awarded for a maximum period of 3 months. It is awarded for non industrial premises such as offices. The amount awarded at the time of writing this report is £330,667.92

**Unoccupied Listed Buildings**- The amount awarded at the time of writing this report is £103,368

**Small unoccupied businesses rate relief.** This is awarded for unoccupied premises with an RV of less than £2,600. The amount awarded at the time of writing this report is £16,018.51

#### 4 Issue, Options and Analysis of Options

4.1 Despite providing businesses with an information sheet which includes information about the various reliefs available to them and information

relating to all reliefs available to local businesses, take up is patchy at best.

- 4.2 Members therefore are encouraged to actively promote the take up of the various reliefs available to local businesses by advising of the information held and regularly updated on the Council's website and included within the 'Explanatory Notes' that accompany every business rates bill sent by the authority.
- 4.3 Additionally officers will take part in promoting an awareness and take up of the various reliefs available at a future business event to be held later in the year.

#### 5 Reasons for Recommendation

- 5.1 To advise Members of the actions they need to take to promote take up of the various business rates reliefs available.
- 5.2 Encourage business to have knowledge of and apply for the business rates reliefs they may be entitled to.

#### 6 Consultation

6.1 Not applicable

#### 7 References to Corporate Plan

7.1 A Prosperous Borough – promoting a mixed economic base across the borough, maximising opportunities in the town centres for retail.

#### 8 Implications

Financial Implications Name & Title: Jo-Anne Ireland Director of Strategy & Corporate Services Tel & Email 01277 312712 jo-anne.ireland@brentwood.gov.uk

8.1 There is a potential cost of setting up a future business event but this may be offset by inviting sponsorship from an appropriate organisation.

Legal Implications Name & Title: David Lawson, Monitoring Officer Tel & Email 01277 312860 david/Lawson@brentwood.gov.uk

8.2 None

**Other Implications** (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 - Crime & Disorder, Sustainability, ICT.

- 8.3 None
- **9 Background Papers** (include their location and identify whether any are exempt or protected by copyright)
- 9.1 Background papers are held by the Revenues & Benefits service and are not protected by copyright.

#### 10 Appendices to this report

• None

#### **Report Author Contact Details:**

Name: Rick Steels Telephone: 01277 312855 E-mail: rick.steels@brentwood.gov.uk 16 July 2014

#### Agenda Item: 5

#### **Business and Town Centre Committee**

#### **Evening Parking Charges**

Report of: Roy Ormsby Head of Street Scene

Wards Affected: All

This report is: Public

#### 1. Executive Summary

- 1.1 One of the key challenges for the Council is to develop parking charges that encourages economic vitality in the Borough, and that reflects both the day and night-time economy.
- 1.2 It is considered that there are a high number of vehicles that use the Council's car parks during the evening, and that there is an inconsistent charging structure between the day-time and night-time economy.
- 1.3 It is felt that this is unfair on those using local businesses during the day, and that the many visitors to the area during the evening should make a contribution towards the clean-up costs associated with the night-time economy.
- 1.4 It is proposed that a pilot scheme be introduced for three months, which will monitor the use of the car parks, and the impact it has on local residents and businesses. A charge of £2.00 will be introduced, which would be effective after completion of consultation through advertising the Brentwood Borough Council off street parking places consolidation order 2012. It is anticipated that if approved, and there are no objections, that night-time charging will be introduced from Monday 20<sup>th</sup> October 2014, or sooner if the order is in place. This will ensure that the trial period covers periods of traditionally lower evening usage, November and January, and a peak period during December.
- 1.5 Charging would be introduced in all Council owned car parks, excluding the multi story car park due to the high staffing costs that are associated with the barrier system. The impact of the trial will be monitored, and reported back to the Business and Town Centres Committee with the results.

## 2. Recommendation(s)

- 2.1 Agree that a three month trial is implemented for the introduction of a flat rate charge of £2.00 for night-time parking between 7pmand 6am for Car Parks in Brentwood and Shenfield, but excluding the multi-storey.
- 2.2 Agree that a report will be brought back to the Business and Town Centre Committee on 23 February 2015 with full details on the outcome of the trial.
- 2.3 Agree that Officer's commence the process of changing the Council's off street parking places consolidation order 2012 to reflect the introduction of a flat rate charge of £2 between 7pm and 6am Monday to Sunday.
- 2.4 In the event that insufficient income is raised to cover the one-off costs of £14,200 that a report be presented to Finance and Resources Committee to recommend that such costs are met from the General Fund Working Balance.
- 2.5 That any surplus income, exceeding the parking budget, is ring fenced for projects that provide benefit to Town Centres and/or to potentially reduce the cost of day time parking charges.

## 3. Introduction and Background

- 3.1 It is recognised that the Council needs to develop a long-term car parking strategy to balance the needs of residents, visitors and the business community, as effective management of off street parking is a key factor in assisting the Council in encouraging economic vitality in the Borough.
- 3.2 Income from car parking also supports many of the Council's services, and plays an important role in maintaining the high standards people expect through our street scene services. However, this needs to be balanced through an effective charging structure that takes account of the whole economy.
- 3.3 The proposal to introduce night-time charges will play a vital role in developing this balance, as it is felt there is currently an imbalance between what day time shoppers pay, and those that frequent the Town Centre on an evening.

- 3.4 The three month trial will be monitored, and a report will be brought back to the Business and Town Centres Committee on 23<sup>rd</sup> February 2015, which will reflect usage, and any feedback from users and the business community. However, it is envisaged that the Council will work with the business community throughout the trial period, and monitor any changes to their trade.
- 3.5 Additional enforcement will be used to monitor evening parking, with a minimum of two Officers being on duty. It is felt that this will provide additional security, and help users feel safer in our car parks during the evening.

#### 4. Issue, Options and Analysis of Options

4.1 It is proposed that the introduction of night-time charging is through a trial period, and the results will be used to develop a long-term off street parking strategy to balance the needs of residents, visitors and the business community.

There will be costs associated with the implementation of night-time charging. These are estimated at :

- £6,000 for changes to the Ticket Machines and Signage in the Car Parks
- £8,200 estimated overtime costs for five day per week enforcement
- 4.2 Throughout the trial period the Council will monitor any impact that may be created with on street parking. Officers will work with the South Essex Parking Partnership to monitor any changes, and the results will form part of the final report that will be presented to the Business and Town Centre Committee.
- 4.3 It is hoped that sufficient income will be generated to cover these costs. It is also proposed that any surplus income is ringfenced for future projects which provide benefit to the Business and Town Centres.

#### 5. Reasons for Recommendation

5.1 Through the Business and Town Centre Committee the Council will be exploring a wide range of opportunities to strengthen economic vitality in our Town's. It is acknowledged that car parking plays a key role in the economy, and therefore this trial is part of developing a long-term car

Parking Strategy that meets the needs of the Council, car park users and the business community.

#### 6. Consultation

- 6.1 There will be a period of consultation through the advertising of the off street parking places consolidation order 2012, and any feedback will be considered.
- 6.2 This trial period is a key part of developing the parking strategy, therefore will be monitored, and comments will be fed back to the Business and Town Centre Committee on a regular basis. However, a full report will be considered with the Strategy at the end of the trial period.

## 7. References to Corporate Plan

7.1 Parking plays a key role in developing the Borough's economy, therefore the trial will help to promote a mixed economic base across the Borough, and balance the parking charges between the day and night economies.

## 8. Implications

#### **Financial Implications**

Name & Title: Jo-Anne Ireland, Director of Strategy and Corporate Services

Tel & Email 01277 312712 / jo-anne.ireland@brentwood.gov.uk

8.1 There is no existing budget for the additional one off costs of £14,200 to support this trial. It is hoped that sufficient income will be generated to support these costs, however in the instance that this should not occur, then these costs will need to be met from the Council's General Fund Working Balance. Any additional budget requirement will need to be approved by Finance and Resources Committee.

Legal Implications Name & Title David Lawson Monitoring Officer - Brentwood Council Email: | david.lawson@brentwood.gov.uk Tel: Mob: 07875 397 764

8.2 Parking income from off-street parking can be used in other budget areas. However, parking income from on-street parking is restricted to the cost of enforcing parking, contributing to off-street parking provision and, if the provision of further off-street parking is unnecessary or undesirable, contributing to the following activities:

- the costs of public passenger transport services
- highway improvement projects
- environmental improvements
- 8.3 On street parking charges can be amended by advertising a 21 day statutory notice period in advance of the changes being implemented. As long as there is no change to the charging time period there is no statutory consultation required. If any changes to charges also require a change in the related charging time periods then the traffic regulation orders affected need to be amended and this is subject to statutory consultation requirements, which the council needs to comply with. The council has powers to change charging time periods for pay and display bays under the Road Traffic Regulation Act 1984 and The Local Authorities Traffic Orders (Procedure) (England and Wales) 1996.

**Other Implications** (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

- 8.2 None
- 9. Background Papers
- 9.1 None

#### **Report Author Contact Details:**

Name: Roy Ormsby Telephone: 01277 312554 E-mail: roy.ormsby@brentwood.gov.uk

#### 16 July 2014

#### Agenda Item: 6

#### **Business and Town Centres Committee**

## Free Parking Days in Brentwood Multi Storey Car Park and Shenfield Car Parks

Report of: Ashley Culverwell, Head of Borough Health Safety and Localism

Wards Affected: All

This report is: Public Document

#### 1. Executive Summary

- 1.1 Following consultation with interested parties, support for free parking days in 2014/15 was very limited as it had not previously resulted in increased footfall for the retail areas.
- 1.2 Feedback from the Car Parks Manager was that there had been no increased take up in free parking on the days concerned and strong demand remained for paid for parking.
- 1.3 As the free parking days do not appear to be meeting the objective of stimulating increased footfall and support for local shops and businesses in the main retail shopping areas, Members may wish to consider not offering free parking days this financial year.

#### 2. Recommendation

Members agree to:-

2.1 Not offer additional free parking days in Council Car Parks (apart from Lighting Up Brentwood as already agreed) and suggest ideas to the Town Centre Manager as to how the £3,600 additional income (to that budgeted) from not offering free parking could best be spent to increase footfall in the retail areas. Any proposals to be reported at the next meeting of this Committee.

#### 3. Introduction and Background

3.1 The Council has traditionally offered free parking days at the Multi Storey Car Park in Brentwood as an opportunity to promote footfall into the retail areas and support the local economy. Last year this was extended to the two car parks in Shenfield at Hunter Avenue and Friars Avenue.

- 3.2 The Council loses approximately £1,300 in income from the Brentwood Multi Storey Car Park for every Saturday it does not charge. The loss in income for the two car parks in Shenfield on a Saturday is approximately £500.
- 3.3 As part of the parking review in 2012, Members considered offering free parking days at times other than Christmas as evidence suggests that no parking incentives are required to attract shoppers. As a result, in 2012/13 free parking was agreed on Valentine's Day, Easter and Christmas. Feedback from the Car Parks Manager advised that this did not result in an increased uptake of free parking. Traders commented that they saw no, or very little, increase in footfall on these promotional days.
- 3.4 In 2013/14 these options were again considered. Following consultation with Renaissance and Trader Groups, two Saturdays were selected in December for Brentwood and also for the first time in Shenfield car parks. This was to support Small Business Saturday on 7 December and on Saturday 21 December to encourage last minute Christmas shoppers.
- 3.5 These were widely publicised by officers through poster, banners, marketing collateral for traders and businesses, press coverage, online coverage on the Council website and through partner business organisations. Feedback, however, from our Car Parking Manager was that there was no extra uptake of free parking on 7 and 21 December but strong demand for the paid for parking. Some feedback from Brentwood traders was that customers found the Multi Storey Car Park difficult to find, less convenient for the main shopping area and not very inviting. They were therefore parking elsewhere in Brentwood Town Centre. As a result of this feedback the Renaissance Group are funding new and improved signage to the Multi Storey Car Park.
- 3.6 Feedback from Shenfield traders was that December free parking days did not create extra footfall or business, and the public used this to travel to London shopping centres. They would therefore prefer to avoid all free parking in December while still supporting the Small Business Saturday initiative.
- 3.7 Evidence in respect of car park usage is that there is little difference during the times when car parks are free, compared to when charged. Support from traders in respect of the free parking days is also not significant.

3.8 Research undertaken in other Town Centres by organisations such as the Association of Market Towns and Local Authorities is that free parking for Christmas shopping does not increase footfall as the public need to come into towns to shop and will pay for parking. Often users are also unaware of the schemes and it would not affect their decision to shop in the town. Traders still, however, expressed an interest in the option of having both free parking days in December, hence they were included as an option in the consultation.

#### 4. Issue, Options and Analysis of Options

4.1 Officers invited feedback from the Traders' Group, Renaissance Group, Federation of Small Businesses and Chamber of Commerce by selecting from the following options:-

#### **Option 1: Free parking on 06 December and 20 December**

- Free parking for Small Business Saturday Saturday 06 December 2014
- Free parking on Saturday 20 December 2014 (For Christmas shoppers)

#### **Option 2: Free parking on 06 December and 14 February**

- Free parking for Small Business Saturday Saturday 06 December 2014
- Free parking for Saturday 14 February 2015 (Valentine Weekend and start of Half Term)

#### Option 3: Free parking on 06 December and 28 March

- Free parking for Small Business Saturday Saturday 06 December 2014
- Free parking on Saturday 28 March 2015 (Start of the school Easter Holidays)

#### Option 4: Shenfield only - Free parking on 14 February and 28 March

- Free parking for Saturday 14 February 2015 (Valentine Weekend and start of Half Term)
- Free parking on Saturday 28 March 2015 (Start of the school Easter Holidays)

### Option 5: No additional free parking days 2014/15

• As stated above, the Car Parking Manager monitored the free parking uptake on 7 and 21 December and reported that this did not generate any uptake of usage and the paid for car parks had the same level of demand. The Council is therefore losing potential income.

- 4.2 There was limited interest from traders concerning free parking days and only 27 responded to the options consultation. Concerning the Brentwood Multi Storey Car Park, Option 2 with free parking on 6 December and 14 February won by one vote over the no additional free parking days Option 5. Traders supporting Option 5 expressed strong concerns over the offer of free days if the public were not aware of this or taking advantage of it and it was not making a difference to footfall.
- 4.3 The two Shenfield trader members of Renaissance Group, having consulted with fellow traders, expressed a preference for Option 4, free parking on 14 February and 28 March 2015 and to avoid the December dates when this was used mainly to travel by train to out of area shopping centres. Again, there was not strong support for free parking, particularly as it was not being used by the public to support Shenfield shops and increase footfall, as it was believed they were catching the train to Westfield Shopping Centre in Stratford.

#### 5. Reasons for Recommendation

- 5.1 Free parking days do not appear to be meeting the objective of stimulating increased footfall and supporting local shops and businesses in the main retail shopping areas, Due to increased pressure on the use of public finances to ensure the effective use of resources, Members may wish to consider not offering free parking days this financial year.
- 5.2 Instead Members may wish to offer alternative ideas that the £3,600 savings from car parking income can be used for.

#### 6. Consultation

6.1 Feedback was invited from the Traders' Group, Renaissance Group, Federation of Small Businesses and Chamber of Commerce.

#### 7. References to Corporate Priorities

7.1 **A Prosperous Borough** – promoting a mixed economic base across the borough, maximising opportunities in the town centres for retail.

#### 8. Implications

Financial Implications Name & Title: Jo-Anne Ireland, Director of Strategy and corporate Services Tel & Email 01277 312712; jo-anne.ireland@brentwood.gov.uk

- 8.1 The greatest risk in offering these free parking opportunities is that as well as the Council losing approximately £3,600 in lost income there is no guarantee that it will result in additional footfall for local businesses.
   Legal Implications
   Name & Title: David Lawson, Monitoring Officer
   Tel & Email 01277 312774; david.lawson@brentwood.gov.uk
- 8.2 There are no legal implications

**Other Implications** (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

8.3 Not applicable

#### 9. Background Papers

9.1 Community Services Committee 23 July 2013 item 4
 Community Services Committee 8 October 2013
 Results of the consultation with the traders and representative groups

#### 10. Appendices to this report

• Not applicable

#### **Report Author Contact Details:**

Name: Elaine Richardson Telephone: 01277 312525 E-mail: elaine.richardson@brentwood.gov.uk

#### 16 July 2014

#### Agenda Item: 7

#### **Business and Town Centre Committee**

## Expressions of Interest in Operating Brentwood High Street Market

Report of: Ashley Culverwell, Head of Borough Health, Safety and Localism

Wards Affected: All

This report is: Public document

#### 1. Executive Summary

1.1 To provide Members with an update on the Expression of Interest exercise to consider future arrangements for Brentwood Town Centre Street Trading Market. This was requested by Members at the Community Services Committee held on 26 February 2014.

#### 2. Recommendations

Members agree to:-

- 2.1 Grant a two year license for Essex Farmers Market to operate a weekly Friday and Saturday Market in Brentwood High Street.
- 2.2 Instruct officers to explore alternative market offerings which will enhance the Borough's attractions, including a night time market, teenage market and continental style markets, for Members to consider at a future meeting.

#### 3. Introduction and Background

3.1 A Saturday market has been in place on the High Street for approximately three years. This initiative was provided in response to Members recognising the benefits of a likely increase in footfall to the permanent shops in the town and the interest that this would create, all helping to compliment existing retailers and businesses. The Portas Review also supported street markets to help maintain a healthy shopping hub and provide a valuable addition to the local economy, with benefits including:

- Supporting the local economy, businesses and retailers by increasing footfall
- > Attracting new visitors, local residents and shoppers
- Providing a trading opportunity for small local producers and crafts people
- Complimenting existing retailers and businesses by providing a diverse and original product offer
- Creating an attractive, colourful and welcoming atmosphere for customers
- 3.2 Engagement with Members established the type of market preferred for the town which was endorsed in a policy including street trading license conditions by Members in September 2012. The preference was for a high quality, predominantly food based market. At the time of agreeing the current market operator, no parties were interested in offering food only, as they considered this to be unsustainable.
- 3.3 As part of the market operator contract renewal review, the Council conducted a public consultation on the market between December 2013 and January 2014. The vast majority of respondents wanted some form of market on Brentwood High Street and wanted a wider range of stalls, in particular of food, and a better quality of goods generally, in order to frequent it.
- 3.4 In order to explore whether it was feasible to sustain a market of this type it was agreed at Community Services Committee 26 February 2014 that a formal Expression of Interest exercise be undertaken to invite alternative market providers to operate the Brentwood High St Market.
- 3.5 Whilst this was underway, the current management agreement with Essex Farmers Market (EFM) would be extended for a further six months to 30 September 2014.
- 3.6 In response to the consultation results summarised at paragraphs 3.3, Essex Farmers Market have continued to increase their number of stalls overall and usually occupy both sides of the High Street. They have improved the fresh food selection and broadened the choice of goods, including the introduction of a popular plant stall. Following some complaints about the appearance of stalls, EFM also purchased new gazebos and back sheets which allow visibility through to the shops, while improving the roadside appearance and kerb appeal. A Manager is also on site every Saturday to ensure standards are maintained. EFM has commented on the restrictions in the market policy, such as the sale of fruit and vegetables, and length of license. EFM stopped operating the

monthly farmers' style food market in the Baytree Centre as this was not sustainable, despite the consultation expressing a preference for this type of market.

#### 4. Issue, Options and Analysis of Options

- 4.1 Issues from market operators as to why Expressions of Interest were not received in the current and previous reviews are as follows:-
  - The market was too small: the maximum number of 23 stalls would not be viable as most operate with a minimum of 40-50
  - Brentwood was outside of their main operating area
  - The current policy terms and conditions were too restrictive in terms of the goods which could be sold
  - The aspirations expressed for the type of market in the survey results were incompatible with general market stall offerings and profitability
  - The length of operating license, as stated in the Trading Policy, of 12 months was too short and all requested a minimum of three years
  - Operators preferred a second market day, in addition to Saturday, to capture the working community and such as mums doing the school run on a weekday.

Enquiries were received from four operators initially, two of which dropped out due to the reasons stated in 4.1 above. Two operators then went on to submit Expressions of Interest, summarised as follows, with presentations to Members due to take place at a 14 July meeting:-

4.2 Essex Farmers Market (the current operator).

They wish to retain a food and retail market with the following type of goods: bread, cakes, sweets, pies, cheeses, ladies wear, linens, fresh meat products, fresh fish, jewellery, garden plants etc. They would like to hold a market twice weekly on a Saturday and introducing Friday. They also requested a minimum two year and preferably five year contract. EFM also operate a market in Southend-on-Sea monthly on the 2<sup>nd</sup> and 4<sup>th</sup> Saturdays, with 40-50 stalls selling crafts, farm produce, bread, cakes, fruit and vegetable, plants and cut flowers.

4.3 Interest was also received from a large market operator with markets in Milton Keynes, Hatfield (Farmers Market), Swanley, Staines and Southall, with between 45 and 280 stalls. They expressed an interest in providing a

food and general consumer goods market, and/or more specialist markets with gazebo stalls and a minimum three year contract.

They subsequently withdrew their offer due to other market contract commitments and renewals and a lack of time to plan the operation of a new market.

4.4 Members have expressed a desire to provide alternative types of market, which Officers have explored as part of this exercise, but did not receive any interest. Members may therefore wish to bring forward ideas for alternative types of market to the meeting with the market provider on 14 July 2014. Officers will, however, continue to explore alternative market offerings which will enhance the Borough's attractions. These could include a night time market, a teenage market and German style Christmas Markets.

#### 5. Reasons for Recommendation

5.1 A market helps to complement and enhance existing retailers and businesses, create interest and increased footfall in the town and helps to provide an attractive, welcoming atmosphere for visitors and shoppers.

#### 6. Consultation

- 6.1 An Expression of Interest advert was placed with the leading market trade publication and website, Market Trade News. This was advertised online on the home page of their website and printed as a half page advert in their May edition with a 30,000 distribution to all types of market operators, including specialists. A number of large operators, who also offered specialist markets, were also approached on a number of occasions directly by Officers.
- 6.2 The Expression of Interest was also promoted on the business section of the Council website, together with background information and online application forms. It also appeared in the local papers and was publicised widely through social media.
- 6.3 The advert encouraged market providers to express an interest in different types of market, operating days, frequency and length of license as follows:-

- General markets offering an attractive range of food, produce and goods
- A more specialist type of market, for example antiques and vintage or arts and crafts
- Locally produced crafts and produce were to be encouraged
- Interest in providing a weekly, bi-monthly, monthly or seasonal market operating any day of the week or for a farmer's style market at the weekend
- If the weekly Saturday market is retained there would be an option to increase the frequency to a second day by mutual consent
- The length of license would be subject to Council Member agreement
- 6.4 Despite wide advertising, direct contact and consultation with interested parties, only two Market Operators expressed an interest. At the time of publishing this report one of the operators has pulled out, leaving the current operator as the only remaining interested party.

#### 7. References to Corporate Priorities

- 7.1 *A Prosperous Borough* Promoting a mixed economic base across the Borough, maximising opportunities in the town centres for retail.
- 7.2 **A Modern Council** More commissioned and procured services from the commercial and community sector where it makes economic and strategic sense.

#### 8. Implications

Financial Implications Name & Title: Jo-Anne Ireland, Director of Strategy and Corporate Services. Tel & Email 01277 312712; jo-anne.ireland@brentwood.gov.uk

8.1 The market fees are set on a cost recovery basis.

Legal Implications Name & Title: David Lawson, Monitoring Officer Tel & Email 01277 312774; david.lawson@brentwood.gov.uk 8.2 Any market operator will need to adhere to the Street & Market Trading Policy.

**Other Implications** (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 - Crime & Disorder, Sustainability, ICT.

8.3 Market trading conditions are designed to protect people's health and safety.

#### 9. Background Papers

9.1 Community Services Committee 26 February 2014 Market Consultation Survey Results

#### 10. Appendices to this report

Not applicable

#### **Report Author Contact Details:**

Name: Elaine Richardson Telephone: 01277 312515 E-mail: <u>elaine.richardson@brentwood</u> .gov.uk

#### 16 July 2014

#### Agenda Item: 8

#### **Business & Town Centres Committee**

# Update Report on Draft Economic Development Strategy and Work Plan

Report of:Anne Knight, Economic Development OfficerWards Affected:AllThis report is:Public

#### 1. Executive Summary

1.1 This report provides an update on the Draft Economic Development Strategy and Work Plan, including key initiatives and thematic work areas.

#### 2. Recommendation(s)

- 2.1 To support the ED Strategy and agree that it is finalised once the updated employment land, retail and job targets figures are confirmed (estimated early September 2014)
- 2.2 To investigate holding a young people job/skills event.
- 2.3 To investigate holding a business event to provide business information and advice/networking opportunity.
- 2.4 To support Brentwood for Growth as a key forum for business engagement and support for ED
- 2.5 To support the proposal to undertake a Skills and Business Needs Survey to provide necessary intelligence on skills needs and gaps to inform future provision and development of skills projects and agree that the ED budget can be utilised to support any administration costs.
- 2.6 To consider the Skills Discussion Paper (attached) and provide comment and direction on key priorities to be pursued
- 2.7 To investigate developing Apprenticeships within the Council
- 2.8 To support the promotion of the Essex Rivers Local Action Group (LAG) LEADER funding opportunity to rural businesses
- 2.9 To support the development of a Business Advice and Support Portfolio.
- 2.10 To agree to continue to promote and support the low carbon grants programme in Brentwood
- 2.11 To support the launch event of the Superfast Broadband Programme in Brentwood borough (Summer 2014)
- 2.12 To investigate utilising the Council's website to market and coordinate the visitor offer

#### 3. Introduction and Background

3.1 This report provides an update on the draft Economic Development Strategy 2014 and associated key initiatives and thematic work areas.

#### Draft Economic Development Strategy 2014

- 3.2 Brentwood Borough Council has produced a Draft Economic Development Strategy to replace the current version published in 2004. The public and stakeholders had the opportunity to comment on the content of the Draft Strategy as part of a six week consultation held from 13 March to 24 April 2014. The feedback has been positive.
- 3.3 The Draft Strategy sets out a shared vision and framework to steer the interventions of Brentwood Borough Council and partner organisations to deliver optimum economic benefits for the Borough to 2030. It forms a key part of the integrated strategic planning approach of the Council presenting key economic development priorities and a delivery plan that is supported by the emerging Brentwood Local Development Plan.
- 3.4 The Strategy will be finalised when the refreshed Employment Land Review and Retail Study has been completed by Nathaniel Litchfield Partners (NLP) to provide updated employment space, retail and job target statistics. The current targets are 5,400 jobs and 36 hectares of employment land by 2030. Once finalised the ED Strategy will be published on the website.
- 3.5 The ED Strategy's vision for Brentwood is for the area to a thriving, attractive and unique destination for people to live, work and visit by protecting and nurturing its existing high quality environment, growing its prosperous local economy and fostering development which is responsive to local community needs
- 3.6 The key priority objectives of the Strategy are to support skills development; economic growth; business competitiveness, develop a stronger tourism, leisure and retail sector and strengthen the rural economy.
- 3.7 The thematic ED work areas to address these objectives are currently the Development of a Skills Programme, Brentwood for Growth, Visitor Economy support, Rural - LEADER EU funding opportunity, Renaissance Group and Retail Centres, Development of a Business

Advice and Support Portfolio, Low Carbon Grants Programme, Superfast Broadband and Economic Impact Study for Crossrail.

#### **Development of a Skills Programme**

- 3.8 The objective for this programme is to develop and support a range of projects that will help improve the skills and employability of the workforce and population of the Borough, including initiatives to support youth unemployment, careers advice and work readiness skills. The programme is in its inception but discussions are already taking place with Essex County Council, Havering College and the Peter Jones Academy, JWP, to understand the existing skills provision and support initiatives these partners already provide and identify where we could work on these together, and also to identify any gaps between supply and need and ways in which these could be addressed.
- 3.9 As an initial step and to understand the skills needs from a business community perspective, it is proposed that we work with Brentwood Chamber of Commerce to undertake a Skills and Business Needs Survey to provide necessary intelligence on skills needs and gaps to inform future provision and our Skills Programme. It is proposed that the development and analysis of a questionnaire is undertaken in-house and the dissemination undertaken by the Chamber. The project and any associated costs have yet to be developed further with the Chamber
- 3.10 It is also proposed that we investigate holding a young people's jobs/skills event working with the Youth Strategy Group and key partners i.e. Jobcentre+, schools, colleges, County Council.
- 3.11 A Skills Discussion Paper has been prepared for Brentwood for Growth (attached) which provides detail on the strategic context for skills, key partners, funding and outlines the types of initiatives that we could look to develop within the borough, working with key partners in particular a proposal to develop Apprenticeships scheme for the Council; to roll out the County's Science, Technology, Engineering and Maths (STEM) initiative in Schools and to investigate Work Experience/Placements.

#### **Brentwood for Growth**

3.12 This group of larger companies in the Borough has been inactive for over a year and a half. The group was originally set up to act at a private sector catalyst for supporting growth and ED for the Borough. Discussions are now on-going between the Chair of the Business and Town Centres Committee and Ray Pepper, BNY Mellon, the new Chair for Brentwood for Growth regarding its future role and purpose. In particular consideration needs to be given to how the group can contribute to driving forward the ED Strategy in a practical, outcome focused manner. A draft agenda, a presentation on the ED Strategy and the Skills Discussion Paper have been prepared in readiness for discussion at a future BfG meeting. It is proposed that development and delivery of the Skills Programme is the key priority for this group for the next year.

#### **Visitor Economy Support**

- 3.13 There is a clear need for a better coordinated visitor offer for the Borough and marketing of this offer. Relationships have been developed with Visit Essex, the County Destination Management Organisation (Brentwood BC are a member) who supported us by facilitating a workshop in March 2014 at the Holiday Inn in Brentwood to discuss future branding and marketing of the visitor offer for the Borough. This was well attended by a range of community, business and partner organisation representatives and well received. There is a desire to build on the "Towie" effect which has acted as a catalyst for putting Brentwood "on the map", but to market the much wider visitor offer that exists within the Borough, including a more coordinated offer and better connectivity between the town centres and the rural attractions.
- 3.14 Having created a momentum for this agenda, there is now a clear need to maintain this and support specific projects which will help develop and promote the visitor offer, lengthening dwell time and increasing visitor spend. There is a need to develop a coordinated marketing strategy for the Borough and to investigate utilising the Council's website to market and coordinate the visitor offer and to agree to consider any future funding request to support this.

#### Rural Programme, Essex Rivers, LEADER

- 3.15 Following research by the EDO on the rural funding arena and potential opportunities for Brentwood Borough, an Expression of Interest letter was submitted to the Rural Community Council for Essex to support them in their request to develop an Essex Rivers Local Action Group (LAG) to bid for EU LEADER funding.
- 3.16 Encouragingly, at the beginning of June, DEFRA agreed the geographical reach of the Essex Rivers LAG and has encouraged the Rural Community Council to work with us as partners to develop the bid by the beginning of September 2014.

- 3.17 The LAG includes rural parts of Maldon and Chelmsford and the rural northern part of Brentwood borough including Ingatestone, Freyning, Mountnessing, Tippscross, Brizes and Doddinghurst, part of South Weald and part of Shenfield local authority areas. A map is attached.
- 3.18 To bid, a Local Development Strategy must be produced which must include a SWOT analysis, the priorities for the LAG area and some detail on project ideas.
- 3.19 It is estimated that if the Essex Rivers LAG is successful there could be c£400k per annum from 2015-2020 funding from LEADER for the whole LAG area. The task now is to agree a plan of action to work with Brentwood's rural areas, businesses and communities to identify their needs and submit these as projects to ensure Brentwood has good representation within the bid to maximise our chances of receiving a significant proportion of this funding if the bid is successful. Initial project ideas need to be submitted by mid July, but final ideas can be submitted until the end August 2014.
- 3.20 Any projects we submit need to be compatible with the following EU Rural Development Priorities:
  - Fostering knowledge transfer and innovation
  - Enhancing competitiveness and farm viability
  - Promoting food chain organization and risk management
  - Restoring, preserving and enhancing ecosystems
  - Promoting resource efficiency and supporting shift to low carbon
  - Promoting social inclusion, poverty reduction and economic development in rural areas

They will also have to be compatible with DEFRA's Rural Growth Measures:

- Enabling rural businesses to grow and diversify
- Supporting rural tourism
- Expanding the food and drink sector
- Delivering green growth

If successful, it is likely that either Essex County Council or the Rural Community Council would be the accountable body for the LEADER funding.

#### **Renaissance Group and Town Centres**

3.21 A separate report is being provided on this.

#### **Development of a Business Advice and Support Portfolio**

- 3.22 It is proposed that a Portfolio of Business Advice and Support is developed to support business development and growth in the Borough. To enable this, research is being undertaken regarding existing products, projects and schemes available. The idea is then to "pool" and broker this information to businesses in the Borough by developing the business pages of the Council's website and developing an e-newsletter.
- 3.23 It is also proposed that we investigate holding a business event in December 2014 to promote the advice and guidance available and encourage networking/understand business needs.
- 3.24 The business pages of the Council's website already provide a list of key partner organisations with links to their websites which highlight they type of support they provide. These pages will be updated as new information on business support becomes available.
- 3.25 In order to promote the Business Advice Portfolio comprehensively we will require a full listing of businesses in the borough or a business directory. The various options and IT platforms to enable this are being researched and a proposal will be developed with recommended delivery options and costings. This will need to be considered for support by the ED budget.
- 3.26 Through networking, it is clear that there is an opportunity to establish joint working agreements with a number of organisations and partners offering business support services to ensure businesses in the borough can benefit. In particular the following partnership initiatives are suggested for further development :
  - Pro-actions

Pro Actions are a business coaching company providing free business training events and would like to run some free co-hosted events for businesses in Brentwood. They have worked with other Council's including Castlepoint, Rochford and Arun, who recommend and speak favourably of Pro Actions and the events held. Brentwood Chamber of Commerce and the EDO attended a training session in Braintree to assess Pro-actions delivery of the course, which was favourable. The only cost would be for a suitable venue and options are being investigated and a bid will be presented to Renaissance Group for this financial support. The initiative will provide good PR for the Council. • Startuploans.co.uk

Start Up Loans is a government funded initiative helping new businesses start up across the UK. The organisation has already lent over £85million to more than 17,000 businesses and is on target to help 30,000 people start their own venture by the end of 2014. Every loan recipient is provided with a mentor and a wider package of support to increase start up success rate and assist them to become local employers. To date this scheme has only assisted 4 people in the local Brentwood area providing loans of £28, 000. There is an opportunity therefore to work with Startuploans.co.uk to increase the uptake of the loans to benefit the boroughs businesses.

• Invest Essex and the Essex Innovation Programme

This programme, lead by Invest Essex, provides support to companies, both early stage and established, to develop and exploit their creative and innovative commercial development ideas. Companies can receive support through a range of free businesses services across a broad range of topics including, funding, market opportunity, proof of concept, planning, business process design, business planning, partnerships, and university expertise. www.investessex.co.uk/services/essex-innovation-programme

• Government Growth vouchers (via NWES)

The Government has set aside £30m for the Growth Vouchers Programme of funding to provide strategic advice for Small to Medium Sized businesses that have been established in the UK for at least 12 months, have less than 50 employees and have not received any paid-for strategic advice in last 3 years.

Vouchers can support one of the following areas of strategic advice: raising finance/managing cash flow, recruiting and developing staff, improvement of leadership & management skills, marketing: attracting & keeping customers and making the most of digital technology. The Vouchers have to be spent on the enterprise nation website within 3 months of receipt. Vouchers link: www.gov.uk/apply-growth-vouchers, Enterprise Nation Link: https://marketplace.enterprisenation.com/marketplaces/users/new

 Havering College – Business Incubation Hub, Peter Jones Enterprise Academy Following initial discussions with Havering College, there is an opportunity to jointly support the development of a business incubation hub at the Peter Jones Enterprise Academy in Brentwood High Street. This would require further investigation, project development and financial support from the Council. Brentwood Chamber of Commerce is keen to be a partner in this initiative.

#### Low Carbon Grants for Business

3.27 This is an ERDF EU funded programme, delivered by Groundwork on behalf a number of local authority areas in Essex including Brentwood. The aim of the programme is to reduce the carbon footprint and improve business productivity. It is open to SMEs with grants of £1000 available for small efficiency projects to improve lighting, ICT, fuel efficiency, heating, cooling or reduce waste and water use. Larger projects costing more than £4,000 can apply for a 25% grant of up to £10,000.

Brentwood are already working successfully with Groundwork in promoting the programme, hosting grant advice clinics at the Town Hall to advise potential business applicants, and enabling Groundwork to run a number of free training courses to businesses e.g. social media training, customer focused business. This has generated significant interest and a formal grant award ceremony was held with the Knight Precision Engineering Ltd, Hutton Mount Industrial Estate on 16 June, the first business in Brentwood to benefit from a low carbon grant. There is now a pipeline of other applications being assessed. We need to maintain this momentum and continue to promote the scheme. It is proposed to work with Groundwork to develop a series of case studies of some of the businesses in Brentwood that will benefit from a grant and use this for future promotional material/PR.

#### Essex Superfast Broadband Programme (with BT Openreach)

- 3.28 Essex County Council is leading the Superfast Essex Broadband Project, an investment in Essex's broadband infrastructure. It will bring much improved and superfast broadband to homes and businesses across the county.
- 3.29 The roll out of this infrastructure to Brentwood Borough has commenced and a launch event is being planned for end July/early August 2014. The aim is for 90% of the County to have access to Superfast Broadband (more than 24 Mbs) by 2015 and the whole County to be able to access speeds of at least 2Mbs. In the meantime the Essex Superfast Broadband website provides the opportunity of checking a specific postcode within an area to see when and whether Superfast Broadband is planned for that area, and if not sources of alternative suppliers, see link www.superfastessex.org

#### Economic Impact Study, Cross rail

- 3.30 Brentwood Borough Council and Essex County Council have jointly agreed to commission a study to research the likely wider economic impacts of Cross rail for the Borough. The aim of the study is to:
  - understand the value and impacts of Cross rail to Brentwood Borough's economy, local communities and the surrounding area.
  - support the evidence base to inform any new policies in the Brentwood Local Plan in respect of Cross rail/Shenfield/Public Realm.
  - provide intelligence to enable a funding bid to SE LEP to be scoped to facilitate the economic impacts and necessary public realm improvements.

We are currently awaiting tenders for this work. The estimated cost is  $\pounds 25,000$  of which  $\pounds 20,000$  will be from County Council and  $\pounds 5,000$  from BBC.

#### 4. Issue, Options and Analysis of Options

- 4.1 Future proposal and options papers will be prepared for developing a portfolio of business advice and support, developing a visitor website, and development of any apprenticeship or skills projects.
- 4.2 For each of the thematic work areas outlined above, different options for delivery will be researched and where necessary a recommendation for the preferred option provided.

#### 5. Reasons for Recommendation

5.1 The recommendations above are to support and drive forward the Economic Development Strategy and enable delivery of associated thematic priorities.

#### 6. Consultation

- 6.1 The Draft ED Strategy has successfully undergone public consultation.
- 6.2 Key partners and business groups for each thematic work area are being consulted and engaged with project development.

#### 7. References to Corporate Plan

7.1 Economic Development is a key priority to support the delivery of the Corporate Plan priorities of sustainable economic development, promoting

a mixed economic base across the Borough, maximising opportunities for retail and a balance night time economy. This includes:

- Facilitating the creation of new businesses
- Assisting in the provision of advice and guidance for local businesses
- Working in partnership with the business community and support agencies
- Seeking inward investment into the Borough
- Assisting the SE LEP and Heart of Essex Partnership to secure projects and funding to benefit the Brentwood economy

#### 8. Implications

Financial Implications Name & Title: Jo-Anne Ireland, Director of Strategy and Corporate Services Tel & Email 01277 312712; jo-anne.ireland@brentwood.gov.uk

- 8.1 Implementation of some of the thematic work areas will require support from the ED budget (£23k for 2014/5, with £15k reserves) and possible from additional support from the Renaissance Group and their associated budget.
- 8.2 It will also require support from external funding partners such as:
  - SE LEP (Single Growth Fund, and EU funding)
  - Essex County Council ED and infrastructure funding
  - Essex Employment and Skills Board (Essex County Funding)
  - Visit Essex
  - Invest Essex
  - EU/DEFRA funding LEADER
  - EU ERDF funding Low Carbon
  - BDUK broadband funding

Legal Implications Name & Title: David Lawson, Monitoring Officer Tel & Email 01277 312774; david.lawson@brentwood.gov.uk

8.3 None

**Other Implications** (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

8.4 None

#### 9. Background Papers

None

#### **10.** Appendices to this report

- Draft ED Strategy Appendix 1
- Skills Discussion Paper Appendix 2
- Map of Essex Rivers LAG Leader area Appendix 3

#### **Report Author Contact Details:**

Name: Anne Knight Telephone: 01277312607 E-mail: anne.knight@brentwood.gov.uk



# DRAFT Brentwood Economic Development Strategy

A shared vision and framework to steer Brentwood Borough Council and partner organisations to deliver economic benefits for the Borough

March 2014

# **Consultation Details**

Brentwood Borough Council is seeking the views of the public and stakeholders on the content of the Draft Economic Development Strategy.

#### The six week consultation runs from Thursday 13 March to Thursday 24 April 2014.

The Draft Strategy can be viewed on the Council's website at <a href="http://www.brentwood.gov.uk/economicdevelopment">www.brentwood.gov.uk/economicdevelopment</a>

Hard copies are available to view during normal opening times at the Town Hall and local libraries (Brentwood, Shenfield and Ingatestone).

Please submit your comments online via the Council's website at <u>www.brentwood.gov.uk/economicdevelopment</u>

Alternatively you can email comments to <u>anne.knight@brentwood.gov.uk</u> or in writing to Anne Knight, Economic Development, Brentwood Borough Council, Town Hall, Ingrave Road, Brentwood, Essex, CM15 8AY.

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# **Executive Summary**

- The Brentwood Economic Development Strategy (EDS) sets out a shared vision and framework to steer the interventions of the Council and partner organisations to deliver optimum economic benefits for the Borough to 2030. It forms a key part of the integrated strategic approach of the Council bringing together key strategies and delivery plans for economic development, supported by Brentwood Borough Councils' Corporate Plan, Brentwood Preferred Options Local Plan, the Brentwood Housing Strategy and the Infrastructure Delivery Plan.
- Since the publication of the Brentwood Economic Strategy in 2004, the UK Planning System has undergone considerable change brought about by the Government in 2010. This has changed the strategic context for economic development significantly. In response to the worldwide banking crisis and economic recession, the Government has emphasised the importance of sustainable economic growth.
- This has meant the Regional Development Agencies (RDAs) have been replaced by Local Enterprise Partnerships (LEPs), to encourage a more responsive approach to the needs of local business and people. These reforms have been driven by the Government's objectives of localism, choice and community empowerment, as set out in the Local Government White Paper, 'Strong and Prosperous Communities, October 2006'.
- There is a hierarchy of agencies involved in the delivery of economic development initiatives. At the national level there is the South East Local Enterprise Partnership (SELEP), which came into being in April 2011, it includes councils and businesses from Kent, Essex and East Sussex, creating a new economic powerhouse focusing on driving forward prosperity by creating the right environment for growth. Essex-wide there is Essex County Council which works in partnership with Essex authorities to deliver projects and funding to benefit Brentwood and the Heart of Essex Partnership which comprises Brentwood, Chelmsford and Maldon local authorities, the Federation of Small Businesses (FSB) and the Essex Chambers of Commerce, together with a dedicated business representative to articulate the views of the business community. Local delivery partners include Brentwood for Growth Steering Group and the Brentwood Renaissance and Traders Groups and Brentwood Chambers of Commerce.
- In taking this Strategy forward effective partnerships will have an important role to play in ensuring that resources are coordinated and priorities can be agreed towards achieving the community's vision. We have identified five "strategic priorities" to focus our economic development initiatives locally and each priority sets out our priorities for action and what we have done to met them. These are:
  - Skills development
  - Economic growth
  - Developing a stronger tourism, leisure and retail sector
  - Building a stronger rural economy
  - Business competitiveness

# 1 Introduction

- 1.1 In 2009, a new statutory duty for Counties and Unitary Authorities to complete an economic assessment of their areas (the Local Economic Assessment) was introduced by Government. This coincided with the peak of the global recession, and in 2010, the change of Government, the Comprehensive Spending Review and a vastly changing public sector policy identified the need for Brentwood to produce a new economic development strategy to promote its continuing support for economic growth and development.
- 1.2 In Its White Paper Local Growth: Realising Every Place's Potential (October 2010), Government states its intention to:
  - shift power to local communities and business, enabling places to tailor their approach to local circumstances;
  - promote efficient and dynamic markets, in particular in the supply of land;
  - provide real and significant incentives for places that go for growth; and
  - support investment in places and people to tackle the barriers to growth.
- 1.3 "The Government's economic ambition is to create a fairer and more balanced economy –one that is not so dependent on a narrow range of economic sectors, is driven by private sector growth and has new business opportunities that are more evenly balanced across the country and between industries. The Government is therefore determined that all parts of the country benefit from sustainable economic growth" (HM Government, 2010).
- 1.4 To this end, economic development and the local economy form a cornerstone for both the Councils work and of its Partners Brentwood for Growth, Brentwood Renaissance Group and Traders Group, Brentwood Chamber of Commerce, Federation of Small Businesses, Heart of Essex Partnership, Essex County Council and the South East Local Enterprise Partnership (SELEP).
- 1.5 The purpose of this strategy is to summarise the Councils general aims and objectives, the Boroughs employment context and set out the Councils initiatives as a basis for its continuing promotion of economic development, under five key themes together with priorities for action.

#### Vision

- 1.6 The Borough of Brentwood will continue to be a thriving, attractive and unique destination for people to live, work and visit by protecting and nurturing its existing high quality environment, growing its prosperous local economy and fostering development which is responsive to local community needs.
- 1.7 Outstanding leisure opportunities and high quality green spaces such as Thorndon and Weald Country Parks will continue to be a significant attraction. Brentwood Town Centre will expand its focus for niche shopping, quality employment and, exciting cultural opportunities, with super connectivity into London via Crossrail. This combined with surrounding attractive countryside and villages will continue to make the Borough of Brentwood a destination of choice.
- 1.8 Brentwood will grow sustainably with new development directed to locations well served by local services and facilities to help further improve existing and new residents' quality of life. This will be achieved by realising opportunities to enhance the quality and character of places and provision of facilities, and minimising the negative impacts of development on people, the environment and resources.

#### Aims and Objectives

- 1.9 The Council has identified the following objectives relevant to the draft Economic Development Strategy and these are reflected in the Brentwood Preferred Options Local Plan, July 2013, as follows:
  - SO3 Foster a prosperous, vibrant and diverse local economy by attracting new commercial investment in order to maintain high and stable levels of economic and employment growth.
  - SO4 Expand and enhance Brentwood Town Centre's retail offer in particular opportunities for high quality niche shopping.
  - SO5 Promote and encourage the continued regeneration of Brentwood Town and local centres to provide high quality public realm and mixed use developments.
  - SO6 Optimise the social and economic benefits that arise from Crossrail for the benefit of residents and visitors to the Borough.
- 1.10 At the strategic level, the Council's corporate priorities for action are to:
  - Ensure a sound economic base for Brentwood Borough
  - Facilitate the creation of new businesses
  - Assist in the provision of advice and guidance for local businesses

- Work in partnership with the business community and support agencies
- Engender a sense of civic pride amongst the local businesses
- Support the rural economy
- Seek inward investment into the Borough
- Assist the South East Local Enterprise Partnership (SELEP) and Heart of Essex Partnership in securing projects and funding to benefit the Brentwood economy.

# 2 Brentwood Economy

- 2.1 Brentwood Borough is situated in south west Essex, immediately east of the Greater London Metropolitan area, and entirely within the Metropolitan Green Belt. Brentwood is a pleasant, busy town, conveniently situated for London and the surrounding countryside and coast. It has a good mix of shops, schools, businesses and recreational facilities. The town is surrounded by open countryside, which is part of the Metropolitan Green Belt, with the heart of the town only minutes' walk away from attractive woods and commons.
- 2.2 Apart from its urban core, the Borough of Brentwood has over 1,215 hectares of woodland, three country parks, a number of very attractive villages and farmland within its borders, despite being only 18 miles from Central London.
- 2.3 Rail and road connections are excellent with the M25, A12 and A127 strategic roads within the Borough and convenient, fast rail links with London and East Anglia and Stansted, City and Southend airports are all 30 to 40 minutes' drive away, with Heathrow and Gatwick airports not much more. The Dartford Tunnel/Queen Elizabeth II Bridge and Tilbury Docks are also within easy reach. To the east, Harwich and Felixstowe are 90 minutes away via the A12. More recent developments include Crossrail. Such assets give Brentwood a superior locational advantage much appreciated by both residents and businesses.
- 2.4 The Borough of Brentwood includes the town itself and a ring of outlying villages forming a natural catchment area, with a total area of 15,315 hectares and a population of around 73,601 (Census 2011), of which approximately 70% live in Brentwood Town.
- 2.5 London and Brentwood's Green Belt setting is a significant factor on the character of the area. Brentwood is a relatively affluent Borough, with residents able to enjoy a high quality environment, good accessibility to shops and services and job opportunities in London.
- 2.6 Key elements of the local economy are:
  - Brentwood provides 38,500 jobs and contributed £1.5 billion to the UK economy in 2011.
  - A strong predominance of professional, scientific and technical and construction sectors, which comprise 31% of the total business base, followed by retail (9%), and both business administration and support services and information and communications make up a significant proportion of total businesses (16%).
  - Construction is a significant sector for Brentwood with proportionately more people employed in construction sectors than elsewhere in the UK. The recession has impacted on the industry, construction of

buildings has however been buoyed by earlier demand in the decade and a recent rise in optimism

- Low levels of unemployment at 3.1%. Brentwood's unemployment is consistently the second lowest in Essex. The most recent peak in unemployment levels was in June 2011 at 4.6%, in parallel with the global recession yet still lower than regional and national averages.
- Higher proportion of small businesses of 0-4 employees has been growing in Brentwood by 0.4% per annum between 2009 and 2011 in direct contrast to the decline in the sub-region of 1.7% per annum. However whilst Brentwood's business base has experienced a 0.5% average growth during this period and above the UK average it is still behind the 1.2% increase in the East of England.
- Brentwood has a high level of out commuting, with 55% of the workforce travelling to Greater London for work and 46.5% of residents working within the area. Commuting flows into Brentwood from neighboring local authorities is also particularly high amongst those to the east of the Borough such as Chelmsford, Basildon, Colchester, Rochford and Maldon.
- Well skilled workforce, with relatively few working age residents with no qualifications at 19.4%
- Average wages are significantly higher than both regional and national averages. By contrast many local jobs are filled by workers from outside the Borough, often in unskilled service sector roles. The average weekly wage of those who work in Brentwood but live outside the Borough is 20% lower than that earned by residents.
- Home to several high skilled businesses and their company headquarters
- A recent survey of local businesses showed a majority consider the Borough to be an attractive and competitive location, with just under half looking to expand (Employment Land Review Business Survey, 2010)
- The majority of service sector business and employment in the Borough is concentrated in Brentwood Town Centre, Brentwood Station area and Warley Business Park. Some of the major employers located in the town include Ford Motor Company, BT, Countryside Properties, Liverpool Victoria, BNY Mellon and Océ (Canon Group)

### 3 Strategic Policy Context

- 3.1 The new Brentwood Economic Development Strategy forms a key part of the integrated strategic approach of the Council and its partners in bringing together key strategies and delivery plans for economic development, supported by the Brentwood Preferred Options Local Plan, the Brentwood Housing Strategy and the Boroughs Infrastructure Delivery Plan.
- 3.2 Since the publication of the Brentwood Economic Strategy in 2004 there have been considerable changes to the UK Planning System, bought about by the Government in 2010. This has changed the strategic context for economic development significantly and in response to the worldwide banking crisis and economic recession the Government has emphasised the importance of sustainable economic growth. Figure 1 and the following narrative summarises the key strategies and lead partners that provide the context for Brentwood's economic growth.

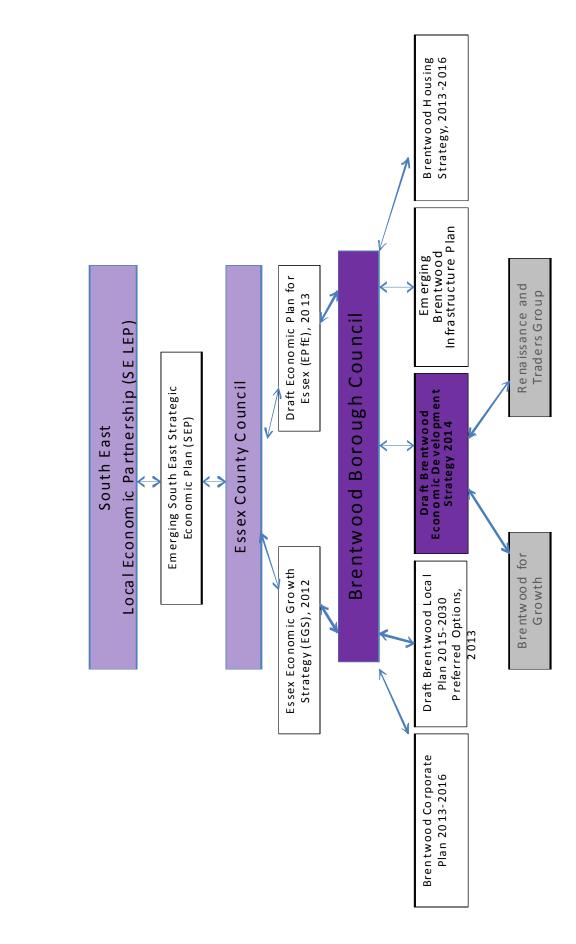


Figure 1 Strategic Context

#### National & Regional Context

White Paper: "Local Growth: Realising Every Place's Potential", October 2010

- 3.3 In its White Paper, Government states its intention to:
  - shift power to local communities and business, enabling places to tailor their approach to local circumstances;
  - promote efficient and dynamic markets, in particular in the supply of land;
  - provide real and significant incentives for places that go for growth; and
  - support investment in places and people to tackle the barriers to growth.
- 3.4 "The Government's economic ambition is to create a fairer and more balanced economy –one that is not so dependent on a narrow range of economic sectors, is driven by private sector growth and has new business opportunities that are more evenly balanced across the country and between industries. The Government is therefore determined that all parts of the country benefit from sustainable economic growth" (HM Government, 2010)
- 3.5 In meeting its objectives of localism, choice and community empowerment, the Government abolished Regional Development Agencies to be replaced by Local Enterprise Partnerships (LEPs). LEPs will provide strategic leadership in their local areas and create the right environment for business success and economic growth. The Government seeks to encourage a more responsive approach to the needs of local business, and people by:
  - Supporting local authorities' existing role in fostering and sustaining growth;
  - Putting local business leadership at the helm of bodies that represent real economic geographies; and
  - Managing the wind down and closure of the RDAs, to maximise value and take the opportunity to look again at key European funding for economic development.

#### South East Local Enterprise Partnership (LEP)

- 3.6 The South East Local Enterprise Partnership (SELEP) came into being in April (2011), it includes councils and businesses from Kent, Essex and East Sussex, creating a new economic powerhouse focusing on driving forward prosperity by creating the right environment for growth.
- 3.7 The Government has given all LEPs a responsibility for managing the proposed Local Growth Fund from 2015 and for preparing the EU Structural

and Investment Funds (SIF) Strategy to guide the next round of EU funding from 2014. To inform both processes SELEP is preparing a Strategic Economic Plan (SEP) which will set out the economic growth ambition and investment priorities for the area.

#### National Planning Policy Framework (NPPF), March 2012

- 3.8 In 2010 the Government introduced the Localism Act (2011), which launched planning reforms such as the National Planning Policy Framework (NPPF), emphasising the importance of sustainable economic growth. The NPPF is a key element of Government reforms which aim to make the planning system less complex and more accessible to promote sustainable economic growth. The following paragraphs are of significance to economic development and growth in Brentwood:
  - Paragraph 7 meet needs of present and future.
  - Paragraph 14 sets out that Local Plans should meet objectively assessed needs of the local area.
  - Paragraph 18 emphasises the Government's commitment to securing economic growth in order to create jobs and prosperity an in meeting the twin challenges of global competition and of a low carbon future.
  - Paragraph 22 advises against the long term protection of employment allocations where there is no reasonable prospect of them coming forward. Applications for alternative uses on these sites should have regard to market signals and the relative need for different land uses to support existing communities. Local Plans also need to be more flexible and responsive to 'market signals' to ensure that there is adequate provision of the right type of employment land to meet the needs of business communities and will need to develop policies that support existing business sectors as well as identifying and planning for new or emerging sectors to locate in their area.
  - Paragraph 28 supports economic growth in rural areas in order to create jobs and prosperity.
  - Paragraph 161 confirms that up-to-date evidence gathered in the plan-making process is essentially for understanding the needs for land and floor space for economic development and the existing and future supply of land available for economic development and its sufficiency and suitability to meet the identified needs.
  - Paragraph 47 stresses the need to significantly boost supply, meet full objectively assessed needs, deliver viable sites.
  - Para 167 'Assessments should be proportionate'.

#### **Open Public Services White Paper, 2011**

- 3.9 Government has also launched Open Public Services White Paper, a programme of modernising public services based on key principles of increasing choice, decentralising services, opening services to a range of providers, ensuring fair access and accountability to users and taxpayers. Again Government recognises that it does not have all the answers and wishes to provide people and communities the opportunities to shape services that best meet their own needs (HM Government, 2011).
- 3.10 There is a hierarchy of agencies involved in the delivery of economic development initiatives as set out below.

#### **County Context**

- 3.11 At the sub-regional level the Heart of Essex Partnership comprises Brentwood, Chelmsford and Maldon local authorities, the Federation of Small Businesses (FSB) and the Essex Chambers of Commerce, together with a dedicated business representative to articulate the views of the business community into the partnership.
- 3.12 Essex County Council is a key partner in aspiring to make the wider Essex area a more prosperous economy and in helping to deliver projects and funding to support the Brentwood economy. As set out in the following key strategies and delivery plans.

#### The Greater Essex Integrated County Strategy (ICS), November 2010

- 3.13 The Integrated County Strategy (ICS) provides a shared vision for Essex, Southend, and Thurrock, to identify the priorities needed to achieve increased economic growth. The ICS will ensure that available funding is invested towards priorities which are most likely to generate long-term economic growth, but more importantly to identify the real priorities and outcomes needed to achieve that wider vision. These focus on improving people's skills, providing the conditions for economic development, regenerating the County's town centres and improving sustainable transport connectivity. In order to achieve these outcomes the ICS outlines the following immediate priorities for Brentwood Council:
  - Implementing Heart of Essex integrated transport package to support economy and growth.
  - Capitalising on the arrival of Crossrail to Brentwood and Shenfield railway stations

#### Essex Economic Growth Strategy (EGS), September 2012

3.14 The Essex Economic Growth Strategy, (2012) sets out how the County Council will lead efforts to promote economic growth. It builds on the ambitions of Essex Works to unlock growth now, secure jobs and earnings tomorrow and, create the conditions for long term economic growth and stronger communities, the proposals set out are designed to achieve five objectives as follows:

- to enable Essex businesses to be more productive, innovate and grow, creating jobs for the Essex economy
- to enable Essex businesses to compete and trade internationally
- to help individuals to prepare for and access better paid jobs through an education and skills offer that meets the needs of businesses;
- the life chances of people in our most deprived areas are improved be ensuring that residents are able to access jobs and public services; and
- Securing the highways, infrastructure and environment to enable businesses to grow.

#### Draft Essex Plan for Economic Growth (EPfG), December 2013

3.15 This Plan will represent the collective ambitions of all of the local authorities in Essex, including the County Council, the district councils and the unitary authorities of Southend and Thurrock. The EPfE will draw on the previous work of the Economic Growth Strategy (EGS), it will be more wide-ranging and set out bolder ambitions. Working in partnership the Plan will develop a vision for Essex, and a series of strategic priorities to achieve that vision and guide work over the period to 2021.

#### **Essex County Vision and Priorities, 2013-2017**

3.16 The vision for Essex is to be a county where innovation brings prosperity. We want to be a vibrant place where every individual and community has the opportunity to grow and reach their potential and play a part in our county's success".

The County Council's key priorities for Essex relevant to economic development are:

- increase educational achievement and enhance skills
- develop and maintain the infrastructure that enables our residents to travel and our businesses to grow
- support employment and entrepreneurship across our economy
- respect Essex's environment

#### 2020 Vision for Rural Essex – Essex Rural Strategy

- 3.17 The Essex Rural Strategy seeks to create a vibrant future for rural Essex based on six strategic aims: active and caring communities, improved access to services, availability of affordable housing, a thriving economy, a rich and varied environment and a responsive planning and policy framework.
- 3.18 The Essex Rural Strategy will guide and inform the work of the Essex Rural Partnership to raise the profile of rural Essex, inform and influence future strategy and funding opportunities and encourage partnership working to achieve shared vision and aims.

#### Local Context

#### Brentwood Borough Council Corporate Plan 2013 – 2016

- 3.19 The Brentwood Economic Development Strategy (EDS) has been prepared in the context of the Councils Corporate Plan priority "a prosperous borough", and this will help:
  - Set planning policy that supports discerning economic growth and sustainable development;
  - Implement a planning framework to guide and enable infrastructure delivery;
  - Represent the views of Brentwood residents and businesses on key South East Issues (e.g., Crossrail and highways links);
  - Promote a mixed economic base across the Borough, maximising opportunities in the town centres for retail and a balanced night-time economy; and
  - Provide support and innovation to businesses.

#### Brentwood Replacement Local Plan, August 2005

3.20 The existing development plan for Brentwood Borough is the Replacement Local Plan 2005. It provides employment land allocations for an additional 1ha of employment land over the period 1996-2011.

#### Brentwood Local Plan 2015-2030 Preferred Options, July 2013

3.21 In response to the Government's Localism agenda and proposed changes to the planning system, the Council decided to amalgamate its Core Strategy and Site Allocations to form a single Brentwood Local Development Plan (or Local Plan). This new Local Plan will set out the broad policies and proposals for shaping development in the Borough, including general locations for new housing and employment growth up to 2030, supported by transport and other infrastructure provision.

3.22 The Preferred Options consultation document suggests provision of some 36 hectares of additional employment land over the Plan period to 2030. This is made up of new employment allocations of 32 hectares and an additional 4 hectares of existing vacant employment land and extant planning permissions for employment development.

#### **Evidence Base**

#### Heart of Essex Economic Futures Study, July 2012

- 3.23 With the abolishment of Regional Spatial Strategies (RSS), a baseline figure for local job growth is now something that needs to be determined to inform future planning policy. As a result, Brentwood Council together with the other Heart of Essex Partnership authorities comprising Chelmsford City Council and Maldon District Council, commissioned Nathaniel Lichfield & Partners (NLP) and Experian to prepare an Economic Futures Study for the Heart of Essex sub-region to help determine its own locally-derived employment target.
- 3.24 The study identified two potential future scenarios to consider economic futures for the Heart of Essex Boroughs.
  - i) Dwelling Constrained Scenario: A dwelling constrained scenario for Brentwood has been developed based upon both current assumptions at a regional and UK level as to how the economy will perform, constrained to the emerging preferred housing figure for Brentwood of 170 dwellings per annum. The scenario also takes into account the strengths and historical trends within the local economy. The scenario suggests that total employment will grow 0.6% per annum between 2012 and 2031 to just less than 43,200 in Brentwood. This equates to an additional 4,800 jobs over the next two decades and is in line with the County and UK average. It is however behind the East of England average of 0.8 per cent growth year on year. This indicates growth of 1,250 B-class jobs, mainly reflecting growth in office-based and warehousing sectors, which more than off-sets loss of manufacturing jobs. These B-Class job forecasts have been converted to future employment space requirements This results in a net B-Class requirement of 44,400sg.m (9.4ha) over period 2012-2031.
  - Sector Based Scenario: This scenario takes account of planned investment or intelligence about future sectors as the basis for modelling an uplift factor (on top of the dwelling constrained scenario) applied to the growth rates for individual sectors by 2031. This scenario generates a higher level of employment growth by 2031 than is implied by the dwelling constrained scenario. Economic output increases by 16% (1,525 B-class Jobs) in Brentwood. This is as a result of increased growth of office-based sectors and a reduction in manufacturing losses, whilst warehousing sectors have been further constrained. This results in a net requirement of 36,038sq.m (6.8ha) over the period 2012-2031.

3.25 For both scenarios, the employment land requirement is significantly greater than the 4ha of land currently identified as available for employment development in Brentwood. The 6.8ha requirement arising by the sector derived scenario is of similar magnitude to the requirement identified by the Brentwood Employment Land Review (ELR), 2010 but the dwelling constrained scenario is somewhat higher at 9.4ha. However, the potential total B-class floorspace requirement identified through this study, 36,000 – 44,500sq.m, is lower than the ELR Study reflecting the different underlying assumptions about which sectors growth will occur within, as well as generally more up to date forecasts, that reflect the long term impact of the recession to a greater extent than the 2009 East of England Forecasting Model results which underpinned the 2010 ELR analysis.

#### **Employment Land Review, September 2010**

- 3.26 The ELR was completed in 2010 and mainly informed by the Regional Spatial Strategy and data either pre-dating or at early stages of the economic downturn. Therefore, figures and recommendations should be read in accordance with the Heart of Essex Economic Futures Study (June 2012). The Study will be updated during the consultation period to further inform the final Economic Development Strategy. The Study concluded the following:
  - Vacant and opportunity land together provided a theoretical capacity of 20,000sq.m, falling short of some 50,000sq.m employment land.
  - Sectoral forecasts prepared for the study identified a net growth of 41,000 jobs in the borough to 2031. The future requirement would be for an additional 47,500sq.m B1a office space (equivalent to 6.3ha)
  - A local business survey identified a high level of satisfaction with current business premises. In order to expand 50 per cent of businesses surveyed stated they would require additional space and the majority were unable to accommodate their additional floorspace needs at their existing premises.
  - The study recommended provision should be made for a net additional increase of 71,000sq.m of B-Class floorspace in Brentwood to 2031. Given the tightness of identified future supply relative to demand, it was recommended the Council consider allocating new employment sites.
- 3.27 The study sets out recommendations for improving the qualitative supply through a combination of the following measures:
  - Encouraging intensification of uses within some existing employment locations;
  - Introducing complementary ancillary employment uses that fall outside the B use class;

- Redevelopment of some existing sites for continued employment use;
- Redevelopment of some existing employment sites for employmentled mixed use development;
- Redevelopment of windfall and/or other key sites with opportunities for mixed-use development with a significant employment component;
- Encouraging improvements to environmental and security conditions; and it will be necessary for Brentwood Borough to consider the allocation of potential new employment sites, given the tightness in identified future supply relative to demand.
- 3.28 Notwithstanding the results of the two scenarios outlined within the Economic Futures Study, the ELR recommends the allocation of potentially new employment sites in light of the tightness of future supply relative to demand, taking account of business survey findings that have indicated many new businesses would need to relocate to new sites in order to expand. In broad quantitative terms, this conclusion is not inconsistent with the results of the scenarios considered above as set out in the heart of Essex Economic Futures Study.

#### **Business Partner Organisations**

#### **Brentwood for Growth**

- 3.29 Brentwood for Growth, formerly Brentwood First, is an initiative launched by Brentwood Council, which brings together the Borough's blue chip businesses, who are passionate about promoting and strengthening the local economy. The group has pledged their commitment to work with the local business community, employees and other stakeholders, to develop and execute a strategy to position Brentwood competitively and make it more attractive to new investment.
- 3.30 Brentwood for Growth is made up of leading corporations with major offices located in Brentwood who operate on both national and international platforms. All are major players in the local economy, providing over 3,500 jobs in Brentwood and are crucial to the local supply chain.
- 3.31 Businesses represented include: BNY Mellon, BT, Countryside Properties, East of England Business Group, Equity Insurance Management, Ford of Britain, Liverpool Victoria, Marks and Spencer, Martin McColl, Oce UK, and Sector Marketing.

#### Brentwood Town Centre Renaissance Group and Traders Group

3.32 The Brentwood Renaissance Group and Traders Group have been set up to establish and promote an overarching vision for town centres throughout the Borough. The Group work with the community and local businesses to enhance the quality of the environment, particularly the quality of public space, shop fronts, addressing vacancy unit issues, signage, lighting, safety and the night-time economy. Brentwood Chamber of Commerce and Federation of Small Businesses are included in this group.

# 4 Proposals for Economic Development Activity

- 4.1 The aim of this strategy is to enable Brentwood Borough Council and its partners to achieve the vision and objectives outlined above, by progressing economic development initiatives that meet the following five priorities to provide a focus for our activities:
  - Skills development
  - Economic Growth
  - Developing a stronger tourism, leisure and retail sector
  - Strengthening the Rural Economy
  - Business Competitiveness
- 4.2 The following matrix identifies projects and activities we are engaged in to deliver the five priorities listed above.
- 4.3 Appendix 2 provides an indicative work plan for 2014 to support the delivery of the Strategy. This will be monitored and updated annually.

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Priority Theme 1: Skills Development	ills Development		
Aims	Priorities	Current Activities	What we have done
The Council will work with	<ul> <li>Develop a skills system for</li> </ul>	<ul> <li>Working with Essex County</li> </ul>	<ul> <li>Skills Assessment of businesses is</li> </ul>
its partners to develop and	Essex which allows genuine	Council to roll out broadband to	being undertaken by the County
enhance a local enterprise	employer led provision,	Brentwood including rural areas	Council to identify skills gaps by its
culture, where we will	matching skills provision to the	to help improve business	Employability and Skills Unit
support local businesses	local economy and achieving a	communications and links with	
and seek to engender a	single local commissioning	suppliers.	<ul> <li>ELR study undertaken in support of</li> </ul>
sense of civic pride	system.		identifying future employment needs
amongst the business		<ul> <li>Working with Brentwood For</li> </ul>	of local businesses.
community.	<ul> <li>Increase the numbers starting</li> </ul>	Growth Steering Group to	
	Apprenticeships by 25% for 16-	discuss ways in which to	
	18 year olds and 33% for 19-24	promote and support businesses	
	year olds within two years,	in Brentwood.	
	leading to an additional 3,096		
	people starting new jobs and/or acquiring new skills over that	Keep the business advice and support page on Brentwood	
	period - a higher proportion	Councils Website updated to	
	than usual will be within more	provide timely support to	
	technically related disciplines.	businesses.	
	Create employer led initiatives	<ul> <li>Working in partnership with</li> </ul>	
	such as those delivered	Anglia Ruskin University (Ixion	
	through group Training	Holdings to promote skills and	
	Associations which enable	learning opportunities amongst	
	employers to commission the	SMEs in Brentwood.	
	Skills Assessment study by County to identify skills gaps		

Priority Theme 2: Economic Growth	ono	omic Growth		
Aims	Δ.	riorities	Current Activities	What we have done
The Council and its	•	Work in partnership with other	Promoting Park and Walk	In partnership with the Heart of
partners will undertake		economic development and	allocation through the draft Local	Essex Partnership deliver the South
actions and initiatives to secure economic growth		business support agencies.	Plan, 2013 in response to the arrival of Crossrail in 2018 as	Essex Green Business Low Carbon Programme for SMFs
across all sections of the	•	In partnership with Essex	part of Crossrail improvements to	
Borough. We can help		County Council implement	both Brentwood and Shenfield	<ul> <li>In Partnership with Essex</li> </ul>
provide opportunities for		Heart of Essex integrated	Stations	Chambers of Commerce,
businesses by providing the		transport package to support		Brentwood Borough Council will
right conditions to attract		economy and growth (Essex	The Brentwood draft Local Plan	host "Meet the Buyers and
and assist businesses in		ICS, 2010)	has identified 5,500 new	Procurement Conference 2014"
growth sectors such as			dwellings over the plan period	enabling local businesses to get
diversification of farm	•	Supporting infrastructure	2015-2030.	relevant business advice for their
buildings for employment		improvements such as	<ul> <li>1,800 of which to be provided</li> </ul>	businesses.
uses and making provision		Crossrail and Essex Broadband	in the Brentwood/Shenfield	
for sufficient employment		to enable local businesses	urban area, 1,500 at West	<ul> <li>Brentwood draft Local Development</li> </ul>
land and premises to be		greater linkages and access to	Horndon Strategic Allocation,	Plan Policy identifies sufficient land
made available throughout		suppliers and wider markets	215 in villages	for employment over the period
the Borough for retail,			<ul> <li>44 pitches will be provided</li> </ul>	2015 to 2030.
leisure and cultural uses			over the plan period for	
alongside provision of			Traveller provision.	
comprehensive				
infrastructure such as ICT			<ul> <li>5,400 new jobs to be provided</li> </ul>	
broadband and road and			over the plan period 2015-2030	
rail connections.			(to be updated in further review).	
			<ul> <li>New employment land</li> </ul>	
			allocations are included in	
			the draft Local Plan, 2013.	
			5,400 new jobs over plan	
			period 2015-2030. 23.5ha of	
			industrial floor space at M25	
			Works Site and 5ha at West	

		Horndon Strategic allocation.	
		<ul> <li>New retail floor space as part of the William Hunter Way development (1.45ha) and new retail development at part of the West Horndon Strategic allocation.</li> </ul>	
Priority Theme 3: Dev	Priority Theme 3: Developing a Stronger Tourism, Leisure and Retail Sector	l, Leisure and Retail Sector	
Aims	Priorities	Current Activities	What we have done
The Council and its partners will encourage more visitors to the Borough which will help businesses in the hospitality, leisure and retail sectors, which are vital to the Boroughs tourism offer. The aim is to attract business visitors by expanding the travel and hospitality sector in Brentwood and to attract visitors for leisure and entertainment purposes on the back of the BAFTA winning series The Only Way is Essex (TOWIE).	<ul> <li>Brentwood Borough Council will work in partnership with Essex County Council and utility providers to ensure infrastructure delivery is in accordance with the emerging Brentwood Local Plan.</li> <li>Improve public realm at key transport interchanges of Brentwood and Shenfield.</li> </ul>	<ul> <li>Promoting the vitality and viability of Brentwood town centre and the boroughs other shopping centres in partnership with private sector and other stakeholders such as the Brentwood Renaissance (TCPB)</li> <li>Allocating strategic sites for retail/ leisure provision in the draft Local Plan at the Baytree Centre and William Hunter Way development.</li> </ul>	<ul> <li>Nationwide CIL Services are carrying out a viability Assessment for Brentwood Council and will be putting together a preliminary draft charging schedule by end of 2013</li> <li>Brentwood Community Services Team runs a Community Grant Programme to support the Parish Councils local initiatives.</li> <li>Working in Partnership with VisitEssex to promote and raise Brentwood's profile as a destination and tourism.</li> </ul>

Priority Theme 4: Stre	Priority Theme 4: Strengthening the Rural Economy	my	
Aims	Priorities	Current Activities	What we have done
The Council will work with Parish Councils and local businesses to help support farm diversification and redevelopment of redundant buildings to support economic development of the rural economy and promote opportunities for sustainable rural tourism.	<ul> <li>Ensuring Local Plan Policies support the needs of a changing rural economy for employment diversification of rural buildings and opportunities for food production.</li> <li>Working with utility companies in support of new infrastructure to support local communities.</li> </ul>	<ul> <li>Working with Broadband Essex to deliver broadband to all areas in Brentwood, including rural communities.</li> </ul>	<ul> <li>Meetings with Broadband Essex to manage the programme for delivery of broadband in Brentwood Borough.</li> </ul>
Priority Theme 5: Business Competitiv	siness Competitiveness		
Aims	Priorities	Current Activities	What we have done
The Council will work with its partners to develop and enhance a local enterprise culture, where will support local businesses and seek to engender a sense of civic pride amongst the business community. Community enterprises can help encourage economic well-being and improve the quality of life of local people.	<ul> <li>Work in partnership with other economic development and business support agencies.</li> <li>Support infrastructure improvements such as CrossRail and Essex Broadband to enable local businesses greater linkages and access to suppliers and wider markets</li> </ul>	<ul> <li>Working with Essex County Council to roll out broadband to Brentwood including rural areas to help improve business communications and links with suppliers.</li> <li>Working with Brentwood For Growth Steering Group to discuss ways in which to promote and support businesses in Brentwood.</li> <li>Keep updated the business advice and support pages on Brentwood Councils Website to provide a portal of support and advice to businesses.</li> </ul>	<ul> <li>In partnership with the Heart of Essex Partnership deliver the South Essex Green Business Low Carbon Programme for SMEs</li> <li>In Partnership with Essex Chambers of Commerce, Brentwood Borough Council will host "Meet the Buyers and Procurement Conference 2014" enabling local businesses to get relevant business advice for their businesses.</li> </ul>

# Appendix 1

## References

'Brentwood Replacement Local Plan', Brentwood Borough Council (August 2005)

'Brentwood Borough Hotel and Visitors Accommodation Futures', Hotel Solutions (April 2008)

'2020 Vision for Rural Essex: Essex Rural Strategy', Essex Rural Partnership (2009)

'Brentwood Town Centre Regeneration Strategy', The Essex Design Initiative Exemplar Programme in partnership with Brentwood Borough Council (May 2010)

'Brentwood Borough and Epping Forest District Employment Land Review', Atkins (September 2010)

'Brentwood Borough and Epping Forest District Employment Land Review – Business Survey', Atkins (September 2010)

'Local Growth: Realising Every Place's Potential', HM Government White Paper (October 2010)

'The Greater Essex Integrated County Strategy' (ICS) (November 2010)

'Essex Local Economic Assessment', Essex County Council and Partners (2010)

'Brentwood Borough Retail and Commercial Leisure Study', Chase & Partners (October 2011)

'South East Local Enterprise Partnership (LEP) Business Plan 2012-2015', South East LEP (2011)

'Heart of Essex Economic Futures', Nathaniel Lichfield & Partners (June 2012)

'Essex Economic Growth Strategy', Essex County Council (September 2012)

'Essex Deal for Growth', Essex County Council (2012)

'Brentwood Local Plan 2015-2030 Preferred Options for Consultation' (Local Development Plan), Brentwood Borough Council (July 2013)

'Draft Economic Plan for Essex' (EPfE), Essex County Council (2013)

# Appendix 2: 2014 Indicative Work Plan

Priority Theme 1	Priority Theme 1: Skills Development					
Aims	Priority	Activity	BBC role	Partners	Funding	Timescale
The Council will	<ul> <li>Support the development of a</li> </ul>	<ul> <li>To maximise benefits</li> </ul>	<ul> <li>Supporting</li> </ul>	<ul> <li>Essex County</li> </ul>	<ul> <li>Essex County</li> </ul>	<ul> <li>January –</li> </ul>
work with its	skills system for Essex which	of any County led	and	Council	Council	December
partners to	allows genuine employer led	skills initiatives for	brokerage			2014
develop and	provision, matching skills	Brentwood.		<ul> <li>Ixion Holdings</li> </ul>	<ul> <li>European</li> </ul>	
enhance a local	provision to the local economy				Social Fund	
enterprise culture	and achieving a single local	<ul> <li>To facilitate</li> </ul>			(ESF)	
to support local	commissioning system	partnership working				
businesses and		between local				
seek to engender	<ul> <li>Work with Essex County Council</li> </ul>	businesses and				
a sense of civic	to increase the numbers starting	training providers to				
pride amongst	Apprenticeships by 25% for 16-18	identify and address				
the business	year olds and 33% for 19-24 year	skills gaps				
community.	olds within two years, leading to					
	an additional 3,096 people	<ul> <li>To work with Anglia</li> </ul>				
	starting new jobs and/or acquiring	Ruskin University (via				
	new skills over that period - a	Ixion Holdings) to				
	higher proportion to be in	promotion of ESF				
	technically related disciplines.	Workforce Skills				
		Grant Programme via				
	<ul> <li>Create employer led initiatives</li> </ul>	Council website and				
	such as those delivered through	to Brentwood for				
	group Training Associations which	Growth and				
	enable employers to commission	Renaissance				
	the delivery of skills provision	Partnerships.				
		<ul> <li>Develop a tailored</li> </ul>				
		<ul> <li>Develop a tallored</li> <li>package of support</li> </ul>				
		for retail businesses				

Priority Theme 2:	Priority Theme 2: Economic Growth					
Aims	Priorities	Activity	BBC role	Partners	Funding	Timescale
The Council and	<ul> <li>Work in partnership with other</li> </ul>	<ul> <li>Promote Low Carbon</li> </ul>	<ul> <li>Supporter,</li> </ul>	<ul> <li>Essex Chamber</li> </ul>	<ul> <li>Heart of</li> </ul>	<ul> <li>Spring 2014</li> </ul>
its partners will	economic development and	Programme and Meet	promoter	of Commerce	Essex	(Meet the
undertake actions	business support agencies.	the Buyers Event			Partnership	Buyers)
and initiatives to		through key business		<ul> <li>Groundwork</li> </ul>		
secure economic	<ul> <li>In partnership with Essex County</li> </ul>	fora			<ul> <li>Groundwork</li> </ul>	<ul> <li>Low carbon</li> </ul>
growth across all	Council, implement the Heart of			<ul> <li>Essex County</li> </ul>		initiative (on-
sections of the	Essex integrated transport	<ul> <li>Work with Council's</li> </ul>		Council		going)
Borough.	package to support economy and	procurement team to				
Providing the	growth (Essex ICS, 2010)	attend and support				
right conditions to		Meet the Buyers				
attract and assist	<ul> <li>Supporting infrastructure</li> </ul>	events				
businesses in	improvements such as Crossrail					
growth sectors,	and Essex Broadband to enable	<ul> <li>Update Brentwood</li> </ul>				
support economic	local businesses greater linkages	Council's website with				
diversification	and access to suppliers and	information on Low				
and building	wider markets	Carbon Programme,				
usage and		and promote to				
provide sufficient	<ul> <li>Brentwood Borough Council will</li> </ul>	Brentwood businesses				
employment land	work in partnership with Essex					
and premises for	County Council and utility	<ul> <li>Maintain watching</li> </ul>				
retail, leisure and	providers to ensure infrastructure					
cultural uses	delivervis in accordance with the	EP for future support				
alongside	emerging Brentwood Local Plan	for Brentwood's				
provision of		nu priorities				
comprehensive						
infrastructure						
such as ICT						
broadband and						
road and rail						
connections.						

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Priority Theme 3:	Priority Theme 3: Developing a Stronger, Tourism, Leisure and Retail Sector	sure and Retail Sector				
Aims	Priorities	Activity	BBC role	Partners	Funding	Timescales
The Council and its partners will encourage more visitors to the Borough which will help businesses in the hospitality, leisure and retail sectors, which are vital to the Boroughs the Boroughs the Boroughs the Boroughs the Boroughs by expanding the travel and hospitality sector in Brentwood and to attract visitors for leisure and entertainment purposes on the back of the BAFTA winning series The Only Way is Essex (TOWIE).	<ul> <li>Brentwood Borough Council with Essex work in partnership with Essex County Council and utility providers to ensure infrastructure delivery is in accordance with the emerging Brentwood Local Plan.</li> <li>Improve public realm at key transport interchanges of Brentwood and Shenfield.</li> </ul>	<ul> <li>Work in Partnership with Visit Essex to promote and raise Brentwood's profile as a destination and location for business, leisure and tourism.</li> <li>Maximise benefits from Council's Visit Essex Annual membership</li> <li>Develop clear promotional campaign to encourage visitors, businesses and investment</li> </ul>	• Supporter and broker	<ul> <li>Visit Essex</li> <li>Renaissance</li> <li>Partnership</li> </ul>	• BBC annual Visit Essex subscriptio n	• January – December 2014
Priority Theme 4:	Priority Theme 4: Strengthening the Rural Economy				-	
Aims	Priorities	Activity	BBC role	Partners	Funding	Timescale
The Council will work with Parish Councils and local businesses	<ul> <li>Ensuring Local Plan Policies support the needs of a changing rural economy for employment diversification of rural buildings</li> </ul>	<ul> <li>Research to establish key needs and opportunities of rural businesses</li> </ul>	<ul> <li>Supporter and enabler</li> </ul>	<ul> <li>Essex Superfast</li> <li>Broadband</li> <li>Partnership</li> </ul>	• Essex County Council	• January – December 2014
	,					

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	Timescale  • Spring 2014 (Meet the Buyers) • Others (ongoing)
<ul> <li>Possible LEADER funding</li> <li>BBC (for research into rural needs)</li> </ul>	Funding • Essex Council • BBC (for online business directory)
<ul> <li>Essex Rural</li> <li>Partnership</li> <li>Essex County</li> <li>Council</li> </ul>	Partners • Essex Superfast Broadband Partnership • Essex Chambers of Commerce • Brentwood for Growth Partnership
	BBC role <ul> <li>Supporter and</li> <li>enabler</li> </ul>
<ul> <li>Attend Essex Rural Partnership and maintain watching brief on opportunities for grant funding or support for rural diversification</li> <li>Work with County to prepare any future funding bids</li> <li>Promote and support delivery of rural broadband</li> </ul>	Activity Activity Activity Activity Activity Broadband partnership meetings and maintain watching brief. Promote within Borough. Promote the "Meet the Buyers" event to businesses and encourage their involvement. Encourage BBC procurement team representation at the event
and opportunities for food production. • Working with utility companies in support of new infrastructure to support local communities.	Priority Theme 5: Business CompetitivenessAimsPrioritiesAimsPrioritiesThe Council will work with its work with its develop and enhance a local enterprise support local businesses and a sense of civic pride amongst the businesse community.• Work in partnership with other economic development and business support agencies.AimsPriorities business support agencies.• Work with its business to a sense of civic pride amongst the business community.• Work in partnership with other economic development and business support agencies.• Nork with its businesses and a sense of civic pride amongst the business community.• Support infrastructure businesses to suppliers and wider markets• Community enterprises can help encourage• Support infrastructure businesses and businesses an
to help support farm diversification and redevelopment of redundant buildings to support economic development of the rural economy and promote	Priority Theme 5: I Aims The Council will work with its partners to develop and enhance a local enterprise culture, where will support local businesses and seek to engender a sense of civic pride amongst the business community. Community enterprises can help encourage economic well-

<ul> <li>Work with Brentwood For Growth Steering Group to deliver the ED Strategy and discuss ways to promote and support businesses in Brentwood</li> </ul>	<ul> <li>Maintain the business advice and support pages on Brentwood Councils Website updated to provide timely support to businesses</li> </ul>	<ul> <li>Review the need for an online comprehensive business directory that can be maintained, and commission if supported</li> </ul>
being and improve the quality of life of local people.		

www.brentwood.gov.uk email: planning.policy@brentwood.gov.uk telephone: 01277 312 620

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Please contact us to obtain a copy of this information in an alternative format Business and Town Centres Committee 16July14

### Item 8, Appendix 2

### **BRENTWOOD FOR GROWTH - SKILLS DISCUSSION PAPER**

### A PURPOSE OF PAPER

To promote discussion amongst Brentwood for Growth members on the skills agenda for Brentwood and to provide information to aid members in deciding whether skills is agreed as the priority work stream for Brentwood for Growth for 2014/5.

### B STRATEGIC CONTEXT

Skills and employment is a key priority of various Strategies and partner organisations:

### Brentwood Economic Development Strategy, 2014

• Skills development -to work with partners to develop and enhance a local enterprise and skills culture, supporting local businesses

### Essex Employment and Skills Board

- Increase the level and effectiveness of partnerships between training and skills providers and employers
- Create a balanced approach to training provision across Essex to better ensure the needs of employers and young people are met
- Establish mechanisms to identify the needs of employers and create a critical mass for providers to respond to
- Improve the perception and understanding of the career pathways within priority sectors encouraging young people to enter them
- Increase opportunities for young people to gain and demonstrate crucial employability skills
- Establish and influence ways in which employers in Essex can have a prominent voice in how funding is used for skills and employment support

Priority sectors: construction, advanced manufacturing, health, care, creative, IT & technology, logistics

### South East LEP Strategic Economic Plan (SEP) 2014

- Increase the talent pool for priority sectors, particularly to level 4
- Increase participation of young people in work education and training, with focus on the priority sectors and skills shortages
- Improve the basic skills levels and employability of residents to boost productivity and employment

### European Structural and Investment Fund Strategy – South East LEP, 2014

- Employer-led infrastructure and enhanced Information, Advice and Guidance
- Apprenticeships and other vocational provision
- Up-skilling the workforce and supporting SME growth

• Active inclusion, transition to work, and reducing youth unemployment

### C CURRENT EVIDENCE BASE

The following information sources contribute to the current evidence base of the key trends and issues facing the skills agenda for Brentwood Borough.

- NOMIS profile for Brentwood (attached) <u>http://www.nomisweb.co.uk/reports/lmp/la/1946157212/report.aspx?town=brentwood</u>
- Brentwood Borough Skills Profile and relevant Essex wide Sector Skills Profiles (attached)
- Directory of Sector Skills Councils, links to their websites and respective evidence bases <u>http://fisss.org/sector-skills-council/directory-of-sscs/</u>
- Essex Business Survey data at Heart of Essex level (attached)
- Essex County Council Vacancy Tracking Tool Report at Brentwood Borough level (attached)

### D HEADLINE TRENDS/ISSUES

- Brentwood Skills levels are above the national and regional average and have generally increased over the last 10 years
- Brentwood workplace and resident earnings are well above the national and regional levels and have generally increased
- Numbers of people claiming Job Seekers Allowance are generally below regional and national averages and fell from 2% (March 2013) to 1.5% (March 2014)
- Of over 33,000 jobs in Brentwood, the service sector is most dominant with over 10,000 working in finance / business services (32% of employees compared with 21.5% nationally).

### E SUGGESTED PRIORITIES FOR BRENTWOOD FOR GROWTH TO ACTION

- Commission desk/primary research to secure a comprehensive Skills Evidence Base for Brentwood. This should ascertain a) the skills gaps and business sectors skills need for Brentwood b)current providers and supply c) where improvement need to be made in matching supply and demand
- Establish relationship and work in partnership with the Essex Employment and Skills Board, acting as a voice, ensuring Brentwood's skills issues and needs are addressed.
- Consider signing up for the County's Employability for Life Charter, which helps to develop and recognize the employability skills in young people in school.
- Identify key priority sectors for Brentwood
- Maintain a watching brief of potential skills initiatives/projects at County, SE LEP and EU level and investigate how these could be applied to support the skills agenda for Brentwood
- Working in partnership support, monitor and evaluate the implementation of any agreed projects

### F POTENTIAL INITATIVES FOR BRENTWOOD FOR GROWTH TO ENGAGE WITH

### Led by Essex Employment and Skills Board and Essex County Council:

- Science, Technology, Engineering and Maths (STEM) in Schools increasing the number of secondary schools that can provide students with practical experiences, advice and guidance, business mentors, project work and industry visits
- Sector based Continuing Professional Development Tutor Pilots providing structured programmes for key FE staff, teaching subjects related to priority industry sectors, with businesses providing "go back to the shop floor" experiences with the latest practice, technology and skills requirements
- Careers website and App for young people digital tools for young people to access information about careers in growing priority sectors including career pathways, job descriptions, earning potential, employers and related study programmes
- New qualification development and delivery establishing relevant employer led qualifications that support priority sectors (via establishing Guilds for each sector to enable employers and providers to come together to develop training solutions)
- Essex Apprenticeships Scheme opportunity for employers to take on apprentices in priority sectors
- Training Grants to Employers in priority sectors to train new employees, including apprenticeships at advanced and higher level
- Development of Young person's database –where young people would be able to enter their requirements into a database re: work experience, paid work, shadowing, careers advice and mentoring which employers can then access and utilize to match opportunity and need
- Work Experience Programme will deliver opportunities for 16-19 year olds to undertake work experience placements, with training, with a target that 80% progress to permanent jobs or apprenticeships
- Employer Governors in Secondary Schools appoint an Employer Governor to represent the views of employers on the Governing Body of each school

### Led by Ixion Holdings (subsidiary of Anglia Ruskin University:

• ESF Skills Support for Workforce Grant Programme

This is an opportunity for SME's to secure units of learning for their workers to encourage CPD and career progression. There is no cost to the employer as the programme is ESF funded. Any sector is eligible, but priority sectors are construction, engineering, manufacturing, creative industries, and employees 50 years +. One of the key aims of the scheme is to encourage career progression. To be eligible an Individual must be self employed or work for an SME, must be 19 years of age and work a minimum of 8 hours per week. The registered place of work must be in the SE LEP area. Employees can receive support for up to NVQ3 or 4 level and existing apprenticeships can receive support but only on additional modules. All training must be completed by 31 July 2015. If eligible an employer undertakes a needs analysis of workforce, identifying individuals training needs. A training plan is then prepared and appropriate training offered to meet that need. The maximum grant per individual is £3k.

### Led by Havering College:

• Peter Jones Academy – opportunity for employers to become a Peter Jones Enterprise Academy partner by providing support us with master classes, work experience, entrepreneurial learning, business challenges, workshops, company visits and scholarships

### G PARTNERS

Essex Employment and Skills Board (<u>http://www.wecb.org.uk/content/essex-employment-and-skills-board</u>)

A representative board of individuals (including key employers) established to ensure that skills provision across Essex is driven by the needs of all employers, helping to equip young people with the skills needed in the current and future economy. The Board aim to affect long term sustainable change within the local skills system as well as measures that will see an immediate impact on young people, employers and the economy by up scaling and piloting new initiatives. The Board is chaired by Suzanne Jude (Raytheon) and Tim Price (Park City Consulting) is Vice Chair.

• Essex County Council

Supporting the skills agenda is a key priority for the County Council and they are the founding partner of the Essex Employment and Skills Board, providing the secretariat for this and have allocated funding resource for a number of the initiatives.

• Schools

A list of the schools in Brentwood Borough can be found here <u>http://educatingbrentwood.com/school-on-</u> <u>line-directory/</u>

• Brentwood Chamber of Commerce

Linked to the Association of British Chambers of Commerce, via Essex Chambers of Commerce, Brentwood Chamber have the help and backing of a large organisation that is consulted by central Government on business issues and lobbies the Government on matters such as VAT, rating valuation, financial regulations, commercial property law..

• Federation of Small Business (FSB)

The FSB represents more than 200,000 business people across the United Kingdom and is the largest single organisation representing business interests in the country. The South West Essex Branch of the FSB represents the interest of small businesses in the following postcode areas - CM13 to CM16, SS17, RM1 to RM20, and IG1 to IG11 – which includes Brentwood, Epping Forest, Havering, Redbridge and Thurrock Councils.

• Brentwood Council for Voluntary Services (CVS)

The CVS is a local independent voluntary organisation formed and run by local voluntary groups to promote, support and develop effectiveness of voluntary action. Brentwood CVS is working in partnership with Voluntary Sector Training (VST), an independent charity, to provide high quality, affordable and local training to the voluntary and community sector across Essex. VST runs an open programme of training covering key topics relevant to the sector and tailored training specifically arranged to meet particular needs of organisations. For a current training programme visit <u>www.voluntarysectortraining.org.uk</u>

• Peter Jones Enterprise Academy at Havering College of Further and Higher Education, High Street, Brentwood

The College offers a broad curriculum across a range of vocational areas, including Business courses. It actively supports local and regional businesses, and is a large provider of apprenticeships, delivering workbased learning and bespoke commercial provision to local, regional and national companies. The college has strong links with employers including Ford, e2v, Crossrail, EDF Energy, Arup and Clifford Chance. Courses Offered include <u>BTEC Level 2 - Understanding Enterprise and Entrepreneurship</u>, <u>BTEC Level 3 -</u> <u>Enterprise and Entrepreneurship</u>, Level 3 Advanced Apprenticeship in Enterprise

- Essex Association of Training Advisors (Anne confirm name of this)
- Jobcentre+

Jobcentre Plus is an executive agency of the Department for Work and Pensions (DWP). It provides services and support to people seeking employment and requiring financial provision due to unemployment.

• Skills Funding Agency (SFA)

The SFA's is a national agency set up to deliver the government's skills priorities, increase the levels of high-quality Apprenticeship and Traineeship opportunities; raise standards across vocational training, with a particular focus on English and maths; and review qualifications to drive up the standards of vocational courses and ensure a coherent and comprehensible skills system.

Sector Skills Councils

Sector Skills Councils are independent, employer led UK wide organisations. They aim to develop high quality skills standards with employers which support productivity and profitability growth and enhance competitiveness in UK and overseas markets. There are 18 Sector Skills Councils and 5 Sector Skills Bodies who work with over 550,000 employers to define skills needs and skills standards in their industry. Click here for a Directory of Sector Skills Councils and Bodies (list also attached).

Key roles include:

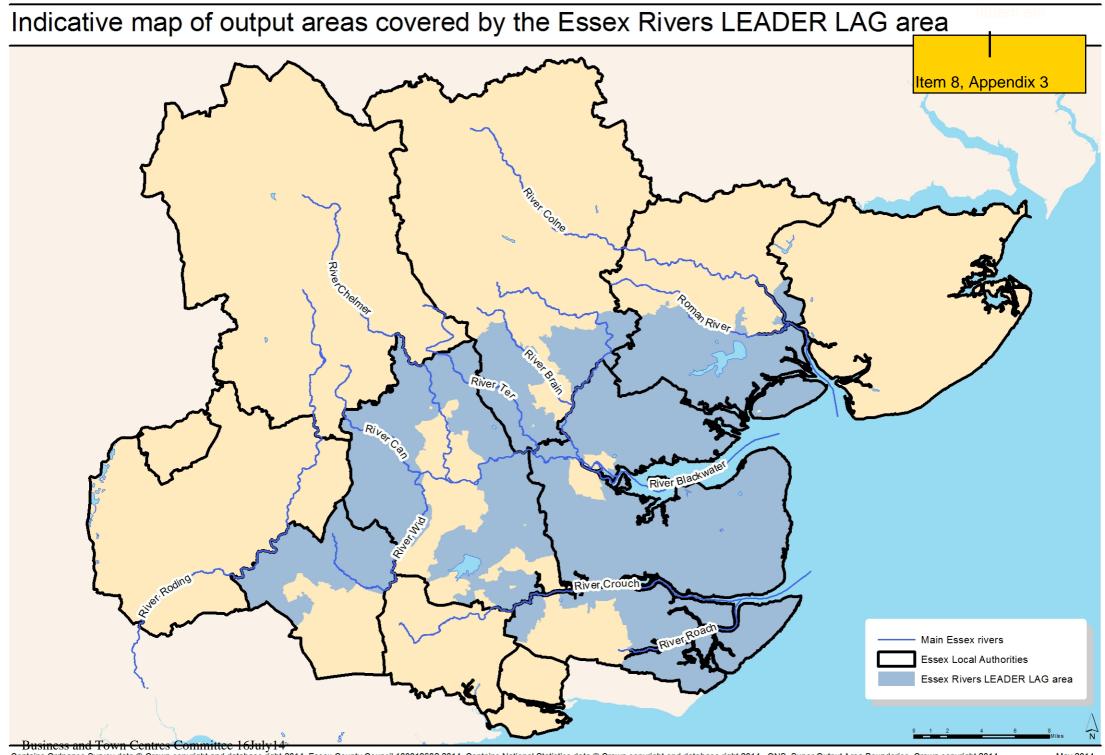
- > working with employers to define occupational standards and job competencies
- defining the qualifications which make up an apprenticeship framework so that employers can select the qualification structure most appropriate for each individual apprentice
- > advising employers about the qualification and training provider best suited for the apprenticeship


ensuring that the correct evidence for each qualification is verified in order to enable the issue of a valid apprenticeship certificate

### H POTENTIAL FUNDING

- European Social Investment Fund (ESIF) £82.5m bid via SE LEP
- European Regional Development Fund (ERDF) and Agricultural Development Fund £82.5m bid via SE LEP
- Essex County Council £1m confirmed
- SFA, Sector Skills Council to be investigated
- Brentwood Borough Council TBA
- Employers –to be investigated

Paper prepared by Anne Knight, Economic Development Officer, May 2014





16 July 2014

### Agenda Item: 9

### **Business and Town Centres Committee**

# Brentwood Borough Renaissance Group Terms of Reference and Workplan 2014/15

Report of: Ashley Culverwell, Head of Borough Health, Safety and Localism

Wards Affected: All

This report is: Public document

### 1. Executive Summary

- **1.1** The Brentwood Borough Renaissance Group Terms of Reference have been reviewed and revised, following the appointment of a new Chair. The revisions take account of updated Membership with the introduction of Local Trade Clusters and their more efficient use of resources, better accountability, improved financial control and communications.
- **1.2** Within the Terms of Reference, Council Members agree to the annual Workplan presented to them. This is in line with the Council's approach to targeted funding within the Funding Strategy agreed at the Strategy and Policy Board 20 November 2013.
  - 2. Recommendations

Members are requested to agree:-

- 2.1 The Brentwood Borough Renaissance Group revised Terms of Reference (Appendix 1)
- 2.2 The Brentwood Borough Renaissance Group 2014/15 Workplan (Appendix 4)
- 2.3 Renaissance Group providing an update on the Workplan and to answer questions from Members of the Business and Town Centres Committee

### 3. Introduction and Background

**3.1** On 18 June 2008, Policy Board resolved to establish a Town Centre Steering Group (the Renaissance Group), its membership, remit and budget. The Group was to be independent of the Council, working with the

community and local traders to enhance the quality of the Town Centre environment.

- **3.2** Taking an overview of the Town Centre as a whole, the Renaissance Group's remit was to create a vision of the Town Centre, taking forward improvements from that vision. Importantly the Group was expected to give consideration to wider issues and developments in the Town Centre (such as the High Street Improvement Scheme) in the forthcoming years. It was agreed that Members would report on action taken by Renaissance Group members via the relevant Committee or the Members' Newsletter as appropriate.
- **3.3** The Group is not a Committee or Sub-Committee of the Council, and as an independent organisation, free of political influence, is set to achieve through social cohesion/capital and effective partnership arrangements, drawing on expertise and advice from national organisations and bodies as required. The aims of the Group will align with the direction of the Council's Corporate Plans both present and in future. As confirmed at Ordinary Council on 2 July 2014, the Renaissance Group is an 'Outside body', independent of the Council: its Terms of Reference are therefore not required to be approved by the Council. However, the Council was keen to see the Terms of Reference agreed by them, given the budget is funded by taxpayers.
- **3.4** Since its inception six years ago, the Renaissance Group has continued to evolve, adapt and support the significant changes and challenges faced by the Borough's Town Centre and other retail areas such as Shenfield and Ingatestone alongside varying environmental and footfall issues. The Group is required to recognise the importance and contribution to community cohesion and social capital as well as the value that includes the retail areas and the strong independent trader offering. This value is unavailable for out of town shopping centres and so every effort must be made to maintain their economic viability.
- **3.5** The Brentwood Borough Renaissance Group Terms of Reference (Appendix 1) have been revised following appointment of a new Chair to enhance the Group's overall transparency and its accountability with Brentwood Borough Council. The new Terms of Reference take account of closer consultation with the Borough's retail areas and their initiation of bid funding for projects, the more efficient use of resources, communications, and budgetary control. This will facilitate the group vision to initiate, support and co-ordinate collective decisions to improve the environment and public realm of the shopping areas, maximise footfall

and tourism, sustain economic growth and maintain and improve customer satisfaction.

Added to this is liaison with tourist attractions and organisations in the Borough, that are not in the shopping offering, as part of the Visit Essex marketing project.

- **3.6** The Brentwood Borough Renaissance Group is to assist in shaping the trade related view of Brentwood Borough Council and informing the council of the views of businesses. Included in the Group's remit will be to help with the support and development of the Borough's traders and businesses, through for example skills training, in cooperation with Economic Development, Brentwood for Growth and in partnership with external organisations.
- **3.7** Brentwood Borough Council recognises that business rents and rates are issues outside the official remit of the Brentwood Borough Renaissance Group, nevertheless, the Council expects the Brentwood Borough Renaissance Group to give assistance to traders/businesses to help with negotiations to maximise footfall and sustain economic growth. The Renaissance Group therefore supports the Council's guiding vision for the Town Centre and shopping areas by working with the Council and community, local businesses, public and voluntary sectors to enhance the quality of public spaces; shop fronts; addressing vacant issues; signage; lighting; safety; the day and night time economies and marketing campaigns, etc. In particular the Brentwood Borough Renaissance Group must seek to ensure that all investment in the built environment of the Borough is of high quality and one that responds to its rich and varied character.

### 4. Issue, Options and Analysis of Options

### Summary of Key Changes to TERMS OF REFERENCE

**4.1** Name change to Brentwood <u>Borough</u> Renaissance Group The inclusion of the name Borough for the Group will be more supportive of all the retail areas and help marketing and communications. It will also overcome any perceived bias of Renaissance Group mainly serving Brentwood High Street and assist with our growing engagement with businesses in all parts of the Borough. It will also help with brand identity and online Search Engine Optimisation, as a key word and in lieu of a strap line, as the word Renaissance on its own does not have a direct association with the town. 4.2 Introduction of Trader Cluster Groups – see Terms of Ref. 7d and Cluster Group Terms of Reference Appendix 2 One of the first actions of the Chair was to review the Terms of Reference with regard to traders, in particular the declining engagement with traders and their input into Renaissance Group projects and decision making. Also to address the increasingly poorly attended Trader Group evening meetings at the Town Hall and duplication of effort with the Renaissance Group.

Proposed in the new Terms of Reference is therefore to merge the Traders Group into the Brentwood Borough Renaissance Group by appointing Local Trade Clusters and representatives who will meet bimonthly to deal with matters and issues at a local trade level using the normal agenda minutes requirements of the Brentwood Borough Renaissance Group. To ensure local trade level engagement and delivery, meetings of Local Trade clusters will take place in the immediate environ of each Cluster. It is proposed that the Cluster groups are also responsible for the population, origination and updating of its part of the new Renaissance Group website (see 4.5 Communication and Consultation below).

The Cluster Group areas identified are:-

- i. Brentwood Town Centre
- ii. Kings Rd, Brentwood; and
- iii. Warley Hill Brentwood; and
- iv. Crown St Brentwood; and
- v. Ongar Road Brentwood; and
- vi. Pilgrims Hatch; and
- vii. Shenfield; and
- viii. Ingatestone

Other areas will be added as deemed appropriate

4.3 Membership – see Terms of Reference Item 5It is proposed that Membership of the Brentwood Renaissance Group is

updated to include the following new individuals and organisations:

- i. A representative from each of the Local Trade Clusters;
- ii. A Renaissance Group appointed media person, to look after the Groups interest in:
  - 1 .lts new website (see item 4.5 below);

- 2 .Press and media relations in liaison with Brentwood Borough Council communications;
- 3 .Communications services like Twitter etc.
- 4.4 Street Audits see Terms of Reference Item 10 Renaissance Group has sought to address the poor reinstatement from utility company works and of repairs and maintenance of the pavements and roads in the Borough and in particular of Brentwood High St. The Group agreed where deemed necessary to ensure that improvements that are needed to the Town Centre, local trade, High Streets and other shopping areas are identified for action through Essex County Council . Written reports are to be given to Brentwood Borough Renaissance Group for appropriate action through Brentwood Borough Council Member representation to Essex County Council and greater consultation with Essex County Council is sought to ensure improvements are referred and actioned in a timely manner.
- Bid Funding, Budgetary Control and Accountability see Terms of Ref. Items13 and 14 Renaissance Group is grant funded from Brentwood Borough Council and the Council provides staffing resource time to assist in the work of the Brentwood Borough Renaissance Group to deliver agreed projects.

An updated bid form (Appendix 3) has been drafted to meet increased scrutiny and accountability of funding. This requires the applicant to demonstrate how the project for which funding is requested will meet the priorities within the Corporate Plan and Workplan and provides accountable project leaders. If approved by the majority of the Brentwood Borough Renaissance Group, the form must be signed off by an authorised signatory, i.e. the Chair and relevant the Head of Service. Improved project management and evaluation will be in place with regular reporting of progress and spend to achieve tighter budgetary control, monitor any project slippage and ensure outcomes have been achieved.

For high profile projects agreement will be obtained from Brentwood Borough Council. The Brentwood Renaissance Group will be expected to exercise their professional judgment and sensitivity in determining which projects are considered high profile. As Brentwood Borough Renaissance Group is attended by representatives of all political parties and senior managers of the Brentwood Borough Council there is sufficient expertise to make this judgement. **4.6** Communications, Consultation and New Website – see Terms of Reference Item 16

The Renaissance Group identified the need to introduce a new website to showcase the Group as a dynamic organisation and allow the Group's officers and local trade clusters to have access. The site will link to the Brentwood Borough Council website and a future Visitor website if agreed. Benefits of the new site will include:-

- i. To reflect today's Renaissance Group with a clean, modern design with more visibility within and outside the Borough.
- ii. Reduce the administrative burden so Group Members will be able to input their own contact information.
- iii. To promote the Group's activities and grants
- iv. To better promote events, projects and key issues, including the use of social media
- v. Direct contact with RG members and the Cluster Groups
- vi. Provide a catalogue of successfully implemented projects including photographs

### Summary of WORKPLAN and BUDGET – see Appendix 4

- **4.7** In addition to the budget for 2014/15 of £30,000, the lead Council Officer resource has responsibility for delivering the plan.
- **4.8** The Brentwood Borough Renaissance Group supports the Council's guiding vision for the Town Centre and shopping areas by working with the local traders and businesses, the community, public and voluntary sectors to enhance the quality of Brentwood Borough and its trading environment. The Brentwood Borough Renaissance Group Workplan reflects this vision to support and deliver projects in particular the quality of the public realm, raising awareness of and interest in the Town Centre and retail areas, increasing footfall and supporting small businesses and traders. The main project funding areas in Appendix 4 are as follows :-

### 4.9 Public Realm

An estimated £22,000 has been allocated to improving, replacing and maintaining directional signage, noticeboards, seating and promotional banners in the Borough to make it a more welcoming, attractive environment for residents and visitors

### 4.10 Events

Funding for event projects and marketing to support local traders and businesses and increase footfall, include: Love Your Local Market Day; Independents Day and Small Business Saturday.

### 4.11 Marketing the Borough

Following the successful Brand Brentwood workshop facilitated by Visit Essex, there was a commitment from all interested parties to better coordinate, promote and develop the many excellent attractions and Unique Selling Points of the Borough. Brentwood has many reasons to visit which present great potential if packaged correctly to the different audiences. Following this and in partnership with business and the community, a marketing and PR proposal is being worked on. Within this, consideration is also being given to an improved visitor website as being the best vehicle to promote this.

### 4.12 Market Charter

The original charters for Brentwood to establish a market was located at the National Records Office at Kew. The charters have been translated from the original Latin and there is a proposal to have a copy of the translated charters on permanent display at the Town Hall.

### 4.13 Current Budgetary Position

Final allocation of the remaining £52,737 balance for 2014/15 will be carried out shortly as bids continue to be submitted and evaluated for agreement by Renaissance Group.

Allocation of a provisional budget for 2015/16 will be considered by the Renaissance Group towards the end of this calendar year and a Workplan will be brought before this Committee for high level agreement.

**4.14** Discussions have taken place between the Chairs of this Committee and the Renaissance Group concerning the partial re-assignment of the Renaissance revenue grant budget. This would enable a funding stream from this Committee to support the wider business community and Economic Development. The Renaissance Group and Council work closely in partnership with each other and this flexible approach will be considered by the Renaissance Group at their meeting on 16 July. Verbal feedback of their response will be provided at the meeting of the Business and Town Centres Committee on 16 July.

### 5. Reasons for Recommendation

**5.1** The Council's Corporate Plan 2013-2016 sets out clear ambitions to develop effective partnership arrangements and enable communities to take amore active role and reduce reliance on public services. Local businesses are encouraged to invest directly in Brentwood communities and the Renaissance Group is an example of this concept in practice.

- **5.2** The new Terms provide greater representation and access to bid funding for traders in all the retail sector of the Borough, with the introduction of Local Trade Cluster Groups. The revised Terms also provide greater transparency, access and accountability for the Group through the new website and tighter budgetary controls.
- 5.3 The 2014/15 Workplan sets out the proposed schedule of works, projects and initiatives that will be undertaken by Renaissance Group during the year.

### 6 Consultation

6.1 The revised Terms of Reference have previously been circulated to Renaissance Group Members for their comments and feedback.

### 7. References to Corporate Priorities

7.1 The revised Terms of Reference support the Council's Corporate Plan priorities for:

*A Prosperous Borough*- Promoting a mixed economic base across the borough, maximising opportunities in the town centres for retail.

### 8. Implications

Financial Implications Name & Title: Jo-Anne Ireland, Director of Strategy and Corporate Services Tel & Email 01277 312712; jo-anne.ireland@brentwood.gov.uk

- 8.1 Brentwood Borough Council currently funds Renaissance Group £30k (revenue) as set out in the Medium Term Financial Plan.
- 8.2 The Town Centre and Marketing Manager is the lead officer who supports the Brentwood Borough Renaissance Group

### Legal Implications Name & Title: David Lawson, Monitoring Officer Tel & Email 01277 312774; david.lawson@brentwood.gov.uk

8.3 As confirmed at Ordinary Council on 2 July 2014, the Renaissance Group is an 'Outside body', independent of the Council: its Terms of Reference

are therefore not approved by the Council. However, the administration was keen to see the Terms of Reference agreed by the Council, given the budget is funded by taxpayers.

- **9. Background Papers** (include their location and identify whether any are exempt or protected by copyright)
- 9.1 Strategy and Policy Board 26 June 13

### **10.** Appendices to this report

- Appendix 1- Terms of Reference
- Appendix 2 Terms of Reference and Governance for the Local Cluster Groups
- Appendix 3 Revised Bid Funding Application Form
- Appendix 4 Workplan 2014/15

### **Report Author Contact Details:**

Name: Elaine Richardson Telephone: 01277 312515 E-mail: elaine.richardson@brentwood.gov.uk

### Revised Terms of Reference for approval at the 16/07/2014 Business and Town Centres Committee Meeting

### THE BRENTWOOD BOROUGH RENAISSANCE GROUP

### TERMS OF REFERENCE AND GOVERNANCE

### 1. Introduction

- a. These Terms of Reference govern the remit and operations of the Brentwood Renaissance Group. They are designed to support the Group members in understanding their role and ensure that the business of the Group is carried out in an effective, professional and transparent way.
- b. These Terms of Reference are periodically reviewed to ensure that Brentwood Borough Council enjoy efficient usage of resources provided to the Group.

### 2. The Vision

- a. In partnership with the community, The Brentwood Renaissance Group consults and delivers improvements to fulfil Brentwood Borough Council's vision for the Town Centre and shopping centres throughout the borough including amongst others:
  - i. The Brentwood Town Centre; and
  - ii. Kings Road, Brentwood; and
  - iii. Warley Hill , Brentwood; and
  - iv. Crown Street, Brentwood; and
  - v. Pilgrims Hatch; and
  - vi. Shenfield; and
  - vii. Ingatestone.

This is not an exhaustive list and other areas may be added as is deemed appropriate.

- b. The Renaissance Group is to assist in shaping the trade related vision of Brentwood Borough Council by feeding its collective view to the Council. This process includes engaging with the Council during the shaping of its Local Development Plan helping to inform the Council of the views of businesses and other stakeholders.
- c. The Renaissance group initiates, supports and co-ordinates collective decisions to improve the environment of Brentwood's Town Centre and shopping areas to maximise footfall and tourism, sustain economic growth and maintain and improve customer satisfaction. Added to this is liaison in respect of tourist attractions and organisations in the Borough that are not in the shopping offerings together with activities that are included in the Visit Essex marketing project.
- d. The Renaissance Group is an independent organisation, free of political influence, set up to achieve through social cohesion/capital and effective partnership arrangements, drawing on expertise and advice from national organisations and bodies as required. The aims of the Group align with the direction of Brentwood's Borough Council's Corporate Plans both present and future.
- 3. Background

- a. The Borough's Town Centre and neighbouring shopping Centres and high streets face significant changes and challenges alongside varying environmental and footfall issues. The Brentwood Renaissance Group is required to recognise the importance and contribution to community cohesion and social capital as well as the value from the shopping offers of the Town centres and local shopping centres including high streets. This value is unavailable from out of town shopping centres and so every effort must be made to maintain their economic viability. The Brentwood Borough Council recognises that business rents and business rates are issues outside the official remit of the Brentwood Renaissance Group, nevertheless, the Council expects the Brentwood Renaissance Group to give assistance to traders/businesses to help with negotiations that are covered by the Vision in (2) above. The Brentwood Renaissance Group therefore supports the Council's guiding vision for the Town Centre and shopping areas by working with the Council and community, local businesses, public and voluntary sectors to enhance the quality of Brentwood and its trading environment – particularly the quality of public realm; shop fronts; addressing vacant unit issues; signage; lighting; safety and the day time and night time economies and marketing campaigns etc.
- b. In particular the Brentwood Renaissance Group must seek to ensure that all investment in the built environment of the Borough is of high quality and one that responds to the required rich and varied character of the Borough.

### 4. Aim of the Brentwood Renaissance Group

- a. The aim of the Brentwood Renaissance Group is to influence and help shape the vision for the town centre, shopping areas and other shopping parades of the Borough. The Group is to provide leadership for achievement of the Vision and for delivering a range of improvements to enhance the Borough's trading environment.
- b. Aligned to the Council's vision and aims for the Borough, The Brentwood Renaissance Group are required to deliver agreed projects that are designed to improve the Town Centre and other shopping/trading offerings, increase footfall, raise awareness and attract interest in the Town Centre and Borough-wide shopping areas.
- c. The Brentwood Renaissance Group has an overview on the progress of other Town Centre and shopping/trading area works, links to other projects and monitors progress on key projects, lobbying where appropriate. To this end the Brentwood Borough Council will grant reasonable access to it councillors; staff and other persons to enable the Brentwood Renaissance Group to fulfil this overview purpose.

### 5. Membership

- a. Members of The Brentwood Renaissance Group will observe at all times the reputation of Brentwood Borough Council's and will not do or undertake anything that will damage this reputation. If there is any element of doubt about an action/activity that is likely to bring about reputation damage to the Council the Renaissance Group Chairman and Deputy Chairman must be consulted first before any action/activity is commenced.
- b. The members of the Brentwood Renaissance Group shall comprise of independent organisations, individuals, public sector organisations and local businesses including the following:

- i. Independent Chairperson;
- ii. Independent Vice Chairperson;
- iii. Brentwood Chamber of Commerce;
- iv. The Federation of Small Businesses;
- v. A representative from a local Trade Clusters where the matter arising warrants attendance at a Renaissance Group Meeting;
- vi. The leaders or their nominated Member from the Brentwood Borough Council parties and Lead spokesperson for this remit;
- vii. A representative from Essex County Council;
- viii. Brentwood Renaissance Group to appoint a media person, which needs annual funding, to look after the Groups interest in:
  - 1. Its website;
  - 2. Press and media relations in liaison with Brentwood Borough Council Communications;
  - 3. Communication services like Twitter etc.
- c. Support from the Brentwood Borough Council underpins the work and activities of the Brentwood Renaissance Group who will work together to maximise the impact of the Vision.
- d. The membership and roles of the Brentwood Renaissance Group will be kept under review by the Brentwood Borough Council and adjustments made as required. Other groups and individuals drawn from outside the members of the Brentwood Renaissance Group can be invited to meetings of the Group, when appropriate expertise is required, to assist with the work of Brentwood's Renaissance Group.

### 6. Chair and Vice Chair

- a. The Brentwood Renaissance Group is to be chaired by an independent Chairperson The Chair will lead the Group for a period of two years. Elections will be held for a new Chair bi-annually and the existing Chair can reapply or be re-nominated for a further period of two years. The majority vote of the Brentwood Renaissance Group will elect the new Chair. In the absence of the Chairperson at any meeting, the Vice Chairperson will chair the meeting from amongst the attendees.
- b. The Vice chairperson of the Brentwood Renaissance Group will be elected biannually by its members.
- c. The Brentwood Borough Council will provide the support to underpin the work of the Brentwood Renaissance Group, within existing resources. This Council must agree to deliver/support aspects of work before approval is given.

### 7. Brentwood Renaissance Group Meetings

- a. The Brentwood Renaissance Group shall hold an annual general meeting based on a written annual report of activities. The purpose of the annual general meeting is to permit discussions based on the annual written report, discuss the Brentwood Renaissance Group's financial position and look at proposals for the ensuing year.
- b. The Brentwood Renaissance Group shall hold bi-monthly meetings of the Group and held in accordance with a calendar approved by the Group.
- c. Meetings of the Brentwood Renaissance Group and any individual working groups will normally be held at the Town Hall, Ingrave Road, Brentwood, Essex unless

otherwise stated. This does not apply to the Local Traders Clusters as their meeting are designed to be based in their local environs.

d. To improve the Town Centre, local trade, high street and other shopping area facilities and to manage the Vision and delivery of improvements the Brentwood Renaissance Group will appoint Local Trade Clusters who will meet bi-monthly to deal with matters and issues at a local trade level using the normal agenda and minutes requirements of the Brentwood Renaissance Group. Local Trade Clusters are to be set up to localise and facilitate projects at this level. Each Local Trade Cluster will operate under overall terms of reference.

### 8. Agenda and Minutes

- a. Agendas for meetings of the Brentwood Renaissance Group and Local Trade Cluster will be published at least one week in advance of the meeting and published on both the BBC website and the Renaissance Group website.
- b. Minutes of the Brentwood Renaissance Group, any working group and the Local Trade Clusters will be published within three weeks of the meeting taking place and a copy circulated to each member of the Brentwood Renaissance Group and will be published on the websites of the Brentwood Borough Council and the Brentwood Renaissance Group.

### 9. Conduct at Meetings

- a. The Brentwood Renaissance Group shall be quorate at its meetings where one third of its members are present.
- b. Every member of the Brentwood Renaissance Group will have the opportunity to make comment and to contribute to the discussions at meetings. Every item will be discussed openly and in a professional manner before a decision is made.
- c. It will be the responsibility of the Brentwood Renaissance Group Chairperson to ensure that every Group member is given opportunity for this to occur within the meeting.
- d. Where it is deemed necessary the Brentwood Renaissance Group may invite external experts to give a presentation on specialist subjects to facilitate better quality decisions from the Brentwood Renaissance Group.
- e. The Chairperson ruling with respect to the conduct of discussion and business at the Brentwood Renaissance Group meetings shall be final.
- f. The meeting agendas shall have the minimum items:
  - i. Welcome and Introductions;
  - ii. Apologies for absence;
  - iii. Declaration of members pecuniary and non pecuniary interests;
  - iv. Minutes of previous meeting and matters arising;
  - v. Local Trade Cluster reports and matters arising;
  - vi. Updates on the current Work Plans, Budgets and Project leads;
  - vii. Street Audit updates and matter arising;
  - viii. Project reports/updates;
  - ix. Media/website updates and matters arising;
  - x. New agenda items/presentations;
  - xi. Fast track voting decisions;
  - xii. Any other business;

4

xiii. Date and venue of next meeting.

g. Voting – Decisions at any RG meeting will be carried on the basis of a majority decision on a show of hands. In the event of a tied vote the Chairman of the meeting shall have a casting vote.

### 10. Street Audits

- a. Where deemed necessary and under the direction of the Chairperson or the Vice Chairperson Street Audits shall be undertaken to ensure that improvements that are needed to the Town Centre, local trade, high streets and other shopping areas are identified for action by the Brentwood Renaissance Group, Brentwood Borough Council and Essex County Councils.
- b. Written reports of Street Audits will be given by the Brentwood Renaissance Group for appropriate action.

### 11. Pecuniary and non Pecuniary Interests of Members of the Brentwood Renaissance Group

- a. Any member of the Brentwood Renaissance Group with either a pecuniary or non pecuniary interest in any matter before a Group meeting is required to declare this interest at the start of a meeting. Such declaration must be recorded in the meeting minutes
- b. Any member of the Brentwood Renaissance Group who has a non pecuniary interest in any matter shall disclose that interest, and the precise nature of that interest, but may remain at the meeting and speak and vote on the matter concerned. If however the interest is pecuniary the member shall declare the precise nature of the interest and withdraw from the meeting whilst the declared matter of interest is discussed and/or voted upon. Such withdrawal and subsequent re-joining in a meeting must be recorded in the meeting minutes.
- c. For the avoidance of doubt the definitions of pecuniary interests will be as set out in the Brentwood Borough Council's Code of Conduct for Members.

### 12. Voting and Decision Making

- a. Decisions of the Brentwood Renaissance group shall be made by the members meeting collectively. Decisions will therefore be taken democratically through a system of voting in respect of items needing a decision or agreement. This will be done through a simple majority on a show of hands with the acting Chairman having a casting vote if the case arises.
- b. The Brentwood Renaissance Group is authorised to fast track certain decisions where there is an urgent matter to decide upon. This matter will simply require an email vote from the members of the Group within seven days of a fast track decision email request. The decision will be taken based on a simple majority of email votes received at the close of business, for this purpose 5pm, of the seventh day post the fast track email vote request. All fast track decisions must be recorded in the minutes of the next meeting of the Brentwood Renaissance Group from the date of the fast track vote.
- c. For urgent bid funding agreement for smaller amounts up to £500.00, that the decision is delegated to the Chair and Vice Chair to make the decision.
- d. In any case of equality of votes the Chairperson shall have a second or casting vote. Any member of the Brentwood Renaissance Group dissenting from a resolution shall

be entitled on their request to have their name recorded in the meeting minutes as having so dissented.

### 13. Funding and Accountability

- a. The Brentwood Borough Council grant funds and provides staffing resource time to assist in the work of the Brentwood Renaissance Group to deliver agreed projects. In light of current financial circumstances, the Brentwood Renaissance Group may seek to increase its financial independence by sourcing support, income and funding from other sources and by exploring new ways of working and operating models on the proviso that the taking of such support, income and funding is not taken from any person or entity that has a pecuniary or non pecuniary interest in the granting of same.
- b. The Brentwood Borough Council grant funding to the Renaissance Group involves the following process for project bid funding:
  - Any bid must demonstrate how any funding will meet the Brentwood Borough Council's priorities within the Corporate Plan such as a thriving local economy;
  - ii. Any bid must contain a high level breakdown of how the funding will be spent to meet these priorities. 80% of how the budget will be predetermined by the Brentwood Borough Council allowing 20% to be allocated on unforeseen items provided this aligns with the corporate plan. Funding bids will be considered up to £5,000 but in exceptional circumstances higher bids may be considered.
  - iii. The Brentwood Renaissance Group will appoint one of its members or a member of a Local Trade Cluster to oversee any project that is agreed and funded who in effect shall act as a project co-ordinator for the Group. This appointed member shall report progress at each meeting of the Brentwood Renaissance Group until the project is completed or fully implemented.
  - iv. Updates to the Brentwood Borough Council as to progress in delivering the services it has commissioned.
  - v. A written annual report to the Brentwood Borough Council of the Brentwood Renaissance Group's achievements and direction.

### 14. Budgetary Control

- a. Approval of projects that require financial expenditure, of any kind, must be agreed by the Brentwood Renaissance Group. All requests for expenditure spends must be submitted on the appropriate bid application form. The Brentwood Renaissance Group is responsible for allocating funds, following the submission of a completed bid application form, within the overall approved budget, through a democratic voting system, this will be done through a simple majority of a show of hands or the fast tract email voting procedures outlined above.
- b. This bid form requires the applicant to demonstrate how the project for which funding is requested will meet the priorities within the corporate plan and work plan. If approved by the majority of the Brentwood Renaissance Group, the form must be signed off by an authorised signatory, i.e. the relevant the Head of Service. Any high profile projects will be consulted on prior to commencement through partners including the Brentwood Borough Council and representative members of

the Brentwood Renaissance Group such as the Brentwood Chamber of Commerce, The Federation of Small Businesses, businesses in the Borough of Brentwood, residents of the Borough of Brentwood and trade representatives. Consultations with businesses in the Borough of Brentwood, residents of the Borough of Brentwood and trade representatives will be deemed to have taken place by the project being placed on the website of the Brentwood Renaissance Group, combined with a Twitter or other media feed line and from feedback arising there from. Consultations with the Brentwood Chamber of Commerce and The Federation of Small Businesses may be conducted by email. It must be noted that in particular for high profile projects agreement will be obtained from the Brentwood Borough Council prior to project commencement. The Brentwood Renaissance Group will be expected to exercise their professional judgment and sensitivity in determining which projects are considered high profile. As the Brentwood Renaissance Group is attended by the representatives of all political parties and senior managers of the Brentwood Borough Council there is sufficient expertise to make this judgement.

- c. The Brentwood Renaissance Group will follow the Financial Regulations and Standing Orders of the Brentwood Borough Council.
- d. The budget will be reviewed at each meeting.

#### 15. Governance

- a. Governance by the Council of the Brentwood Renaissance Group is primarily controlled under Paragraphs thirteen and fourteen above. It will also follow the Brentwood borough Council protocols in respect of Council funded external groups.
- b. Consultation and updates to Brentwood Borough and Essex County Councils is undertaken via the Member's Portal and Newsletter and to the relevant Committee where a decision is required.
- c. The Brentwood Renaissance Group can fully expect the support, co-operation and lobbying of Brentwood's Borough and County Councillors in respect of formally signed off projects and improvements to the Brentwood Town Centre, other shopping/trading offerings, increasing footfall, and raising awareness and attracting interest in the Town Centre and Borough-wide shopping areas.
- d. The Brentwood Renaissance Group will publish an annual report on budget and achievements.
- e. Members of the Brentwood Borough Council and Essex County Council who are also members of the Brentwood Renaissance Group and support officers provide advice to the Brentwood Renaissance Group on both Council's Corporate Plans so that informed decisions are made that align with the community vision and highway controls.

#### 16. Communication and Consultation

a. High profile projects undertaken by the Brentwood Renaissance Group are consulted on amongst the community, the Brentwood Borough Council, businesses, groups and individuals, who are able to suggest new projects as well as provide input into projects currently underway, The Brentwood Borough Council's contact database and existing relationships are fully available and are to be utilised to ensure wide coverage and awareness in addition to the media output of the Brentwood Renaissance Group. On occasions, specific consultations are displayed in public buildings and information notice boards to provide additional opportunity for public and other feedback.

- b. From time to time the Brentwood Borough Council may pursue a policy that involves input from the Renaissance Group (e.g. business planning applications) as part of a consultation process. The Brentwood Renaissance Group as a recognised trade and business body is expected to play a full and active role in this process and feedback its findings. The Brentwood Renaissance Group must put in place procedures that ensure project confidentiality and this will normally be done by confidential consultation with the chairperson and/or the Vice Chairperson only who will not be permitted to brief the Brentwood Renaissance Group members until sanctioned by the Brentwood Borough Council.
- c. Branding and marketing materials are developed to create recognition, raise awareness and generate interest in Brentwood and its retail and tourism offering.
- d. Media releases are distributed relating to key issues, projects and events. The websites of The Brentwood Renaissance Group and the Brentwood Borough Council along with the Love Brentwood and partner organisations are utilised and linked to ensure maximum awareness of the work of the Brentwood Renaissance Group and opportunities to consult are available.

#### 17. Consultation Links

- a. The Brentwood Renaissance Group is enabled to consult with groups and have links to and consults with:
  - i. Essex County Council through councillors and The Brentwood Borough Council; and
  - ii. Members of the Brentwood Renaissance Group; and
  - iii. Members of the Local Trade Clusters of the Brentwood Renaissance Group; and
  - iv. Brentwood for Growth; and
  - v. The Private sector (retailers, businesses, the market operator, street traders etc.); and
  - vi. The Community (residents, voluntary organisations, public sector (Borough Council etc.); and
  - vii. Organisations (The Brentwood Chamber of Commerce, The Federation of Small Businesses, other trade groups etc.); and
  - viii. Media contacts through the website of the Brentwood Renaissance Group and Twitter and other media sources like the local and national press.

#### 18. Equality and Diversity

a. All the operations of the Brentwood Renaissance Group will be in accordance with the Brentwood Borough Council's duties and responsibilities in respect of equality of opportunity.

#### 19. Health and Safety

a. All the operations of the Brentwood Renaissance Group will be in accord with the Brentwood Borough Council's duties, responsibilities and accountabilities in respect of Health and Safety Law, Regulations and Procedures.

b. The Brentwood Renaissance Group is a reporting body to Brentwood Borough Council on health and safety issues that affect the Brentwood Town Centre, other shopping/trading offerings of the Borough.

# **BRENTWOOD BOROUGH RENAISSANCE GROUP**

[insert cluster name]

This Trader Cluster Group is to be known as [insert cluster name].

#### TERMS OF REFERENCE AND GOVERNANCE

## 1. Introduction

- a. These Terms of Reference govern the remit and operations of [insert cluster name].
   It is designed to support the Brentwood Renaissance Group by providing trader related input from the Cluster's immediate trader environs.
- b. The [*insert cluster name*] has no direct delegation authority from the Brentwood Renaissance Group.
- c. The [insert cluster name] is required to hold regular local meetings with traders in its immediate environs with a view to supporting, co-ordinating and recommending matters to improve the trading environment in the area specifically covered by [*insert cluster name*] keeping all matters inside the overall remit of the Brentwood Renaissance Group which is mandated to improve the environment of the Town Centre and shopping areas to maximise footfall, tourism, sustain economic growth and maintain and improve customer experience and satisfaction. Reporting requirements for this purpose can be found in (1)(e) below. Each Cluster is to ensure that it has enough traders in its Cluster to be as representative of local traders in so far as is possible.
- d. The [insert cluster name] will provide one representative to attend each meeting of the Brentwood Renaissance Group.
- e. The [*insert cluster name*] is required to submit a written report on relevant trader raised issues, within the Terms of Reference of The Brentwood Renaissance Group, two weeks before each meeting of the Brentwood Renaissance Group.
- f. The [insert cluster name] is authorised to consult with the Brentwood Chamber of Commerce and the Federation of Small Businesses on matters affecting trader issues.
- 2. Aim of the [insert cluster name]
  - a. The aim of [*insert cluster name*] is to assist The Brentwood Renaissance Group with its influence and vision shaping for the town centre, other local shopping areas and parades.
  - b. Where applicable the [*insert cluster name*] may be asked by the Brentwood Renaissance Group to oversee implementation of approved projects and report ongoing progress/monitoring of same.
- 3. Membership of [insert cluster name]
  - a. Membership of [*insert cluster name*] is restricted to traders in the immediate environs of the Cluster location agreed with the Brentwood Renaissance Group from time to time.

b. Included in (3)(a) above will be independent organisations, individuals, public sector organisations and local businesses together with relevant local and county councillors.

## 4. Agenda and Minutes

- a. Agendas for meetings of the Cluster must be published at least one week in advance of the meeting.
- b. To facilitate the support of The Brentwood Renaissance Group the agendas are to be copied to the Chairperson and Deputy Chairperson.
- c. Minutes of Cluster meetings will be published to the Brentwood Renaissance Group and members of [*insert cluster name*] within two weeks of the meeting taking place and in accordance with (1)(e) above and should be submitted to the website of the Brentwood Renaissance Group under the relevant Cluster sub-section.

## 5. Meetings

- a. Each meeting will appoint an acting chairperson;
- b. Each meeting must have minutes taken;
- c. At each meeting all verbal or written trader input must be allowed to be given with no censorship thus ensuring traders from the environs of the [*insert cluster name*] has the opportunity to make comment and to contribute to the discussions at meetings. Every item will be discussed openly and in a professional manner before a recommendation or bid is made to the Brentwood Renaissance Group. It is the responsibility of the acting Cluster Chairperson to give sufficient opportunity for this to occur within the meetings.
- d. The Brentwood Renaissance Group reserves the right to have a representative in attendance at any meetings of [*insert cluster name*].
- e. The venue(s) for meetings of [*insert cluster name*] should be arranged at a local venue that is practicable for Cluster members to attend thus Cluster meetings will be at a local level.

#### 6. Pecuniary and non-Pecuniary Interests

- a. Any member of [*insert the cluster name*] with either a pecuniary or non-pecuniary interest in any matter before the [*insert cluster name*] in particular or the Brentwood Renaissance Group in general is required to declare this at the start of any meeting.
- b. Any member of [*insert the cluster name*] with either a pecuniary or non-pecuniary interest in any matter before the [*insert cluster name*] in particular or the Brentwood Renaissance Group in general who has a non-pecuniary interest in any matter shall disclose that interest, and the precise nature of that interest, but may remain at the Cluster meeting and speak on the matter concerned. If however the interest is pecuniary the individual shall declare the precise nature of the interest and withdraw from the Cluster meeting whilst the matter of interest is dealt with.
- c. For the avoidance of doubt the definitions of pecuniary interests will be as set out in Brentwood Council's Code of Conduct for members.

#### 7. Voting and Recommendation Making

a. Recommendations of the Cluster shall be made by the Cluster members present at a meeting collectively. Recommendations will therefore be taken democratically

through a system of voting in respect of matters/items needing a recommendation or agreement. This will be done through a simple majority on a show of hands.

b. In the case of equality of votes the acting Chairperson shall have a second or casting vote. Any Cluster member dissenting from a recommendation shall be entitled on request to have his/her/their name recorded in the minutes as having so dissented.

#### 8. Funding and accountability

- a. For the avoidance of doubt a Cluster member of the Brentwood Renaissance Group will have no Cluster funding made available.
- b. Each person attending a Cluster meeting will do so as an unpaid volunteer.
- c. The Brentwood Renaissance Group may, in accordance with item (8.1) of its Terms and Conditions, ask [*insert cluster name*] to assist in the Group's financial independence by assisting with sourcing support, income and funding from outside Brentwood Borough Council grants by exploring new ways of working and operational models

#### 9. Communications and Consultations

- a. From time to Time the Brentwood Renaissance Group may become involved in a matter that requires input from a Traders Cluster as part of an overall consultation process. The Brentwood Renaissance Group may involve a Traders Cluster in an active way and request guidance feedback. Such communications will normally be dealt with by email to the contact centre of a Traders Cluster.
- b. Each Trader's Cluster can be consulted by the Brentwood Renaissance Group on overall or specific branding and marketing initiatives to create trade recognition raise awareness and generate interest in Brentwood and its environs and its retail and tourism offerings.
- c. The [*insert cluster name*] is not authorised by the Brentwood Renaissance Group to undertake media releases.

#### 10. Website

- a. The [insert cluster name] is responsible for the population, origination and updating of its part of the website of the Brentwood Renaissance Group.
- b. Information contained in each Cluster's part of the website must conform to policy outlined in (1)(c) above.

#### LOGO

## BRENTWOOD BOROUGH RENAISSANCE GROUP

#### PROJECT FUNDING BID APPLICATION FORM

\*= Mandatory sections that have to be completed (if these mandatory sections are not completed the bid application form will <u>not</u> be accepted by The Brentwood Renaissance Group)

Title	
First Name	*
Second Name	*
Surname	*
Note	This is a Microsoft 'Word' document please continue to type information and the document will permit increased space
Project Title	*
Name of Project Co-ordinator/Manager	*
Project Co-ordinator's/Manager's email address	*
Project Co-ordinators's/Manager's phone number	*
Name of Organisation/Business	*
Organisation/Business Address (including post code)	*
Full Project Description	*
How does this Project fit in with Brentwood	*
Borough Council's vision for shopping experiences?	
How does this Project meet the Brentwood	*
Borough Council's priorities for a Prosperous	
Borough and a thriving local economy?	
How does this Project improve the business and/or	*
tourism offering in Brentwood and its environs	
with a view to increasing footfall and improve	
customer satisfaction?	
How does this Project fit in with the importance	*
and contribution to community cohesion, social	
development and shopping offerings?	
Does this Project require media support/marketing	YES/NO (PLEASE DELETE WHICHEVER DOES NOT APPLY)
from the Brentwood Renaissance Group?	
Is this Project part to be part funded by parties	*YES/NO (PLEASE DELETE WHICHEVER DOES NOT APPLY)
outside the Brentwood Renaissance Group?	
If the Project is to be part funded by other	
contributions/funding please provide full details	
Bid amount requested	*£
Are all the necessary legal, licensing and health and	*
safety issues arising from the Project in place? If	
not please explain.	
Project Start Date	*
Project End Date	*
Which geographic area(s) will Project benefit?	*
Please state how the area will benefit	*
Please list all supporting information attached to	*
this Project bid application	1.

*Signature and status of Project/Co-ordinator:
*Date:
FOR RENAISSANCE GROUP USE ONLY↓
Renaissance Group sign-off signature and status:
Date:
Brentwood Borough Council Head of Environmental Health and Licensing sign-off signature:
Date:

RENAISSANCE GROUP WORKPLAN 2014/15		Item 9, Appendix 4		
	Status	Revenue £	Capital £	Total £
Total Spend 2013/14		12,977	1,672	14,649
Balance brought forward from 2013/14		20,322	50,960	71,282
BBC Contribution for 2014/15		30,000		30,000
Total budget for 2014/5		50,322	50,960	101,282
Projected/ Committed Spend 2014/15				
Replace notice board at Wilson's Corner/purchase free standing banner flags	On hold subject to retrieval of Noticeboard		3,000	3,000
New directional signs to Ingatestone Town Centre/shops	Pending consultation with Ingatestone Parish		1,000	1,000
New and amended directional signage in Town Centre	In pogress. Awaiting revised estimates for finger posts/noticeboards etc. Pending ECC response on Multi Storey Car Park signage		18,000	18,000
Translation calligraphy and presentation of medieval market charter <b>TBC</b>	Referred to B&TCC Members and Leader for approval	3,900		3,900
New marketing &PR campaign for Borough shops, businesses and visitor destinations/attractions to support VE Brand Brentwood Project	Marketing & PR proposal in progress following consultation at VE Workshop	8,000		8,000
New Renaissance Group Website set up, Twitter and Content Management and loading costs YR1	Approved subject to contract with Local by Social	1,595		1,595
Love Your Local Market promotional support 24.5.14	Complete after merchandising and street entertainment support	300		300
Independents Day promotional support 4/5.7.14	In progress with trader bid funds approved activity/entertainment for Sat 5.7	2,000		2,000
Small Business Saturday promotional support 7.12.13	Late payment carried forward from 2013	750		750
Small Business Saturday promotional support         6.12.14	Approved subject bids to bid applications	4,000		4,000
Marketing support/refreshments/guest speaker for Brand Brentwood VE Worksho	p Complete	500		500
Pro-Action Business Support Workshop facilitation	In progress with venue, refreshments and promotional support for free Autumn Business Skills	500		500
Shenfield Christmas Lighting Up event	Waiting a revised bid	3,000		3,000
Ingatestone Christmas Victorian Evening	Waiting a bid application	2,000		2,000
Total committed/projected 2014/5		26,545	22,000	48,545
Remainder to spend 2014/5 *		23,777	28,960	52,737
* Includes £5k revenue reserve funding for Economic Development TBC				

## **Members Interests**

Members of the Council must declare any pecuniary or non-pecuniary interests and the nature of the interest at the beginning of an agenda item and that, on declaring a pecuniary interest, they are required to leave the Chamber.

## • What are pecuniary interests?

A person's pecuniary interests are their business interests (for example their employment trade, profession, contracts, or any company with which they are associated) and wider financial interests they might have (for example trust funds, investments, and asset including land and property).

## Do I have any disclosable pecuniary interests?

You have a disclosable pecuniary interest if you, your spouse or civil partner, or a person you are living with as a spouse or civil partner have a disclosable pecuniary interest set out in the Council's Members' Code of Conduct.

## • What does having a disclosable pecuniary interest stop me doing?

If you are present at a meeting of your council or authority, of its executive or any committee o the executive, or any committee, sub-committee, joint committee, or joint sub-committee of your authority, and you have a disclosable pecuniary interest relating to any business that is or will be considered at the meeting, you must not :

- participate in any discussion of the business at the meeting, of if you become aware of your disclosable pecuniary interest during the meeting participate further in any discussion of the business or,
- participate in any vote or further vote taken on the matter at the meeting.

These prohibitions apply to any form of participation, including speaking as a member of the public.

# • Other Pecuniary Interests

Other Pecuniary Interests are also set out in the Members' Code of Conduct and apply only to you as a Member.

If you have an Other Pecuniary Interest in an item of business on the agenda then you must disclose that interest and withdraw from the room while that business is being considered

# • Non-Pecuniary Interests

Non –pecuniary interests are set out in the Council's Code of Conduct and apply to you as a Member and also to relevant persons where the decision might reasonably be regarded as affecting their wellbeing.

A 'relevant person' is your spouse or civil partner, or a person you are living with as a spouse or civil partner

If you have a non-pecuniary interest in any business of the Authority and you are present at a meeting of the Authority at which the business is considered, you must disclose to that meeting the existence and nature of that interest whether or not such interest is registered on your Register of Interests or for which you have made a pending notification.

# Business and Town Centres Committee Terms of Reference

The functions within the remit of the Business and Town Centre Committee are set out below:

- 1. To lead, consider and propose matters concerning the promotion of economic development throughout the Borough and the interface with countywide or regional economic development initiatives.
- 2. To promote and encourage enterprise and investment in the Borough in order to maintain and sustain the economic wellbeing and regeneration of the area.
- 3. To develop a climate where businesses and individuals can innovate, compete and contribute to the economic development and regeneration of the area; and excellence in local business.
- 4. To encourage the growth of existing businesses in the Borough and access to the skills and training necessary to support them.
- 5. To consider and determine matters relating to the promotion, maintenance and enhancement of the vitality and viability of shopping centres within the Borough.
- 6. To consult with the Chamber of Commerce and Federation of Small Businesses.
- 7. To maintain a special interest in promoting employment in the borough.
- 8. To promote and encourage tourism and heritage
- 9. Parking (off Street parking provision in Council owned car parks)
- 10. Community Safety and CCTV