



Business and Town Centres Committee

Agenda

Part One

Council Chamber - Town Hall

Wednesday, 15 October 2014 at 7.00 pm

Membership (Quorum – 3)

Councillors

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

Committee Co-ordinator: Jean Sharp (01277 312 655)

Additional Information:

Substitutes

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

Substitutes for quasi judicial Committees must be drawn from members who have received training in quasi-judicial decision making. If a casual vacancy occurs on a quasi judicial Committee it will not be filled until the nominated member has been trained.

Rights to attend and speak

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

A Member who is not a member of the committee may speak at the meeting if they have given prior notification by no later than one working day before the meeting to the Chair and advised them of the substance of their proposed contribution.

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.

Point of Order/Personal explanation/Point of Information

8.3.14 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.

8.3.15 Personal explanation

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

8.3.16 Point of Information or clarification

A point of information or clarification must relate to the matter being debated. If a Member wishes to raise a point of information, he/she must first seek the permission of the 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.

Information for Members of the Public

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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 Board or Committee does so, you will be asked to leave the meeting.

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Where members of the public use a laptop, tablet device, smart phone or similar devices to make recordings these devices must be set to 'silent' mode to avoid interrupting proceedings of the council or committee.

If you wish to record the proceedings of a meeting and have any special requirements or are intending to bring in large equipment then please contact the Communications Team before the meeting.

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.

Access

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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.

Part I

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

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Urgent Business

An item of business may only be considered where the Chair is of the opinion that, by reason of special circumstances, which shall be specified in the Minutes, the item should be considered as a matter of urgency.

A handwritten signature in black ink, appearing to read 'J. Healy', is positioned above the typed name.

Acting Chief Executive

Town Hall
Brentwood, Essex
07.10.2014



Minutes

Business and Town Centres Committee 16 July 2014

Membership/Attendance

- | | |
|----------------------------|----------------|
| * Cllr Kendall (Chair) | * Cllr Reed |
| * Cllr Keeble (Vice-Chair) | * Cllr Russell |
| * Cllr Hossack | * Cllr Sanders |
| Cllr Mrs Murphy | * Cllr Sapwell |
| * Cllr Newberry | |
| Cllr Quirk | |

*present

Substitute Present

Cllr Mrs Davies (for Cllr Quirk)
Cllr Tee (for Cllr Mrs Murphy)

Also present

Cllr Aspinell
Cllr Mynott
Clive Othen – Chair of Brentwood Renaissance Group

Officers Present

Ashley Culverwell – Head of Borough Health, Safety and Localism
Anne Knight – Economic Development Manager
David Lawson – Monitoring Officer
Roy Ormsby – Head of Street Scene
Elaine Richardson – Interim Town Centre and Marketing Manager
Jean Sharp – Governance and Member Support Officer
Rick Steels – Revenues and Benefits Manager

81. Apologies for Absence

Apologies for absence were received from Cllrs Mrs Murphy and Quirk.

82. Minutes of Community Services Committee meeting held on 26.2.2014

Members noted that the minutes related to matters some of which now fell within the remit of this Committee and they had already been signed by the Chairs of Environment Committee and Housing and Health Committee.

RESOLVED to approve as a true record the minutes of the Community Services Committee meeting held on 26.2.2014.

83. Committee Terms of Reference and 2014/15 Budget

Members were reminded that the Terms of Reference for this Committee were agreed at Annual Council and any proposed amendments needed to be recommended for approval by Full Council by the Constitution Working Group.

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendations in the report and following a full discussion a vote was taken on a show of hands. It was

RESOLVED UNANIMOUSLY that

1. Any suggested changes to the Terms of Reference for the Business and Town Centres Committee be passed onto the Constitution Working Group (CWG)
2. The CWG be requested to recommend to Full Council the following changes to the Terms of Reference for this Committee:-

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

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

84. Business Rates Reliefs

The report provided Members with details of the existing business rates reliefs available to local businesses and the opportunities for enhancing take up of the help available. All existing reliefs were publicised on the Council's website and details of each relief were also included within an information sheet which was sent out with every Business Rates bill.

Members noted that take up of reliefs was patchy and therefore Members were encouraged to provide local businesses with details of the reliefs that were available on the Council's website and in documentation regularly sent to accompany all Business Rates bills.

Officers would additionally promote the take up of the various reliefs available as part of a Council led business event later in the year and would produce another advisory leaflet which would be scrutinized by the PIP Panel.

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendations and a vote was taken on a show of hands. It was

RESOLVED UNANIMOUSLY that:

1. Members actively promote the take up of the various reliefs available to local businesses by advising of the information held and regularly updated on the Council's website and included within the 'Explanatory Notes' that accompany every business rates bill sent by the authority.

2. Members approve the inclusion of promotion and take up of the various reliefs available by officers at a future business event to be held later in the year.

85. Evening Parking Charges

One of the key challenges for the Council was to develop parking charges that encouraged economic vitality in the Borough, and that reflected both the day and night-time economy.

It was considered that there were a high number of vehicles that used the Council's car parks during the evening, and that there was an inconsistent charging structure between the day-time and night-time economy.

It was felt that this was unfair on those using local businesses during the day, and that the many visitors to the area during the evening should make a contribution towards the clean-up costs associated with the night-time economy.

It was proposed that a pilot scheme be introduced for three months, which would monitor the use of the car parks, and the impact it had on local residents and businesses. A charge of £2.00 would be introduced, which would be effective after completion of consultation through advertising the Brentwood Borough Council off street parking places consolidation order 2012. It was anticipated that if approved, and there were no objections, that night-time charging would be introduced from Monday 20 October 2014, or sooner if the order was in place. This would ensure that the trial period covered periods of traditionally lower evening usage, November and January, and a peak period during December.

Charging would be introduced in all Council owned car parks, excluding the multi storey car park due to the high staffing costs that were associated with the barrier system. The impact of the trial would be monitored, and reported back to the Business and Town Centres Committee with the results.

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendations in the report and following a full discussion a vote was taken on a show of hands. It was

RESOLVED that:

1. A report would be brought back to the Business and Town Centre Committee on 23 February 2015 with full details on the outcome of the trial.
2. Officers would be requested to commence the process of changing the Council's off street parking places consolidation order 2012 to reflect the introduction of a flat rate charge of £2 between 7pm and 6am Monday to Sunday.

3. In the event that insufficient income was raised to cover the one-off costs of £14,200 that a report be presented to Finance and Resources Committee to recommend that such costs be met from the General Fund Working Balance.
4. Any surplus income, exceeding the parking budget, is ring fenced for projects that provided benefit to Town Centres and/or to potentially reduce the cost of day time parking charges.

86. Free parking days in Brentwood multi storey car park and Shenfield Car Parks

Members were advised that following consultation with interested parties, support for free parking days in 2014/15 was very limited as it had not previously resulted in increased footfall for the retail areas.

Feedback from the Council's Parking Manager was that there had been no increased take up in free parking on the days concerned and strong demand remained for paid for parking.

As the free parking days did not appear to be meeting the objective of stimulating increased footfall and support for local shops and businesses in the main retail shopping areas, Members were requested to consider not offering free parking days this financial year and to suggest how the £3,600 already budgeted could best be spent to increase footfall in retail areas. A suggestion of thoroughly cleaning the multi storey car park lifts was put forward and officers would investigate this proposal.

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendation in the report and following a full discussion a vote was taken on a show of hands. It was

RESOLVED UNANIMOUSLY that:

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

87. Expressions of Interest in Operating Brentwood High Street Market

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

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendations in the report. Following a full discussion a vote was taken on a show of hands and it was

RESOLVED UNANIMOUSLY that

1. A two year license be granted for Essex Farmers Market to operate a weekly Friday and Saturday Market in Brentwood High Street.
2. Officers be instructed to explore alternative market offerings which would enhance the Borough's attractions, including a night time market, teenage market and continental style markets, for Members to consider at a future meeting.

88. Update Report on Draft Economic Development Strategy and Work Plan

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

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendations in the report. Following a full discussion a vote was taken on a show of hands and it was

RESOLVED UNANIMOUSLY

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

89. Termination of Meeting

During the preceding item, in accordance with Rule 28 of Part 4.1 – Council Procedure Rules, the business of the meeting not having concluded by two hours after its start, Members voted and agreed to continue with the meeting for a further 30 minutes.

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

Members noted that the Brentwood Borough Renaissance Group Terms of Reference had been reviewed and revised, following the appointment of a new Chair. The revisions took account of updated Membership with the introduction of Local Trade Clusters and their more efficient use of resources, better accountability, improved financial control and communications.

Within the Terms of Reference, Council Members agree to the annual Workplan presented to them. This is in line with the Council's approach to targeted funding within the Funding Strategy agreed at the Strategy and Policy Board 20 November 2013.

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendations within the report. Cllr Kendall introduced Mr Clive Othen, Chairman of the Brentwood Borough Renaissance Group, who made a presentation to update Members regarding the work of the Group and responded to Members' questions.

Following a full discussion a vote was taken on a show of hands and it was

RESOLVED UNANIMOUSLY that:

1. The Brentwood Borough Renaissance Group revised Terms of Reference be approved
2. The Brentwood Borough Renaissance Group 2014/15 Workplan be approved
3. The Chair of the Renaissance Group would provide an update on the Workplan at future Business and Town Centres Committee meetings.
4. Officers be requested to investigate the value of Brentwood's nighttime economy and to report to the next Business and Town Centres Committee meetings

91. Termination of Meeting

During the preceding item, in accordance with Rule 28 of Part 4.1 – Council Procedure Rules, the business of the meeting not having concluded by two hours after its start, Members voted and agreed to continue with the meeting for a further 30 minutes.

15 October 2014

Business & Town Centres Committee

Anti-Social Behaviour (ASB), Crime & Policing Act 2014

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

Wards Affected: All

This report is: Public

1. Executive Summary

1.1 This report identifies the challenges and opportunities faced by the Council under the new Anti-Social Behaviour (ASB), Crime and Policing Act. The Act received Royal Assent on 13 March 2014 and will commence on 20th October 2014. The Act is designed to:

- Put victims at the heart of the response to anti-social behaviour
- Give professionals the flexibility they need to deal with any given situation

1.2 The overarching aim of the Act is to provide more effective powers to tackle ASB; protect victims and communities and treat the underlying behaviour of perpetrators. The new powers will impact both in terms of expectations on local Authorities, and the ability of Local Authorities to respond.

2. It is RECOMMENDED that Members:-

- 2.1 **Note this report about the new Anti-Social Behaviour (ASB), Crime and Policing Act and highlight the potential implications for the Council.**
- 2.2 **Delegate authority to the Heads of Health, Safety & Localism, Street Scene, Housing and Planning and officers nominated by them to enforce the anti-social behaviour and irresponsible dog ownership control powers given to this Council within the Act.**
- 2.3 **Agree to this Council acting as the single point of contact for all ASB Case Reviews.**
- 2.4 **Support Member training seminars to get a good understanding of how these new powers could be used in Brentwood and to consider how other Essex City, Borough and District Councils intend to use them.**

3. Introduction and Background

3.1 The ASB, Crime and Policing Act received Royal Assent in March 2014 and the ASB provisions will commence with effect from 20th October.

3.2 It is intended that the new powers provided by the Act will reduce 'red tape' and thereby reduce opportunity to use lack of powers or complexity of legislation as excuses for inaction. Furthermore, the Act is designed to enable authorities to act at a much earlier stage; some of the tools are very much designed to facilitate early intervention, and in some instances even with the potential to take action before a problem occurs.

3.3 The Act has 14 parts:

- Parts 1-6 deal with ASB
- Parts 7-10 deal with Dangerous Dogs¹, Firearms, Protection from Sexual Offences and Prohibitions on Forced Marriages
- The remainder of the Act addresses policing, extradition, criminal justice and court fees

3.4 The Act replaces 19 existing powers dealing with ASB with 6 broader powers and introduces a new absolute ground for possession of secure and assured tenancies associated with ASB or criminality (a simple chart showing these changes is attached at Appendix A). Each of the new measures is considered within this report but for more information please see the attached summary at Appendix B.

3.5 ***Injunction to Prevent Nuisance and Annoyance (IPNA)***. The IPNA is a civil power which can be applied for by a range of agencies including the Council, police and housing providers to deal with anti-social individuals. The IPNA can prohibit the offender from doing proscribed things (prohibitions) and require them to do certain things (requirements). The requirements should aim to tackle the underlying causes of the anti-social behaviour and could include such things as attending an anger management course, participating in substance misuse awareness sessions, or attending a job readiness course. Breach of an IPNA is not a criminal offence.

¹Part 7 of the Act amends the Dangerous Dogs Act 1991 and provides Local Authorities, Police and Social Landlords the opportunity to utilise powers contained in parts 1-6 of the Act to tackle irresponsible dog ownership. However, the police will continue to deal with issues of dangerous and prohibited dogs under the Dangerous Dogs Act 1991. For more information see Tackling Irresponsible Dog Ownership Draft practitioners' manual Annex A - D <https://www.gov.uk/government/publications/tackling-irresponsible-dog-ownership-draft-practitioners-manual>

- 3.6 **Criminal Behaviour Order (CBO).** The CBO is available to the Crown Prosecution Service (CPS) on conviction for any criminal offence in any criminal court. The CPS can seek a CBO either on their own initiative or following a request by the Council or police. It is similar to the IPNA and can include prohibitions and requirements. However, unlike the IPNA, it is a criminal offence to fail to comply with an order without reasonable excuse.
- 3.7 **Directions Power.** The power can be used by the police to disperse anti social individuals and provide immediate short-term respite to the local community. Police officers can also confiscate any item that they believe has been used, or is likely to be used, in anti-social behaviour. Failure to comply with the direction is an offence, which can result in imprisonment or a fine.
- 3.8 **Community Protection Notice (CPN).** The CPN is intended to deal with particular, on-going problems, or nuisances that negatively affect the community's quality of life by targeting those responsible. CPNs can be used to tackle a wide range of problem behaviours including graffiti, rubbish and noise. It can be issued against any person over the age of 16 or a body, including a business. The Home Office notes that Councils already take the lead in dealing with these kinds of issues. In addition to designated Council officers, CPNs can also be issued by police officers and police community support officers. A person found guilty of failing to comply with a notice without reasonable excuse is liable to a fine of up to £2,500 (£20,000 in the case of a body).
- 3.9 **Public Spaces Protection Order (PSPO).** The PSPO is intended to deal with a particular nuisance or problem in a particular area that is detrimental to the local community's quality of life, by imposing conditions on the use of the area which apply to everyone. This could include, but is not restricted to, placing restrictions on the use of parks, alleyways, or communal areas to prevent problems with misuse of alcohol, dogs or noise. Councils will be responsible for making a PSPO but police officers and police community support officers can also play a role in enforcing the orders. It is an offence to fail to comply with an order without reasonable excuse and can result in a fine of up to £1,000. The Act provides the ability for authorised Council officers, police and police community support officers to issue a fixed penalty notice for failure to comply with both a CPN and a PSPO as an alternative to prosecution. The amount of the fixed penalty notice can be set by the Council but cannot exceed £100.
- 3.10 **Closure Power.** The closure power can be used by Councils and the police to close premises that are causing nuisance or disorder. The power

comes in two stages. The closure notice can be used out of court to provide short term relief up to a maximum of 48 hours.

The notice can then be extended upon application for a closure order to the magistrates' court for a period of up to three months. At any time before the expiry of the closure order, an application may be made to the court for an extension (or further extension) of the order up to a total of six months.

- 3.11 **Recovery of Possession of Dwelling-Houses.** The purpose of the new absolute ground for possession is to speed up the possession process for Councils, housing providers and private landlords in cases where anti-social behaviour or criminality has already been proven in another court. Landlords will no longer have to prove that it is reasonable to grant possession but, instead, courts must grant possession if the landlord followed the correct procedure and at least one of the specified conditions is met (as set out in Appendix B).
- 3.12 The Act also introduces the power for the Secretary of State to make regulations under which the keeper of a vehicle may be required to pay a fixed penalty where litter has been thrown, dropped or otherwise deposited from the vehicle. Currently, a fixed penalty notice can only be issued when litter is thrown from a car if the person responsible for throwing the litter can be identified. This new provision would bring the legislation for littering offences in line with that for fly-tipping with the keeper of a vehicle being deemed responsible for any offences committed by those within the vehicle.
- 3.13 **Community Remedy.** The Act requires each local policing body to prepare a community remedy document for its area with a list of actions to be carried out by a person who has a) engaged in anti-social behaviour or has committed an offence and b) is to be dealt with for that behaviour or offence without court proceedings. An action is considered appropriate to be carried out by a person only if it has one or more of the following objects:
- assisting in the person's rehabilitation;
 - ensuring that the person makes reparation for the behaviour or offence in question;
 - punishing the person.
- 3.14 **Anti-Social Behaviour Case Review (formerly known as the Community Trigger).** This new power will give victims of ASB the right to request a review of their case. If the threshold is met agencies including the Council, police, clinical commissioning group and providers of social housing will have a duty to undertake a case review. There is a requirement for the relevant bodies to produce "review

procedures” for carrying out any ASB case reviews and ensure that the review procedures are published.

Relevant bodies must also report the number of applications received and those that met the threshold. The need for the development of a consistent approach to the ASB Case Review across Essex was identified early. Safer Essex, whose membership consists of local Community Safety Partnership Chairs, the Police & Crime Commissioner, Essex Police, Essex Probation, Clinical Commissioning Groups, Victim Support and other agencies, agreed that this would ensure that victims of ASB across Essex would receive a more coherent and effective response regardless of where they live in the County. As a result an Essex threshold has been agreed and guidance issued. Brentwood has further developed the guidance in partnership with Epping Forest District Council to account for local needs. A copy of the guidance is attached at Appendix C.

4. Issue, Options and Analysis of Options

- 4.1 This new Act is a ‘game changer’ for ASB issues, and will raise expectations on Local Authorities, both from victims of ASB and from central government. The Council has acted swiftly in addressing the issues and officers have already worked on improving our systems, reviewing our processes and identifying changes required to ensure we are best placed to respond to the changes with minimal increase in resources.
- 4.2 Processes are being developed to position the Council for when the new obligations and powers are introduced. Managing ASB cases effectively is a key feature of a high quality, customer focused ASB service. We have strong partnerships locally which have achieved excellent results in terms of reducing ASB in the Borough. However, there has never been a greater need to ensure that we respond to ASB complaints in a consistent manner providing the right response in each case.
- 4.3 There are various systems throughout the Council to record incidents of ASB. A budget has been allocated to purchase a dedicated ASB case management recording system. This will provide a consistent uniform approach to recording the detail required at the first point of contact across all Council services thereby improving internal communication and monitoring of incidents which may be received in respect of the same individuals by different services. Intervention measures can therefore quickly be identified to safeguard residents more effectively. A program of staff training is underway.
- 4.4 Each report of ASB will also be risk assessed. This allows officers to assess the extent to which a resident is at risk of experiencing harm at the

earliest possible point.

It can then be used to tailor the response and support offered in order to reduce the risk of harm.

- 4.5 The website is being updated to make it easier for residents not only to find information about ASB but to also report incidents and request an ASB Case Review. An online ASB Case Review form has been developed by the Community Safety Manager with paper copies being available on request.
- 4.6 Training on the ASB Crime & Policing Act is being arranged for Members to ensure they are fully briefed and confident of the Council's obligations under the new powers. This will include training on the ASB Case Review as Members may be asked to request a review on behalf of the victim. Training dates to be confirmed shortly.
- 4.7 As mentioned earlier in this report Essex Councils responded quickly to the need for a consistent approach to the ASB Case Review. Albeit that there are a number of responsible authorities who have an obligation to carry out the review it is widely accepted across the Country that Local Authorities are the most appropriate agencies to co-ordinate the review process. The Government piloted the ASB Case Review across 5 pilot areas including Richmond, Manchester and Brighton. In each pilot area the local authority or housing provider acted as the Single Point of Contact (SPOC) for all reviews. Essex has adopted this approach and each Local Authority has identified a SPOC to co-ordinate all ASB Case Reviews. The recommendation supports this in view of the Council's active involvement in the Community Safety Partnership. The Council's Community Safety Manager will be the SPOC for all requests. However, the final sign off will be the responsibility of the Local Area Group which will act as the review panel for all ASB Case Reviews and will be chaired by Essex Police. Having considered the requests received by the pilot areas it is thought that the numbers of ASB Case Reviews will be minimal. For the 5 pilot areas a total of 27 requests were received over a twelve month period, 15 met the threshold, 11 did not meet the threshold, and of those who meet the threshold only 6 required further action.
- 4.8 The Act also opens up a number of other issues and significant change including:
- a) The ability, in certain circumstances, for action to be taken to prevent ASB before it occurs, where there are reasonable grounds to believe it may happen.

- b) The possibility for enforcement to include positive measures, not just punishment (so for example an offender may be asked to attend rehabilitation courses to seek to address the behaviour that caused the ASB).
- c) There is now a two tier test in the legislation for what the court will consider as constituting ASB. A lower threshold will now apply where the ASB is affecting individuals in their homes.
- d) There are significantly more cases where the Council will need to work closely with the Police and Crown Prosecution Service in order to access and apply some of the powers within the Act.
- e) Some dispersal powers no longer require the Police to consult with the council.
- f) There are greater opportunities for the use of Fixed Penalty Notices to be issued by suitably trained and authorised staff.
- g) The Police will no longer be entirely responsible for monitoring and breaching court imposed orders, the Council will need to fulfill this role where powers of arrest do not exist.
- h) Council officers may be authorised to enforce a Public Space Protection Order – which will ultimately replace the Designated Public Place Order, dog control orders and others.

4.9 The net effect of these changes means that the council should have more opportunity to address a wider range of issues; however the introduction of these new powers may result in an increased expectation from victims of ASB.

4.10 The widening of the scope in terms of domestic abuse, breaches of orders, monitoring and positive requirements carries the potential for significant increases in demand and/or expectations but resource implications cannot be quantified at this stage. The effect of any unforeseen demand will be closely monitored and if this cannot be met within existing resources Members will be informed at the earliest possible convenience.

4.11 Communication and publicity are also key factors. A communication strategy with Essex partners and the council's communication team is being developed.

5. Reasons for Recommendation

5.1 To empower officers to enforce the new controls and to ensure that residents receive an efficient and effective service to reduce the risk to our communities.

- 5.2 To protect residents by applying controls and ensuring joined up multi-agency working and responsibility/ownership to reduce the risk of vulnerable victims not being protected by the authorities they depend on.

6. Consultation

- 6.1 Consultation has taken place with relevant partners across Essex and the need for the development of a consistent approach to the Act, particularly the ASB Case Review across Essex was identified early. As a result a County-wide model has been developed for all ASB Case Reviews.

7. References to Corporate Plan

- 7.1 This report is aligned to the Council's corporate priorities in relation to a Safe Borough, Street Scene & Environment, Housing, Health & Wellbeing, and a Modern Council in terms of the following:

- Reducing anti-social behaviour
- Reduce offending by young people
- Increasing community confidence
- Developing effective partnership arrangements
- Ensuring council tenants are socially responsible and good neighbours
- Improving service delivery

8. Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive

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

- 8.1 The immediate financial implications arising from the recommendations in this report are for the purchase of the ASB module from IDOX to improve our ASB case management and to train staff on its use. The cost of this is £8350 which includes set up, configuration and training. There is an annual maintenance cost of £600. The costs for both will be met from existing budgets. Officers are also taking advantage of free training currently available regarding the new powers contained with the ASB Crime & Policing Act with further internal support being provided by managers. Member training is likely to cost in the region of £500-£1000 and will be met from existing training budgets.

- 8.2 There may be further resource implications in terms of enforcing the new powers available under the Act. It is likely that it will simply be a matter of reviewing and amending our current enforcement processes and procedures to account for the new powers. However, it is difficult at this stage to be able to provide a cost as these are completely new powers.

Members will be advised at the earliest available opportunity of any pressures on existing resources.

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer

Tel & Email: christopher.potter@brentwood.gov.uk

- 8.3 This report relates to a new Act that will remove 19 pieces of legislation and replace them with 6. It impacts in many areas of enforcement as outlined in this report.

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT. This legislation is designed to be fully inclusive and in particular will protect the most vulnerable in our community and ensure an effective partnership response to all incidents of ASB.

9. Background Papers

- 9.1 More Effective Responses to Anti- Social Behaviour
<https://www.gov.uk/government/publications/antisocialbehaviour-consultation-onmore-effective-responses>
- 9.2 Putting victims first: more effective responses to anti-social behaviour
<https://www.gov.uk/government/publications/puttingvictims-first-more-effectiveresponses-to-anti-socialbehaviour>
- 9.3 Anti-Social Behaviour, Crime and Policing Act 2014
<http://www.legislation.gov>

10. Appendices to this report

Appendix A	New Powers Chart
Appendix B	Summary of Powers
Appendix C	ASB Case Review Guidance

Report Author Contact Details:

Name: Tracey Lilley

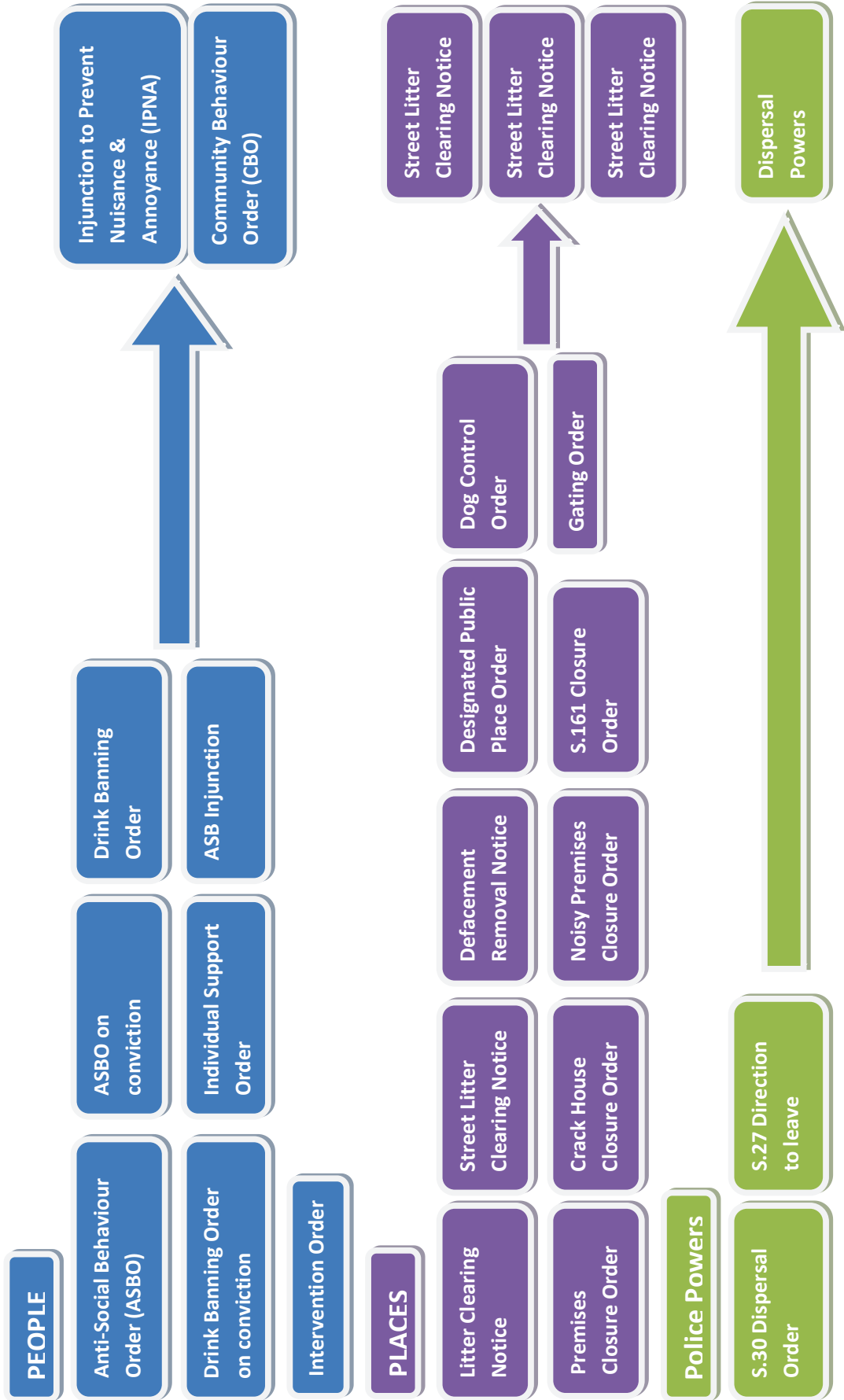
Telephone: 01277 312644

E-mail: tracey.lilley@brentwood.gov.uk

Rationalisation of ASB Tools & Powers

What's changing?

The ASB Crime & Policing Act 2014 replaces 19 existing powers that deal with ASB with 6 faster, more effective ones. This diagram illustrates what existing powers will be replaced and by what new powers.



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Summary of Anti-Social Behaviour Powers

Appendix B

Intervention	Who can issue/apply	Grounds	Typical Use	Additional Information
<p>Injunction to Prevent Nuisance & Annoyance (IPNA) A civil power to stop a person's ASB escalating and set a clear standard of behaviours. It can include prohibitions and positive requirements. For perpetrators aged 10 and over</p>	<ul style="list-style-type: none"> Councils Housing Providers Police 	<p>On the balance of probabilities:</p> <ul style="list-style-type: none"> The respondent has engaged or threatens to engage in ASB The court considers it just and convenient to grant the injunction for the purpose of preventing the respondent from engaging in ASB. 	<ul style="list-style-type: none"> Drug/alcohol related ASB Harassment Noise (tenure neutral) Vandalism, 	<ul style="list-style-type: none"> Its available to a wider range of agencies that the ASB Injunction Obtainable on a civil standard of proof unlike Anti-Social Orders (ASBOs) No need to prove 'necessity' unlike ASBOs Scope for positive requirements to focus on long-term solutions
<p>Criminal Behaviour Orders (CBO) A Court Order to tackle ASB which is applied following a conviction for any criminal offence. Can include prohibitions and positive requirements</p>	<ul style="list-style-type: none"> Crown Prosecution Service (CPS) – the Council and Police can request 	<p>If the Court is satisfied beyond reasonable doubt that the offender has caused or is likely to cause harassment, alarm or distress to others and the CBO will help prevent it.</p>	<ul style="list-style-type: none"> Harassment Hate crime Criminal damage Drunk and rowdy behaviour 	<ul style="list-style-type: none"> No need to prove 'necessity' unlike ASBOs Scope for positive requirements to focus on long-term solutions Courts can grant an interim order in certain circumstances
<p>Dispersal Powers The power to remove a person from a specific location for up to 48 hours if authorised by a police inspector or above</p>	<ul style="list-style-type: none"> Police 	<p>Someone's behaviour is causing or likely to cause harassment, alarm or distress</p>	<ul style="list-style-type: none"> Alcohol/drug related ASB To provide short term respite to communities 	<ul style="list-style-type: none"> An area does not need to be designated as a dispersal zone No requirement to consult Additional power to confiscate
<p>Community Protection Notice (CPN) A Notice to stop persistently anti-social individuals, businesses or organisations. Can include requirements to stop or do things or take steps to avoid further ASB.</p>	<ul style="list-style-type: none"> Council Housing Providers Police 	<p>Persistent or continuing conduct which negatively affects a community's quality of life</p>	<ul style="list-style-type: none"> Graffiti Dog fouling Litter Noise disturbance 	<ul style="list-style-type: none"> Can deal with a wider range of behaviours Can be used against a wider range of perpetrators

Summary of Anti-Social Behaviour Powers

<p>Public Spaces Protection Orders (PSPO) An Order designed to protect public spaces from persistent anti-social individuals or groups.</p>	<ul style="list-style-type: none"> • Council (in consultation with Police and other relevant partners) 	<p>Unreasonable behaviour which is (or likely to be) persistent or continuing and has (or likely to have) a detrimental effect on the local community's quality of life</p>	<ul style="list-style-type: none"> • Dog fouling • Alcohol/drug related ASB • Noise 	<ul style="list-style-type: none"> • Replaces Gating Orders, Dog Control Orders, and Designated Public Places Orders • Can restrict access to public places being used to commit ASB
<p>Closure Power Power to close premises for up to 48 hours out of Court (Closure Notice) or up to 6 months via the Court (Closure Order)</p>	<ul style="list-style-type: none"> • Council • Police 	<p>Premises used (or likely to be used) to cause a nuisance to the public or disorder</p>	<ul style="list-style-type: none"> • Premises where ASB is causing nuisance or disorder such as noisy premises, environmental pollution, drug/alcohol related ASB 	<ul style="list-style-type: none"> • A single closure power covering a wider range of behaviour
<p>Absolute Ground for Possession A power which offers protection and faster relief to victims by quickly evicting the most anti-social tenants.</p>	<ul style="list-style-type: none"> • Council • Housing Providers • Private Landlords 	<p>The tenant, a household member, or a person visiting has been convicted for a serious offence or has breached certain ASB interventions</p>	<ul style="list-style-type: none"> • Premises where ASB is causing nuisance or disorder such as noisy premises, environmental pollution, drug/alcohol related ASB 	<ul style="list-style-type: none"> • Applies to secure and assured tenancies • Will provide new flexibility for landlords to obtain possession through this faster route for persistently anti-social tenants



BRENTWOOD BOROUGH COUNCIL

ASB CASE REVIEW GUIDANCE

OCTOBER 2014

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Background

Anti-Social Behaviour, Crime and Policing Act 2014

An Act to make provision about anti-social behaviour, crime and disorder, including provision about recovery of possession of dwelling-houses; to make provision amending the Dangerous Dogs Act 1991, the Police Act 1997, Schedules 7 and 8 to the Terrorism Act 2000, the Extradition Act 2003 and Part 3 of the Police Reform and Social Responsibility Act 2011; to make provision about firearms, about sexual harm and violence and about forced marriage; to make provision about the police, the Independent Police Complaints Commission and the Serious Fraud Office; to make provision about invalid travel documents; to make provision about criminal justice and court fees; and for connected purposes.

[13th March 2014]

The Act includes new measures designed to give victims a say in the way anti-social behaviour is dealt with and provides for the introduction of ASB Case Reviews (previously referred to as the Community Trigger) in October 2014.

Across Essex a consistent approach has been developed to support all agencies involved in the use of the new legislation, aiming to provide victims of anti-social behaviour with a coherent and effective response regardless of where they live in the County.

Anti-social behaviour (ASB) is a broad term used to describe the day-to-day incidents of crime, nuisance and disorder that can make many people's lives a misery from litter and vandalism to public drunkenness or noisy and abusive neighbours. Such a wide range of behaviour means that responsibility for dealing with anti-social behaviour is shared between a number of agencies, particularly the police, councils and housing providers.

Purpose

Victims of anti-social behaviour will be able to use the power in the event that they feel that agencies have not taken action in respect of their complaint, and where the case meets the locally defined threshold.

For the purpose of the ASB Case Review, anti-social behaviour is defined as behaviour "causing harassment, alarm or distress" to a member, or members, of the public. However, when deciding whether the threshold is met agencies should consider the harm or potential harm caused to the victim, rather than rigidly deciding whether each incident reached the level of harassment, alarm or distress.

In instances where the threshold is met relevant bodies including councils, the police, clinical commissioning groups and housing providers have a duty to undertake an Anti-Social Behaviour Case Review by way of a Review Panel. In Brentwood this will be carried out by the new multi-agency Local Action Group (LAG). It is intended that the purpose of the review should be for agencies to take a more joined up, problem solving approach aiming to find a solution for the victim.

The ASB Case Review can also be used by any person on behalf of a victim, for example a family member, friend, Carer, Councillor, MP or other professional person. It is intended to ensure that all victims are able to use the review, however, the victim's consent should be sought by the person using the ASB Case Review on their behalf.

The ASB Case Review can be used by someone of any age, and agencies should make it as accessible as possible to all victims.

The process adopted by Brentwood Borough Council will be based along the model developed by Safer Essex and agreed by the Police & Crime Commissioner (PCC). It has been decided locally by all partners to incorporate the process in the multi-agency LAG structure that is being established. The LAG will meet each month to consider ASB, Hate Crime & Domestic Abuse cases. The group will now also act as the ASB Case Review Panel and consider ASB Case Review requests. All decisions and actions will be recorded in the minutes.

On the receipt of a complaint where the threshold is met, in addition to initiating the review process, personal contact with the complainant will be carried out by an officer from the Community Safety team as soon as practicable. The officer will act as an advocate for the complainant during the review process, no matter what organisation has led in previous investigations or are identified in leading in the case review. If the case relates to one dealt with by the Community Safety Officer contact will be made by a different officer. The officer will act as point of contact to the complainant during the review process and will keep them updated of all developments including the progress of further action plans to resolve the issues subject to complaint.

In cases where victims of ASB present to the Council who may have disabilities preventing them reporting online or in writing assistance will be given by officers from Community Safety Team to complete the necessary reporting forms.

Threshold

Section 104(4) of The Anti-Social Behaviour, Crime and Policing Act 2014 sets a baseline threshold and no additional factors should be added to the simple test that:

- At least three separate **qualifying complaints** have been made about the anti-social behaviour to which the application relates.

For victims who perceive the ASB to be of a Hate Crime nature the threshold has been set lower that:

- At least one **qualifying complaint** of a Hate Crime nature has been made.

Section 104(5) of the Act states that in any other situation where an application is received, the question as to whether the threshold for a case review is met must be decided by the relevant bodies in accordance with the review procedures, and may take account of:

- (a) The persistence of the anti-social behaviour about which the original complaint was made;
- (b) The harm caused, or the potential for harm to be caused, by the behaviour;
- (c) The adequacy of the response to that behaviour;

Qualifying Complaints

The legislation sets out what will be considered a 'qualifying complaint' for using the ASB Case Review to prevent someone reporting historical incidents of anti-social behaviour in order to use the ASB Case Review. The legislation sets out the following standards:

- The anti-social behaviour was reported within a month of the alleged behaviour taking place; and
- The application to use the ASB Case Review is made within six months of the report of anti-social behaviour.

Risk Assessment

Victims vulnerabilities will be assessed through the risk based harm model already in use across Essex.

The existing ASB Risk Assessment Matrix (RAM) will be completed for all cases of reported ASB and therefore brings consistency of approach.

The RAM will be used to determine harm when a case review is requested that does not meet the required threshold and the Single Point of Contact (SPOC) will make a decision using the RAM as guidance whether to permit a review to take place.

Information Sharing

Brentwood Borough Council is signed up to the Essex Trust Charter and local Community Safety Partnership Information Sharing Agreements therefore, the requirement to establish another data sharing protocol for the purposes of the ASB Case Review is not necessary.

Requests for Information will be made through a standard request form agreed and used by all Essex local authority areas. A copy of the form is shown in the appendices.

Vexatious and Complaints Procedures

A statement is to be included within local authority vexatious complaints policies stating that *“vexatious complaints relating to the ASB Case Review Process will be dealt with through the local authority policy”*.

Reference is to be made within Complaints Procedures to show how complaints of ASB are dealt with.

Appeals Process

The review procedures must include provision about what is to happen when an applicant is dissatisfied with the way in which the relevant bodies have:

Dealt with an application for a review;
or
Carried out an ASB Case Review

In such cases these will be sent to the Chair of the relevant Community Safety Partnership in the first instance and notified to PCC's office.

Single Point of Contact

The SPOC for Brentwood will be the Community Safety Manager or their deputy when unavailable or on leave.

Publishing the ASB Case review procedure and contact details

The ASB Case Review procedure will be published on the Council website and will include details on how to make an application, contact details, phone no. email address. This is a requirement of the legislation.

Role of the Police and Crime Commissioner

The local PCC must be consulted on the ASB Case Review procedure when it is established and also whenever it is reviewed. The PCC may be involved in the auditing and monitoring of the use of the ASB Case Review, as well as provide a route for victims to appeal decisions as to whether the threshold was met or the way the ASB Case Review was conducted.

The Essex model has made provision for the PCC to be notified of an appeal by the Chair of the local Community Safety Partnership.

The PCC may choose to monitor the use of the ASB Case Review across the County to identify any learning points to be disseminated to local SPOC.

Guidance for Use of the Model

Step 1: Gateway to ASB Case Review

Victims will be able to access the ASB Case Review through the on-line reporting form which is required to be published on the Council website. Hard copies of form will be made available at the Council offices and other appropriate locations around the Borough.

Upon receipt of the reporting form every attempt will be made to contact the victim within 24 hours by telephone or email to confirm receipt. Written acknowledgement will be sent within 3 working days including a copy of the ASB Case Review Flow Chart and Factsheet.

Step 2: Determine if Threshold has been met

The reporting form will be sent through to local SPOC, who along with another appropriate senior officer will determine whether the threshold has been met. In some cases this may be obvious; in others it may be that an initial scoping exercise is undertaken with the relevant agencies to assist the determination.

Agreement has been reached with the Community Safety Manager at Epping Forest District Council to conduct mutual peer reviews of requests and actions to ensure impartiality in decision making.

The SPOC will send a determination letter to the victim within 10 working days advising of decision, along with details of the appeal process if the threshold has not been met.

Step 3: Information Requests

If the threshold has been met the SPOC will send an information request to the relevant agencies asking for details of the case to be submitted to the identified SPOC within 10 working days and advising that their agency is required to part of the ASB Case Review Panel.

Step 4: Review Panel Meeting

The identified SPOC will arrange a review panel meeting where previous actions will be considered and recommendations will be provided. As explained in Brentwood this will be the LAG which will meet monthly and therefore should allow for cases to be heard within the time limits provided. The Review Panel must formulate an action plan, details of which will be sent to the applicant. This must take place within 10 working days of the information requests being received.

Step 5: Decision Letter to Applicant

If the Review Panel determines that all agencies have taken appropriate action and that no further resolutions can be offered, a letter advising of the determination will be sent to victim, along with details of the appeals process if they are dissatisfied with the outcome. Decision letters are to be sent within 10 working days.

If the Review Panel determines that further action can be taken, a letter will be sent to the victim advising of the action plan and detailing next steps as well as advising of anticipated timescales for delivery. This decision letter will provide details of the appeals process if they remain dissatisfied with the outcome. Decision letters are to be sent within 10 working days.

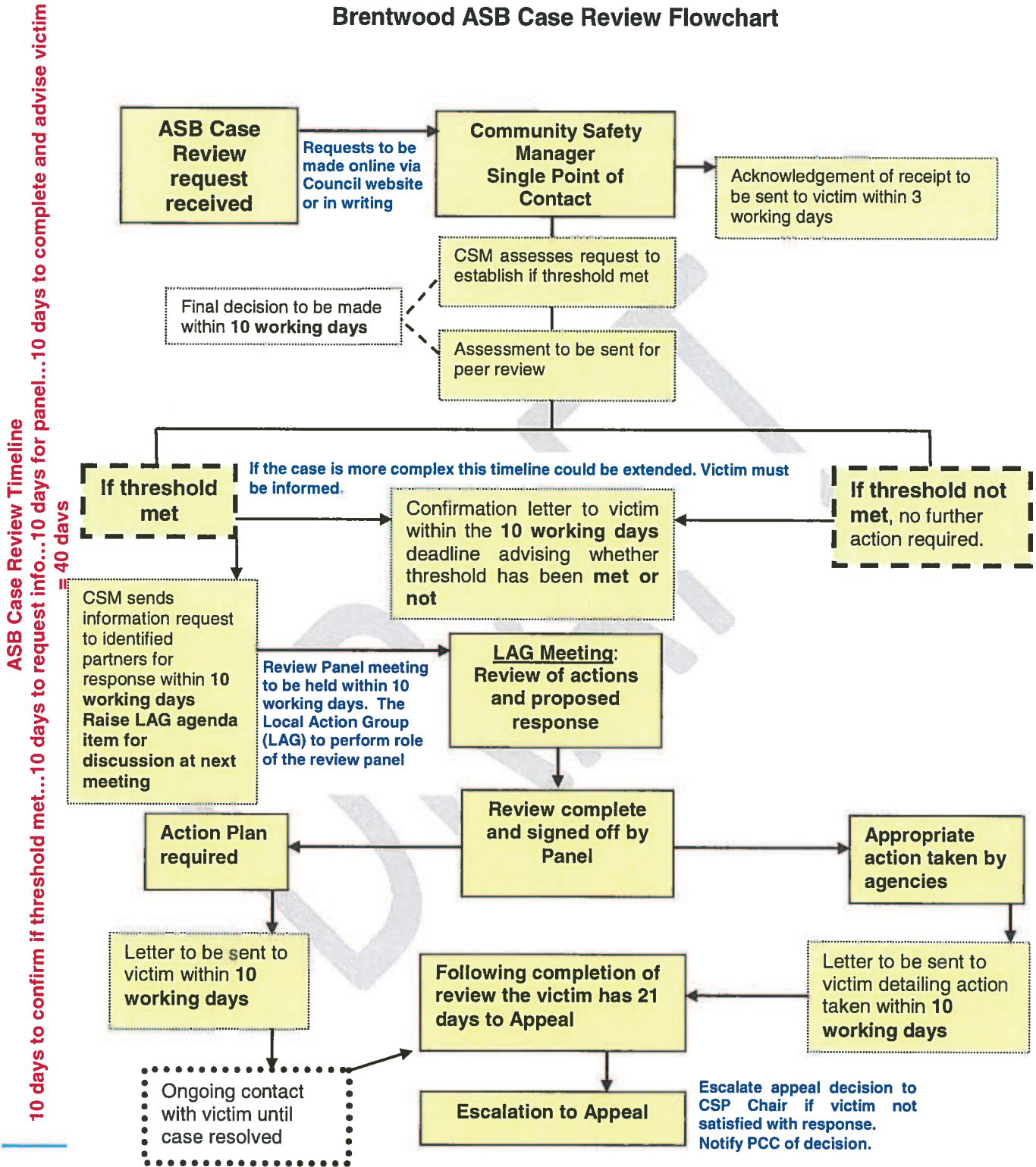
Step 6: Response to ASB Case Review

The Chair of the Community Safety Partnership will sign off the ASB Case Review under agreed local arrangements.

Step 7: Escalation to Appeal

If the victim remains dissatisfied with the outcome they have a right to appeal the decision and the case will be escalated to the CSP Chair (or other identified person) who will review the details of the case and consider if there are grounds for appeal. The CSP Chair will notify the PCC of decision. The victim has 21 days to appeal from the date of the decision letter.

Brentwood ASB Case Review Flowchart



ACKNOWLEDGEMENT LETTER

Dear

**ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014
Anti-Social Behaviour (ASB) Case Review**

I write to confirm receipt of your request for an ASB Case Review to be conducted in respect of the anti-social behaviour you are experiencing.

Tracey Lilley, the Community Safety Manager will be contacting you within 10 working days to confirm whether your request has met the threshold.

If you wish to report any further incidents of Anti-Social Behaviour these can be reported by either contacting Essex Police on 101 or Brentwood Borough Council Community Safety team on 01277 312692 or 312644, in an emergency, always dial 999.

Yours sincerely

Community Safety Team

THRESHOLD NOT MET

Dear

**ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014
Section 7: Anti-Social Behaviour (ASB) Case Review**

Thank you for your recent application dated (insert DATE) for an ASB Case Review to be conducted in respect of your anti-social behaviour case.

I am writing to inform you that having considered your application we do not feel that it meets the threshold for the ASB Case Review to be conducted for the following reasons:

- Outline reasons here –

If you are dissatisfied with this outcome you have the right to appeal to the Chair of the Community Safety Partnership Chief Inspector Denise Morrissey within 21 days of the date of this letter. A FAQ sheet is included with this letter.

If you wish to report any further incidents of Anti-Social Behaviour these can be reported by either contacting Essex Police on 101 or Brentwood Borough Council Community Safety Team on 01277 312692 or 312644, in an emergency, always dial 999.

Yours sincerely

Tracey Lilley
Community Safety Manager

THRESHOLD NOT MET – BUT CASE REVIEW WILL BE UNDERTAKEN

Dear

**ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014
ANTI-SOCIAL BEHAVIOUR (ASB) CASE REVIEW**

Thank you for your recent application dated (insert DATE) for an ASB Case Review to be conducted in respect of your anti-social behaviour case.

I am writing to inform you that having reviewed the details of your application we consider that, although we do not feel that your application meets the qualifying threshold, the (list qualifying reason) means that an ASB Case Review will be conducted.

(qualifying reasons to be inserted are:-

- *The persistence of the anti-social behaviour about which the original complaint was made*
- *The harm caused, or the potential of harm to be caused, by the behaviour*
- *The adequacy of the response to that behaviour*

Therefore, the ASB Case Review process has commenced.

Further information will now be sought from relevant partners and other agencies in regard to their involvement in your case to enable us to undertake a full review. It may be necessary for us to contact you again in order to clarify information or obtain further details.

An ASB Case Review Panel Meeting will be scheduled to review the information where representatives from agencies or partners that have been involved in your case will be present, in order to discuss the case fully. The purpose of this meeting is to also identify any further actions that can be taken, if deemed necessary, to ensure that a resolution is reached for you.

Once this has been completed you will receive a letter advising you of the outcome of the review along with details of any recommendations that have been made. It is anticipated that the review process will take 40 working days in total, although in more complex cases this may be longer, in which circumstances you will be notified. I enclose an ASB Case Review Process Chart for your information

In the meantime if you have any further queries please do not hesitate to contact Daniel Cannon, Community Safety Assistant direct on 01277 312692.

If you wish to report any further incidents of Anti-Social Behaviour these can be reported by either contacting Essex Police on 101 or Brentwood Borough Council Community Safety team on 01277 312692 or 312644, in an emergency, always dial 999.

Yours sincerely

Tracey Lilley
Community Safety Manager

THRESHOLD MET

Dear

**ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014
Anti-Social Behaviour (ASB) Case Review**

Thank you for your recent application dated (insert DATE) for an ASB Case Review to be conducted in respect of your anti-social behaviour case.

I can confirm that having considered the details of your case it does meet with the previously determined threshold, and as such the ASB Case Review process has commenced.

Further information will now be sought from relevant partners and other agencies in regard to their involvement in your case to enable us to undertake a full review. It may be necessary for us to contact you again in order to clarify information or obtain further details.

An ASB Case Review Panel Meeting will be scheduled to review the information where representatives from agencies or partners that have been involved in your case will be present, in order to discuss the case fully. The purpose of this meeting is to also identify any further actions that can be taken, if deemed necessary, to ensure that a resolution is reached for you.

Once this has been completed you will receive a letter advising you of the outcome of the review along with details of any recommendations that have been made. It is anticipated that the review process will take 40 working days in total, although in more complex cases this may be longer, in which circumstances you will be notified. I enclose an ASB Case Review Process Chart for your information

In the meantime if you have any further queries please do not hesitate to contact Daniel Cannon, Community Safety Assistant direct on 01277 312692.

If you wish to report any further incidents of Anti-Social Behaviour these can be reported by either contacting Essex Police on 101 or Brentwood Borough Council Community Safety team on 01277 312695 or 312644, in an emergency always dial 999.

Yours sincerely

Tracey Lilley
Community Safety Manager

REVIEW PANEL OUTCOME LETTER – FURTHER ACTION

Dear

**ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014
Anti-Social Behaviour (ASB) Case Review**

I refer to my previous correspondence confirming to you that your ASB case had met the threshold to activate the ASB Case Review Process.

I write to advise you that details of your case were reviewed by the ASB Case Review Panel at the meeting held on (insert DATE), resulting in the following action plan being agreed by the agencies involved:

- insert DETAILS here -

You will soon be contacted directly by the agencies responsible for delivering the action plan to provide you with an update on progress and reassurance that activity is taking place with a view to bringing this matter to a resolution.

This review will be concluded once the action plan has been fully implemented and in doing so it is hoped that this will bring a positive resolution to the anti-social behaviour you have been experiencing.

I trust this clarifies the situation, however, should you have any further queries please do not hesitate to contact me directly on 01277 312644.

If you wish to report any further incidents of Anti-Social Behaviour these can be reported by either contacting Essex Police on 101 or Brentwood Borough Council Community Safety team on 01277 312692 or 312644, in an emergency always dial 999.

Yours sincerely

Tracey Lilley
Community Safety Manager

REVIEW PANEL OUTCOME LETTER – NO FURTHER ACTION

Dear

**ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014
Anti-Social Behaviour (ASB) Case Review**

I refer to my previous correspondence confirming to you that your ASB case had met the threshold to activate the ASB Case Review Process.

I write to advise you that details of your case were reviewed by the ASB Case Review Panel at their meeting held on (insert DATE) XXX. Having reviewed all of the information available to the Panel it was felt that relevant agencies had taken appropriate action to resolve the anti-social behaviour you were experiencing as follows:

- provide a brief overview of action taken –

The Review Panel have therefore concluded that no further action would be taken in relation to this case.

I trust this clarifies the situation, however, should you have any further queries please do not hesitate to contact me directly on 01277 312644.

If you are dissatisfied with this outcome you have the right to appeal to the Chair of the Community Safety Partnership Chief Inspector Denise Morrissey, within 21 days of the date of this letter. A FAQ sheet is included with this letter.

If you wish to report any further incidents of Anti-Social Behaviour these can be reported by either contacting Essex Police on 101 or Brentwood Borough Council Community Safety team on 01277 312692 or 312644, in an emergency always dial 999.

Yours sincerely

Tracey Lilley
Community Safety Manager

APPEAL LETTER TO PCC

Dear Mr Alston,

**ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014
Anti-social Behaviour (ASB) Case Review – Notification of Appeal**

I write with reference to the above and to advise you that Brentwood Borough Council received a request from insert (NAME, ADDRESS) for their ASB case to be reviewed. This request was received on (insert DATE) .

Having considered the details of the case it was felt that the request did not meet the threshold to commence an ASB Case Review for the following reasons:

- Outline reasons here –

Unfortunately, insert (NAME) was dissatisfied with the response and as such wishes to appeal against this decision.

As the Chair of Safer Brentwood Community Safety Partnership I will review this decision and notify you in due course of the outcome.

Should you have any further queries please do not hesitate to contact me directly on insert (TELEPHONE NO.) XXXXX.

Yours sincerely

Chief Inspector Denise Morrissey
Chair
Safer Brentwood
Community Safety Partnership

SAMPLE ONLINE APPLICATION FOR ASB CASE REVIEW

Anti-Social Behaviour Case Review

- You (or a person you are acting on behalf of) have complained to the Council, Essex Police and/or housing provider **THREE** times about **SEPARATE** incidents of anti-social behaviour within one month of the alleged behaviour; and
- The application to use the ASB Case Review is made within six months of the report of the anti-social behaviour

OR

- You (or a person you are acting on behalf of) have complained to the Council, Essex Police and/or housing provider about an incident of Hate Crime within one month of the alleged behaviour; and
- The application to use the ASB Case Review is made within six months of the report.

Form fields marked with an asterisk (*) are mandatory.

Reason for ASB Case Review

Having read the threshold above please confirm if your request for an ASB Case Review relates to incidents anti-social behaviour or Hate Crime?

Yes

No

If the person clicks No then a message comes up saying something like: **The ASB Case Review process is only to be used for those seeking a review of their case relating to ASB or Hate Crime. Therefore we are unable to process your request**

Information Sharing Agreement

In order for agencies to consider your application for an ASB Case Review it will be necessary for Brentwood Borough Council to request information from Housing Providers, external agencies and partners and for them to share information with each other.

Please tick the box below to confirm that you authorise Brentwood Borough Council to obtain and share information in respect of your case.

1. Reporting information

What are you requesting a review for?

Anti-Social Behaviour **Hate Crime**

(once this selection is made the complainant will then be taken the form will be adjusted accordingly, as highlighted)

Which dates did you report these incidents?

Incident 1

Day Month Year

Incident 2

Day Month Year

only one date will appear

(if hate crime selected)

Incident 3

Day Month Year

Who have you reported this issue to?

<input type="checkbox"/> Police	<input type="checkbox"/> Environmental Health
<input type="checkbox"/> Housing Provider	<input type="checkbox"/> School
<input type="checkbox"/> Community Safety	<input type="checkbox"/> Social Services
<input type="checkbox"/> CMHT	<input type="checkbox"/> GP
<input type="checkbox"/> Voluntary Agencies	<input type="checkbox"/> Other (please specify)

(Once selection made a drop down box will appear asking for further details such as contact name, organisation, ref numbers etc)

Do you believe the incident occurred because of any of the following?

(only to be ask for Hate Crime report)

<input type="checkbox"/> a. Ethnicity	<input type="checkbox"/> d. Sexual orientation
<input type="checkbox"/> b. Religion or Faith	<input type="checkbox"/> e. Being transgender
<input type="checkbox"/> c. Disability	<input type="checkbox"/> f. None of the above

2. About the incident

Does the issue affect more than one household or business?

Yes

No

Where did the incident/s happen? Please include street name and postcode

Who was involved and their role (victim or perpetrator)?

What happened?

Did anyone else witness the incident/s? If so please provide their details

Please use the box below to highlight how this has affected you

Has previous action been taken?

- a. Yes
- b. No

If YES please provide details below:

3. About you

Please provide your details so that we can contact you. If you are completing this form on behalf of a friend/relative/client of your service, please provide details of the person affected by this situation. We will use this to ask you any further questions or provide feedback on your referral if necessary.

Name	
Address (including postcode)	
Home phone number	
Mobile phone number	
Email address	

Which of following best describes your current living arrangements?

<input type="checkbox"/> Council Tenant	<input type="checkbox"/> Owner occupier
<input type="checkbox"/> Leaseholder	<input type="checkbox"/> Housing Association
<input type="checkbox"/> Private Tenant	<input type="checkbox"/> Other

--

Equalities monitoring (optional questions)

Gender

<input type="checkbox"/> Male
<input type="checkbox"/> Female
<input type="checkbox"/> Transgender

Age

--

Sexual Orientation

- Heterosexual
- Homosexual
- Bisexual
- Other – Please state below

--

Religion – Please State

--

Please give details of any disability

--

Ethnicity – Please State

--

Keeping you informed

We will keep you informed about the progress of your referral.

We will acknowledge receipt of your request for an ASB Case Review within 3 working days.

We will carry out an initial assessment within 10 working days from receipt of your request and will you will be notified whether your case meets the threshold for a full review.

ASB Risk Assessment Matrix

Name:	Address:
Tel No:	
CONSENT TO INFORMATION SHARE	
I consent to agencies obtaining and sharing information as part of the multi-agency work to help and secure my safety and that of my family. Verbal Consent given	
Verbal Consent given	YES/NO Date:
	Officer:
If there are child protection/safeguarding concerns, information will be shared regardless of whether this form is signed.	
SIGNATURE:	
PRINT NAME:	DATE:
History of the ASB	Answers (All Questions have a drop down box with potential answers unless indicated a free txt box)
Apart from on this occasion how often have incidents occur?	
Is this linked to previous incidents?	
Are the incidents happening more often and /or getting worse?	
Do you know the offender/s?	they know each other well
Does the perpetrator/s have a history of intimidation or harassment the complainant	Perpetrator/s have harassed complainant in the past
Have you informed any other agency?	
If yes please provide details	Free text box

Vulnerability	Answers
Which of the following do you think that this incident deliberately targeted. Specify	
Do you feel that this incident is associated with your faith, nationality, ethnicity, sexuality, gender or disability?	
In addition to what has happened, do you feel that there is anything that is increasing you or your households personal risk (e.g. because of personal circumstances)	
How affected do you feel by what has happened?	
Support	
Has your or anyone's health been affected as a result of this and any previous incident?	
Do you have a social worker, health visitor or any other type of professional support? Can we speak to them about this?	
Do you have any friends and family to support you	
Apart from any effect on you, do you think anyone else has been affected by what has happened?	

ANTI-SOCIAL BEHAVIOUR, CRIME AND POLICING ACT 2014

ANTI-SOCIAL BEHAVIOUR (ASB) CASE REVIEW

REQUEST FOR INFORMATION

Brentwood Borough Council has received a request for an ASB Case Review and it has been determined that the case does meet the threshold for a review to be undertaken.

In this respect further information is being sought from your organisation with regard to any involvement you have had in the case. The information provided will enable us to undertake a full review. Agencies have signed up to the Essex Trust Charter and/or local Community Safety Partnership Data Sharing Protocols, therefore, further information sharing agreements are not sought in respect of this request for information.

An ASB Case Review Panel Meeting will be scheduled within the next 10 working days to review information relating to the case, where a representative from your agency/housing providers will be required to attend in order to discuss the case fully. The purpose of this meeting is to also identify any further actions that can be taken to ensure that a resolution is reached where possible.

Name of Person Completing Form		Telephone No.	
Organisation		Email Address	
Name of Applicant/Victim		Contact Details	
Address		Crime or Other Reference No.	

ASB CASE REVIEW (cont)

Date of Incident	Time of Incident	Source of Information	Details of Incident	Response / Outcome	Comments
Complete a separate line for each date if there is more than one that relates to this incident	Complete a separate line if there are various times relating to the incident	Where did you obtain the information (eg records, file notes, crime file system etc.)?	Include the names of other people and/or agencies involved as well as details of the event or incident	What was the outcome/response/action as a result of the incident?	Include any observations you have about the incident or the accuracy of the recordings etc.

Completed forms to be returned to:
Tracey Lilley, Community Safety Manager, Brentwood Borough Council, Town Hall, Ingrave Road, Brentwood, Essex CM15 8AY.

By no later than: (insert date)

Please remember to use secure email accounts when sharing personal information.

ASB CASE REVIEW FREQUENTLY ASKED QUESTIONS

How can I activate an ASB Case Review?

If you have reported ASB to the Council, Police or Registered Housing Provider, 3 or more times in the last six months, or 1 incident of Hate Crime you can activate the ASB Case Review using one of the following methods:

Telephone

Calling – Brentwood Borough Council's Community Safety Team on 01277 312692 or 312644. Staff will be able to assist you in completing the form.

Letter or Email

You can request a copy of the form by emailing or writing to the following:

Daniel Cannon
Community Safety Team
Brentwood Borough Council
Town Hall
Ingrave Road
Brentwood
CM15 8AY

Daniel.cannon@brentwood.gov.uk or tracey.lilley@brentwood.gov.uk

Online

You can complete the ASB Case Review form directly on Brentwood Borough Council's website www.brentwood.gov.uk

Reception

You can visit the Council offices and request a copy of the form. A member of staff will be happy to provide you with assistance in completing this form should this be required.

How do I qualify for the ASB Case Review?

- You (or a person you are acting on behalf of) have complained to the Council, Essex Police and/or housing provider **THREE** times about **SEPARATE** incidents of anti-social behaviour within one month of the alleged behaviour; and
- The application to use the ASB Case Review is made within six months of the report of the anti-social behaviour

OR

- You (or a person you are acting on behalf of) have complained to the Council, Essex Police and/or housing provider about an incident of Hate Crime within one month of the alleged behaviour; and
- The application to use the ASB Case Review is made within six months of the report.

What information will I need to provide?

The form is very detailed and will ask you a series of questions which will enable your request to be assessed. You will need to explain when you reported the ASB and to whom, with dates of incidents, any incident/reference numbers you may have, plus information about the incidents reported. Please make sure you provide as much detail as possible to ensure a full assessment can be undertaken and there are no unnecessary delays.

What can I expect?

Once you have requested a case review to be undertaken, Brentwood Borough Council will ask the agencies involved to provide details of your complaint/s and any actions that they have considered.

Who will decide if the threshold is met?

Brentwood Borough Council will decide as to whether the threshold has been met and will and will notify you of the decision. To provide an additional safeguard agreement has been reached with Epping Forest District Council to conduct mutual peer reviews of requests and actions to ensure impartiality in decision making.

What happens if the threshold is met?

You will receive a letter confirming that the threshold has been met and this will also advise you of the timescales as to when the ASB Case Review will be finalised.

An ASB Case Review Panel Meeting will be held where all agencies/partners that have been involved in the case will be invited to attend. The meeting will establish what action (if any) has been taken so far and the Chair of this meeting may consider that further actions should be considered. These recommendations will be made to the relevant agencies regarding any future actions that must be considered. Written notification will be sent detailing the outcome of the review and any further action that may be required.

What if I am not happy with the decision can I appeal against the decision?

Yes you can appeal the decision and you will need to do this in writing within 21 working days of the receipt of your decision letter.

The letter should be sent to:

Tracey Lilley
Community Safety Manager
Brentwood Borough Council
Town Hall
Ingrave Road
Brentwood
Essex
CM15 8AY

This will then be forwarded to the Chair of the local Community Safety Partnership (CSP) who will review the details of the case and consider if there are any grounds for appeal. The Chair of the CSP will notify the Police & Crime Commissioner (PCC) of the decision.

15 October 2014

Business & Town Centres Committee

Business Directory Update

Report of: *Anne Knight, Economic Development Manager*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

1.1 This report provides an update on the Business Directory project.

2. Recommendation(s)

2.1 **It is recommended that Members agree to support the development of a comprehensive business directory for the Borough.**

3. Introduction and Background

3.1 In order to support businesses and progress the Economic Development (ED) agenda it is important to have a business directory for the borough and to know who our businesses are so that we can engage and communicate with them effectively. The last listing was undertaken as a hard copy directory in 2008 and is out of date.

3.2 Following extensive research on various options for undertaking this work, Pro-actions Ltd were commissioned to compile an online business listing utilising a CRM database to capture the business contact information. Due to budget, it was agreed that half of the borough's businesses (2,500) in the borough as listed by Companies House would be approached for the first part of this work, and the remainder would be completed in 2015/16. The businesses were contacted via telephone to secure the necessary information including key contact person and email address.

3.3 This database can be updated and used as a tool to help manage our relationships with businesses by allowing us to record our discussions and work with them. It will enable better business engagement supporting the Council to communicate business events, training, funding opportunities, advice and initiatives they would be interested in. It will enable us to filter businesses by size, sector and location as required to support the

different ED and Town Centre projects that we wish to deliver. It is a key tool in allowing us to engage with businesses and support them.

- 3.4 Subject to budget, it is proposed that this exercise is repeated in 2015/6 to secure information on the remainder of the businesses in the borough.

4. Issue, Options and Analysis of Options

- 4.1 Significant research was undertaken on the different delivery options to implement this project including the use of other providers e.g. Breeze, Burrows, use of internal revenues and benefits database. After careful consideration and debate it was agreed that Pro-Actions should be commissioned. The cost of the first part of the work (2,500 businesses) is £7,250. The estimated cost for the remainder of the work in 2015/16 is £8,000.

5. Reasons for Recommendation

- 5.1 To ensure a comprehensive business directory for the borough to enable business engagement and to support key initiatives within the ED Strategy.

6. Consultation

- 6.1 This is a key project within the Draft ED Strategy Action Plan which has successfully undergone public consultation.

7. References to Corporate Plan

- 7.1 Economic Development is a key priority to support the delivery of the Corporate Plan priorities of sustainable economic development, promoting a mixed economic base across the Borough, maximising opportunities for retail and a balance night time economy. This includes:
- Facilitating the creation of new businesses
 - Assisting in the provision of advice and guidance for local businesses
 - Working in partnership with the business community and support agencies
 - Seeking inward investment into the Borough
 - Assisting the SE LEP and Heart of Essex Partnership to secure projects and funding to benefit the Brentwood economy

8. Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive

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

- 8.1 The cost of completing the first part of the development of the business directory in 2014/15 is £7,250 which has been met from the 2014/15 ED budget and the cost for completing the directory from the 2015/16 ED budget is estimated to be £8,000.

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer

Tel & Email 01277 312774; 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

- 9.1 None

10. Appendices to this report

- 10.1 None

Report Author Contact Details:

Name: Anne Knight

Telephone: 01277312607

E-mail: anne.knight@brentwood.gov.uk

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15 October 2014

Business & Town Centres Committee

Brentwood Business Advice and Funding Event

Report of: *Anne Knight, Economic Development Manager*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 This report provides an update on the Brentwood Business Advice and Funding Event.

2. Recommendation(s)

- 2.1 **It is recommended that members agree to support the Brentwood Business Advice and Funding Event and promote it to maximise attendance by businesses.**

3. Introduction and Background

- 3.1 Brentwood Borough Council are jointly developing and hosting a business advice and funding event with Invest Essex's Innovation Team on the 29 October 2014, 2-6pm at Hutton Poplar Hall.
- 3.2 The event will see up to 16 providers of business advice, funding and support exhibit and present their services in a "market place" style arena, where businesses will be able to find out about what is on offer, receive advice, consult with providers and network.
- 3.3 The range of exhibitors invited includes Innovation Growth Team, Funding & Investment Team Essex County Council, Invest Essex, University of Essex, Anglian Ruskin University, NWES, MAS, Growth Accelerator, Low Carbon Business, Essex Skills Team, UKTI, Start-Up Loans, Brentwood Chamber of Commerce, FSB, local banks.
- 3.4 The event is free and businesses have the option of attending one of two sessions (2-4pm or 4-6pm) and can register using the following link <http://www.investessex.co.uk/events/access-to-finance-roadshow-brentwood/>

- 3.5 Where appropriate there will be opportunity for business to have one-to-one sessions with the exhibitors to find out more about the advice and grants on offer.
- 3.6 There is a joint campaign to promote the event to maximise business attendance, including PR, twitter, websites. Business forum, Council Members and Parish Council Clerks have also been asked to help promote the event. The new business directory will be utilised to issue invitations to businesses.
- 3.7 The event will be evaluated and an update provided to Committee, in order to consider having an annual or bi-annual event in the future.

4. Issue, Options and Analysis of Options

- 4.1 Different options for delivering this event were considered, but to ensure a strategic approach, minimise resource implications and strengthen partnership relations, the opportunity to deliver this event with the innovation team at Invest Essex has been pursued.

5. Reasons for Recommendation

- 5.1 The Brentwood Business Event will provide coordinated advice on support and funding available to businesses as well as create effective opportunity for business engagement and networking. It supports the delivery of the Economic Development Strategy.

6. Consultation

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

7. References to Corporate Plan

- 7.1 Economic Development is a key priority to support the delivery of the Corporate Plan priorities of sustainable economic development, promoting a mixed economic base across the Borough, maximising opportunities for retail and a balance night time economy. This includes:
- Facilitating the creation of new businesses
 - Assisting in the provision of advice and guidance for local businesses

- Working in partnership with the business community and support agencies
- Seeking inward investment into the Borough
- Assisting the SE LEP and Heart of Essex Partnership to secure projects and funding to benefit the Brentwood economy

8. Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive

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

- 8.1 The event is estimated to require up to £2,000 of the ED budget to pay for the venue, set-up, refreshments and Brentwood business banner, subject to numbers attending. However Invest Essex has also indicated they may be able to provide some financial support and we are awaiting final confirmation of this amount. Invest Essex are providing the resource to undertake the PR and administration/registration for this event.

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer

Tel & Email 01277 312774; 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

- 10.1 None

Report Author Contact Details:

Name: Anne Knight

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E-mail: anne.knight@brentwood.gov.uk

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15 October 2014

Business and Town Centres Committee

Brentwood Borough Renaissance Group Workplan Update

Report of: *Elaine Richardson, Town Centre Development Co-ordinator*

Wards Affected: *All*

This report is: *Public document*

1. Executive Summary

- 1.1 This report provides an update on the Brentwood Borough Renaissance Group 2014/15 Workplan and Budget following agreement of the Annual Workplan at the Business and Town Centres Committee 16 July 2014.

2. Recommendation that Members:-

- 2.1 Agree the updated Brentwood Borough Renaissance Group 2014/15 Workplan (Appendix A) and note the progress made on projects.**

3. Introduction and Background

- 3.1 This report provides an update on Brentwood Borough Renaissance Group (BB Renaissance Group) projects and budget as outlined in the updated 2014/15 Workplan.
- 3.2 As agreed in the new Terms of Reference, the Traders Group was merged into the BB Renaissance Group by appointing Business Trade Clusters and representatives to deal with matters and issues at a local trade level and for their representatives to attend BB Renaissance Group meetings. This will address the declining engagement with traders and their input into Renaissance Group projects and decision making. The new Business Trade Clusters provides greater representation and access to bid funding for traders in all retail sectors of the Borough.

- 3.3 The following Cluster Group areas have been identified and are in the process of being formed:-
- i. Crown St./Roper's Yard, Brentwood (formed and up and running);
 - ii. Ongar Road (formed and up and running);
 - iii. Brentwood Town Centre – West End (not yet formed);
 - iv. Brentwood Town Centre – East End (under formation);
 - v. Brentwood Town Centre – Pubs and Clubs (talks underway);
 - vi. Kings Rd., Brentwood (not yet formed);
 - vii. Warley Hill Brentwood (not yet formed);
 - viii. Pilgrims Hatch (under formation);
 - ix. Shenfield (formed and up and running);
 - x. Ingatestone (under formation)

3.4 BB Renaissance Group is looking to deal with financial bids at cluster level, as well as centrally for Borough wide projects. Cluster bids from Ongar Road and Crown Street have already been received and approved by BB Renaissance Group for Small Business Saturday and Crown Street Market. Cluster groups are also responsible for populating and updating its part of the new Renaissance Group website, going live in October. Project updates are as follows:-

3.5 **Public Realm**

An estimate of £9,000 has been obtained to update, improve and refurbish the directional finger post signs and noticeboards in Brentwood Town Centre to make it a more welcoming, attractive and easy to navigate environment for residents and visitors. Some cleaning and maintenance of noticeboards, bins and areas that have grown into disrepair have also been reviewed by the Head of Street Scene who is arranging for the Neighbourhood Action Teams and Essex Rangers to help with these.

The proposed new and improved signage to the Multi Storey Car Park has been put on hold by Essex Highways due to the large number of new signage projects already being undertaken.

3.6 **Medieval Market Charters**

A reduced estimate of £3,900 was obtained for the calligraphy and presentation of the translated charters, and materials used, for permanent display at the Town Hall. There has now been agreement for costs to be split between Renaissance Group bid funding, the Chamber of Commerce and private business sponsorship.

3.7 **Crown Street Community Market**

Bid funding of £2,000 was given to Crown Street as part payment of 8 smart and uniformed gazebos to offer a weekly Saturday Crown Street

Community Market, operated by McCarthy's, which will complement the High Street Market. Markets have been trialled in Crown Street previously at events such as Independents Day and Lighting Up, however trade remains challenging for retailers and a regular market for local producers and crafters will improve footfall and trade and provide employment for local people unable to afford shop rents and rates.

As the market is planned to be weekly and regarded as permanent, it is therefore subject to planning permission. The market may be run on 28 occasions before this is required, i.e. on each Saturday for over 6 months, by which time planning permission will have been applied for and obtained. Permissions for market usage in the pedestrianised area are also being sought from Essex Highways.

3.8 Events

Bid fund applications are already being received for promotional activities and entertainment in the Borough to support Small Business Saturday on 6 December and more will be encouraged as the Business Trade Clusters continue to be formed.

A revised bid is also expected to support the Shenfield Christmas Lighting Up Event and a new bid for Ingatestone Christmas Victorian Evening now being organised by local traders and businesses, led by the Ingatestone and Fryerning Business Club, as the Parish Council are no longer arranging the event.

3.9 Business Support

The group is funding the venue and promotional costs for three business support workshops at Merrymeade House, supplied by Pro-actions Business Improvement Specialists. The first topic is Marketing for Growth and an Introduction to Social Media on 11 November, followed by Business Planning and finally How to Move Your Business to the Next Stage in early 2015. This is being promoted widely including through the new Business Directory contacts.

4 Issue, Options and Analysis of Options

- 4.1 An updated bid form was agreed at the Business and Town Centres Committee 16 July 2014 to meet the increased scrutiny and accountability of funding. This requires the applicant to demonstrate how the project for which funding is requested will meet the Corporate Priorities and provides accountable project leaders and is now being used successfully to submit bid funding applications by the new Cluster Groups.
- 4.2 In addition to the budget for 2014/15 of £30,000, the Council resources the delivery and support for this plan.

4.3 Current Budgetary Position

Final allocation of the remaining £57,849 balance for 2014/15 will be carried out shortly as bids continue to be submitted and evaluated for agreement by Renaissance Group.

A budget bid for 2015/16 has been submitted to the Council by the BB Renaissance Group Chair as requested at the Business and Town Centres Committee Meeting 16 July 2014.

5 Reasons for Recommendation

5.1 To update the Committee on progress of the BB Renaissance Group Workplan and budget to provide greater transparency, access and accountability for the Group.

6 Consultation

6.1 The revised BB Renaissance Group Terms of Reference and Workplan were discussed and agreed at the Business and Town Centres Committee 16 July 2014.

6.2 All bid funds will undergo appropriate scrutiny and accountability and require approval by the majority of 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 Priorities

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: Jo-Anne Ireland, Acting Chief Executive

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

8.1 Brentwood Borough Council has funded the Renaissance Group £30,000 (revenue) for 2014/15.

8.2 The Town Centre Development Coordinator is the lead officer who supports the Brentwood Borough Renaissance Group

Legal Implications

Name & Title: Chris Potter, Monitoring Officer

Tel & Email 01277 312860; christopher.potter@brentwood.gov.uk

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 A - Workplan 2014/15

Report Author Contact Details:

Name: Elaine Richardson

Telephone: 01277 312515

E-mail: elaine.richardson@brentwood.gov.uk

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Appendix A

RENAISSANCE GROUP WORKPLAN 2014/15		Status	Revenue £	Capital £	Total £
Total Spend 2013/14			12,977	1,672	14,649
Balance brought forward from 2013/14			20,322	50,960	71,282
BBC Contribution for 2014/15			30,000		30,000
Revenue contribution to Economic Development			-5,000		-5,000
Total budget for 2014/15			45,322	50,960	96,282
Projected/ Committed Spend 2014/15					
New Finger Post sign to Ingatestone town Centre/shops		Pending response from Ingatestone PC		1,000	1,000
New/amended/maintenance of finger post signs & noticeboards Brentwood Town Centre		Bid application in progress based on MLS quote		9,000	9,000
New and improved signage to Multi Storey Car Park		Pending ECC estimate of works		9,000	9,000
Translation calligraphy and presentation of medieval market charter		Approved subject to part payment from sponsorship and CC	3,900		3,900
Marketing support/refreshments/guest speaker for Brand Brentwood VE Workshop 8.4.14		Complete	425		425
New Renaissance Group Website set up, Twitter and Content Management and loading costs		Approved subject to contract with Local by Social	2,315		2,315
Crown Street Saturday Market support for part purchase of new stalls		Approved bid application		2,000	2,000
Love Your Local Market promotional support	24.5.14	Complete	81		81
Independents Day promotional support	4/5.7.14	Complete	1,162		1,162
Small Business Saturday promotional support	7.12.13	Complete -Late payment from 2013	750		750
Small Business Saturday promotional support	6.12.14	Approved subject to bid applications	4,000		4,000
Pro-Action Business Support Workshop facilitation	from 1.11.14	Estimates for venue and promotional support for 3 free Business Skills Workshops	500		500
Crown St Christmas Lighting Up Event		Approved	500		500
Shenfield Christmas Lighting Up Event		Estimate waiting a revised bid		1,800	1,800
Ingatestone Christmas Victorian Evening		Estimate waiting a bid application	2,000		2,000
Total committed/projected 2014/5			15,633	22,800	38,433
Unallocated 2014/5			29,689	28,160	57,849

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15 October 2014

Business & Town Centres Committee

Brentwood Schools Careers Fair

Report of: *Anne Knight, Economic Development Manager*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

1.1 This report provides an update on the Brentwood Schools Careers Fair.

2. Recommendation(s)

2.1 **To support the principle of developing the Brentwood Schools Careers Fair subject to delivery by Brentwood Learning Partnership.**

2.2 **To agree an estimated ED budget contribution of £1,500 subject to the event taking place.**

3. Introduction and Background

3.1 Meetings have been held with the Youth Strategy Group and Brentwood Learning Partnership to discuss Brentwood Borough Council's support for a Schools Careers Fair to be held in February 2015.

3.2 This event has traditionally been organised annually by the Brentwood Learning Partnership. An application for a Brentwood Council Community Grant (£3,500) is being submitted by Brentwood Learning Partnership to request support for the event in 2015 and discussions are underway with regards to increasing the employer and business engagement at the event and helping to promote it.

3.3 In particular we are keen to work with Brentwood Learning Partnership to link in/engage the key business forums and business advice partners to shape the format of the event, focusing it on skills and employability and promoting/brokering the current and future employment and career opportunities within the businesses and industries of Brentwood. It is proposed that if the event goes ahead that £1,500 of the ED budget is earmarked to support this element of the project.

3.4 Suggested businesses and partners that we propose to engage are:

- Brentwood for Growth members
- Brentwood Chamber of Commerce (members, covering types of careers, mentoring, placements, job opportunities)
- FSB (members and covering types of careers, mentoring, placements, job opportunities)
- Renaissance Group members and Cluster Group members (placements, job opportunities)
- Peter Jones Academy via Havering College (BTEC in Entrepreneurship)
- Havering College, Epping College (Apprenticeships)
- Essex County Council Skills Team – Apprenticeships, STEM, Digital Skills etc
- Job centre+ (skills for employability, career and job opportunities)
- Start-up loans (for pre-start businesses)
- Princes Trust
- Anglia Ruskin University
- University of Essex

3.5 Any partners secured will be asked to provide exhibition stands, literature on their services, one to one advice and support sessions (to be booked), and be as interactive as possible. The aim is for businesses to promote the different career paths and opportunities in their organizations by having hands-on exhibits and demonstration projects. Businesses will be asked to advertise their current and future vacancies and attendees encouraged to submit CV/application forms. Training providers will be encouraged to provide taster modules of their courses in break out sessions which would be advertised and booked in advance

3.6 Further development work is required for this event and an update on progress will be provided at the next Committee meeting.

4. Issue, Options and Analysis of Options

4.1 Different options for delivering this event will be considered, but to ensure a strategic approach and build on good practice, the preferred option is to work with Brentwood Learning Partnership to lead the organisation of this event given their successful four year track record.

5. Reasons for Recommendation

- 5.1 The Brentwood Schools Careers Fair will help provide coordinated careers, jobs and training advice for young people, and support the skills and employability priority of the Economic Development Strategy.

6. Consultation

- 6.1 This project supports the delivery of the Draft ED Strategy which has successfully undergone public consultation.
- 6.2 Key partners and business groups are being consulted and engaged with project development.

7. References to Corporate Plan

- 7.1 Economic Development is a key priority to support the delivery of the Corporate Plan priorities of sustainable economic development, promoting a mixed economic base across the Borough, maximising opportunities for retail and a balance night time economy. This includes:
- Facilitating the creation of new businesses
 - Assisting in the provision of advice and guidance for local businesses
 - Working in partnership with the business community and support agencies
 - Seeking inward investment into the Borough
 - Assisting the SE LEP and Heart of Essex Partnership to secure projects and funding to benefit the Brentwood economy

8. Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive

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

- 8.1 It is estimated that the event will cost in the region of £9,000-£12,000.
- 8.2 It is proposed that £1,500 is earmarked from the ED budget in particular to ensuring and supporting effective businesses engagement.
- 8.3 Brentwood Learning Partnership will need to seek the remainder of the budget required from other sources, including County Council and a bid to the Brentwood BC Community Grant Fund.

8.4 In order to minimise overall budget costs, the Chairman of the Committee is liaising with the Brentwood Centre to negotiate a reduced rate.

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer

Tel & Email 01277 312774; Christopher.potter@brentwood.gov.uk

8.5 None

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

8.6 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

10.1 None

Report Author Contact Details:

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15 October 2014

Business & Town Centres Committee

Council Apprenticeships Scheme

Report of: *Anne Knight, Economic Development Manager*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 This report provides an update on the research undertaken in relation to the proposal for an Apprenticeships scheme for Brentwood Council.

2. Recommendation(s)

- 2.1 **To note the research undertaken to date to investigate the proposal for an Apprenticeship scheme for the Council.**
- 2.2 **To agree to support the proposal in principle for four apprenticeships within the Council subject to the additional resources (£83,000) being agreed as part of the 2015/16 budget setting process.**

3. Introduction and Background

- 3.1 Research has been undertaken to identify possible apprenticeship opportunities that can be offered within Brentwood Borough Council. Currently there are two apprentices – within the ICT team and in the finance team.
- 3.2 The following additional requests for apprentices have been identified by the Senior Management Team:
- Cross service software development/maintenance/system administration apprentice in Revenues and Benefits
 - Democratic Services apprentice
 - Licensing Admin Assistant, processing licensing applications and customer contact

- Environmental Health Admin Assistant, processing service requests, data input/retrieval and customer contact
- Community Services Assistant, Planning, co-ordinating and assisting with events
- Community Safety Assistant, assisting with community safety events and partnership co-ordination/communication
- Economic Development –organization of events, survey work/research, administration, business directory and IT work, general office duties

3.3 Quotes for the costs of employing these apprentices are now being obtained from various providers to be considered accordingly by the Acting CEO and members to agree next steps.

3.4 Initial indications are that with on-costs the average cost of employing each apprentice per year is £20,000.

3.5 Depending on the provider, an additional budget of between £300-£1,200 per apprentice would be required to cover training and recruitment/placement costs.

4. Issue, Options and Analysis of Options

4.1 Different training providers are being investigated who could help us recruit and place apprentices within the Council e.g. Havering College, Adult Community Learning, Epping College. The JobCentre+ have also been approached but do not offer apprenticeships but only work based learning for a few weeks for those not in full time employment, education or training (NEET).

4.2 Subject to initial budget agreement it is proposed that we would interview and procure the most appropriate provider, although for partnership relations it may be preferable to work with Havering College as our most local provider.

5. Reasons for Recommendation

5.1 The Apprenticeship scheme will help provide necessary resource for the Council utilising a value for money approach, and showcase us as a leader in supporting the employability and skills agenda, offering young people opportunities in local government.

6. Consultation

- 6.1 This project supports the delivery of the skills and employability theme of the Draft ED Strategy which has successfully undergone public consultation.

7. References to Corporate Plan

- 7.1 Economic Development is a key priority to support the delivery of the Corporate Plan priorities of sustainable economic development, promoting a mixed economic base across the Borough, maximising opportunities for retail and a balance night time economy. This includes:
- Facilitating the creation of new businesses
 - Assisting in the provision of advice and guidance for local businesses
 - Working in partnership with the business community and support agencies
 - Seeking inward investment into the Borough
 - Assisting the SE LEP and Heart of Essex Partnership to secure projects and funding to benefit the Brentwood economy

8. Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive

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

- 8.1 It is estimated that four apprentices will cost in the region of £83,000 which includes salary, on-costs plus between an average of £750 per apprentice for training, recruitment and placements costs of the training provider.
- 8.2 Since there is no existing budget provision for this, the final decision will need to be deferred to Council in March 2015 to be considered as part of the budget setting process.

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer

Tel & Email 01277 312774; Christopher.potter@brentwood.gov.uk

None

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

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

10.1 None

Report Author Contact Details:

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15 October 2014

Business and Town Centres Committee

Alternative Markets for Brentwood

Report of: *Elaine Richardson, Town Centre Development Co-ordinator*

Wards Affected: *All*

This report is: *Public document*

1. Executive Summary

- 1.1 To provide Members with an update on research into the provision of new types of market for Brentwood which would enhance the Borough's attractions, including a night time market, teenage market and continental style or Christmas market. This was requested by Members at the Business and Town Centres Committee held on 16 July 2014.

2. Recommendations

Members agree to:-

- 2.1 **Support the introduction of Teenage Markets.**
- 2.2 **Recommend to Licensing Committee a concessionary license fee for teenage market stalls of £5.00 and to review after the market has been in operation for a period of nine months.**
- 2.3 **Support the introduction of an Evening Market linked to night time economy promotional events.**
- 2.4 **Investigate holding a German/Continental style Christmas market for 2015.**

3. Introduction and Background

- 3.1 A two year license for Essex Farmers Market to operate a weekly Friday and Saturday Market in Brentwood High Street was agreed at the Business and Town Centres Committee 16 July 2014. The new Friday Market starts on 3rd October, with supporting publicity, and there is strong demand for stalls on this weekday.

- 3.2 The Crown Street Business Trade Cluster is also planning a weekly Saturday Crown Street Community Market from October, with 8 stalls, including some shared stalls, operated by McCarthy's Country Store Markets. This will focus on local crafts and produce to complement the High Street Market. Stalls will be set up in the pedestrianised area of Crown Street which will help support local shops and increase footfall in the locality and Town Centre generally. The market may be run on 28 days as a trial period, i.e. for over 6 months, by when planning permission will have been applied for and obtained. Permissions for market usage in the pedestrianised area are also being sought from Essex Highways.
- 3.3 Developing new niche market offerings would further benefit Brentwood with a likely increase in footfall to the permanent shops in the town and the interest that this would create, all helping to complement existing retailers and businesses. The Portas Review also supported street markets to help maintain a healthy shopping hub and provide a valuable addition to the local economy, with benefits including:
- Supporting the local economy, businesses and retailers by increasing footfall
 - Attracting new visitors, local residents and shoppers
 - Providing a trading opportunity for small local producers and crafts people
 - Complementing existing retailers and businesses by providing a diverse and original product offer
 - Creating an attractive, colourful and welcoming atmosphere for customers

Teenage Markets

- 3.4 Teenage Markets were created by teenage brothers in their hometown of Stockport in 2012 and became an instant hit with young people in the North West. The event quickly gained widespread media attention and received online backing and support from Mary Portas, who described the Teenage Market as 'game-changing'. They aim to attract visitors, develop skills, invest in new talent and create a new local economy, as well as making use of markets' role as a hub to promote strong, safe and prosperous communities.
- 3.5 As well as a retail offer, the markets include a performance element, giving a much needed platform for young people to showcase their unique skills and talents in areas like comedy, dance, drama and music. By

offering a free platform to specialist areas like catering, hairdressing, art, music and fashion, as well as young enterprise and fundraising schemes, students can gain valuable hands-on experience for their future careers.

- 3.6 Teenage markets tend to operate with the following trader categories: Art; Crafts and Stationery; Fashion; Food and Drink; Illustration and Design; Jewellery; Photography; T-shirts; Textiles and Vintage.
- 3.7 This fusion of creative retail and live performance creates a thriving, bustling marketplace which will act as a catalyst to attract a new generation of shoppers and visitors to the town centre.
- 3.8 Teenage markets currently operate in 8 towns and cities, plus London, including Croydon, Kettering, Middleton, Salisbury, Stockport, Sutton, Trowbridge and Wolverhampton. The aim is to spread the markets nationally.
- 3.9 Essex Farmers Markets have agreed to operate the market in the High Street or Crown Street. They are looking to trial the market on a Sunday in the pre-Christmas period after obtaining sufficient interest and commitment. They will be approaching local schools, colleges, universities, clubs and groups to offer students a chance to engage directly with their town centre. They have hosted a stall from Shenfield School on the High Street Market in previous Christmases, so have already established a relationship with the school.
- 3.10 The current license fee for a market stall is £20 per day. To facilitate the launch of this enterprise for young people, Members may wish to consider a reduced concessionary rate initially of £5 per stall. This has been reflected within the recommendations.

Evening Markets

- 3.11 These need further research as very few seem to operate other than in market towns such as Leamington Spa, which have a dedicated Market Square.
- 3.12 Discussions have, however, taken place with Crown Street, who would be the best location to host an evening market and are happy to support this. They have proposed an afternoon into evening market on a Thursday when they could ask their shops to open late, as they have previously done at Christmas.

- 3.13 An evening market in Crown Street could also be used to support an Alive After 5 evening event, tied in with supporting the night time economy and the quiet period between about 5pm and 8pm, after the shops shut.

Christmas and Continental Markets

- 3.14 Essex Farmers Markets are exploring several options as follows:-
- Approaching German style Christmas Market Operators with a view to a High Street Market for Christmas 2015, as early booking is required
 - Approaching continental style market operators e.g. French or Italian to supply a High Street Market at Christmas or other times of year. These are usually over three days, Friday to Sunday and would need to remove their stalls overnight. Additional space may be needed at the Bay Tree Centre
 - Adding additional Christmas Craft type stalls to the Friday and Saturday market, to give it more of a Christmas theme (Crown Street plan to open their Community Market daily in the week before Christmas)

4. Issue, Options and Analysis of Options

Teenage Markets

- 4.1 The Teenage Market organisation requests a license payment to run markets and benefit from their services, costing £750 for one year or £1,000 for two years, which provides the following:-
- A dedicated page on their website, which can be personalised for every event run
 - Access to an online portal to facilitate the process of creating, managing and promoting the market
 - Access to a comprehensive toolkit which shares advice and guidance
 - Access to a wide range of marketing templates, including their vibrant trademark branding
 - A national database of traders, performers and operators

Essex Farmers Markets are to contact Teenage Markets to establish the value and necessity of the license fee and whether, if needed, this could be solely or jointly funded with Renaissance Group.

- 4.2 There is limited public space for a performance area on the High Street and this may need to take place by the chapel ruins, with their permissions.

Night Time Markets

- 4.3 Brentwood's Market operators who were consulted on this type of market expressed a preference for this to be a food market, finish by 8pm and offer some form of entertainment. Evening markets would also support Brentwood's Night Time Economy and may encourage retailers to extend their opening hours to coincide with this.

Christmas Markets

- 4.4 This could prove difficult on the High Street with a limited number of 23 stalls available and the possible need to leave the stalls out overnight for up to about a week. These markets would also be subject to the same license fees.
- 4.5 Essex Farmers Market did not feel they could provide additional days at this time of year when all such stallholders are tied into their existing operation, but the Bay Tree Centre could be considered.
- 4.6 Christmas and continental style markets are better suited to a larger public area, which would have to be explored, perhaps as part of the William Hunter Way Development.

5 Reasons for Recommendation

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

6 Consultation

- 6.1 Discussions have taken place with Essex Farmers Markets, McCarthy's Country Store Markets and the Crown Street Cluster Group.
- 6.2 This project helps the delivery of supporting the local economy, businesses and retailers by increasing footfall. The markets will also attract new visitors, local residents and shoppers, provide a trading opportunity for small local producers and crafts people and for young people in the case of the Teenage Markets. Markets also create an attractive, colourful and welcoming atmosphere for customers.

7 References to Corporate Priorities

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

8 Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive.

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

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

Legal Implications

Name & Title: Chris Potter, Monitoring Officer

Tel & Email 01277 312860; christopher.potter@brentwood.gov.uk

- 8.2 Any market operator will need to adhere to the Street & Market Trading Policy.

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

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

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

None

10 Appendices to this report

None

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15 October 2014

Business & Town Centres Committee

Visitor Website

Report of: *Anne Knight, Economic Development Manager*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 This report provides an update on the research undertaken in relation to procuring, launching and promoting a new visitor website for Brentwood Borough.

2. Recommendation(s)

- 2.1 **To support the proposal to commission and implement the visitor website, subject to future resourcing for the on-going promotion and servicing of this website being resolved.**
- 2.2 **To agree that the final decision with regards to how this project is progressed will be determined by Council in March 2015 as part of the budget setting exercise.**

3. Introduction and Background

- 3.1 Following the successful workshop in March 2014 with Visit Essex and local businesses and partners, it has become evident there is a clear need for a better coordinated marketing of the visitor offer for the Borough and that a visitor website would be a powerful tool to enable this.
- 3.2 Various options and external proposals have been investigated and considered as well as the option of developing the site on the existing Council's website. However the latter is not possible due to ICT capacity and compatibility issues.
- 3.3 A proposal from Partners by Design was presented on the 11 September 2014 to the Chairman, Acting Chief Executive, Officers and the Visit Essex Chief Executive. This was well received and Partners by Design is the preferred delivery option.

- 3.4 This project would develop a bespoke visitor website for the Borough including the opportunity for businesses to be listed and advertised either free of charge or for a small fee. It would include information on key attractions, accommodation, events, transport links, location, where to eat, shop and enjoy leisure pursuits. It would have effective links to the Visit Essex and Borough Council websites. It would provide an effective and user friendly platform from which to promote the boroughs visitor offer, promote businesses and attract increased visitor spend and income.
- 3.5 The procurement of the website would be £6,000 (one-off cost), plus £195 for a refreshed Love Brentwood branding. If Partners by Design provide the editorial and maintenance support in the first year this would be £1,995.
- 3.6 The website will need to be launched effectively and promoted to ensure businesses register to it, to raise awareness amongst the visitor market and that it is used. It is recommended therefore that a number of marketing tools are procured from Partners by Design to assist with this and this would cost up to an additional £2,000 dependent on the tools agreed.
- 3.7 If the complete proposal from Partners by Design is commissioned the total cost would be £10,190, although this may be slightly negotiable. It is proposed that this would be supported by the ED budget.
- 3.8 In order to ensure the websites success is maximised it is recommended that at least part time dedicated officer resource is employed to launch, develop and promote the website and to aspire in the long-term to sell the site to businesses in order to generate revenue to offset some of the costs.
- 3.9 Unfortunately following internal discussions it seems the Council is unable to accommodate this role from within existing resources so would need to recruit and fund an additional resource in order to really “sweat” the asset and maximise the benefits from it.
- 3.10 Another option that has been considered is an offer from Visit Essex to provide a member of their staff on secondment part time basis at cost (awaiting this) for the initial 6 months of the project in order to support its launch and initial development. This option, or appointing Partners by Design or a similar agency to do this initial work would allow the Council time to recruit the necessary long-term resource for this role. It would enable us to maintain momentum for this project and launch the website before Christmas to work alongside the “Light-up Brentwood” campaign.

- 3.11 Discussions have taken place with the Acting CEO, Visit Essex and the Chair of this Committee to ascertain and recommend the best way forward. Due to the on-going resource requirement, the final decision will be deferred to Council in March 2015 to be considered as part of the budget setting process.

4. Issue, Options and Analysis of Options

- 4.1 Different visitor website providers have been investigated as well as best practice from other areas. The preferred option who meet the required brief and provide the best value for money are Partners by Design, a family run firm, who have undertaken similar work for Epping and Harlow Councils.

5. Reasons for Recommendation

- 5.1 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 point of offer for the visitor which could be provided by a visitor website (especially important given the demise of the Tourist Information Centre).
- 5.2 The Visitor Website would provide an effective and up to date tool and platform from which the visitor offer of the borough can be promoted to the outside world to encourage increased visitors, dwell time, spend and investment in the borough.
- 5.3 Supporting the visitor economy is a key priority in the ED Strategy.

6. Consultation

- 6.1 This project supports the delivery of the visitor economy of the Draft ED Strategy which has successfully undergone public consultation.

7. References to Corporate Plan

- 7.1 Economic Development is a key priority to support the delivery of the Corporate Plan priorities of sustainable economic development, promoting a mixed economic base across the Borough, maximising opportunities for retail and a balance night time economy. This includes:
- Facilitating the creation of new businesses
 - Assisting in the provision of advice and guidance for local businesses

- Working in partnership with the business community and support agencies
- Seeking inward investment into the Borough
- Assisting the SE LEP and Heart of Essex Partnership to secure projects and funding to benefit the Brentwood economy

8. Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive

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

- 8.1 One off costs are: the procurement of the website (£6,000), the refreshed Love Brentwood branding (£195) and the marketing literature to promote the website (£2,000). If Partners by Design provide the editorial and maintenance support in the first year this would be £1,995.
- 8.2 In order to really maximise the website it is proposed that an additional resource will be necessary to support the launch, take-up, editorial and ongoing project management of the website. It is proposed that this would be a part-time resource or an apprentice (c£20,000 per annum).
- 8.3 Due to the on-going resource requirement, the final decision will need to be deferred to Council in March 2015 to be considered as part of the budget setting process.

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer

Tel & Email 01277 312774; Christopher.potter@brentwood.gov.uk

- 8.4 None

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

- 8.5 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

10.1 None

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15 October 2014

Business & Town Centres Committee

Economic Development Update Report

Report of: *Anne Knight, Economic Development Manager*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 This report provides an update on progress with the Business Needs Survey, Brentwood for Growth, Essex Rivers LEADER bid, Low Carbon Grants for Business, Superfast Essex Broadband Programme and Crossrail Economic Impact Study.

2. Recommendation(s)

- 2.1 **To note this report and the progress made on key initiatives and projects.**

3. Introduction and Background

- 3.1 This report provides an update on various areas of the Economic Development activities of the Council, including key initiatives and thematic work areas.

Business Needs Survey

- 3.2 Brentwood Borough Council is working in partnership with Essex County Council to undertake a business needs survey. This will be Essex wide, including Brentwood borough. We have requested a large enough sample size to ensure the results for our borough are robust and statistically significant, and for a report with the analysis of the results specifically for Brentwood borough.
- 3.3 This work is being funded by Essex County Council utilising Government funding from the South East Local Economic Partnership (SE LEP). The results of the survey will provide intelligence on the key issues for businesses, their future business plans, and they type of advice and support they require. This will then help to inform the shape of the future

Growth Hubs that Essex will look to create as part of the Government's business support simplification agenda.

- 3.4 The results from the survey are expected in December 2014 and will be reported to Committee for discussion.

Brentwood for Growth

- 3.5 This group of larger companies in the Borough has been inactive for over a year and a half. The group was originally set up to act as a private sector catalyst for supporting growth and ED for the Borough.
- 3.6 Discussions have taken place between the Chair of the Business and Town Centres Committee and Ray Pepper, BNY Mellon, the new Chair for Brentwood for Growth regarding its future role and purpose. It has been agreed that particular consideration needs to be given to the remit of the group and identifying areas for innovative working to drive forward the ED Strategy in a practical, outcome focused manner.
- 3.7 To ascertain this it has been agreed that a series of one to one meetings should be held with each of the BFG member organisations. The meetings will be held at the businesses premises and will aim to:
- re-establish relationships with the Council,
 - pose a number of questions and suggestions to the businesses to identify key areas where collaborative innovative working could take place between members/businesses
 - identify the key resources/expertise each member could provide
 - identify existing businesses networks that can be utilised
- 3.8 The overarching question for each member will be "how can you support economic growth by working collectively with other members/businesses?" The following themes will be discussed to tease out ideas for working innovatively in partnership to support growth in a sustainable way in the borough:
- Research, innovation, technology development and transfer (maybe working with universities)
 - Inward investment and placemaking (maybe working with Invest Essex)
 - Key infrastructure consultation and maximizing benefits (e.g. Crossrail and town centre key sites)
 - Skills and employability (working with schools, training providers)
 - Business growth and development
- 3.9 The role of the Council would be to act as a facilitator and enabler for members working in partnership to address the identified areas of

collaboration. It could provide the secretariat resource and some executive resource for meetings.

- 3.10 Cllr David Kendall and Anne Knight, Economic Development Manager will begin to undertake these meetings end November/December 2014.
- 3.11 Invest Essex have confirmed their support as a partner for this project and in assisting with the initial scoping exercise and interviews, as well as the longer-term potential of the project.
- 3.12 The Committee will continue to be updated on progress with this project.

Rural Programme, Essex Rivers Bid, LEADER

- 3.13 Following research by the EDO on the rural funding arena and potential opportunities for Brentwood Borough, an Expression of Interest letter was submitted to the Rural Community Council for Essex in January 2014 to support them in their request to develop an Essex Rivers Local Action Group (LAG) to bid for EU LEADER funding.
- 3.14 The LAG includes rural parts of Maldon and Chelmsford and the rural northern part of Brentwood borough including Ingatestone, Freyning, Mountnessing, Tippscross, Brizes and Doddinghurst, part of South Weald and part of Shenfield local authority areas
- 3.15 Encouragingly, at the beginning of June, DEFRA agreed the geographical reach of the Essex Rivers LAG and the Rural Community Council has worked with us as partners over the summer to develop the bid which was successfully submitted at the beginning of September 2014.
- 3.16 The outcome of the bid is due in December 2014. It is estimated that if the Essex Rivers LAG is successful there could be c£400k per annum from 2015-2020 funding from LEADER for the whole LAG area.
- 3.17 If successful, we will need to market the funding programme to the businesses in the rural parts of our borough and identify their needs and submit these as projects to ensure Brentwood has good representation within the bid. The Economic Development Manager is a member of the Local Action Group which will oversee and steer the overall bid if successful.
- 3.18 Any projects submitted have to be compatible with DEFRA's Rural Growth Measures:
 - Enabling rural businesses to grow and diversify

- Supporting rural tourism
- Expanding the food and drink sector
- Delivering green growth

Low Carbon Grants for Business

- 3.19 This is an ERDF EU funded programme, delivered by Groundwork on behalf a number of local authority areas in Essex including Brentwood. The aim of the programme is to reduce the carbon footprint and improve business productivity. It is open to SMEs with grants of £1,000 available for small efficiency projects to improve lighting, ICT, fuel efficiency, heating, cooling or reduce waste and water use. Larger projects costing more than £4,000 can apply for a 25% grant of up to £10,000.
- 3.20 Brentwood continue to work successfully with Groundwork in promoting the programme, hosting grant advice clinics at the Town Hall to advise potential business applicants, and enabling Groundwork to run a number of free training courses to businesses e.g. social media training, customer focused business.
- 3.21 This has generated significant interest and a formal grant award ceremony was held with the Knight Precision Engineering Ltd, Hutton Industrial Estate on 16 June, the first business in Brentwood to benefit from a low carbon grant. A second grant was awarded to A T Brown on Hutton Industrial Estate in September 2014 and there is now a pipeline of other applications being assessed.
- 3.22 We need to maintain this momentum and continue to promote the scheme. It is proposed to work with Groundwork to develop a series of case studies of some of the businesses in Brentwood that will benefit from a grant and use this for future promotional material/PR. An example of the first case study is attached in Appendix A.

Essex Superfast Broadband Programme (with BT Openreach)

- 3.23 Essex County Council is leading the Superfast Essex Broadband Project, an investment in Essex's broadband infrastructure. It will bring much improved and superfast broadband to homes and businesses across the county.
- 3.24 The roll out of this infrastructure to Brentwood Borough has commenced and a successful launch event was held in August 2014 to celebrate the arrival of Superfast Broadband in the borough.

- 3.25 This was organized and hosted by Brentwood Borough Council (in conjunction with Schwarz Printing Ltd) on the Hutton Industrial Estate and attended by Rt. Hon Eric Pickles, MP for Brentwood and Ongar, Essex County Council, BT, Brentwood Chamber of Commerce and the FSB (see Appendix B for photograph).
- 3.26 The aim is for 90% of the County to have access to Superfast Broadband (more than 24 Mbs) by 2015 and the whole County to be able to access speeds of at least 2Mbs. In the meantime the Essex Superfast Broadband website provides the opportunity of checking a specific postcode within an area to see when and whether Superfast Broadband is planned for that area, and if not sources of alternative suppliers, see link www.superfastessex.org.

Crossrail Economic Impact Study

- 3.27 Brentwood Borough Council and Essex County Council have jointly commissioned a study to research the likely wider economic impacts of Crossrail for the Borough. The study will:
- understand the value and impacts of Crossrail to Brentwood Borough's economy, local communities and the surrounding area.
 - support the evidence base to inform any new policies in the Brentwood Local Plan in respect of Crossrail/Shenfield/Public Realm.
 - provide intelligence to enable a funding bid to SE LEP to be scoped to facilitate the economic impacts and necessary public realm improvements.
- 3.28 The study report is due at the end of October and will be reported to the Committee.

4. Issue, Options and Analysis of Options

- 4.1 For each of the thematic work areas outlined above, different options for delivery will be considered and where necessary a recommendation for the preferred option provided.

5. Reasons for Recommendation

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

6. Consultation

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

7. References to Corporate Plan

- 7.1 Economic Development is a key priority to support the delivery of the Corporate Plan priorities of sustainable economic development, promoting a mixed economic base across the Borough, maximising opportunities for retail and a balance night time economy. This includes:
 - Facilitating the creation of new businesses
 - Assisting in the provision of advice and guidance for local businesses
 - Working in partnership with the business community and support agencies
 - Seeking inward investment into the Borough
 - Assisting the SE LEP and Heart of Essex Partnership to secure projects and funding to benefit the Brentwood economy

8. Implications

Financial Implications

Name & Title: Jo-Anne Ireland, Acting Chief Executive

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

- 8.1 Implementation of some of the thematic work areas will require support from the ED budget (£28k for 2014/5, plus £15k reserves) and possible additional support from the Renaissance Group and their associated budget.

8.2 The current profiled ED budget and committed allocations for 2014/15 is:

Economic Development Budget-G408		28,000			
Projects	Activity Code	Allocation of budget	Actual to date	Remainder to spend	Notes
Crossrail Economic Impact Study	1058	3,517	0	3,517	awaiting invoice from County (end Oct)
Business Event October 2014		2,000	0	2,000	estimated budget
Business Pop-up banners		250	250	250	estimated budget
Business listing/CRM		7,250	7,250	0	Invoices received
Tractivity		400	0	400	annual budget
Schools Careers Fair		1,500	0	1,500	Proposed contribution
Visitor Website		10,190	0	10,190	Proposed contribution
Currently un-allocated		2,893	0	2,893	
		28,000	7,500	20,500	

8.3 To deliver, some of the initiatives will also require support from external funding partners such as:

- SE LEP (Single Growth Fund, and EU funding)
- Essex County Council – ED and infrastructure funding
- Essex Employment and Skills Board (Essex County Funding)
- Visit Essex
- Invest Essex
- EU/DEFRA funding – LEADER
- EU ERDF funding – Low Carbon
- BDUK – broadband funding

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer

Tel & Email 01277 312774; Christopher.potter@brentwood.gov.uk

8.4 None

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

8.5 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 A – Low Carbon Grant Case Study
- Appendix B – Superfast Broadband Launch Photograph

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CASE STUDY KNIGHT PRECISION ENGINEERING

First Brentwood grant awarded!

The first grant to be awarded in the Brentwood area is **Knight Precision Engineering**. The engineering firm made good use of the **Low Carbon Business** grant by using it to purchase a new mini mill, saving time, costs and creating an additional job in Brentwood.



Pictured: Rob Robinson from Low Carbon Business and Anne Knight from Brentwood council hand over a big cheque to Kevin Knight from Knight Precision Engineering by the new mini-mill.

“There is no value in standing still; this project will help in future- proofing the business!”

Kevin Knight
Director

GRANT

£7,987.20

EXPECTED ACHIEVEMENTS

- ✓ Annual savings of 21,825 kWh of electricity.
- ✓ 91 litres of soluable oil coolant annually.
- ✓ CO₂ Reductions totalling 9.72 tonnes.
- ✓ Annual cost savings totalling £2,600.
- ✓ 1 Full time position created.



EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13



LOW CARBON
BUSINESS

Appendix B – Superfast Broadband Launch Photograph



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, or 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.

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Business and Town Centres Committee Terms of Reference

General Powers of Committees

This scheme of delegation sets out the functions of the Council to be discharged by its Committees and Sub- Committees and includes the terms of reference of statutory and non statutory bodies set up by the Council.

Each committee or sub committee will have the following general powers and duties:

- (a) To carry out the duties and powers of the Council within current legislation;
- (b) To comply with the Council's standing orders and financial regulations;
- (c) To operate within the budget allocated to the committee by the Council.
- (d) To guide the Council in setting its policy objectives and priorities including new initiatives, and where appropriate make recommendations to Council
- (e) To develop, approve and monitor the relevant policies and strategies relating to the Terms of Reference of the Committee;
- (f) To secure satisfactory standards of service provision and improvement, including monitoring of contracts, Service Level Agreements and partnership arrangements;
- (g) To consider and approve relevant service plans;
- (h) To determine fees and charges relevant to the Committee;

Business and Town Centres Committee

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

1. To lead, consider and propose matters concerning the promotion of economic development throughout the Borough and the interface with countywide or regional economic development initiatives.
2. To promote and encourage enterprise and investment in the Borough in order to maintain and sustain the economic wellbeing and regeneration of the area.

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