



Agenda

Economic Development Committee

Wednesday, 2 December 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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| 1. | Apologies for Absence | | |
| 2. | Minutes of the Previous Meeting | | 5 - 8 |
| 3. | Opportunity Brentwood (presentation/video) | | 9 - 14 |
| 4. | Essex Rivers Local Action Group - LEADER programme | | 15 - 36 |
| 5. | Brentwood Borough Renaissance Working Group 2015-16 | | 37 - 44 |
| 6. | Crossrail Launch | | 45 - 50 |
| 7. | Urgent Business | | |

P. L. Russell

Head of Paid Service

Town Hall
Brentwood, Essex
24.11.2015

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 Chair 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 Chair 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 Chair 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 Chair. The Member must specify the nature of the information he/she wishes to provide and its importance to the current debate. If the Chair 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 Chair on the admissibility of a point of information or clarification will be final.

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The use of flash photography or additional lighting may be allowed provided it has been discussed prior to the meeting and agreement reached to ensure that it will not disrupt proceedings.

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

Private Session

Occasionally meetings will need to discuss some of its business in private. This can only happen on a limited range of issues, which are set by law. When a Committee does so, you will be asked to leave the meeting.

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Evacuation Procedures

Evacuate the building using the nearest available exit and congregate at the assembly point in the North Front Car Park.



Minutes

Economic Development Committee Wednesday, 2nd September, 2015

Attendance

| | |
|-------------------------------|-----------------|
| Cllr Parker (Chair) | Cllr Newberry |
| Cllr Ms Rowlands (Vice-Chair) | Cllr Ms Sanders |
| Cllr Cloke | Cllr Mrs Slade |
| Cllr Kendall | Cllr Tee |
| Cllr Mynott | |

Apologies

Substitute Present

Also Present

Officers Present

| | |
|-------------------|---|
| Gordon Glenday | Head of Planning & Development |
| Anne Knight | Economic Development Officer |
| Elaine Richardson | Interim Town Centre and Marketing Officer |
| Claire Hayden | Governance & Member Support Officer |
| Karen O'Shea | Governance & Member Support Officer |

122. Apologies for Absence

There were no apologies received for this meeting.

123. Minutes of the Previous Meeting

The minutes of the Economic Development Committee Meeting held on 1st July 2015 were approved and signed by the Chair as a correct record.

124. 2015/6 Brentwood Apprenticeship Programme

The report outlined the different options and recommendation for the implementation of a 2015/16 Brentwood Apprenticeship Programme.

A motion was **MOVED** by Councillor Parker and **SECONDED** by Councillor Rowlands to agree the recommendations in the report.

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

1. **That Option 5 be implemented and delegated authority be granted to do so to the Head of Service for Planning and Development utilising the allocated corporate budget of £24,000 and £2,296 of the 2015/16 Economic Development budget.**

REASON FOR RECOMMENDATION

To implement the 2015/16 Brentwood Borough Council Apprenticeship Programme to support the skills and employability agenda, Corporate Plan and ED Strategy priorities for the Council.

Option 5 is the preferred option as it provides a variety of approaches to support this agenda to a range of target beneficiaries.

125. Brentwood Visitor and Location Website

The report outlined the different options researched and a recommendation for the procurement and launch of a new website to showcase the Borough as being an excellent location to visit, stay, live, Work and do business.

A motion was **MOVED** by Councillor Rowlands and **SECONDED** by Councillor Cloke to agree the recommendations in the report.

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

1. **To agree the commissioning and development of a Brentwood Visitor and Location Website utilizing the Visit Essex Partner Scheme option 2b**
2. **To implement this under the delegated authority of the Head of Service for Planning and Development utilizing £10,000 of the 2015/16 Economic Development Budget.**

REASON FOR RECOMMENDATION

The one over-riding request from the visitor economy businesses in the Borough following the successful workshop with Visit Essex in March 2014 was for one co-ordinated offer for the visitor which could be provided by a visitor website (especially important given the demise of the Tourism Information Centre).

A Visitor and Location Website would provide the most effective vehicle to market the whole Borough including its attractions, eateries, commercial and retail offer, enterprise projects, living and work space, talented workforce and excellent transport links. The site would cater for their different audiences and offer personal contact information for business enquiries.

The Website development and promotion supports the visitor economy, business support and investment objectives of the Economic Development Strategy.

The NVG options use economies of scale to build, host, monitor, provide support and maintenance for partner sites and so offer the most cost effective option. This has been tried and tested having successfully designed the re-launched Visit Essex.

126. Brentwood Business Showcase

The report outlined the different options and a recommendation for the implementation of a 2015/16 Brentwood Business Showcase Event.

A motion was **MOVED** by Councillor Cloke and **SECONDED** by Councillor Tee to agree the recommendations in the report.

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

- 1. That Option 3 is implemented under the delegated authority of the Head of Service for Planning and Development utilizing up to £10,000 of the 2015/16 Economic Development budget.**

REASON FOR RECOMMENDATION

To implement the first ever 2015/16 Brentwood Business Showcase Event to support the Business Support and development priority of the ED Strategy and Council Corporate Plan.

Option 3 is the preferred option as it provides a variety of approaches to support this agenda to a wider range number of target beneficiaries and works with a range of partners.

127. Opportunity Brentwood Update

The report provided an update on the project proposal for 'Opportunity Brentwood'

A motion was **MOVED** by Councillor Parker and **SECONDED** by Councillor Rowlands to agree the recommendations in the report.

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

- 1. That Option D be agreed, that the Economic Development Team hold further discussions with the Borough's secondary schools in the Autumn 2015 to assess their desire to take part in 'Opportunity Brentwood' in 2016/17, and if this is positive then this event be**

facilitated working in partnership with our large employers and Thurrock Council/" Opportunity Thurrock".

2. That the implementation and necessary resourcing of this project be agreed and be undertaken with delegated authority to do so being granted to the Head of Planning and Development in consultation with the Chair of the Committee utilizing the 2016/17 Economic Development Budget.

REASON FOR RECOMMENDATION:

To progress the project proposal for 'Opportunity Brentwood' for 2016/17 in order to support the skills and employability priority of the Brentwood Economic Development Strategy.

128. Urgent Business

There was no items of Urgent Business.

Meeting concluded at 20.25

2 December 2015

Economic Development Committee

“Opportunity Brentwood” Proposal Update

Report of: *Anne Knight, Economic Development Officer*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

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

2. Recommendation(s)

2.1 To support Option D and the request from Beckett Keys School and the Endeavour School to take part in “Opportunity Brentwood” in October 2016 in partnership with Thurrock Council/“Opportunity Thurrock”.

2.2 That the implementation and resourcing of this project (£500 per school) is undertaken within the delegated authority of the Head of Service (Planning and Development) and Chair of the ED Committee utilising the 2016/7 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 The ED Team visited the 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".
- 3.7 At the 1 July Economic Development Committee it was agreed that the Economic Development Team and colleagues from Thurrock Council should meet with the Careers Coordinators Group of the secondary schools within the Borough to assess their appetite for being involved in this event, and if this proved positive then facilitated and implemented the October 2015 event working jointly with Thurrock Council.
- 3.8 However following this presentation to the Careers Coordinators on 9 July 2015, only 4 of the 8 secondary schools were represented and only St. Martins expressed a tentative interest, but has not since taken this further. Brentwood School did not wish to be involved given they already have their own careers day planned for the 7 October 2015. The Careers Coordinators for the schools that were not represented at the meeting were also emailed and telephoned but to date have not responded.
- 3.9 At the 2 September ED Committee it was agreed that the ED Team and Thurrock's team should meet with the head teachers of the schools to present the project and assess their interest. A meeting was held on 23 September 2015. Following this, Beckett Keys School and the Endeavour

School expressed an interest in attending Opportunity Brentwood in October 2016 utilising £500 grant funding each from Brentwood Borough Council. In addition, Beckett Keys also made a late request to attend this year's event (October 2015) which we have supported (£500 from the 2015/6 ED Budget).

3.10 The feedback from Becketts Keys School attendance at this year's event has been extremely positive. 300 children attended for a fee of £500, representing excellent value for money with regard to BBC supporting the careers and skills agenda. Some of the feedback comments from the schools were:

- Great to have so many stands there
- Many lovely activities
- Great venue
- Good amount of time at the venue
- Well set out
- Transport in and out worked well
- Good value - £500 is well worth it.
- Some stands were very helpful and teased out good conversations with our students
- Next year we will be even better prepared and make sure our students make more of this fantastic experience

The Head Teacher wrote 'we are definitely interested in coming again next year, especially as Brentwood [Borough Council] are offering to pay a good amount towards entry and coaches.'

It is hoped that this positive feedback may encourage more of the Borough's secondary schools to take part in October 2016.

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 in October 2016.

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 successful 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, to date only two of the secondary schools have expressed a desire to take part in 2016 so this will require currently only £1k from the ED 2016/7 budget.

5. Reasons for Recommendation

- 5.1 To progress the project proposal for "Opportunity Brentwood" for 2016/7 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 Preferred option D of implementing “Opportunity Brentwood” in 2016/7 for the two schools who have expressed an interest to date will require £1,000 from the 2016/7 ED Budget. Enabling Becketts Keys School to attend the October 2015 event has required £500 from the 2015/6 ED Budget.

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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2 December 2015

Economic Development Committee

Essex Rivers Rural LEADER Funding Programme

Report of: *Anne Knight, Economic Development Manager*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 This report outlines the Essex Rivers Rural LEADER funding programme and the actions proposed to promote this to businesses and parishes within the Brentwood Borough.

2. Recommendation(s)

- 2.1 That the Essex Rivers Rural LEADER funding programme is promoted to businesses and parishes within the LEADER area of the Borough using option 2 to encourage grant applications that will support the rural economy and services.**

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.
- 3.1.1 Business support and the rural economy are priority objectives of the Economic Development Strategy and initiatives that support business development, growth and improved productivity are a key part of this. They are also a priority for the Council's Corporate Plan and the South East Local Economic Partnership.
- 3.2 Following research by the Economic Development Manager on the rural funding arena and potential opportunities for Brentwood Borough, an Expression of Interest letter was submitted to the Rural Community Council for Essex in January 2014 to support them in their request to develop an Essex Rivers Local Action Group (LAG) to bid for EU LEADER funding.

- 3.3 The Essex Rivers LAG includes rural parts of Maldon and Chelmsford and the rural northern part of Brentwood borough including Ingatestone, Freyning, Mountnessing, Tippscross, Brizes and Doddinghurst, part of South Weald and part of Shenfield local authority areas (see separate flyer for map).
- 3.4 During June 2014, the Rural Community Council for Essex worked with partners over the summer to develop the bid which was submitted in September 2014.
- 3.5 During Spring 2015, DEFRA announced the bid was successful and a formal launch of the programme was held in October 2015. £1.8 million grant funding is now available for the Essex Rivers area until 2020 to support the following priorities:
- Support micro and small businesses and farm diversification
 - Boost rural tourism offer
 - Develop the market for added value local food and drink
 - Build on the area's high quality and diverse natural assets to promote visitor spend in the economy
 - Develop a clear identity for the rural assets of the area to attract visitors and investment
- 3.6 Projects must also be able to demonstrate that they are contributing to economic growth and/or job creation and provide match funding. The minimum grant is £10,000 and can provide up to 40% of a projects funding. The minimum total project value for any one project therefore needs to be £25,000. The maximum grant is £100,000.
- 3.7 Farmers, producers, foresters, rural businesses, rural communities, public, private and voluntary sector organisations who are legal entities in the LAG area or that will benefit the LAG area under one or more of the priorities can apply.
- 3.8 Potential applicants should contact Beverly Davies, Programme Manager on 01376 574330 or beverly.davies@essexrcc.org.uk to discuss initial project ideas and request an outline application form. If this is successful applicants will be asked to complete a full application form. An applicants handbook providing further advice and guidance can be found on the Essex Rivers website, www.essexrivers.co.uk

Programme Promotion

3.9 To ensure that the businesses and communities of Brentwood Borough maximise the potential benefits from this grant programme, it is recommended that we implement a range of actions to promote the programme and encourage project applications/development. The actions proposed include:

- Working with the Communications Team re: PR, social media, press
- Disseminating e-flyers via business directory/CRM
- Disseminating e-flyers to key business groups e.g. Brentwood Chamber of Commerce, Federation of Small Businesses, business rural networks and forums
- Presentation to Parish Council meeting in Town Hall and dissemination of e-flyers
- Posters and flyers displayed in Town Hall and other public notice boards and meeting places
- Presenting at business and community meetings in the Brentwood parishes of the LAG.

3.10 On behalf of Brentwood Borough Council, the Economic Development Manager is a member of the Essex Rivers Local Action Group which will oversee and steer the overall Essex Rivers LEADER programme.

4. Issue, Options and Analysis of Options

There is a need to raise awareness of and promote the Essex Rivers LAG Rural LEADER programme and the grant opportunities available to support Brentwood's businesses and rural economy.

Option 1 – Do nothing

4.1 This is not a recommended option as it does not support the Council's priorities of Business Support and the Rural Economy and the economic benefits this brings. It would not raise awareness of the opportunities the programme offers and would limit the number of applications being submitted from Brentwood borough to benefit the rural economy and drive forward the ED Strategy.

Option 2 – Promote the programme within the Borough

4.2 This option will support the promotion of the programme via implementation of a number of actions as outlined at 3.8. It will raise

awareness of the grant opportunities this programme brings to benefit rural businesses and communities, encouraging applications to come forward.

5. Reasons for Recommendation

- 5.1 To promote the Essex Rivers LAG Rural LEADER programme to the businesses and communities in the LAG area of the borough to encourage grant applications to be submitted and projects to be implemented to support the Rural Economy and Business Development priorities of the ED Strategy. Option 2 is the preferred option as it provides a variety of approaches to support this agenda to a wider range number of target beneficiaries and works with a range of partners.

6. Consultation

- 6.1 The Economic Development Strategy successfully underwent public consultation and has been adopted. This included support for the Business Development and Rural Economy priorities.

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
- Support for skills development
- 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 budget implications for Brentwood Borough Council except for staff time. Promotion of the programme has the potential to support a number of rural economy projects bring investment into the Borough.

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**

Appendix 1 – Programme promotional flyer and map

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Funding for Rural Businesses and Communities in Essex



LEADER is part of the Rural Development Programme for England (RDPE) which provides funding to local businesses and communities. LEADER funding is accessed through 'Local Action Groups' (LAGS) – in Essex there are 4 LAGs, which each have approx. £1.5m available to provide grants until 2020.



What will LEADER Fund?

LAGs decide which projects they will fund in their area. This depends on their local priorities but all projects must support one or more of the 6 LEADER priorities. These are to:

- **support micro and small businesses and farm diversification**
- **boost rural tourism**
- **increase farm productivity**
- **increase forestry productivity**
- **provide rural services**
- **provide cultural and heritage activities**

Projects must also be able to demonstrate that they are contributing to economic growth and/or job creation and provide match funding.

How do I apply?

Are you a farmer, producer, forester, rurally-located business or community organisation working in a rural area?

Do you require funding towards a project?

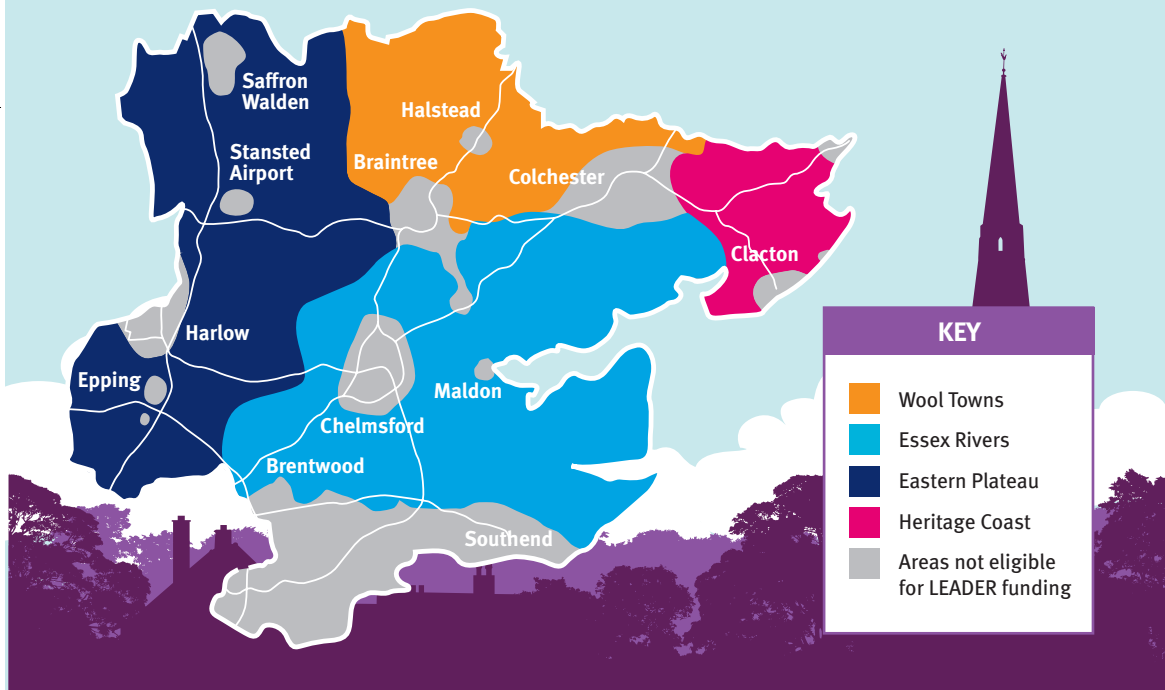
If you are interested in submitting an application then in the first instance please contact:

Suzanne Harris

suzanne.harris@essexcc.org.uk
01376 574335

Simon Maidment

simon.maidment@essex.gov.uk
03330 136722

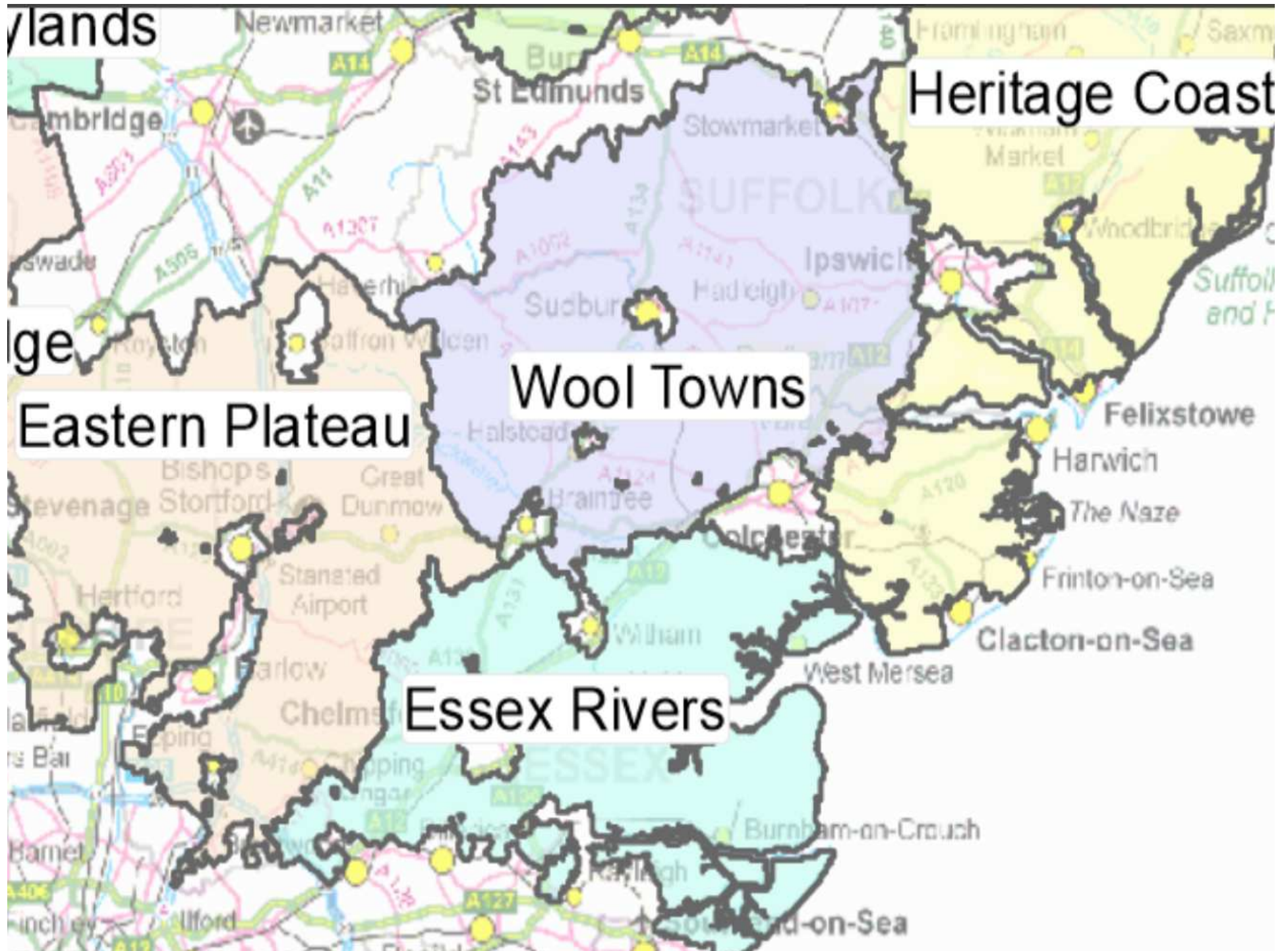


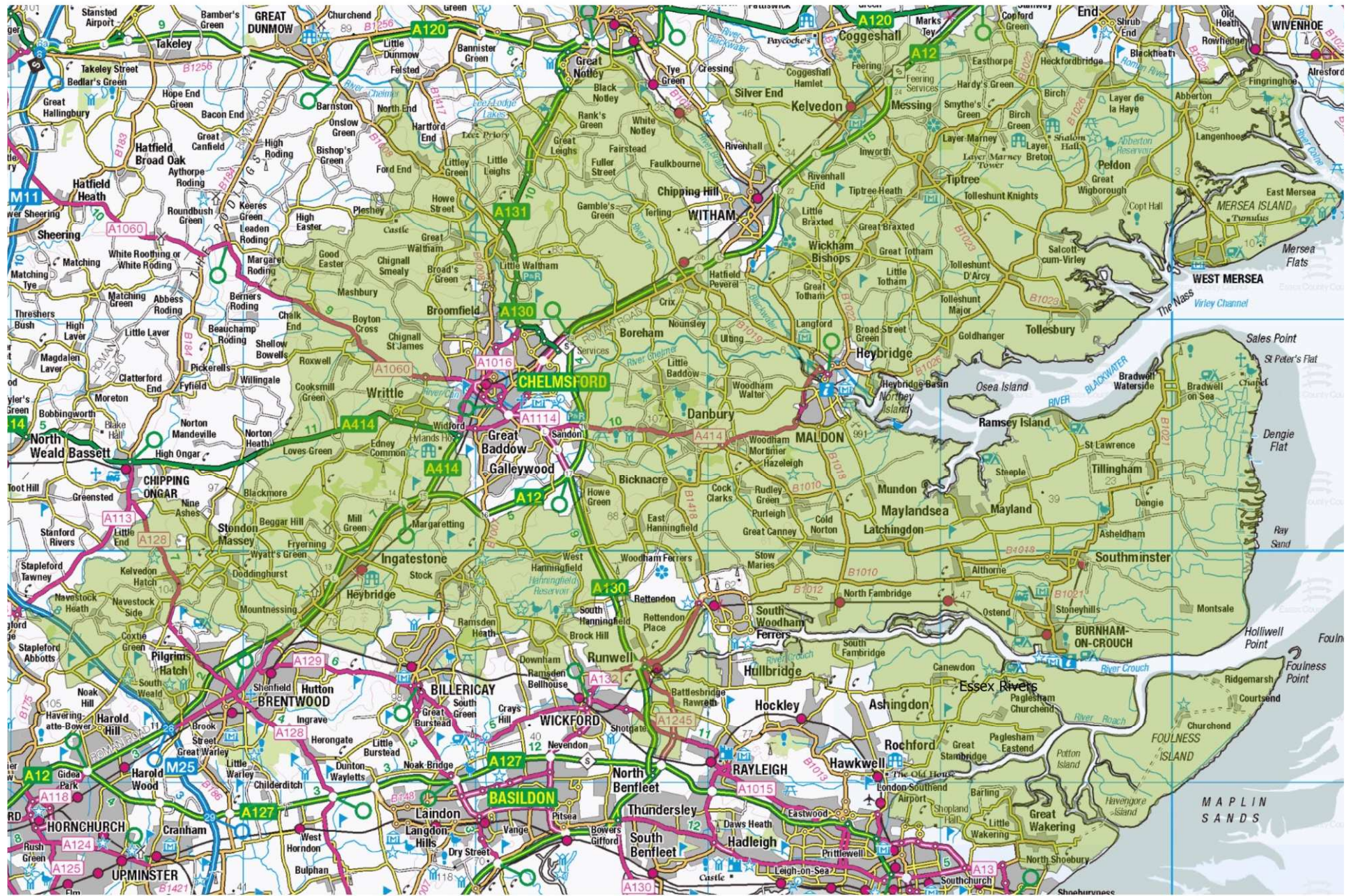
European Agricultural Fund for Rural Development
Europe Investing in Rural Areas

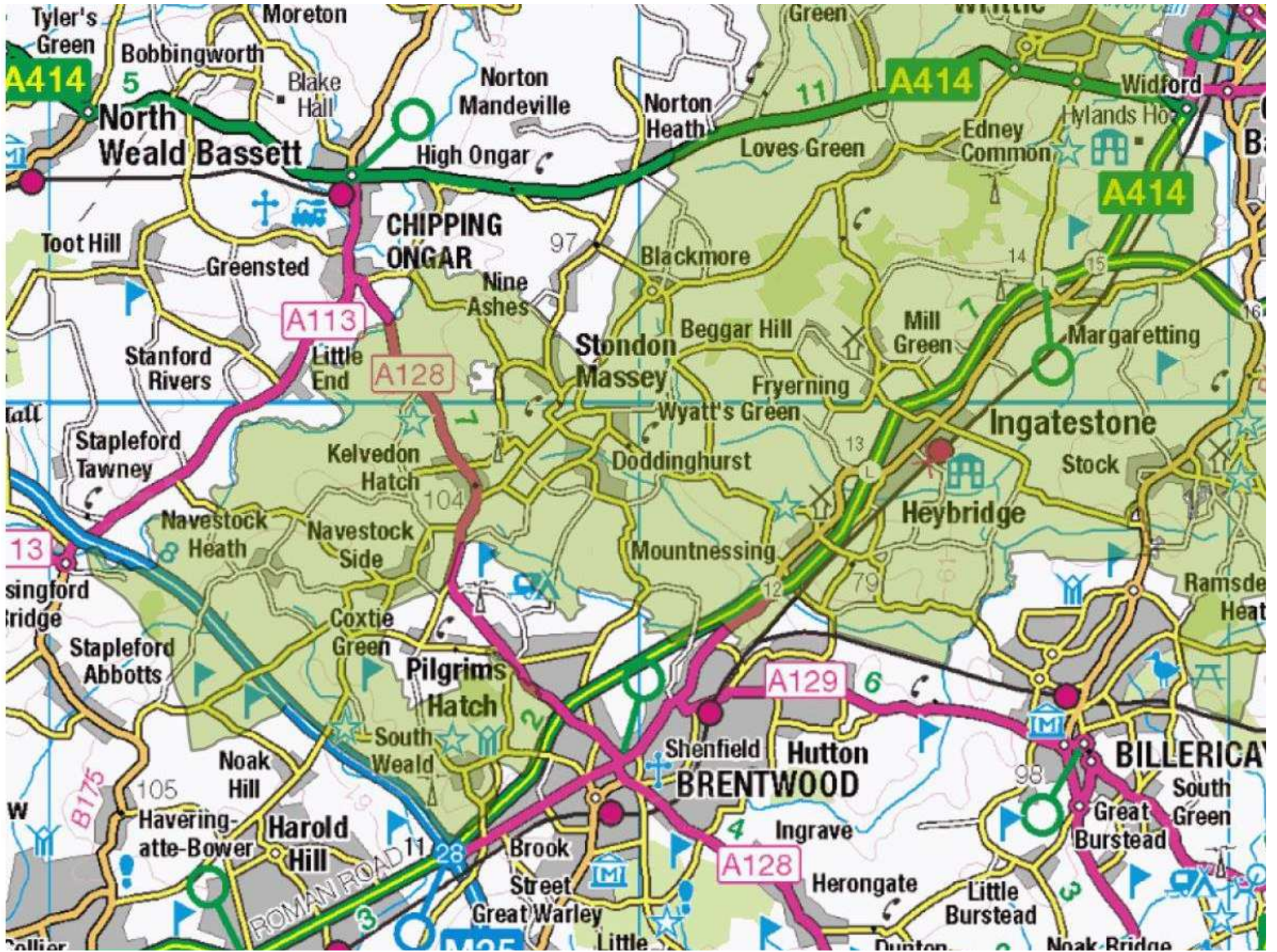




- § LEADER – an EU grant for rural areas
- § £1.8 million for Essex Rivers
- § Managed by Local Action Groups (LAGs)
- § Aim: To allocate grant funding to enable growth and jobs in the rural economy









- § £1.8million
- § 5 years (2014 – 2020)
- § £10,000 minimum grant
- § Up to 40% of project funded
- § Minimum project value £25,000
- § Maximum grant £100,000



Essex Rivers Vision:

Working to deliver innovation and sustainable employment opportunities by supporting those who live and work in the area so that the local rural community thrives.



1. Grow rural small and micro businesses to increase employment
2. Develop the rural tourism offer
3. Develop the market for added value local food and drink
4. Build on the area's high quality and diverse nature assets to promote visitor spend in the economy
5. Develop a clear identity for the rural assets of the area to attract visitors and investment



Who can apply?

- In the LAG area
- Farmers, producers, foresters, rural businesses, rural communities
- Private organisations
- Public organisations
- Voluntary organisations
- Legal entity









§ Pearce's Farm Shop, Tea Room
and Kitchen development

§ Holmansbridge Farm Shop

§ Stubbs Copse Woodyard

§ Andwells Micro Brewery



Application Process

- Contact Beverly Davies at RCCE 01376 574330
- Handbook: www.essexrivers.co.uk
- Outline Application
- Full Application
- LAG meets to decide which projects to fund



The European
Agricultural Fund
for Rural
Development:
Europe investing in
rural areas



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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 provides an update on the Brentwood Borough Renaissance Group 2015/16 Workplan Budget and progress on projects and initiatives. On the 4th March 2015 Council approved the budget for 2015/16.

2. Recommendation(s)

- 2.1 Note the updated Brentwood Borough Renaissance Group 2015/16 Workplan Budget (Appendix 1) and progress made on projects and initiatives.**

3. Introduction and Background

This report provides an update on Brentwood Borough Renaissance Group (BB Renaissance Group) projects and budget for 2015/16.

3.1 Local Trade Clusters

Work has continued to complete the set up of local business trade clusters in Brentwood Town Centre to provide greater representation and access to bid funding for traders in all retail sectors of the Borough.

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 (formed)
- iii. Brentwood Town Centre West End (under formation)
- iv. Kings Road (under formation)
- v. Warley Hill (under formation)
- vi. Upper Shenfield (formed)

- vii. Central Shenfield (formed)
- viii. Ingatestone (formed)

The Ongar Road Cluster has been renamed Brentwood Town Centre East End following the inclusion of businesses at Wilson's Corner and the East End of the High Street.

Kings Road, Brentwood is being formed under the leadership of Verde Vintage Boutique and their courtyard cluster of specialist independent shops.

BB Renaissance Group management are also in discussions to establish a Brentwood Town Centre West End cluster through Mannings Tea Rooms on the High Street. Also a Warley Hill cluster through the new manager of the Four Vintners.

The Crown Street Cluster Lead has changed following the decision of Lin Heath at French Quarter to step down after many years of hard work and dedication in support of Crown Street Cluster, the BB Renaissance Group and Town Centre, for which grateful thanks were expressed by the group. The new leader appointment was awarded to Sue Page of Crown Street Cafe by majority vote.

3.2 Environmental Audit

Gerry Bender and Michael Hardy continue to monitor and report on Town Centre issues which are published on the BB Renaissance Group website www.brentwoodrenaissance.co.uk Following road repairs to the High Street there remain issues with the pavement surface, blocked drains, damaged railings, street furniture and cleaning, which are to be taken up through our County Councillors, or Head of Street Scene and Environment, as appropriate.

3.3 Crown Street Market

A trial Crown Street Arts and Crafts Market was held on Saturday 24 October with live music from the D'Ukes arranged by Brentwood Theatre. Mike Allen of Essex Farmers Markets is managing the market, along with the High Street, and hopes to also trial a vintage and antiques market which may be better received. Feedback was of poor trading for the stall holders, despite pre-publicity, and not helped by bad weather and Joey Essex visiting his shop which resulted in crowds of young people visiting Fusey.

Visiting TOWIE shop owners is an ongoing problem, particularly in Crown Street, due to the large numbers of visiting fans who prevent easy access to other shops in the vicinity and damage trade from regular shoppers, some of whom are ceasing to shop in Brentwood at weekends. Health and safety concerns associated with the large numbers of fans blocking the street are to be taken up with the Head of Service for Health, Safety and Localism.

3.4 Teenage Market

Mike Allen of Essex Farmers Markets has been unable to access meetings with secondary schools to discuss the concept, other than a more positive contact with Ursuline Convent High School who are keen to support the project with a view to launching in February 2016. The school are hoping to contact their peers at other schools in the Borough for more support.

3.5 Crown Street Arch

Construction drawings and costings for an arch at the junction with Hart Street have been received from the developers who are willing to fund the construction and installation costs. A meeting is being arranged for officers with Essex Highways to discuss their design approval and licensing costs.

3.6 Economic Development Business Support

3.6.1 Brentwood Incubation Enterprise Hub Feasibility Study

BB Renaissance Group has provided half the costs of the feasibility study for the viability of a Brentwood Business Enterprise Centre. 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. Creative Space Management were appointed to supply the study and their final report presented to the steering group and Councillors was well received.

3.6.2 BEST Growth Hub

Following the establishment of the new BEST (Best of Essex, Southend and Thurrock) Growth Hub to support and advise businesses, BEST and their Brentwood Area Business Navigator have presented their services to the BB Renaissance Group. It was agreed that the Growth Hub would offer the services of their Business Navigator to give free diagnostic help and workshops for our businesses in the new year.

3.7 Project Planning

Officers and BB Renaissance Group Management continue to work closely with cluster businesses to support and facilitate cost effective campaigns, events and promotions across all retail areas of the Borough, given the increasing challenges facing retail on the High Streets.

Shenfield traders have reported better trading from July following a difficult first six months of 2015. Brentwood businesses report continuing difficulties with footfall, including the TOWIE shops and many express that more local regular customers and families have been put off shopping in the Town Centre due to the young TOWIE tours visitor market and what they consider to be crowding or ASB. This is particularly evident for shops lower down Brentwood High Street and in Crown Street.

BB Renaissance Group is supporting Christmas events across the Borough through cluster activities and bid funding. This includes Brentwood Lighting

Up, Shenfield Christmas Fayre and Ingatestone Victorian Evening. Crown Street have also secured private sponsorship for a Selfie Booth, social media kiosk.

The Brentwood Gazette had offered BB Renaissance Group editorial coverage of independent shops as a 'Love Your Local Shops at Christmas' campaign in the Lighting Up Supplement. Shops are also booking paid for coupon advertisements similar to the Independents Day campaign in July. The campaign will replace a Small Business Saturday Event on 5th December. Last year's activities and entertainments did not attract visitors to a very quiet Town Centre the weekend after Lighting Up and following the Black Friday promotion.

Allocated project funds are stated in the Workplan Budget Appendix 1.

3.8 Bid Funding Applications

3.8.1 Shenfield Christmas Fayre

A joint bid totalling £3,000, representing £1,500 for Shenfield Upper and Central Trade Clusters was given approval. Shenfield traders were match funding 33% of the costs. The Upper Shenfield Cluster had also secured £3,000 private local sponsorship of the event for an ice rink on the road next to Shenfield Green following agreement of the road closure.

3.8.2 Ingatestone Victorian Evening

A revised bid for £1,000 has been approved following a request for full supporting financial information. This is to cover a funding shortfall as Ingatestone Parish Council voted against any financial support for the event, stating that they no longer had sufficient funds to support the Victorian Evening. Businesses and residents, however, wished it to continue as Ingatestone's main annual community event. Local businesses and event sponsors are therefore contributing the majority of the costs and a grant was received from the BBC Community Fund.

3.8.3 Street Pastors Minibus Project

Funding of £1,000 was approved as a quarter share of funding for the first year's lease of a minibus. The remaining share was made up of contributions from the Community Safety Partnership, Ardleigh Green School in Hornchurch and local churches. Ardleigh Green School would be garaging the bus and have usage other than Friday nights and monthly Saturday nights when the bus would be in use by the Street Pastors. A lease arrangement for a five year contract was planned rather than the previous proposal of purchasing a second hand bus and sponsorship from the night time economy businesses was to be initiated.

3.8.4 Brentwood Children's Literary Festival

Funding of £1,000 was approved towards the launch of an annual Brentwood Children's Literary Festival in summer 2016. This is to be managed by the Chicken and Frog independent children's bookshop under charitable status and will comprise a range of author events in shops, libraries, Brentwood Theatre and local schools. Events will include writing and illustration workshops, performance poetry, talks, book signings and author master classes. The library will host a free character based event to tie in with their summer reading challenge. 18 authors are booked for the event to date and the Brentwood Gazette are media partners. Local business sponsorship has been secured plus a grant of over £3000 from author James Patterson.

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 £33,019 revenue and £21,985 capital have been allocated to date for 2015/16. Allocation of the remaining £23,733 revenue and £25,737 capital 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 Budget.

6. Consultation

6.1 All bids are subject to appropriate scrutiny and accountability and require approval by a majority share of the BB Renaissance Group members and by authorised signatories, 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

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- 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

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Appendix A

| 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 | | | | | |
| 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 | | 8,885 | 8,885 |
| 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 |
| New signage Chatham Way Car Park | New directional signage to Crown St & Ropers Yd | Bid awaited | | 500 | 500 |
| Contribution to Crown Street Arch | Pending Essex Highways Design and Licensing costs | Waiting on meeting Essex Highways | 1,500 | | 1,500 |
| Translation, calligraphy and presentation of medieval market charter | Approved with third payment from Essex Farmers Market and third Brentwood Chamber of Commerce | Bid approved | 700 | 600 | 1,300 |
| Street Pastors minibus project | To improve the servicing of Brentwood's Night Time Economy. Contribution to Yr 1 leasing costs | Bid approved | 1,000 | | 1,000 |
| Incubator Business Enterprise Project | Contribution to feasibility study match funded by ECC | Complete | 5,000 | | 5,000 |
| Business Enterprise Project survey prize | Sponsorship of iPad prize for completing business survey | Complete | 271 | | 271 |
| Business Showcase Event support | Economic Development planning for Oct 2016 | TBD | 2,000 | | 2,000 |
| Town Centre Masterplan & Research | Contribution to future town centre plans | 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 & footfall for 25 businesses taking part | Complete | 231 | | 231 |
| Brook Street Planting | Tree and hedge screening in progress from BBC Grounds Maintenance | Bid approved | 1,000 | | 1,000 |
| Teenage Market Project | Marketing and promotional support subject to project start up by Essex Farmers Markets | TBD | 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 | TBD | 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 |
| Shenfield Summer Jazz On The Street Event 28.6.15 | Summer afternoon event in Central Shenfield supported by both clusters. Live music, food and drink | Complete | 1,469 | | 1,469 |
| Independents Day 4.7.15 | Promotional ads and case study editorial in Gazette and ents in Crown Street | Complete | 893 | | 893 |
| Crown Street Family Tea Party 5.9.15 | Refreshments and childrens activities | Complete | 302 | | 302 |
| Renaissance Group Website hosting, Twitter, Content Management and editorship YR2 | Approved with contract for Local by Social | Complete | 720 | | 720 |
| TC East End & Crown St Halloween Event 31.10.15 | Pumpkin Hunt & Children's Party | Complete | 240 | | 240 |
| Lighting Up Promotions - all clusters | Activities, ents, stalls & promotions for Brentwood Lighting Up 28.11, Shenfield Christmas Fair 29.11 & Ingatestone Victorian Evening 4.12 | Includes approved Shenfield bid of £3k & Ingatestone bid of £1k approved | 4,500 | | 4,500 |
| Arts and Heritage Trail 2016 | Project lead and marketing costs | Bid awaited | 2,500 | | 2,500 |
| Brentwood Children's Literary Festival 22-31 July 2016 | Brentwood project managed by Chicken & Frog with visiting authors at venues including shops, library and schools | Bid approved | 3,000 | | 3,000 |
| Total committed/projected 2015/6 | | | 33,019 | 21,985 | 55,004 |
| Remainder 2015/6 | | | 23,733 | 25,737 | 49,470 |

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2nd December 2015

Economic Development Committee

Crossrail Future Developments

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

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 Brentwood is set to be the start of the line for the most significant new rail service in the UK in a generation. Crossrail services are scheduled to begin in Brentwood in May 2017. The Shenfield to Liverpool Street station service will be Stage 1 of this multi-million pound, state of the art rail service. The introduction of Crossrail will attract national and international news attention and so Brentwood Borough needs to be in a position to maximise the benefits this can bring to local residents and businesses.
- 1.2 Although no firm plans have been prepared by Crossrail yet relating to the grand opening ceremony, it is important that Brentwood Council positions itself in such a way that it is able to be a key partner to benefit from this project and influence how such celebration events will take shape in our Borough. The Council also needs to ensure that the anticipated media attention is focussed on what is good about Brentwood, its residents and its businesses.

2. Recommendation(s)

- 2.1 Agree to engage proactively with Crossrail and its partners to ensure that Brentwood residents and businesses maximise the benefits from the opening of the Crossrail services in 2017/18 at both Shenfield and Brentwood stations.**
- 2.2 Agree to promote Brentwood Council as a key partner at the launch celebrations in May 2017 and delegate authority to the Head of Planning and Development and Chair of Economic Development to Committee to secure this.**

3. Introduction and Background

- 3.1 Transport for London is responsible for the operation of Crossrail services. It is TfL's vision that Crossrail will set the benchmark for metro railway services in Europe. Brentwood Borough has the only 2 Crossrail stations in Essex and so will have an even better rail service for local residents and business once Crossrail is up and running in May 2017.
- 3.2 The first phase of service started running between Liverpool Street and Shenfield on 31 May 2015 as a pre-cursor to Crossrail, and is branded "TfL Rail". The service is operated for TfL by its appointed Crossrail operator, MTRC, who took over from Abellio Greater Anglia, and are delivering improvements for customers ahead of introduction of new Crossrail trains in 2017. The take-over date was a longstanding agreement with the Department for Transport. The early transfer is giving MTRC an opportunity to train existing staff as well as recruit and train new staff to support the introduction of the new trains and the staged opening of the Crossrail route

4. Issue, Options and Analysis of Options

4.1 The following shows the key stages for the introduction of Crossrail services to Brentwood.

- Stations between Liverpool Street and Shenfield and trains have been rebranded "TfL Rail." Carriages have been refurbished over a six month period and stations will be deep cleaned with a new cleaning regime introduced.
- Stations will be staffed while trains are running; in turn, this will mean that wheelchair users will be able to make use of TfL's turn-up-and-go service and lifts will be open during all hours of operation.
- New ticket machines will be introduced between 2015 - 2016
- Gatelines will be introduced by December 2016
- Secure Stations accreditation will be sought
- Travelling is being made safer through:
 - Additional British Transport Police deployed from May 2015
 - Regular patrolling including 24 hours at weekends
 - Reduced ticketless travel

- Better security features as part of the station refurbishments will include:
- Better lighting
- CCTV
- Help Points

4.2 Crossrail's Staged Opening Programme

Crossrail train services will be progressively opened in six distinct stages:

| | | |
|---------|---------------|---|
| Stage 0 | May 2015 | Transfer of services between Liverpool Street Main Line station and Shenfield to TfL and appointed operator, MTRC. Existing Class 315 train fleet to be refurbished. Programme of regular station cleaning introduced |
| Stage 1 | May 2017 | Gradual introduction of brand new Class 345 trains into passenger service on Liverpool Street to Shenfield route |
| Stage 2 | May 2018 | Four trains per hour between Paddington (Main Line) and Heathrow Terminal 4 begin, replacing the existing Heathrow Connect service (and part of the Great Western inner suburban service) |
| Stage 3 | December 2018 | Formal introduction of the first Crossrail services through the Central Section between Paddington (Crossrail) and Abbey Wood |
| Stage 4 | May 2019 | Introduction of services from Shenfield to Paddington (Crossrail) through the Central Section |
| Stage 5 | December 2019 | Crossrail project completes with full service from Reading and Heathrow Terminal 4 in the west to Shenfield and Abbey Wood in the east |

- 4.1 **4.3 Crossrail Rolling Stock** There are no budget implications for Brentwood Borough Council except for staff time. Promotion of the programme has the potential to support a number of rural economy projects bring investment into the Borough.

Each train will be just over 200 metres long (made up of nine walk-through carriages) and able to carry up to 1,500 passengers. From May 2017, shorter, seven carriage trains (just over 160m long) will operate on the Great Eastern route between Liverpool Street and Shenfield until Crossrail is fully open in 2019. Then, these will be converted to nine car trains.

TfL expect a mock-up to be available ahead of trains going into service and will look to publicise this to the press and the public.

Key features of the new high-capacity trains include:

- air conditioning
- inter-connecting walk-through carriages
- on-train passenger information systems delivering real-time travel information to help passengers plan their onward journeys
- intelligent, on-train energy management systems controlling lighting and air conditioning
- re-generative braking to return energy back into the supply

The 200 metre long trains will be spacious and the longest trains travelling underground through central London. There will be four dedicated wheelchair spaces in the middle carriage, integrated with the seating but with easy access to the doorways. By locating wheelchair accommodation in the middle carriage, users will always be sure of where they can find the facilities, regardless of which station they are at. This is particularly helpful at the outer stations, which do not have level platform to train access and where platforms vary in length.

4.4 Crossrail Opening Celebration Events May 2017

Although detailed plans have not been drawn up as yet, there will be major, high profile celebration events leading up to and at the launch itself of the Crossrail service. The world's media will be on Shenfield and Brentwood stations in May 2017 as they will be at the start of the line for the introduction of Stage 1 of the multi-million pound Crossrail service. Although initially going from Shenfield to Liverpool Street, once complete, people will be able to get on a Crossrail trains at both Shenfield and Brentwood stations and travel straight through Central London to Paddington by May 2019.

Given this, it is therefore crucial that Brentwood as a whole maximises the benefits from the launch of Crossrail. Brentwood needs to position itself as a key partner in the introduction of this major new piece of national infrastructure. The Council has a vital role to play in this and so it is important that responsibility for leading this initiative is delegated to the Head of Planning and Development, in consultation with the Chair of Economic Development. This will ensure that Brentwood's best interests are at the forefront of all decisions being made by Crossrail and its partners as it develops its strategy for the launch in 2017. Regular updates on progress will be provided by the Head of Planning and Development to the Economic Development Committee as appropriate.

5. Reasons for Recommendation

- 5.1 The launch of Crossrail in 2017 will bring a lot of media focus into Brentwood. The Council needs to ensure that all of this coverage is as positive as possible and that it maximises the benefits for our residents and businesses. The anticipated series of celebration events leading up to and including the launch of the Crossrail service will provide the

Borough with a major opportunity to be seen as the start of the line for Crossrail services into London. By delegating responsibility for this to the Head of Planning and Development, the Council will ensure that there is a single point of contact to focus the Council's strategy for this project.

6. Consultation

- 6.1 Once details of the forthcoming celebration events become clear, local residents and businesses will be made aware of the plans. While these events will be run and organised by Crossrail, the Council will ensure that the views of local residents and businesses will be fed back to Crossrail's organisers and so taken into account before final proposals are made.

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. The introduction of Crossrail services to both Shenfield and Brentwood stations in 2017 will provide a significant boost to the image of the Borough as a well connected place in which to do business and invest.

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 budget implications for Brentwood Borough Council except for staff time.

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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