



Agenda

Economic Development Committee

Wednesday, 1 July 2015 at 7.00 pm
Council Chamber - Town Hall

Membership (Quorum–3)

Cllrs Parker (Chair), Ms Rowlands (Vice-Chair), Cloke, Kendall, Mynott, Newberry, Ms Sanders, Mrs Slade and Tee

Agenda Item	Item	Wards(s) Affected	Page No
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2.	Minutes of the Previous Meeting		5 - 10
3.	2015-16 Economic Development Project and Initiatives	All Wards	11 - 18
4.	"Opportunity Brentwood" Proposal	All Wards	19 - 24
5.	Brentwood Apprenticeship Scheme 2015/6	All Wards	25 - 28
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7.	Car Wash Franchise - Brentwood Car Wash	Brentwood North	41 - 62
8.	Urgent Business		

A handwritten signature in black ink, appearing to read 'P. L. R. B.' with a large, sweeping underline.

Head of Paid Service

Town Hall
Brentwood, Essex
23.06.2015

Information for Members

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.

Where substitution is permitted, substitutes for quasi judicial/regulatory committees must be drawn from Members who have received training in quasi- judicial/regulatory decision making. If a casual vacancy occurs on a quasi judicial/regulatory committee it will not be filled until the nominated member has been trained.

Rights to Attend and Speak

Any Members may attend any Committee to which these procedure rules apply.

A Member who is not a member of the Committee may speak at the meeting. 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.

Members requiring further information, or with specific questions, are asked to raise these with the appropriate officer at least two working days before the meeting.

Point of Order/ Personal explanation/ Point of Information

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.

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.

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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Minutes

Business and Town Centres Committee **Thursday, 26th March, 2015**

Attendance

Cllr Kendall (Chair)	Cllr Quirk
Cllr Keeble (Vice-Chair)	Cllr Reed
Cllr Mrs Murphy	Cllr Russell
Cllr Newberry	Cllr Ms Sanders

Apologies

Substitute Present

Cllr Clark (substituting for Cllr Sapwell)
Cllr Parker (substituting for Cllr Hossack)

Also Present

Cllr Baker
Cllr McCheyne
Cllr Mynott

Officers Present

Ashley Culverwell	- Head of Borough Health Safety and Localism
Zoey Foakes	- Governance & Member Support Officer
Anne Knight	- Economic Development Manager
Tracey Lilley	- Anti-Social Behaviour Co-ordinator
Roy Ormsby	- Head of Street Scene
Philip Ruck	- Contracts & Corporate Projects Manager

533. Apologies for Absence

Apologies were received from Cllr Hossack with Cllr Parker in attendance as substitute; apologies were also received from Cllr Sapwell with Cllr Clark in attendance as substitute.

534. Minutes of the previous meeting

The minutes of the Business and Town Centres Committee meeting held on 23rd February 2015 were approved and signed by the Chair as a correct record.

535. Chairs Verbal Update

Cllr Kendall provided an update on:

- **Brentwood Business Speed Networking Event**

The first ever Brentwood Business Speed Networking Event was held on 18 March 2015 at the De Rougemount Manor from 4.30-7.30pm. This was funded by Brentwood Borough Council and BB Renaissance Group who commissioned Sussex Business Bureau to help promote and facilitate. The event was successful with 51 businesses speed networking; a total of 2352 interactions arising from the unique event format, and 16 businesses attending the workshop beforehand on how to recruit an apprentice that was run by Abacus Training.

The Numbers:

- 66 Delegate bookings
- 51 Speed Networked (including one pair, one parent and one non mover) .
- 12 No Shows (one refunded as notified early, 1 at 1.30pm on the day, others no contact)
- 65 attendees including 4 staff, 3 organisers and 4 staff from Abacus
- 1 Photographer
- 2352 interactions (speed networking session only)

The feedback from the event was very positive. 35 of those attending completed evaluation questionnaires and between 85-90% rated the event as good or excellent, the remainder not completing the rating section of the form.

- **Car Parking Strategy**

The first meeting of the Parking Strategy group was held on Monday 16th March with cross party attendance. A number of issues and ideas are emerging, and it was agreed that the group should continue regardless of which party is in control after the election. It was suggested that a survey of users of the town centre is undertaken to ascertain why they visit i.e. to work, visit or shop, and their experience of car parking facilities. This has been discussed with the Head of Planning and Development and will be suggested as an inclusion in the development brief work for William Hunter Way.

536. Community Safety Commissioning Plan

The Community Safety Commissioning Plan set out how the Council would deliver against the Corporate Priorities for a Safer Borough and align with the

Community Safety Partnership's (CSPs) work relating to anti-social behaviour (ASB) and crime reduction.

The Committee Members commended Tracey Lilley and her team for all the success they have had and the great results that have been achieved.

A motion was MOVED by Cllr Kendall and SECONDED by Cllr Keeble to receive the recommendation in the report.

A vote was taken by show of hands and it was **RESOLVED UNANIMOUSLY** that:

1. Members approve the Community Safety Commissioning Plan 15-16.

REASON FOR DECISION

To authorise the commissioning and delivery of projects and initiatives which will allow for targeted use of resources to reduce crime and anti-social behavior.

537. Annual Report 2014 Achievements and Future Plans

The report provided an update on the achievements of the Business and Town Centres Committee in 2014/15 and outlined the plans for the future projects and initiatives that the Committee plan to take forward in 2015/16.

A short presentation was made from Martin Reynolds of Pro-actions on the success of the Business Planning event.

The Chair thanked Clive Othen, Chair of the Renaissance Group for moving the group in a positive direction.

A motion was MOVED by Cllr Kendall and SECONDED by Cllr Keeble to receive the recommendation in the report.

A vote was taken by show of hands and it was **RESOLVED UNANIMOUSLY** that:

1. Members note the report for the progress made on key initiatives and the future projects and initiatives planned.

REASON FOR DECISION

For Members to acknowledge the progress the Committee had made and the future projects and initiatives that were proposed. The initiatives supported and were to drive the Economic Development Strategy and enable delivery of associated thematic priorities.

538. Future Development of the Brentwood Business Directory

The report outlined the progress to date of the Business Directory and considered the different options for the future development of the Directory.

The Business Directory Task and Finish Group, Cllrs Keeble, Newberry and Hossack were thanked for their involvement.

A motion was **MOVED** by Cllr Kendall and **SECONDED** by Cllr Keeble to receive the recommendation in the report.

A vote was taken by show of hands and it was **RESOLVED** that:

- 1. Members support to develop the Brentwood Business Directory by utilising existing in-house resource of the Council's Customer Contact Centre.**
- 2. Members agree that £2,500 of the £6,000 2014/15 budget earmarked for the Business Directory project was carried forward to the 2015/16 Economic Development budget to enable the implementation of the in-house resource (Customer Contact Centre) and to pay for Zoho subscription for an initial two years (2015/16 and 2016/17).**
- 3. Members support the need and 2015/16 budget request for an Economic Development Apprentice to undertake the maintenance of the Directory as part of their role for 2015/16.**

REASON FOR DECISION

The preferred option ensures comprehensive Business Directory to the Borough that would enable business engagement and to support key initiatives within the Economic Development Strategy. This would be the most cost effective option in addition to being fit for purpose.

539. Economic Development Update Report

The report provided an update on the Pro-actions business Planning Workshop, the Brentwood Borough Council Business E-newsletter and the Brentwood business Speed Networking Event.

A motion was **MOVED** by Cllr Kendall and **SECONDED** by Cllr Keeble to receive the recommendation in the report.

A vote was taken by show of hands and it was **RESOLVED UNANIMOUSLY** that:

- 1. Members noted the report and the progress made on key initiatives.**

REASONS FOR DECISION

That Members noted the progress on key Economic Development initiatives and projects since the last Committee meeting. The initiatives had supported and driven forward the Economic Development Strategy to enable delivery of associated thematic priorities.

540. Urgent Business

The report provided information on parking during Crossrail in Shenfield.

The Chair took Officer and Member recommendations for alternative car parking options for shoppers, traders and commuters during this phase. The Chair emphasised that he was keen to compromise for a decision to be made and a resolution for this period would need to be made.

A motion was **MOVED** by Cllr Kendall and **SECONDED** by Cllr Keeble to receive the recommendation in the report.

A vote was taken by show of hands and it was **RESOLVED UNANIMOUSLY** that:

- 1. That Members agree to reduce the parking times in Shenfield to 2 hours free parking with no return within 4 hours from 1 April 2015.**
- 2. That Members agree that season ticket holders as a last resort be relocated in Hutton Poplars Hall, and Hutton Poplars Lodge throughout the construction phase of Crossrail.**
- 3. That Officers commence the process of implementing an off street parking order for Hutton Poplars Hall and Hutton Poplars Lodge.**
- 4. As a matter of priority, Officers will re-engage with the Essex Fire Authority to discuss interim parking arrangements for season ticket holders from Friars Avenue and Hunter Avenue car parks to use the Fire Authority site in Rayleigh Road, in place of Hutton Poplars Hall car park and Hutton Lodge if these negotiations are successful.**
- 5. This Committee gives delegated authority to the Head of Street Scene in consultation with the Chair of Business and Town Centres and the Chair of the Crossrail Working Group to confirm the locations of parking for season ticket holders for the duration of the Crossrail works.**

REASON FOR DECISION

To mitigate any disruption throughout the construction phase of Crossrail in Shenfield.

The Chair took the opportunity to thank all members of the Business and Town Centres committee and hoped that focus would continue on Business and the Town Centre.

The meeting ended at 20:30.

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1 July 2015

Economic Development Committee

2015/6 Economic Development Projects and Initiatives

Report of: *Anne Knight, Economic Development Officer*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 This report outlines the proposed Economic Development projects and initiatives for 2015/6.

2. Recommendation(s)

- 2.1 That the proposed Economic Development projects and initiatives for 2015/6 be agreed.**
- 2.2 That the projects are undertaken and implemented within the delegated authority of the Head of Planning and Development after first liaising with the Chair of the Committee utilising the 2015/6 Economic Development Budget**

3. Introduction and Background

- 3.1 The 2014 Brentwood Economic Development Strategy sets out a shared vision and framework to steer the interventions of Brentwood Borough Council and partner organisations to deliver optimum economic benefits to the Borough to 2030.
- 3.2 The Strategy's Vision for Brentwood is for the areas 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 economy and fostering development that is responsive to local community needs.
- 3.3 The key priority objectives of the Strategy are business competitiveness, economic growth, stronger tourism, retail and leisure sectors, strengthening the rural economy and skills.

- 3.4 Following last year's Economic Development activities, it is now proposed to continue to work on addressing these priorities by implementing a number of key projects in 2015/6, in accordance with resources available. Table 1 summarises these projects and a fuller description for each is provided below. These projects are additional to the ED Committees' aspirations to support longer term strategic transformational corporate projects such as an Action Plan for the Town Centre, Strategy Site Developments e.g. Brentwood Enterprise Park and Crossrail.

Brentwood Business Event (Brentwood Biz)

- 3.5 This will be an event to showcase the support and advice available for businesses, with an opportunity for businesses to promote to one another via a business to business exhibition, networking area/boards, themed business advice workshops, training and job zone and keynote inspirational speakers. It will be developed in conjunction with key partner organisations such as Essex County Council, Brentwood Chamber of Commerce, Pro-Actions, FSB, but led and marketed by Brentwood's ED team. It is envisaged it would take place during February 2016. The cost of the event will be mainly dependent on the venue chosen and any requirement for external resource to help facilitate the event but is estimated in the region of a maximum of £5,000-6,000.

Business Training Taster Workshops

- 3.6 A series of free business training taster workshops covering themes such as social media, marketing, business planning, leadership, will be developed and held throughout the year in conjunction with or partner organisation Pro-actions, who have already run four successful workshops in the last year. Feedback from business from the evaluation of these events has proved very positive and there is clearly a demand for more. Only a small (maximum £300) budget for refreshments is needed to facilitate these workshops as well as the ED Team's time to promote. It is proposed to hold workshops in September, November, January 2015 and March 2016.

Completion of Brentwood Business Directory/CRM

- 3.7 This project is on-going and the budget (£3,000) already committed. The development and completion of a comprehensive Business Directory and CRM is supported by BBC to enable a robust tool to be developed, enabling us to support and engage with the businesses in our Borough,

and to support geographical/thematically focused ED projects. The project is expected to be complete by the end of Summer 2015.

Feasibility Study for Business Incubation Centre

- 3.8 Working with partners, Brentwood Chamber of Commerce, Essex County Council and Havering College, Brentwood Borough Council have issued an invitation to tender to commission a feasibility study to investigate the viability of developing a Business Incubation Centre for Brentwood. In particular the building in the High Street currently occupied by the Peter Jones Academy and leased by Havering College for this purpose, is being assessed for its suitability. Alongside this, the Council will continue to explore other opportunities for housing the project. The aim of the Incubation Centre is to provide work space for start-up, micro and SMEs in a supported and serviced environment to encourage business development and growth, job creation, improve skills base of the workforce and encourage innovation and an enterprise hub in the town centre. The study is being funded by Essex County Council and Brentwood Borough Renaissance Group. The outcome of the study will determine the viability of implementing the Centre and identify any potential funding gap, which partners can then consider how best to address.

Promotion of the “Brentwood for Growth” project

- 3.9 Lead officers and the Chair of the Committee will arrange a series of meetings with members of Brentwood for Growth to rekindle our working relationship with them and discuss areas where we can best jointly work together going forward.

Opportunity Brentwood

- 3.10 To work in partnership with Thurrock Council to be a partner in their careers advice event that they have held successful for a number of years, and extend this opportunity out to encourage our large employers to be exhibitors and our secondary school students to attend. The event would be held on 7 October 2015 and be joint branded and we would promote as Opportunity Brentwood within the Borough. This partnership approach would be resource efficient but still support our skills priority and begin to develop education/business partnership approach. The ED Team would be involved with canvassing the employers and schools and helping to facilitate their involvement, as well as marketing and promoting the event.

ED Apprentice - Shared Support

- 3.11 To host a shared Council apprentice to undertake work and support the Economic Development Team for up to 3 month period during 2015/6. This resource will help to support project delivery.

Essex Rivers LAG Leader Programme

- 3.12 To be a member of and support the Essex Rivers LAG Leader Programme and promote the funding opportunities (£1.8m over the Essex Rivers area over 4 years) that this will offer the rural businesses in the Borough. The ED Team will work with businesses to identify and develop project ideas and applications for funding.

Visitor Website Development and Promotion

- 3.13 To commission the development of a Visitor Website for the Borough to provide a coordinated offer and a tool that can be used to promote the Borough and attract visitors and investment. To work with partners, Visit Essex to develop a marketing plan for the website and to pro-actively market the Brentwood offer utilising the website. The development of the website and editorial support for 3 years is £6,000 and has been budgeted for. Visit Essex has confirmed they would provide support for the launch and on-going marketing of the website.

Superfast Broadband

- 3.14 To continue to work with Essex County Council and the Essex Superfast Partnership to launch/roll out the superfast broadband infrastructure and promote take-up to businesses.

Strategic Partnership Working

- 3.15 To continue to work closely and align our priorities/delivery with Essex County Council, Heart of Essex Partnership and South East Local Economic Partnership to implement the ED Strategy and key projects for Brentwood. This will involve strategy and project development, and investigating investment and income opportunities.

Table 1 – Summary of proposed 2015/6 ED Projects

<i>ED Strategy Priority</i>	<i>Project</i>	<i>Indicative timescale</i>	<i>Estimated budget</i>
Business Competitiveness	Brentwood Biz Event	February 2016	£6,000
Business Competitiveness	Business Training Taster Workshops	September 2015 November 2015 January 2016 March 2016	£300 refreshments ED Team time
Business Competitiveness	Phase 2 and Completion of Business Directory/CRM	Already committed and estimated completion September 2015	£3,000 (already agreed in 2014/5)
Business Competitiveness	Feasibility Study for Business Incubation Centre	Already committed July to September 2015	£5,000 secured from Essex County Council £5,000 secured from Renaissance Group)
Business Competitiveness and Skills	Relationship development meetings with Brentwood for Growth members	July 2015 onwards	TBD (subject to key priorities and projects identified)
Skills	Opportunity Brentwood Event	7 October 2015	TBD (estimate £2k)
Skills	ED Apprentice support (up to 3 months)	Summer 2015	Shared resource funded by corporate budget
Rural Economy	Essex Rivers LAG LEADER programme	September 2015 onwards	ED team time to support and promote
Tourism, Retail and Leisure Economy	Visitor website development and promotion	September 2015 onwards	£6,000 includes editorial support over 3 years
Economic Growth	Work with Essex County Council to support the continued marketing of Superfast Broadband	On-going Possible further launch event in the Autumn	ED Team time

All priorities	Strategic Partnership Working – SE LEP, County, Heart of Essex	On-going	ED Team time
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4. Issue, Options and Analysis of Options

- 4.1 Different options for delivery will be considered when scoping and developing the Economic Development Projects proposed and a recommendation for the preferred option provided and recorded and approved under delegated authority of the Head of Service (Planning & Development) and Committee Chair.

5. Reasons for Recommendation

- 5.1 To agree the key Economic Development Projects to be implemented in 2015/6 in order to drive forward the priorities of the Brentwood Economic Development Strategy.

6. Consultation

- 6.1 The Economic Development Strategy successfully underwent public consultation and has been adopted.
- 6.2 Key partners and business groups for each priority area are 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 balanced 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: Chris Leslie, Finance Director

Tel & Email: 01277 312 542 christopher.leslie@brentwood.gov.uk

- 8.1 The proposed Economic Development projects for 2015/6 will utilise the 2015/6 Economic Development budget and any project funding required will be approved under delegated authority of the Head of Service (Planning & Development). The Council's procurement policy will be adhered to when required. The Economic Development budget will be monitored on a monthly basis.

Legal Implications

Name & Title: Chris Potter, Monitoring Officer

Tel & Email: 01277 312 860 christopher.potter@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 None

10. Appendices to this report

- None

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1 July 2015

Economic Development Committee

“Opportunity Brentwood” Proposal

Report of: *Anne Knight, Economic Development Officer*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

1.1 This report outlines the project proposal for “Opportunity Brentwood”.

2. Recommendation(s)

2.1 That the Economic Development Manager be given delegated authority to investigate the appetite of the Borough’s secondary schools and large employers to take part in “Opportunity Brentwood” on 7 October 2015/6 (Option D), and if such sufficient appetite exists then the Head of Planning and Development be granted delegated authority to facilitate this event working in partnership with Thurrock Council and “Opportunity Thurrock”.

2.2 That the project is undertaken within the Head of Planning and Development’s delegated authority after first liaising with the Chair of the Committee utilising the 2015/6 Economic Development Budget.

3. Introduction and Background

3.1 The 2014 Brentwood Economic Development Strategy sets out a shared vision and framework to steer the interventions of Brentwood Borough Council and partner organisations to deliver optimum economic benefits to the Borough to 2030.

3.2 One of the key priority objectives of the Strategy is skills and employability to ensure that local people have the necessary skills, ability and knowledge to gain employment and to encourage employers to recruit local people to support a sustainable community and borough.

- 3.3 In order to address this it is important to establish effective links between the education providers and the businesses so that the job and career opportunities available within these businesses and key industry sectors are clearly articulated to learners/job-seekers.
- 3.4 Over the last few years, Brentwood has been fortunate in having the Brentwood Learning Partnership to organise and hold a successful annual careers convention. However since the demise of the Learning Partnership during the last year, Brentwood's secondary schools now have to provide this careers advice individually and the level and type of provision varies. Individual school events are smaller and less likely to attract the larger employers as these employers need to engage with larger audiences and events in order to ensure cost-effectiveness of their time and involvement.
- 3.5 Some joint discussions have taken place between Brentwood Borough Council and Thurrock Council skills team to find out about the successful annual careers event they run called "Opportunity Thurrock". This takes place annually with good take-up from secondary schools and large employers/SMEs. It is undertaken with workshops and interactive exhibits that the employers provide to wet the appetite of secondary school pupils regarding the opportunities within their businesses and career sectors.
- 3.6 During the visit to Thurrock, Brentwood received an offer to work in partnership with Thurrock Council to host a joint event, with the opportunity of branding our part of this "Opportunity Brentwood". The Economic Development Team would now like to liaise with secondary schools and large employers within the Borough (including former Brentwood for Growth members) to assess their appetite for being involved in this event, and if this is positive then facilitate and implement the event working jointly with Thurrock Council.
- 3.7 The event would be held on 7 October 2015 at Backstage Centre in Purfleet which has proven consistently to be an effective venue to host this type of careers convention event.
- 3.8 This partnership approach between Brentwood Borough Council and Thurrock Council would be resource efficient but still support our skills priority and begin to develop an education/business partnership approach. The ED Team would be involved with canvassing the employers and schools and helping to facilitate their involvement, as well as marketing and promoting the event.

- 3.9 Discussions will take place with the schools after the event to gauge feedback in order to review how successful the event was and ascertain if a joint venture is the best way forward on balance with budget considerations of the Council, or if Brentwood should run its own event in future.

4. Issue, Options and Analysis of Options

- 4.1 The issue is to address the skills and employability priority of Brentwood's Economic Development Strategy, Brentwood Borough Council should help facilitate education-business links and enable effective events/initiatives for doing this to ensure careers and employability advice and broker local people to local job opportunities.

- 4.2 Option A – Do nothing

This will not enable Brentwood Council to provide any support to facilitate education-business careers advice opportunities.

- 4.3 Option B – Individual Schools provide their own advice

Some of the schools are already providing careers advice through smaller individual events, but coverage is not comprehensive and varies in content and few larger employers are engaged.

- 4.4 Option C – Brentwood Borough Council organise its own stand-alone careers convention

This would allow Brentwood Borough Council exclusivity regarding the organisation and PR for the event. However it would be the most resource intensive option with budget costs (estimated at £5-6k) for venue, organisation, marketing and promotion and significant demands on ED Team time (resulting in fewer other ED projects being able to be progressed within the same time period)

- 4.5 Option D – Shared Event between Thurrock Council and Brentwood Borough Council

This is the preferred recommended option, as it is the most resource efficient option for Brentwood Borough Council to produce the desired outcomes, building on an existing successfully run event by Thurrock Council (and utilising their expertise, skills and budget). It also enables a wider pool of employers and industries to come together to support students in exploring their career aspirations. The costs for Brentwood for

this option are the ED Team's time utilised mobilising the schools and businesses to take part; to help market and promote the event, and help host on the day. The funding model that Thurrock Council deploys is that each school contributes £500 towards the cost of the event and this includes transportation for the students to the event. In addition therefore the only consideration for Brentwood's ED budget would be to subsidise this cost for our secondary schools that want to take part but do not have their own funding. However, not all of the eight secondary schools are likely to take part so at worst it is estimated this would require £2-3k from the ED 2015/6 budget.

5. Reasons for Recommendation

- 5.1 To progress the project proposal for "Opportunity Brentwood" in order to support the skills and employability priority of the Brentwood Economic Development Strategy.

6. Consultation

- 6.1 The Economic Development Strategy successfully underwent public consultation and has been adopted.
- 6.2 Key partners and business groups for each priority area are consulted and engaged with project development, in this case the secondary schools and large employers in the Borough.

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 balanced 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: Chris Leslie, Finance Director

Tel & Email: 01277 312 542 christopher.leslie@brentwood.gov.uk

- 8.1 The preferred option of implementing “Opportunity Brentwood” is unlikely to have any ED budgetary implications except for ED Team time. ED Budget implications of approximately £2-3k may need to be considered if we need to subsidize the cost of the schools being involved with the event and this would be approved under delegated authority of the Head of Planning and Development and the Committee Chair.

Legal Implications

Name & Title: Chris Potter, Monitoring Officer

Tel & Email: 01277 312 860 christopher.potter@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 All Health & Safety issues relating to the event will be managed by Thurrock Council and the venue chosen.

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

- 9.1 None

10. **Appendices to this report**

- None

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1 July 2015

Economic Development Committee

Brentwood Apprenticeship Scheme 2015/6

Report of: *Anne Knight, Economic Development Manager*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 On the 10th June 2015, a revised budget was brought forward to members for 2015/6, which included the allocation of £24,000 for an apprenticeship scheme to be introduced.

2. Recommendation(s)

- 2.1 That the Committee agrees to commence work on the “Brentwood Apprenticeship Scheme 2015/6” to include both opportunities within the Council and through partnership working with the private sector.**
- 2.2 Discussions commence with Brentwood Community Print and other mental health groups within the Borough to identify joint working and opportunities under the apprenticeship scheme.**
- 2.3 That a detailed project proposal is submitted to the Committee for approval at the next Economic Development committee meeting.**

3. Introduction and Background

- 3.1 Both the new government and former coalition government prioritised apprenticeships across the country and the number in training is currently at an all time high.

The new Council administration has a clear desire to deliver an apprenticeship scheme for 2015/6 and £24,000 is included within the revised Council budget for this purpose. Work now needs to be undertaken to develop this scheme to maximise employment opportunities and training.

4. Issue, Options and Analysis of Options

4.1 Option 1 - Apprentices are recruited to work within the Council.

This would have the benefit of allowing the Council full control of the scheme but would limit the number and type of apprenticeships created as all of the costs and roles would be borne by the Council.

4.2 Option 2 – the Council to work in partnership with the private sector to encourage and support them to take on apprentices

This would be beneficial to both the businesses and the apprentices, maximising the opportunities and breadth of experience and roles available; providing additional support and resource for business growth; and strengthening the relationship between businesses and the Council. The benefits from the available budget (£24,000) for the scheme could be increased if utilised as grant funding to pay businesses for a percentage of the cost of each apprentice, allowing more apprentices and businesses to be supported by the scheme.

4.3 Option 3 – Council to work in partnership with local mental health organisations to encourage joint funding of apprenticeships or placements within organisations

In 2014, Brentwood became the first Council in the country where all members signed up to be mental health champions. To ensure this has meaning, it is vital that through discussions with local organisations such as Brentwood Community Print, opportunities to support individuals with mental health into employment, apprenticeships or placements are explored.

Options 2 and 3 represent the best options for maximising the impact of the Council funding available for an apprenticeship scheme as they offer a greater number of apprenticeship opportunities and engage both the private and voluntary sectors.

5. Reasons for Recommendation

5.1 To progress an apprenticeship scheme for Brentwood Borough to support the employability and skills priority of the Economic Development Strategy

in line with the Council's 10th June 2015 revised budget approvals. To help facilitate support the Councils approved "mental health champion" status.

6. Consultation

6.1 The Economic Development Strategy successfully underwent public consultation and has been adopted.

6.2 In developing the Brentwood Apprenticeship Scheme the following groups will be consulted:

- Brentwood Community Print and mental health support groups
- Businesses in Brentwood via Chamber of Commerce and FSB
- Community and Health Committee Chair and Vice Chair

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 balanced 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: Chris Leslie, Finance Director

Tel & Email: 01277 312 542 christopher.leslie@brentwood.gov.uk

8.1 There are no direct financial implications arising from this report.

Legal Implications

Name & Title: Chris Potter, Monitoring Officer

Tel & Email: 01277 312 860 christopher.potter@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 All Health & Safety issues relating to the event will be managed by Thurrock Council and the venue chosen.

9. Background Papers (include their location and identify whether any are exempt or protected by copyright)

9.1 None

10. Appendices to this report

- None

Report Author Contact Details:

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1 July 2015

Economic Development Committee

Brentwood Borough Renaissance Group 2015/16 Workplan

Report of: *Gordon Glenday, Head of Planning and Development*

Wards Affected: *All*

This report is: *Public document*

1. Executive Summary

- 1.1 This report outlines the Brentwood Borough Renaissance Group 2015/16 Workplan of projects and initiatives including an illustration at business trade cluster level.
- 1.2 On the 4th March 2015 Council approved the budget for 2015/16. At the 10th June Ordinary Council an amended budget report was presented but there was no change to the Brentwood Borough Renaissance Group budget allocation.

2. Recommendation(s)

- 2.1 That the Brentwood Borough Renaissance Group 2015/16 Workplan be agreed.**

3. Introduction and Background

- 3.1 The Brentwood Borough Renaissance Group (BB Renaissance Group) revised Terms of Reference agreed at the 16 July 2014 Business and Town Centres Committee set out the need for closer consultation with the Borough's retail areas to encourage their initiation of bid funding for projects, the more efficient use of resources, communications via the new website and budgetary control. This was to facilitate the Group's 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 improve customer satisfaction.

Included in the Group's remit is also to help with the support and development of the Borough's traders and businesses in cooperation with Economic Development and in partnership with external organisations. Examples of this are BB Renaissance Group support for the free Pro- actions briefings, Business Speed Networking Event and the feasibility study for the Business Incubation Centre.

3.2 Local Trade Clusters

Work has continued on setting up local business trade clusters to provide greater representation and access to bid funding for traders in all retail sectors of the Borough. The new Shenfield Central Cluster was formed in February 2015 with 25 members and the new manager of Tescos Local is keen to support the cluster as part of their local community initiatives.

The following Cluster Groups are formed or in the process of being formed:-

- i. Crown Street/Roper's Yard (formed)
- ii. Brentwood Town Centre East End/Ongar Road (formed)
- iii. Brentwood Town Centre West End (under formation)
- iv. Upper Shenfield (formed)
- v. Central Shenfield (formed)
- vi. Ingatestone (formed)
- vii. Woodland Avenue, Hutton (under formation)

3.3 Environmental Audit and Public Realm

3.3.1 Town Centre Signage

Malcolm Lane Signs have completed work to update and refurbish the directional finger post signs and noticeboards in Brentwood Town Centre to make it a more welcoming and easy to navigate environment for residents and visitors. Due to the project finishing after the 2014/15 financial year, the £9k capital and revenue spend has been allocated to the 2015/16 budget.

3.3.2 Multi Storey Car Park Signage

The agreed designs and estimates from Essex Highways have still not been received. The estimated figure for these costs has been carried forward to the 2015/16 budget with inflation.

3.3.3 Environmental Audits

Gerry Bender has been appointed as a member of BB Renaissance Group's Street Audit team to work alongside Michael Hardy. Regular reports for

Brentwood Town Centre issues are published on the BB Renaissance Group website www.brentwoodrenaissance.co.uk and there has been a request to also review Shenfield.

3.4 Crown Street Community Market

Mike Allen of Essex Farmers Markets has agreed to implement a small monthly Saturday market, as a monthly market does not require planning permissions, subject to approval by Essex Highways to the layout of stalls within the precinct area. This will be a craft/artisan style of market which will also be alternated with an antiques market.

3.5 Teenage Market

Sue Page of Crown Street Cluster and in her capacity as schools coordinator for Brentwood Chamber of Commerce has offered to help Mike Allen of Essex Farmers Markets to approach schools with a view to establishing a teenage market by the early autumn term 2015 with the inclusion of local students.

3.6 Economic Development Business Support

BB Renaissance Group is supporting the promotion and venue costs, where applicable, of the Business Training Taster Workshops delivered by Pro- actions and some cluster member businesses have benefitted from attending these briefings.

BB Renaissance Group has approved bid funding for half the costs of the feasibility study for the viability of Brentwood Business Incubation Centre, as stated in the Economic Development Projects and Initiatives Report. This helps to fulfil some of the group's main aims to help grow the local economy, provide business support and training in the Town Centres.

3.7 Project Planning

A second project planning meeting was held recently with the cluster leaders to continue to plan effective events, campaigns and promotions for 2015 within the allocated cluster budgets. A good example of this was the Shenfield Easter Bunny Hunt which resulted in increased footfall, business awareness and competition entry levels at a cost to Renaissance Group of £235. Please note all bid funding applications are subject to 20% self funding by the cluster businesses.

Officers are working closely with BB Renaissance Group businesses to support and facilitate cost effective initiatives across all retail areas of the Borough given the increasing challenges facing retail on the High Streets.

Please see below for table of proposed projects. Allocated project funds are stated in the Workplan Budgets Appendix 1 and 2.

Project	Actions	Dates	Clusters
Brentwood Art & Heritage Trail (NB Community Event)	Help to support this Borough wide Community Event by displaying posters, tweeting and signposting customers to the 25 independent shops and businesses taking part with displays by local artists, many of which are cluster members	29 June-12 July	All
Independents Day (No longer supported as a national event)	Celebrate the Borough's strong offering of independent shops and attract shoppers and visitors through entertainment plus offers and promotions to feature as ads in Gazette double page spread subsidised by Renaissance Group. Includes editorial of case studies through Gazette interviews. Campaign on independents agreed starting 1 July edition.	4 July	Brentwood, Shenfield Upper and Central
Town Centre Ambassadors	Suggest volunteers eg 6 th form students to help guide visitors to attractions, points of interest and shops in and around the Town Centre. This was evidenced as a successful initiative at the Future High St Summit Conference as offered by eg Belper, Leeds, Wimborne. Training, safeguarding, branding and promotional materials required	Commence late August/September	Brentwood
Crown St Market	Mike Allen of EFM has sourced stalls for a monthly Saturday craft/artisan market and alternating antiques market. As monthly, planning permission is not needed.	Monthly Sats TBA Start Date	Crown St
Brentwood Festival	RG have offered to subsidise individual or shared market stalls at the festival to capitalise on high attendance/footfall.	17-19 July	All
Summer Jazz on the Street	Collaborative bid from both Shenfield clusters approved to hold first Summer afternoon Music Event in Central Shenfield up to the library with live bands, jazz, bbq's, buskers, paella & prosecco etc An Ingatestone summer festival/event was also proposed for review by their cluster members	28 June	Shenfield Upper and Central Ingatestone

Summer Fashion Show	Gemma Collins suggested event for Crown Street. We are arranging a meeting with Crown Street and Ropers Yard clothes shops to form a project team and reviewing other independent shops across the Borough to encourage them to take part	Late August/ September	Crown St and All
Pro-actions Free Business Briefings x 4	Support for free morning business briefing taster workshops on topics including Marketing and Social Media; Growing Your Business; Improving your Sales and Time Management. Town Hall Committee Rooms are used to host the briefings.	Sept. and November 2015. January and March 2016	All
Halloween Event	Possible Easter Bunny type shop hunt eg for a pumpkin Scope idea for a Shenfield paper plane making/flying family event if low cost indoor venue available	31 October	All
Lighting Up Brentwood Shenfield Christmas Fair Victorian Christmas Evening	Community Events team have started regular Brentwood and Shenfield event planning meetings. Brentwood and Shenfield Clusters will support this with entertainments, markets and activities in Crown Street, Ongar Road and Shenfield. Ingatestone have submitted a bid to cover 80% of Victorian Evening costs	28 Nov. 29 Nov. 4 Dec.	Brentwood Shenfield Ingatestone
Small Business Saturday	Consider an alternative date to the national event, eg January 2016, as it falls the weekend after Lighting Up when Town Centre quiet, or consider a local version of Black Friday.	5 December	All

4. Issue, Options and Analysis of Options

4.1 In addition to the budget for 2015/16 of £20,000, the Council resources the delivery and support for this plan. Various options will be considered when scoping and developing the projects to ensure best outcomes and value for money.

4.2 Current Budgetary Position

Committed and projected spend to the value of £39,022 revenue and £25,700 capital have been allocated to date for 2015/16. Allocation of the

remaining £39,752 balance will continue throughout the financial year as bids are submitted and evaluated for agreement.

5. Reasons for Recommendation

For the Committee to agree the 2015/6 BB Renaissance Group Workplan

6. Consultation

- 6.1 All bids are subject to appropriate scrutiny and accountability and require approval by a majority share of the BBRG members and by an authorised signatory, i.e. the Chair and Head of Service. For high profile projects, agreement is also obtained from Brentwood Borough Council Members.

7. References to Corporate Plan

- 7.1 The BB Renaissance Group Workplan supports the council's Corporate 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: Chris Leslie, Finance Director

Tel & Email: 01277 312 542 christopher.leslie@brentwood.gov.uk

- 8.1 Brentwood Borough Council has provided funding of £20,000 during 2015/16 to the BB Renaissance Group (revenue) agreed as part of the budget setting process on 4th March 2015. Future funding will be subject to the budget setting process which will be concluded in March 2016.
- 8.2 The Town Centre Development Coordinator is the lead officer who manages and coordinates the BB Renaissance group.

Legal Implications

Name & Title: Chris Potter, Monitoring Officer

Tel & Email: 01277 312 860 christopher.potter@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 (include their location and identify whether any are exempt or protected by copyright)

9.1 None

10. Appendices to this report

- Appendix 1 Budget Workplan 2015/16
- Appendix 2 Cluster Level Budget Workplan 2015/16

Report Author Contact Details:

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BB RENAISSANCE GROUP WORKPLAN BUDGET 2015-16

Project	Activity	Status	Revenue £	Capital £	Total £
Total Spend 2014/15			8,570	3,238	11,808
Balance brought forward from 2014/15			36,752	47,722	84,474
BBC Contribution for 2015/16			20,000	-	20,000
Total budget for 2015/6			56,752	47,722	104,474

Projected/ Committed Spend 2015/16			Revenue £	Capital £	Total £
Business Speed Networking Event 18.03.15	Late payment for refreshments		185		185
Town Centre finger post signs - maintenance & updates	New, amended and refurbished finger post signs completed after 2014-15 year end	Complete	2,662	7,000	9,662
New and Improved signage to Multi Storey Car Park	Carry forward from 2014-15 budget. Designs & agreed estimates pending from Essex Highways	Bid required once estimate received from Essex Highways		12,000	12,000
Contribution to Crown Street Arch	Subject to agreement from developer if bid required for Essex Highways Design and Licensing costs	Waiting on contact with developer	2,000		2,000
Translation calligraphy and presentation of medieval market charter	Approved with third payment from private sponsorship being sought and third Brentwood Chamber of Commerce	Revised bid required	600	700	1,300
Street Pastors mini bus project	To improve the servicing of Brentwood's Night Time Economy subject to additional sponsorship required for £12k required & caveat of weekday & daytime use	Bid approved		5,000	5,000
Incubator Business Enterprise Project	Contribution to feasibility study match funded by ECC	Bid approved	5,000		5,000
Business to Business and Apprenticeships Events support	Economic Development planning for February 2016	TBD	2,000		2,000
Town Centres, Parking & Re-Branding research	Contribution to future town centre plans if required	TBD	5,000		5,000
Easter Egg Trail Ongar Rd/Brentwood Theatre	Easter Egg Hunt to encourage families to visit businesses within Ongar Road cluster	Complete	125		125
Shenfield Easter Bunny Hunt	Successful event with 231 entries. Increased awareness and footfall in the 25 businesses taking part	Complete	235		235
Brook Street Meadow Planting	In progress from BBC Grounds Maintenance	Bid approved	1,500		1,500
Brentwood in Bloom	Support for Business entries	Bid awaited	200		200
Hanging Baskets for Crown Street	Costs for 18 baskets as not supplied by BBC	Bid approved	432		432
Teenage Market Project	Marketing and promotional support subject to project start up by Essex Farmers Markets	To Be Decided	1,000		1,000
Markets support and promotion/Market Charter Day	Promotional support for market projects eg evening market and a themed Market Charter Day	To Be Decided	500		500
Shaping the future of Town Centres PPE Conference	Attended 4.6.15 for debate, policy and networking	Complete	283		283
Association of Towns and Cities Management (ATCM) Membership	To consult with town and city members	Bid awaited	600		600
Brentwood Festival support 17-19.7.15	Contribution to the costs of Cluster Trader market stalls	To Be Decided	500		500
Shenfield Summer Jazz On The Street Event 28.6.15	Summer afternoon event in Central Shenfield supported by both clusters. Live music, food	Bid approved	1,500		1,500
Ingatstone Summer Event	Late summer event	Bid awaited	1,500		1,500
Independents Day 4.7.15	Promotional ads and case study editorial in Gazette and ents in Crown Street	Bid awaited	2,500		2,500
Fashion Show Event in Crown St - late summer 2015	Requested by Crown Street Shops as outdoor event. Include clothes shops throughout Borough	Bid awaited	2,500		2,500
Renaissance Group Website hosting, Twitter, Content Management and editorship YR2	Approved with contract for Local by Social	Bid approved	800		800
Halloween Event	Family competitions TBA	Bid awaited	600		600
Christmas Window Competition Prizes 2015	Annual competition for the best window displays	Bid awaited	100		100
Small Business Saturday 5.12.15	Promotional support all clusters	To Be Decided	1,200		1,200
Lighting Up Promotions - all clusters	Activities, ents & stalls for Brentwood Lighting Up 28.11, Shenfield Christmas Fair 29.11 & ingatstone Victorian Evening 4.12	Bid awaited	5,500	1,000	6,500
Total committed/projected 2015/16			39,022	25,700	64,722
Unallocated 2015/6			17,730	22,022	39,752

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BB RENAISSANCE GROUP CLUSTER LEVEL WORKPLAN BUDGET 2015-16

Status	Project	Revenue £	Capital £	Total £	Renaissance Group Central	Crown Street Cluster	Upper Shenfield Cluster	Central Shenfield Cluster	Ongar Road Cluster	Ingatstone Cluster	Woodlands Avenue Cluster	Total
Approved	Business Speed Networking event 18.3.15 late payment	-185		-185	185							185
Approved	Town Centre finger posts - maintenance & updates	-£2,662	-£7,000	-£9,662	£9,662							£9,662
Bid awaited	New & improved signage to Multi Storey car park	£0	-£12,000	-£12,000	£12,000							£12,000
Bid awaited	Contribution to Crown St Arch	-£2,000	£0	-£2,000		£2,000						£2,000
Revised bid awaited	Translation calligraphy & presentation of medieval market charter	-£600	-£700	-£1,300	£1,300							£1,300
Approved	Street Pastors mini-bus Project	£0	-£5,000	-£5,000	£5,000							£5,000
Approved	Incubator Business Enterprise Project	-£5,000	£0	-£5,000	£5,000							£5,000
Bid awaited	Business to business and Apprenticeships events support	-£2,000	£0	-£2,000	£2,000							£2,000
Bid awaited	Town Centres, Parking and re-branding research	-£5,000	£0	-£5,000	£5,000							£5,000
Completed	Easter egg/bunny hunt events	-£360	£0	-£360			£115	£120	£125			£360
Approved	Brook Street Meadow planting	-£1,500	£0	-£1,500	£1,500							£1,500
Bid awaited	Brentwood in Bloom	-£200	£0	-£200	£200							£200
Approved	Crown Street hanging baskets	-£432	£0	-£432		£432						£432
Bid awaited	Teenage Market Project	-£1,000	£0	-£1,000	£1,000							£1,000
Bid awaited	Markets support and promotion/Market Charter Day	-£500	£0	-£500	£500							£500
Completed	Shaping the future of Town Centres PPE Conference	-£283	£0	-£283	£283							£283
Bid awaited	Association of Towns and Cities Management (ATCM) Membership	-£600	£0	-£600	£600							£600

Status	Project	Revenue £	Capital £	Total £	Renaissance Group Central	Crown Street Cluster	Upper Shenfield Cluster	Central Shenfield Cluster	Ongar Road Cluster	Ingatstone Cluster	Woodlands Avenue Cluster	Total
Bid awaited	Brentwood Festival support	-£500	£0	-£500	£500							£500
Shenfield bid approved	Shenfield Jazz event & Ingatstone Summer Fair	-£3,000	£0	-£3,000			£750	£750		£1,500		£3,000
Bid awaited	Independents day promotion 4.7.15	-£2,500	£0	-£2,500		£500	£500	£500	£500	£500		£2,500
Bid awaited	Fashion Show	-£2,500	£0	-£2,500	£2,500							£2,500
Approved	RG Website hosting Yr2	-£800	£0	-£800	£800							£800
Bid awaited	Halloween Event	-£600	£0	-£600		£100	£100	£100	£100	£100	£100	£600
Bid awaited	Christmas window competition prizes 2015	-£100	£0	-£100	£100							£100
Bids awaited	Small Business Saturday promotion & Support	-£1,200	£0	-£1,200		£200	£200	£200	£200	£200	£200	£1,200
Bids awaited	Lighting up Brentwood & Shenfield, Ingatstone Victorian Evening event support & promotion	-£5,500	-£1,000	-£6,500		£500	£1,500	£1,500	£500	£2,000	£500	£6,500
	Total committed/projected 2015/16	-£39,022	-£25,700	-£64,722	£48,130	£3,732	£3,165	£3,170	£1,425	£4,300	£800	£64,722

Unallocated 2015/16

£17,730£22,022£39,752£39,752

Agenda Item 7

Report contains exempt information and is therefore not publicly available.

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Minutes

Community Services Committee 26.2.2014

Membership/Attendance

- | | |
|----------------------------|-------------------|
| * Cllr Mrs Pound (Chair) | * Cllr Kendall |
| * Cllr Parker (Vice-Chair) | * Cllr Le-Surf |
| * Cllr Carter | * Cllr McCheyne |
| * Cllr Clarke | * Cllr Mrs Murphy |
| * Cllr Mrs Cornell | * Cllr Russell |
| * Cllr Mrs Davies | * Cllr Sparling |
| * 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.

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 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.
3. 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
- d) 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) Regulations 2013.

Minutes

Ordinary Council Wednesday, 10th December, 2014

Attendance

Cllr Mrs Davies (Chair)	Cllr Kerlake
Cllr Keeble (Vice-Chair)	Cllr Le-Surf
Cllr Aspinell	Cllr Lloyd
Cllr Baker	Cllr McCheyne
Cllr Barrett	Cllr Morrissey
Cllr Carter	Cllr Mrs Murphy
Cllr Chilvers	Cllr Mynott
Cllr Clark	Cllr Dr Naylor
Cllr Cloke	Cllr Newberry
Cllr Mrs Cohen	Cllr Parker
Cllr Mrs Coe	Cllr Quirk
Cllr Faragher	Cllr Reed
Cllr Mrs Henwood	Cllr Russell
Cllr Hirst	Cllr Ms Sanders
Cllr Mrs Hones	Cllr Sapwell
Cllr Hossack	Cllr Sleep
Cllr Mrs Hubbard	Cllr Mrs Squirrel
Cllr Kendall	Cllr Tee

Apologies

Cllr Mrs McKinlay

Officers Present

Jo-Anne Ireland	Acting Chief Executive
Gordon Glenday	Head of Planning & Development
Chris Potter	Monitoring Officer & Head of Support Service
Jean Sharp	Governance and Member Support Officer
Ben Bix	Corporate and Democratic Services Manager
John Parling	Strategic Asset Manager
Philip Ruck	Contracts & Corporate Projects Manager
Rick Steels	Revenues and Benefits Manager
Adrian Tidbury	Asset and Technical Manager
Greg Campbell	Project Manager - Customer Transformation

314. Apologies for Absence

Apologies were received from Cllr Mrs McKinlay.

315. Mayor's Announcements

The Mayor recounted some of the engagements she had undertaken since the 22 October 2014 Ordinary Council meeting.

316. Minutes of the previous meeting

RESOLVED to approve as a true record the minutes of the 22 October 2014 Ordinary Council meeting.

317. Questions from the Public

Two questions were received from Mrs Gearon-Simm which she put to Cllr Aspinell:

1. *Before Hutton Community Centre needed major refurbishment, why had the building been allowed to deteriorate so badly?"*

Cllr Aspinell responded:

In my opinion (I am not a hypocrite) I was totally against what was happening at Hutton Community Centre and I held this administration to account on that issue so I cannot tell you as we weren't in charge of that centre. I understand from the people that were there that council officers here did make the appropriate defence by supplying ply wood for blocking the windows up and taking other remedial action to do that work. Unfortunately between that happening and council providing a fence to protect the building it was vandalised several times. Also as you are well aware there are questions over the validity of this council actually being in that building. We have taken legal advice that has said yes we should be in there it is a council asset and we should be managing it. After further examination and accusation the charities commission are looking at our position. We wrote to them they are taking that into consideration. Legal advice for the charity commission who is an approved solicitor believed that as it is a charitable asset we shouldn't be in it. So it is a legal minefield that I didn't want to inherit but we did and we will try and get through it as best as we can. It has taken me this time since we took over to get to this position – an absurd situation. I hope this has been of assistance to you.

2. *"In the past, authority was symbolically vested in individuals and these representatives of authority were themselves held accountable.*

These days it seems that we live in a world where power is anonymous and cannot be localised and therefore no longer exercises any moral authority.

The Brentwood Accord declares it is open and accountable to the electorate whom it will not ignore.

Who in the current administration do members of the electorate contact if they are dissatisfied with the response to their problems? Contacting ward councillors does not seem to have been a workable system in my experience.”

Cllr Aspinell responded:

I am the first point of call if anyone has a problem and cannot get hold of their councillor or they can't find any other way and we will process it from there. This week I have had 5 phone calls from people throughout the borough not just Pilgrims Hatch so I myself am the first point of contact.

A question had been received and was put to Cllr Carter by Mr Edmonds:

In regard to the 'Homelessness Prevention Strategy', can we be assured that the Council's standard procedure will be followed in that:

- a) *When a person comes to the Council and declares themselves to be a rough sleeper, they will be given a face-to-face meeting on that day and not interviewed via the internal phone, or worse, sent away.*
- b) *That a person will be dealt with thoroughly and a fair assessment given, specially in regard to their vulnerability in the 'Pereira test' and for this to include a Doctor's assessment.*
- c) *That each person will have a homelessness report produced.*
- d) *That each person will receive a letter in regard to 'Section 184 of the Housing Act' as to the outcome of their application.*

Paragraph 1.7 of the Brentwood Council's 'Homelessness Prevention Strategy' (issued November 2013 by Cllr Jan Pound) states that incidents of rough sleeping are dealt with immediately. This must happen to ensure vulnerable people are not cast aside. The longer a person is left rough sleeping, the more vulnerable they become.

In light of this and the fact that Brentwood does have rough sleepers, could the Council, with possible help from local charities and/or businesses, set up a place for these vulnerable people to signpost them to seek the right help and know their rights? A place that can give them fresh clothes and perhaps even a place to wash themselves? A place where they can talk to someone if they feel the need to? Food banks only do so much, can more be done for our community?”

Cllr Carter responded as follows:

To answer the question and sub-questions submitted an overview will be given with a more extensive written answer being available:

The duty a Local Authority has to rough-sleepers is primarily governed by the Housing Act 1996 and the Homelessness Code of Guidance for Local Authorities. Current practice requires that any individual presenting in person to the Council is offered a face-to-face interview that day, or at another agreed time should the applicant so wish. The legislation does not allow a Local Authority to provide accommodation however if the statutory tests are not met.

These tests concern: Homelessness; Eligibility; Priority Need; Intentional Homelessness; Local Connection. The Local Authority has to have reason to believe the first three tests are met before any temporary accommodation may be offered. If it is considered that the first three tests are not met then the Local Authority is limited to providing advice & assistance.

All applicants, both priority and non-priority, are given relevant advice and/or signposting in relation to private renting; housing benefit; out-of-work benefits; legal advice; night-shelters; food banks and counseling. The Council is in the process of setting up a 'hub' within the reception area to provide coordinated referral services.

Brentwood Council works with Homeless Link and St Mungos to identify rough sleepers within the Borough, as well as undertaking its own investigations. The Housing Needs team is developing a Housing Options handbook to complement both current advice sheets and the Council housing webpage. The Housing Needs team is working towards the Government 'Gold Standard' and procedures are implemented accordingly.

318. Memorials or Petitions

None was received.

319. Variation in the Order of the Agenda

The Mayor MOVED and Cllr Keeble SECONDED and it was RESOLVED that the order of the agenda be varied and Item 6 - Members' questions to committee chairs should follow the reports on the agenda, also that Item 16 - Old House - be considered following Item 9 - Town Hall Remodelling Business Case Review.

320. Change to Council Representation on an Outside Organisation

Members were reminded that appointments of Council representatives for a number of outside organisations for the 2014-15 municipal year were approved at the 2 July Ordinary Council meeting with some additions and amendments having been agreed at the 22 October Ordinary Council meeting. A further amendment was now needed in relation to the appointment

of Conservators of Shenfield Common in that a replacement needed to be made for Mr Jeff Fair and Mrs Janette Ballentyne had been nominated.

Cllr Aspinell MOVED, Cllr Lloyd SECONDED and it was RESOLVED that Mrs Ballentyne should replace Mr Fair as a Conservator of Shenfield Common.

321. William Hunter Way Consultation

Members were reminded that at the Extraordinary Council Meeting 7th April 2014, it was agreed that a consultation be carried out on the potential development of the William Hunter Way car park site.

Since then and before the issue of the consultation, the William Hunter Way Working Group (WHWWG) met on three occasions. At all (and subsequent) meetings invitations were issued to all members. The meetings were also open meetings, where participation from residents was actively encouraged by the Chair and members of the WHWWG.

The consultation was carried out between 1st September 2014 and 5th November 2014 and 30,516 resident questionnaires and over 1,400 business questionnaires were issued either into homes, business addresses or via email.

The report before Members was based upon the receipt of 5,695 resident questionnaires and 106 business questionnaires returned to the council.

Officers had been able to consolidate large elements of the raw data from the consultation, and there were also over 5,000 rows of comments that were analysed and categorised into supporting themes.

Members received the final report on the findings of the consultation which contained the full analysis of the data collected, the consultation documents sent to households and businesses and details of the Council's approach to the consultation notes, also the William Hunter Way Procurement Task and Finish Group report approved at the November 2014 Audit & Scrutiny Committee meeting.

Cllr Quirk MOVED and Cllr Mynott SECONDED the recommendations in the report with a minor amendment and it was RESOLVED UNANIMOUSLY:

- 1. To re-market the site for development using a refreshed development brief. The development brief to allow for the receipt of both capital and a regular income for the Council.**
- 2. That the Head of Planning for the Council prepares a refreshed development brief taking into account the outcome of the consultation exercise and this is brought back to Ordinary Council for approval.**

3. That a competitive tender be prepared and issued for the expert additional resources that will be required to deliver the project and provide assistance in the preparation of the development brief.

4. Should the Ordinary Council subsequently approve the development brief then the following actions will be undertaken:

I. That the governance of the project be overseen by the Asset and Enterprise Committee who are to ensure that all key stakeholders are involved and that key Ward members are engaged and kept informed of the process.

II. To ensure that the development is not prejudiced, the Brentwood Car Wash licence to occupy part of the site should not be renewed at expiry on the Licence Agreement on the 6 April 2015. The Licensee should be provided with appropriate notification, at least 3 months before the expiry date of the 6 April 2015 , to give them adequate notice to vacate the site.

III. That negotiations between Barclays Bank and officers, in relation to the Car Park owned by Barclays Bank currently sited in the area of development, be concluded, subject to a maximum cost to the Council of £250,000 including legal costs

IV. That members note that a maximum sum of £1.2 million has been earmarked within the Medium Term Financial Plan (MTFP) 2014/15 – 2016/17 for this project.

Officers were thanked for their work in relation to the William Hunter Way development.

322. Town Hall Remodelling - Business Case Review

Members were reminded that a report on the Town Hall Remodeling Project was previously presented to the September 2013 meeting of Extraordinary Council. Since that meeting and the approval granted, the project had been progressing through the processes necessary to commence the remodeling works.

These processes had examined the feasibility of the preferred Outline Business Case (OBC) option and resulted in a designed general arrangement for the building and an overall scope for the necessary remodeling works.

The resulting general arrangement for the building contained a lower overall area for commercial lease and insufficient area to accommodate a dedicated hub of office space for community sector use.

Final costings had been prepared for the remodeling works identified by the feasibility study. These indicated that undertaking the full scope of the specified remodeling works would require a capital investment of c. £5.3m for building works plus the continued requirement of £0.5m for associated ICT infrastructure.

This investment was c. £2.2m greater than that previously approved. This financial variance, along with there being insufficient area for dedicated office space for community sector use, indicated that the objectives of the previously approved OBC were no longer being fully met.

On that basis, the project had been reviewed to identify a revised scope that would meet the previously approved budget.

The resulting revised scope would ensure that key operational objectives of the project could be delivered but would necessitate the exclusion of certain elements of work relating to the building and services infrastructure. It is anticipated that these excluded elements would be subject to the development of separate business cases.

Officers provided a presentation in relation to the updated proposals.

Cllr Aspinell MOVED and Cllr Mynott SECONDED the recommendations in the report and following a debate a recorded vote was requested in accordance with Rule 9.5 of the Council's Procedure Rules. Members voted as follows:

FOR: Cllrs Aspinell, Baker, Barrett, Carter, Chilvers, Clark, Mrs Cohen, Mrs Davies, Mrs Hubbard, Keeble, Kendall, Le-Surf, Lloyd, Morrissey, Mynott, Newberry, Quirk, Sapwell and Mrs Squirrell (19)

AGAINST: Cllrs Cloke, Mrs Coe, Faragher, Mrs Henwood, Hirst, Mrs Hones, Hossack, McCheyne, Mrs Murphy, Dr Naylor, Parker, Reed, Russell, Ms Sanders, Sleep and Tee (16)

ABSTAIN: Cllr Kerslake (0)

The MOTION was CARRIED and it was RESOLVED:

1. To note that the full cost for undertaking the Town Hall Remodelling Project, as agreed at the September 2013 meeting of Extraordinary Council, exceeds the 5% budget tolerance level set at that meeting.

2. To approve the commencement of works for a revised scope for the Town Hall Remodelling Project within the previously agreed budget of £3.6m, which would ensure:

- I. Creation of a customer service area on the ground floor, suitable for joint use between Council services and partner organisations.**
- II. Provision of modern, space efficient office layouts for all Council services based at the Town Hall.**
- III. Availability of defined areas for commercial lease.**
- IV. Completion of essential access and health and safety works as necessary to achieve joint occupation of the Town Hall.**

3. That the draft Heads of Terms agreed for the commercial lease of

part of the Town Hall are reviewed to ensure they provide the Council with best value.

4. To note that further business cases relating to the infrastructure of the Town Hall will be developed for consideration by the Asset and Enterprise Committee, anticipated to include:

- Sustainability measures for the Town Hall (incorporating sustainable solutions for heat, light and power)
 - Increased commercial use of the Civic areas of the Town Hall.
- All of the above also assume that the allocated ICT budget of £0.5million remains.

323. Old House

The report before Members acknowledged the “in principle” decision of the 15th July 2014 Asset & Enterprise Committee to proceed with the redevelopment of Old House into flats and to report to Full Council in order for Members to consider the financial implications for the Capital Programme.

The report outlined the updated information received from the Architects, together with revised rental and sale value information for Members’ consideration.

Cllr Quirk MOVED and Cllr Sapwell SECONDED the recommendations in the report and following a full discussion it was RESOLVED that:

1. **Based on the Business Case presented, Members proceeded with damp, bat and structural surveys to support the proposal to convert Old House to residential units.**
2. **Subject to no material changes to the financial viability arising from the survey works, to agree the appointment of consultants to undertake detailed designs in conjunction with English Heritage and the Essex County Council Historic Buildings Adviser, leading to the preparation of contract documents to maximise the number of units achievable on the site.**
3. **Following successful listed building consent and Planning approval, authority be given to the Leader of the Council, the Chair of the Asset and Enterprise Panel and (Acting) Chief Executive, to undertake a tender process and to appoint a suitable contractor to complete the refurbishment of the property and on completion, instruct letting agents to market the property.**
4. **Subject the approval of this project, Members endorsed the borrowing requirement of £1,080,000 and that until the budget for**

2015/16 is finalised, provision for the Year 1 borrowing costs will be assumed to be funded from the General Fund Working Balance.

324. Local Council Tax Support Scheme 2015/16

Members were reminded that the 2014/15 Local Council Tax Support (LCTS) scheme was adopted by Ordinary Council on 11th December 2013. The scheme only affected working age claimants as pensioners were protected and continued to be paid in accordance with Council Tax Benefit regulations which were abolished in 2013.

Amendments to the 2014/15 scheme were considered by a Task & Finish Group and reports outlining proposed technical changes were presented to the Audit & Scrutiny Committee on 30th September 2014.

The Task & Finish Group further proposed the introduction of a surcharge of 50% to Council Tax accounts for properties that had been left empty for more than 2 years.

The proposals for the 2015/16 scheme were agreed by the Audit & Scrutiny Committee and recommended for submission to Full Council for adoption.

Members acknowledged that the Local Council Tax Support scheme presented the Council with new and difficult challenges and congratulated officers on the collection of Council Tax. Cllr Aspinell stated that 'as a Council we are determined to collect all Council Tax in a firm but fair manner'.

Cllr Aspinell MOVED and Cllr Hirst SECONDED the recommendations in the report and following a full discussion it was RESOLVED UNANIMOUSLY that Members:-

- 1. Noted the Equality Impact Assessment at Appendix A to the agenda.**
- 2. Agreed the introduction of the following technical changes to the Local Council Tax Support scheme:**
 - a) Introduction of specified claim award periods for claimants within the LCTS Working Age (working) sub group.**
 - b) End liability mismatches by not awarding Local Council Tax Support to single claimants or removing existing awards from single claimants who do not satisfy evidence requirements for a Single Person Discount.**

c) **Change the scheme rules for Local Council Tax Support to be in line with other Council Tax discounts and exemptions, as well as future claims for Universal Credit, by changing ‘or partner’ to ‘and or their partner’ within the scheme rules. This would ensure that should a claimant or their partner provide false information relating to their claim, the Council can consider joint and several liability for offences against the taxpayer.**

d) **Extend the current rules for vulnerability to include claimants qualifying for a support premium as a result of their entitlement to Employment & Support Allowance.**

e) **Use existing powers delegated to Section 151 Officer, in consultation with the Leader and Deputy Leader of the Council to increase the needs allowances for the assessment of LCTS in line with Housing Benefit regulations**

3. **That, from 1 April 2015, the Council adopts a policy of applying a 50% surcharge to Council Tax accounts when the property has been empty for more than 2 years.**

4. **To earmark funding of no more than 0.48% of expenditure of scheme costs to allow for writing off assessment errors.**

325. Discretionary Reduction in Council Tax Liability Policy

Members were reminded that Section 13A 1c of the Local Government Finance Act 1992, provided the Council with additional discretionary powers to enable it to reduce or further reduce the Council Tax liability where statutory discounts, exemptions and reductions were not sufficient.

A recent Valuation Tribunal appeal was upheld on the grounds that the local authority in question did not have a policy in place for dealing with such requests for a discretionary reduction in exceptional circumstances.

The adoption of a discretionary reduction in Council Tax liability policy ensured the Council would also consider requests for assistance from Council Taxpayers who, through no fault of their own, had experienced a crisis or event that had made their property uninhabitable e.g. due to fire or flooding, where they remained liable to pay Council Tax and for which they would have no recourse for compensation nor have recourse to any statutory exemptions or discounts.

The adoption of a discretionary reduction in Council Tax liability policy would also protect the Council against potential legal challenge.

Cllr Aspinell MOVED and Cllr Hirst SECONDED the recommendation in the report and following a full discussion it was RESOLVED UNANIMOUSLY that the Council adopts the discretionary reduction in Council Tax liability policy attached as Appendix A to the report.

326. Council Taxbase 2015/16

Members were reminded that the Council Taxbase was used in the calculation of the Council Tax for 2015/16. The Taxbase was expressed as the average number of Band D properties in the Borough, even though each property would actually fall into a Band ranging from A to H.

The estimated Taxbase for 2015/16 was 31,155.6.

The Taxbases for Parish Councils would be lower due to the adjustment for Local Council Tax Support. In line with past years, the Council would provide a grant in order to ensure that the Taxbase for 2015/16 was unaffected.

Cllr Aspinell MOVED and Cllr Lloyd SECONDED the recommendations in the report and following a full discussion it was RESOLVED UNANIMOUSLY:

- 1. That in accordance with the Local Authorities (Calculation of Council Tax Base) (England) Regulations 2012, the amount calculated by Brentwood Borough Council as its Council Taxbase for the year 2015/16 is 31,155.6.**
- 2. To agree to make a grant to Parishes for 2015/16 totaling £18,944.49 to compensate them for the effect on their precept income of the Local Council Tax Support Scheme.**
- 3. To agree that the collection rate for Council Tax for 2015/16 is set at 98.00%.**

327. Collection Fund (Council Tax) Surplus as at 31 March 2015

Members were reminded that the Collection Fund was a separate account that controlled the money collected through Council Tax and its distribution between the precepting authorities; Essex County Council, Essex Police and Crime Commissioner, Essex Fire Authority and this Council.

Any surplus on the Collection Fund had to be returned to the Council and the precepting authorities in the same proportion to their precepts in the current year. The Council must take this into account when it set its element of the Council Tax for 2015/16.

A surplus of £1 million had been calculated and the Council must take the amount of £120,582 into account when it set its element of the Council Tax for 2015/16.

Cllr Aspinell MOVED and Cllr Lloyd SECONDED the recommendations in the report and following a full discussion it was RESOLVED UNANIMOUSLY to agree the calculation of the estimated Collection Fund surplus as at 31 March 2015 at £1 million.

328. Dunton Garden Suburb Consultation

Members were reminded that the Council signed a Memorandum of Understanding (MoU) with Basildon Borough Council following approval by Planning & Development Committee on 4 November 2014. The MoU committed both Councils to prepare a joint consultation document to seek views on the concept of development to the east of West Horndon (in Brentwood Borough) and west of Laindon (in Basildon Borough); hereafter known as Dunton Garden Suburb.

The Dunton Garden Suburb consultation document set out the context, challenges, constraints and aspirations which both Councils had discussed through the duty to cooperate. It did not currently constitute part of the emerging Brentwood Local Development Plan, instead provided an opportunity for both Councils to consult on an 'initial concept' to then determine whether it should be taken any further.

Commentary on the Sustainability Appraisal and Habitats Regulations Assessment had been prepared to provide an initial, high level assessment of the likely effects of development.

The consultation would take place for a period of six weeks, from 6 January until 17 February 2015. A consultation strategy had been prepared that set out how both Councils would advertise the consultation and seek to engage of local communities and stakeholders.

Cllr Baker MOVED and Cllr Mynott SECONDED the recommendations in the report and following a full discussion it was RESOLVED UNANIMOUSLY to approve the Dunton Garden Suburb consultation document for a six week joint public consultation with Basildon Borough Council.

329. Strategic Growth Options Consultation

Members were reminded that the National Planning Policy Framework (NPPF) required local planning authorities to produce a Local Plan for their area. The most recent Brentwood Local Development Plan (LDP) consultation

version was published in July 2013 (Draft Local Plan 2015-2030 Preferred Options).

Following consultation conclusion in late 2013/early 2014, it became apparent that several issues needed to be reconsidered, specifically objectively assessed housing need; new employment land and job provision; Crossrail impacts; sustainability (renewable energy); planning for Gypsies & Travellers; and proposals made by Basildon Council.

In light of these, and to complement the Dunton Garden Suburb consultation prepared jointly with Basildon Council, a Strategic Growth Options consultation document had been prepared to provide an overview of the main issues to be considered as part of the Brentwood LDP, including spatial options and specific sites.

The consultation was proposed to take place for a period of six weeks, from 6 January until 17 February 2015.

Cllr Mynott MOVED and Cllr Baker SECONDED an amended version of the recommendation in the report and following a full discussion a recorded vote was requested in accordance with Rule 9.5 of the Council's procedure rules. Members voted as follows:

FOR: Cllrs Aspinell, Baker, Barrett, Carter, Chilvers, Clark, Mrs Cohen, Mrs Davies, Mrs Hubbard, Keeble, Kendall, Le-Surf, Lloyd, Morrissey, Mynott, Newberry, Quirk, Russell, Sapwell and Mrs Squirrel (20)

AGAINST: Cllrs Cloke, Mrs Coe, Faragher, Mrs Henwood, Hirst, Mrs Hones, Kerslake, McCheyne, Dr Naylor, Parker, Reed, Ms Sanders, Sleep and Tee (14)

ABSTAIN: Cllrs Hossack and Mrs Murphy (2)

The MOTION was CARRIED and it was RESOLVED:

To approve the Strategic Growth Options Consultation document for publication and for a six week public consultation, subject to any non-material changes approved by the Acting Chief Executive and Chair of Planning and Development Committee prior to publication.

330. Members' Questions on Chairs Reports

Committee Chairs' reports were before Members and no written questions had been submitted.

Cllr Hirst MOVED and Cllr Aspinell SECONDED and it was RESOLVED that, given the lateness of the hour, no questions be asked of Chairs regarding their reports.

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 of 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.

Economic Development Committee

The functions within the remit of the Economic Development 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 develop and deliver a Borough wide initiative on apprenticeships.
6. To consider and determine matters relating to the promotion, maintenance and enhancement of the vitality and viability of shopping centres within the Borough.
7. To consult with the Chamber of Commerce, Federation of Small Businesses, residents and other interested third parties.
8. To maintain a special interest in promoting employment in the Borough.
9. To promote and encourage tourism and heritage.
10. Parking (off Street parking provision in Council owned/leased off-street parking places).
11. Crossrail

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