



Business and Town Centres Committee

Agenda

Part One

Council Chamber - Town Hall

Tuesday, 16 December 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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The Chair of the meeting may terminate or suspend filming, photography, recording and use of social media if any of these activities, in their opinion, are disrupting proceedings at the meeting.

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Part 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.



Acting Chief Executive

Town Hall
Brentwood, Essex
08.12.2014

Minutes

Business and Town Centres Committee Wednesday, 15 October, 2014

Attendance

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

Also Present

Cllr Baker
Cllr Barrett
Cllr Hirst
Cllr Parker
Mike Hawkins – Chief Executive of Brentwood Chamber of Commerce
Clive Othen - Chair of Brentwood Borough Renaissance Group

Officers Present

Ashley Culverwell	Head of Borough Health Safety and Localism
Gordon Glenday	Head of Planning and Development
Anne Knight	Economic Development Manager
Tracey Lilley	Community Safety Manager
Chris Potter	Monitoring Officer & Head of Support Service
Elaine Richardson	Town Centre Development Co-ordinator
Jean Sharp	Governance and Member Support Officer

176. Minutes from previous meeting

The minutes of the 16.7.2014 Business and Town Centres Committee meeting were approved as a correct record with the addition under Minute 90 (Brentwood Borough Renaissance Group Terms of Reference and Workplan 2014/15) that Members had agreed to the transfer of £5,000 from the Renaissance Group Budget to the Business and Town Centres Committee budget to be used for Economic Development.

177. Apologies for Absence

There were none.

178. Verbal Update from the Chair

The Chair advised the Committee:

- Free parking days savings/MSCP cleaning: at the previous meeting it had been suggested that the £3600 savings from the Free Parking Days be spent on cleaning the Multi Storey car park.

Work had commenced on a number of areas around the car parks, including a deep clean of the lift and the funding would assist with the improvements to the foyer areas around the lifts and some of the shrub areas in Chatham Way car park.

- Update on car park revenues: parking revenue had improved due to the increased usage of the car parks and further improvement was anticipated with the signing of an agreement with IFDS for the use of the car parks.
- Night time charging in car parks would be introduced from Monday 20 October 2014. Usage would be monitored and an update given at the February 2015 B &TC Committee meeting.
- Brentwood Night time Action Group: a meeting was to be convened to consider the future of BNAG and a possible merger with the Renaissance Group.
- Business rate relief: Members were advised that the production of promotional material proposed at the previous meeting had resulted in a further 105 businesses applying for this rate relief
- Night-time survey: Members had requested that research be undertaken to survey the Night Time Economy, but the costs were found to be prohibitive in relation to identifying this economy and what outcomes and objectives could be achieved in terms of better support. There was no budget for this and the Chair had agreed with Cllr Sapwell (who had raised the issue) that it would not be undertaken at this time.

179. Presentation from the Chamber of Commerce

Mike Hawkins, Chief Executive of the Brentwood Chamber of Commerce gave a presentation on the work and relevance of the Chamber of Commerce to Brentwood businesses and traders. He confirmed that the Chamber welcomed traders from the whole of the Borough, not just the High Street.

The Chair requested that Mr Hawkins find out from members of the Chamber of Commerce in what ways the Council could assist Brentwood businesses.

Mr Hawkins was warmly thanked for his interesting and informative presentation, also for the positive contribution made by the work of the Chamber, much of which was undertaken voluntarily.

*(Cllr Kendall declared a non-pecuniary interest by virtue of being a member of the Brentwood Chamber of Commerce;
Cllr Reed declared a non-pecuniary interest by virtue of Chamber events being held at the Brentwood Theatre by whom he was employed).*

180. Anti-Social Behaviour (ASB), Crime and Policing Act 2014

The report before Members identified 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 was to commence on 20 October 2014. The Act was designed to put victims at the heart of the response to anti-social behaviour and to give professionals the flexibility they needed to deal with any given situation

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

Member training related to the ASB Act had been arranged for 1 December 2014 and further information would be circulated to all Members.

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

- 1. Note this report about the new Anti Social Behaviour (ASB), Crime and Policing Act and the potential implications for the Council.**
- 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.**
- 3. Agree to this Council acting as the single point of contact for all ASB Case Reviews.**

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.

181. Business Directory Update

The report before Members provided an update on the Business Directory project and officers gave a further breakdown of the costs provided within the report.

The last Business Directory had been published in 2008 and it was considered important that an updated version be compiled in order that the Council could engage and communicate effectively with businesses within the Borough. A secure database had been populated and would be kept updated and Members suggested this could be utilised for other uses, eg tendering.

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendation within the report and it was RESOLVED that Members agree to support the development of a comprehensive Business Directory for the Borough.

182. Brentwood Business Advice and Funding Event

The report before Members provided an update on the Brentwood Advice and Funding Event which was to take place on 29 October 2014 at Hutton Poplars Hall and which the Chair requested Members to support.

Members noted that regular meetings were to take place to discuss economic development issues between the BBC Leader and Acting Chief Executive and the relevant ECC Cabinet Member.

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendation included in the report and it was RESOLVED UNANIMOUSLY that Members agree to support the Brentwood Business Advice and Funding Event and promote it .

183. Brentwood Borough Renaissance Group Workplan Update

The report before Members provided an update on the Brentwood Borough Renaissance Group 2014/15 Workplan and Budget following agreement of the Annual Workplan at the 16 July 2014 Business and Town Centres Committee meeting.

The Renaissance Group Chair, Clive Othen, was in attendance at the meeting and Cllr Kendall advised Members that Mr Othen would attend future B&TC Committee meetings to give updates on the work of the Renaissance Group and thanked him for the work he had undertaken so far relating to the Group.

Members were advised that Trade Clusters were being established for the main retail areas in the Borough and Members requested a Cluster be set up for the row of shops in Ongar Road close to the Robin Hood pub and also for rural areas. Cllr Kendall advised that key trade area Clusters were being established then others would be considered.

Mr Othen advised that, following discussion with the Brentwood Nighttime Action Group (BNAG) it had been proposed that BNAG should form a Cluster Group to include representatives from the police, street pastors and town link radio and act in an advisory capacity to the Renaissance Group. However, the vice-chair of BNAG was in attendance and advised that BNAG was prepared to work with the Renaissance Group but not merge with it.

In light of the discussion, the Chair MOVED, Cllr Keeble SECONDED and it was RESOLVED UNANIMOUSLY that the item be deferred to the 16 December 2014 Business and Town Centres Committee meeting before which a meeting would have taken place with representatives from BNAG, Renaissance Group and relevant Members and Officers to propose a way forward.

(Cllr Reed declared a non-pecuniary interest by virtue of his involvement with Renaissance Group through his employment at Brentwood Theatre)

184. Termination of Meeting

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.

185. Brentwood Schools Careers Event

Members were advised that meetings had been held with the Youth Strategy Group and Brentwood Learning Partnership to discuss the Council's support for a Schools Careers Fair to be held in February 2015.

This event had been organised previously by the Brentwood Learning Partnership (BLP) but due to budget cuts an application had been submitted by BLP for a Brentwood Council Community Grant of £3,500 to support the event in 2015 if it was to take place and if so, an additional £1,500 from the economic development budget was proposed to support the event.

Members were advised that some schools were undertaking their own careers fairs and therefore it might not be appropriate for the Brentwood Schools Careers Fair to continue as it had in the past. It was proposed that schools be approached to ascertain what assistance could be given and Cllr Kendall would report back on findings to Committee members.

Cllr Sapwell advised that additional funding may be available from the Youth Strategy Group to assist in careers events.

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendations in the report and it was RESOLVED:

- 1. To support the principle of developing the Brentwood Schools Careers Fair subject to delivery by Brentwood Learning Partnership and other parties.**
- 2. To agree an estimated ED budget contribution of £1,500 subject to the event taking place.**

186. Council Apprenticeships Scheme

Members were advised that research had been undertaken to identify possible apprenticeship opportunities within the Council to increase the number of apprentices from the current two to six. Each apprenticeship would last for one year and it was proposed the scheme would continue for four years.

Members requested a breakdown of the costs provided within the report.

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendations within the report and it was RESOLVED that:

- 1. To note the research undertaken to date to investigate the proposal for an Apprenticeship scheme for the Council.**
- 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.**

187. 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.

188. Alternative Markets for Brentwood

The report before Members provided 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. The update was requested by Members at the Business and Town Centre Committee meeting held on 16.7.14.

Members were advised that Essex Farmers Markets would manage the proposed teenage market to ensure it was organised efficiently and there would be a vetting process. Legal implications would be investigated and feedback from schools would be requested on the proposal.

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendations in the report and it was RESOLVED that:

- 1. The introduction of Teenage Markets be supported.**
- 2. It be recommended to Licensing Committee that there should be a concessionary license fee for teenage market stalls of £5.00 and this be reviewed after the market has been in operation for a period of nine months.**
- 3. The introduction of an Evening Market linked to night time economy promotional events be supported.**
- 4. Holding a German/Continental style Christmas market for 2015 be investigated**

189. Visitor Website

The report before Members provided an update on the research undertaken in relation to procuring, launching and promoting a new visitor website for Brentwood Borough.

Members expressed concern at the cost of the proposed website and suggested the information it would include could be found at other locations.

The Chair assured Members that the Committee would be given the opportunity to view the website before it was launched.

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendations in the report and it was RESOLVED:

- 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. To agree that the final decision with regard to how this project was progressed would be determined by Council in March 2015 as part of the budget setting exercise.**

3. That a short presentation be made at the 16 December 2014 B&TC Committee meeting by Partners by Design on the proposed website for Members' information.

(Cllr Reed declared a non-pecuniary interest by virtue of his employment at Brentwood Theatre which would be included on the website).

190. 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.

191. Economic Development Update Report

The report before Members provided 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,

With regard to Brentwood for Growth, the Chair advised that he and Anne Knight were to meet with prospective members of the group to discuss its objectives before a decision was made whether it should re-convene.

The Chair thanked officers for their work in relation to the Council's economic development.

Cllr Kendall MOVED and Cllr Keeble SECONDED the recommendations in the report and it was RESOLVED UNANIMOUSLY that Members note the report and progress made on key initiatives and projects.

16 December 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 is to introduce a presentation by Partners by Design as one of a number of options to procure a visitor website for Brentwood Borough.

2. Recommendation(s)

- 2.1 **Members are asked to note and provide feedback on the presentation by Partners by Design.**
- 2.2 **Members are asked to note that Partners by Design is one of a number of options being considered for a visitor website and that commissioning the project will be subject to future resourcing for the on-going promotion and servicing of this website being resolved as part of the 2015/16 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 of the Borough and that a visitor website would be a powerful tool to enable this.
- 3.2 A full report was considered at the previous Business & Town Centres Committee outlining the project and a range of options for developing the visitor website. Following this it was agreed to support the development of a website subject to future resourcing for the on-going promotion and servicing of this website being resolved as part of the 2015/16 budget setting exercise.
- 3.3 A number of proposals, including New Vision Group and Visit Essex, are being considered that could deliver a visitor website and to date there is no final decision on a preferred supplier. If approved, then a procurement tender exercise will be undertaken.

3.4 One of the potential suppliers is Partners by Design who are the only company to have developed a “mock up” of what the visitor website could potentially look like. Partners by Design presented this on the 11 September 2014 to the Committee’s Chairman, Acting Chief Executive, Officers and the Visit Essex Chief Executive.

3.5 It was agreed at the last Committee to invite Partners by Design to present to the members of the Business and Town Centres Committee, to provide an opportunity for members to get a flavour of how the website could look and its functionality.

4. Issue, Options and Analysis of Options

4.1 Different visitor website providers are being considered as well as best practice from other areas. A preferred option that meets the required brief and provides the best value for money has not yet been determined.

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 A 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 Economic Development Strategy.

6. Consultation

6.1 This project supports the delivery of the visitor economy of the Economic Development 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 An indicative budget of £7,000 has been allocated from the 2014/15 Economic Development budget to commission an agreed preferred supplier, subject to securing future resourcing for the on-going promotion and servicing of this website being resolved as part of the 2015/16 budget setting exercise.

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer and Head of Support Services

Tel & Email: 01277 312860 / 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 - Economic Development Officer

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16 December 2014

Business & Town Centres Committee

Amendment to Community Safety Commissioning Plan 2014-2015

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

Wards Affected: All

This report is: Public

1. Executive Summary

- 1.1 The Community Safety Commissioning Plan sets out how the Council will deliver against the Corporate Priorities for a Safer Borough and align with the Community Safety Partnership's (CSPs) work relating to anti-social behaviour (ASB) and crime reduction.
- 1.2 Members agreed the Community Safety Commissioning Plan 14-15 (Appendix A) on 26th February 2014 at Community Services Committee (Minute ref 317 refers).
- 1.3 This report seeks agreement to the re-allocation of the £6,000 budget earmarked for family boot camps to a new project aimed at children and young people from the ages of 5-16 who are survivors/witnesses of violence in the home.

2. Recommendation (s)

- 2.1 **That Members agree the re-allocation of the budget within the Community Safety Commissioning Plan 14-15 awarded to Family Solutions to be re-allocated to deliver the Moving On project aimed at young survivors/witnesses of domestic violence.**

3. Introduction and Background

- 3.1 The Community Safety Commissioning Plan sets out how the Council will deliver against the Corporate Priorities for a Safer Borough and align with the Community Safety Partnership's (CSPs) work relating to anti-social behaviour (ASB) and crime reduction.
- 3.2 The Commissioning Plan was put before Members at the Community Services Committee on 26th February 2014 and agreed.

- 3.3 A budget allocation of £6,000 was awarded to Family Solutions to deliver a 4-6 week programme of Family Boot Camps aimed at reducing youth offending and re-offending, tackling the consequences of drug and alcohol abuse, and mental health issues through working with the whole family rather than just the young person.
- 3.4 There have been several hurdles engaging families locally such as the lack of referrals received by Family Solutions who would meet the criteria.
- 3.5 Following discussion with colleagues from Family Solutions and some other local agencies it was identified that many of the families that require additional support have experienced violence in the home.
- 3.6 Data show that locally during Apr – Aug 2014 there have been 107 incidents of violence with injury. When this figure is broken down it shows that 43 were domestic violence. This is in addition to 211 domestic violence incidents recorded by Essex Police for Brentwood. Reporting of domestic violence resulting in assault with injury has doubled this year with 44% of witnesses being under the age of 5.
- 3.7 The re-allocation of the budget will enable us to commission a project aimed at young people aged from 5-16 who are survivors/witnesses of domestic violence and are now settled in a safe environment.
- 3.8 The programme consists of 10 weekly sessions delivered to two age ranges 5-11 who will concentrate on emotional literacy and allowing a safe place to explore their experiences. It will include emotional containment techniques and coping mechanisms, healthy relationships and identifying age appropriate risky behaviours. The 12-16 year old age range will include the same focus but explore in more depth, healthy relationships and gender specific roles.
- 3.9 Domestic violence is one of the most insidious crimes, accounting for 9% of all crime, and with an estimated two million victims a year. These victims are predominantly women, with one in four women experiencing a form of domestic abuse in their lifetime. It has a major impact on children and young people who witness incidents and which can often lead to its perpetuation. It also imposes a significant cost on society, which has been estimated to be over £15.7 billion a year.¹
- 3.10 A significant part of this cost falls on the public services that deal with the consequences of domestic abuse, predominantly local authorities, the police and the health service. In developing their community budget proposals Essex estimated the cost of domestic abuse to agencies in the

¹ Essex Police's Approach to Tackling Domestic Abuse, HMIC (2014)

county at £48.24 million, with some £2 million of that falling on councils. They also calculated that of the £5.92 million spent on domestic abuse services in Essex, the Councils in the county contributed some £2.19 million or 37 per cent, compared with less than £800,000 from the health service and the criminal justice system, when domestic abuse collectively costs these agencies some £27 million.²

- 3.11 The importance of intervening early to reduce domestic violence was recently highlighted by the Early Intervention Foundation's (EIF) report published at the start of the year into the impact on domestic violence and abuse on the outcomes for children and young people. It found that effective prevention and early intervention offered the opportunity to reduce the impact of domestic violence on children and young people and deliver long-term savings for the bodies involved in working with the victims of domestic abuse.
- 3.12 The NSPCC (Radford, 2011) recently conducted a large study on the prevalence of child maltreatment in the UK, updating its own research from 2000 (Cawson 2002). The study is based on interviews with a nationally representative sample of three groups of children and young people: 18 to 24-year-olds (1,761 in total) and 11 to 17-year-olds (2,275 total) who responded to the survey directly, while 2,160 primary caregivers responded on behalf of children under 11 years of age.³
- 3.13 As well as extensive data about all forms of child maltreatment, this survey extensively questioned children and their parents/guardians on their exposure, and the impact of exposure, to domestic violence and abuse. The survey asked six questions about "family violence" including four questions about exposure to domestic violence from an adult partner or ex-partner towards the parent, and two questions about other forms of violence between family members other than the child living in the home. Radford found the following prevalence rates among the 4,036 children and young people included in the survey:
- 3.3% of children aged under 11 years had witnessed at least one incidence of domestic violence or threatening behaviour in the preceding 12 months, as had 2.9% of young people aged 11-17 years and 12% of young adults aged 19 – 24 years;
 - 12.0% of children aged under 11 years and 18.4% of young people aged 11 – 17 years had witnessed at least one incident of domestic violence or threatening behaviour;

² Domestic Violence Executive Report 12.6.14 presented to the Local Government Association

³ Radford, L., Corral, S., Bradley, C., Fisher, H., Bassett, C., Howat, N. and Collishaw, S. (2011) Child abuse and neglect in the UK today. London: NSPCC.

- 24.8% of young adults aged 18- 24 years had witnessed at least one type of domestic violence and abuse (categorised as violence or threatening behaviour between parents) during childhood;
- These figures are similar to those produced by the NSPCC in 2009, which found that 25% of girls and 18% of boys had experienced some form of domestic violence at least once in their childhood.⁴

4. Issue, Options and Analysis of Options

4.1 Under the Crime and Disorder Act 1998, the Council have a statutory responsibility to work with other agencies to reduce crime and disorder in the borough. Domestic abuse accounts for almost a fifth of all recorded violent crime and is a Strategic Priority for the Community Safety Partnership (CSP). It is widely acknowledged the complex issues such as domestic abuse cannot be tackled by agencies working in isolation. A multi-agency approach is essential.

5. Reasons for Recommendation

- 5.1 To authorise the re-allocation of budget to ensure that we continue to commission projects and initiatives which will allow for targeted use of resources to reduce crime and anti-social behaviour.
- 5.2 To demonstrate that the Council continually monitors projects and local issues to ensure that we deliver services and interventions that are appropriate and needed by the communities we serve.

6. Consultation

- 6.1 The Commissioning Plan 14-15 was been put together in collaboration with our partners and is fully endorsed and supported by the CSP.
- 6.2 The re-allocation of budget was agreed by partners at a recent CSP Strategy Panel Meeting on 28th November.

7. References to Corporate Plan

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

⁴ Barter, C. et al (2009) [Partner exploitation and violence in teenage intimate relationships: a landmark research report from the University of Bristol and the NSPCC](#). London: NSPCC.

- Increasing community confidence
- Developing effective partnership arrangements
- To promote Brentwood as a safe place to live and celebrate our successes
- To work with vulnerable young people and families at risk of becoming involved in crime or anti-social behaviour.
- To promote crime awareness and vigilance across Brentwood residents

8. Implications

Financial Implications

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

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

- 8.1 There are no additional financial implications arising from this reallocation of existing resource.

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer and Head of Support Service

Tel & Email: 01277 312860 / 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 The projects proposed within the Commissioning Plan have controls in place to ensure Health & Safety standards are adhered to, and will comply with the Council's policies in respect of Equality and Diversity and Safeguarding.

9. Background Papers

- CSP Strategic Assessment 14-15
- CSP Performance Data – Aug 14
- Domestic Violence Executive Report to the LGA June 2014
- Essex Approach to Tackling Domestic Abuse
<http://www.hmic.gov.uk/wp-content/uploads/2014/03/essex-approach-to-tackling-domestic-abuse.pdf>
- Child abuse and neglect in the UK today. London: NSPCC (2011)

- Partner exploitation and violence in teenage intimate relationships: a landmark research report from the University of Bristol and the NSPCC. London: NSPCC (2009)

10. Appendices to this report

Appendix A - Community Safety Commissioning Plan 14-15

Report Author Contact Details:

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Community Safety Commissioning Plan 14/15

Project	Resource Allocation	Timescale	Lead	Outcomes
<p>Firebreak Course x 2 The Firebreak programme targets young people between the ages of 13 - 17 years who are at risk of offending or involved in anti-social behaviour. Each course is a week long with a structured programme offering the participants a unique opportunity to:</p> <ul style="list-style-type: none"> • Gain a sense of discipline • Work together as a team • Respect each other's differences • Recognise the importance of fulfilling relationships and their benefits • Play an active community role and maximise their potential • Keep safe from crime and anti-social behaviour both in and out of school • Achieve personal and social development 	<p>£8,500</p>	<p>17 – 21 Nov 2014</p> <p>23-27 Mar 2015</p>	<p>Tracey Lilley, BBC</p>	<ul style="list-style-type: none"> • Trainer evaluation • Participant evaluation • Parents feedback • Monitoring of behaviour in schools over a 6 month period following completion of the course • Increased Awareness of community safety and the effects of drugs and alcohol • A reduction in youth offending <p>An evaluation of the Firebreak scheme for 2011-12 the following was achieved:</p> <ul style="list-style-type: none"> • 92% had maintained good attendance/ time keeping. • Only 18% had re-offended • 15% had stopped substance misuse • 75% had decreased disruptive behaviour. • 38% Successfully gained a place at a Further Education College • 36% Found part time employment. • 100% have achieved at least one qualification since completion of Firebreak.

Community Safety Commissioning Plan 14/15

<p>Night Time Economy (NTE) Project To continue to provide support to Brentwood Nightlife Action Group (BNAG) and to ensure Brentwood continues to enjoy and vibrant and safe night time economy.</p>	<p>£2,000</p>		<p>Tracey Lilley, BBC</p>	<ul style="list-style-type: none"> • Improved consultation with town centre residents • Improved quality of life for town centre residents • Reduction in complaints and subsequent costs • Demonstrating commitment from the council to town centre residents and alleviate current criticisms of mismanagement of NTE • Improved working relationships with local businesses • Trialing of innovative ideas in partnership with local residents and businesses
<p>Prison Me No Way – Crime & Safety Awareness Day x 2 The project is aimed at Year 8 and 10 pupils (Approx 300 pupils per day). The day includes high impact workshops on anti social behaviour, knife crime, cell van (a mobile prison cell), Child Exploitation Online Protection, Prisoner Insight and many more. The aim of the day is to raise awareness amongst young people about the causes, consequences, impact and penalties of crime. We also encourage young people to stay safe, aspire and become good citizens.</p>	<p>£4,500</p>	<p>TBC</p>	<p>Tracey Lilley, BBC</p>	<ul style="list-style-type: none"> • A reduction in anti-social behaviour • Increased Awareness of a range of community safety issues • A reduction in youth offending

Community Safety Commissioning Plan 14/15

<p>Neighbourhood Watch (NHW) To support the work of NHW in the borough in promoting crime awareness and vigilance across Brentwood. Also supporting other watches such as:</p> <ul style="list-style-type: none"> • Farm watch • Speedwatch • Junior NHW 	£2,000	Immediate and ongoing	Peter Salmon, NHW Co-ordinator	<ul style="list-style-type: none"> • Increased crime awareness and vigilance across Brentwood • Measures to enhance home and personal safety • Improved awareness of watch schemes across the borough • Increased resident participation in watch schemes
<p>Crime & Safety Awareness Day for Vulnerable/elderly Residents To provide a bespoke and tailored event targeting the most vulnerable/elderly residents of the borough. Providing an opportunity to promote crime and safety awareness from internet theft to rogue traders.</p> <p>It also provides the opportunity to repeat the well received performance of 'Trickster' a musical performed by Solomon Theatre Co which encourages audiences to sing along.</p> <p>Participants will all receive a 'crime prevention goody bag' including information and tips on how to stay safe.</p>	£3,000	TBC	Tracey Lilley, BBC	<ul style="list-style-type: none"> • Reduce incidents of doorstep crime • Increased crime & safety awareness and vigilance across Brentwood • A reduction in the number of vulnerable victims • Improving home security • Provides the opportunity for consultation and engagement with vulnerable/elderly residents • Social benefits

Community Safety Commissioning Plan 14/15

<p>Strengthening Families Program To support the work of Extended Services to provide the above program for young people aged 10-14 and their families. Includes delivery of a 7-10 week program aimed at reducing alcohol and drug use, behavioral problems and strengthening families. It also provides additional 1-2-1 support for the young people and their families.</p>	<p>£3,000</p>	<p>By Apr 2015</p>	<p>Sue Allen, Extended Services</p>	<ul style="list-style-type: none"> • A reduction in anti-social behaviour • A reduction in youth offending • Improved health and wellbeing • Improved education and awareness • A more targeted approach to dealing with families with a multitude of issues
<p>Incredible Years A family intervention program aimed at families with children from 5-8yrs old. Includes delivery of a 12 week program and follow on 1-2-1 work with the families.</p> <p>The Aims and Objectives of the Programme are:</p> <p>§ To promote parents' capacities and care for their children.</p> <p>§ To enable children to grow up in an environment where positive parenting is the norm, by supporting and empowering parents in their parenting role so they can positively contribute to their child's development, educational achievements, social prospects and general well being.</p> <p>§ To understand how to use non-violent forms of discipline approaches.</p>	<p>£3,000</p>	<p>By Apr 2015</p>	<p>Sue Allen, Extended Services</p>	<ul style="list-style-type: none"> • Intensive support to those families in most need • Holistic approach to entrenched families with problems • Reduction in costs to agencies in dealing with such families • Supporting work around problem families • Improved health and wellbeing • Improved education and awareness

Community Safety Commissioning Plan 14/15

<p>§ To foster effective anger management, communication and problem solving skills.</p> <p>§ To understand how to promote children’s social skills and positive peer relationships.</p>				
<p>Family Solutions, Family Boot Camp Family Solutions is Essex County Councils response to the Troubled Families Programme which aims to improve the life and outcomes of 120,000 families across England and Wales.</p> <p>Family Solutions-Family Bootcamp is aimed at reducing youth offending and re-offending, tackling the consequences of drug and alcohol abuse, and mental health issues through working with the whole family rather than just the young person. The program will be delivered over a period of 4-6 weeks with follow on support and signposting when appropriate.</p> <p>The objectives are:</p> <ul style="list-style-type: none"> • To provide parent focus workshops that will include education on duty as a parent/behavioural strategies when living with adolescents. • Parent- Focused workshops around protecting your mental health and well-being with some mindfulness techniques to cope with every- day life. 	<p>£6,000</p>	<p>By Apr 2015</p>	<p>Tracey Lilley, BBC</p>	<ul style="list-style-type: none"> • Intensive project targeted directly at troubled families with complex issues • Reduction in ASB and youth offending • Reduction in costs to agencies • Holistic approach to entrenched families with problems • Improved outcomes for the young people and wider family

Community Safety Commissioning Plan 14/15

<ul style="list-style-type: none">• Workshops with young people to develop awareness of own mental health and well- being including drugs and sexual health.• Education on impact of gang related culture and peer pressure.• Education on behaviour and consequences and how this can impact into Adult life.• Families working together as a team to develop and promote their relationships through physical activities.				
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16 December 2014

Business and Town Centres Committee

Fixed Penalty Notices – ASB Crime and Policing Act 2014

Report of: *Ashley Culverwell Head of Borough Health, Safety & Localism*

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 This report seeks to introduce new fixed penalty notices issued under the Anti-social Behaviour, Crime and Policing Act 2014 and to set charges for the penalties introduced.

2. Recommendation (s)

- 2.1 **Members agree to delegate authority to the Heads of Borough Health, Safety & Localism, Street Scene, Housing and Planning respectively and to such officers of the Council that are nominated by any of them to issue Fixed Penalty Notices under section 53 of the Anti-social Behaviour, Crime and Policing Act 2014**
Members agree to adopt the proposed Fixed Penalty Notice charges at the levels outlined in Appendix A to the report, which are in line with other Essex Authorities.

3. Introduction and Background

- 3.1 This report relates to fixed penalty notices served under the new powers contained in the Anti-social Behaviour, Crime and Policing Act 2014 which came into force on 20th October 2014. A report was presented to Members of this Committee on 15th October 2014 (Min. 180 refers) outlining these powers.
- 3.2 Fixed penalty notices were introduced in Brentwood to deal with offences under the Clean Neighbourhoods and Environment Act 2005, and were first issued from April 2014. These powers have not been widely used to date; we have so far issued six FPNs for litter/waste and two for failure to have waste carrier documents.
- 3.3 The new powers replace some of the powers previously contained in this legislation:

Clean Neighbourhoods
Litter Clearing Notice
Street Litter Clearing Notice
Graffiti/Defacement Removal Notice

Replaced by
Community Protection Notice

Designated Public Place Order
Dog Control Order

Replaced by Public Spaces
Protection Order

3.4 Amongst other powers, the new legislation provides for two notices, Community Protection Notices (CPN) and Public Space Protection Orders (PSPO).

3.5 **Community Protection Notice**

A CPN can be issued to an individual aged 16 or over if an authorised person is satisfied that –

- a) the conduct of the individual or body is having a detrimental effect, of a persistent or continuing nature, on the quality of life of those in the locality, and
- b) the conduct is unreasonable.

An offence is committed if a person issued with a CPN fails to comply with it, and they are liable to prosecution in the Magistrate's Court which carries a maximum penalty of £2,500 on conviction.

3.6 **Public Space Protection Orders**

A local authority may make a PSPO if satisfied that –

- a) activities carried on in a public place within the authority's area have had a detrimental effect on the quality of life of those in the locality, or
- b) it is likely that activities will be carried on in a public place and that they will have such an effect.

3.7 It is an offence for a person to do anything that is prohibited by, or to comply with a requirement of, a PSPO, which can result in prosecution.

3.8 Both of the offences created when a CPN or a PSPO is not complied with can also be dealt with by issue of a fixed penalty notice (FPN), which can be used where the issuing officer decides that this would be the most appropriate sanction. In making the decision to issue a FPN, the officer should be mindful that if issued, payment of the FPN would discharge any liability to conviction for the offence.

3.9 Government guidance states that a FPN should not be more than £100 and can specify two amounts, for instance, a lower payment if settled early, say within 14 days. In order to allow the individual time to pay the FPN, no other associated proceedings can be taken until at least 14 days after the issue.

- 3.10 The individual charges that are being proposed are set out in Appendix A to this report.

4. Issue, Options and Analysis of Options

- 4.1 The charges included within the scope of this report have not been previously set as these are new powers.
- 4.2 Officers have sought to benchmark against other Essex authorities; at present responses received from Braintree and Chelmsford indicate that they will both be adopting a FPN charge of £100 with a reduction to £75 for early payment.
- 4.3 It is recommended that Members adopt the charges in line with other Essex authorities.

5. Reasons for Recommendation

- 5.1 The first recommendation to authorise officers to issue FPNs will allow greater flexibility and efficiency in dealing with offences against CPN or PSPOs issued.

It is likely that there will be an agreed operating procedure for CPNs with the Police and other Essex authorities and therefore it is recommended to set the Brentwood fees for FPNs under the new powers at the same level as other Essex authorities.

6. References to Corporate Plan

- 6.1 A Modern Council – providing increased customer satisfaction in the quality of Council services
Costs of services provided based on efficient systems providing value for money to customers.
- 6.2 Street Scene & Environment – encourage all residents and visitors to take responsibility for keeping the borough clean, green and tidy
Taking stronger action against those discarding their waste irresponsibly.
- 6.3 A Safe Borough – reduce anti-social behaviour by working closely with our Community Safety partners and communities
Sustained reduction in anti-social behaviour
Increase in community's confidence in a safe borough.

7. Implications

Financial Implications

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

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

- 7.1 This proposed charge relating to FPNs to be served under the new powers contained in the Anti-social Behaviour, Crime and Policing Act 2014 only came into force on 20th October 2014. The proposed charges are attached as Appendix A. It is not possible to quantify what income will be collected in 2015/16 through the implementation these new powers. Any costs related to the setting up and implementation of these powers will be contained within the current budget.

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer and Head of Support Services

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

- 8.2 Section 53(1) of the Anti-social Behaviour, Crime and Policing Act 2014 allows the Council to issue fixed penalty notices. Section 101 of the Local Government Act 1972 permits the Council to delegate its functions to officers of the Council.

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

- 8.3 Costs are applied inclusively to all sectors of the community

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

- 9.2 Home Office
Anti-social Behaviour, Crime and Policing Act 2014: Reform of anti-social behaviour powers
Statutory guidance for frontline professionals
July 2014 Crown Copyright

10. **Appendices to this report**

Appendix A - Schedule of Fees and Charges

Report Author Contact Details:

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Appendix A

Description of charge	VAT Payable Y/N	2015/16
Fixed Penalty Notices		
Anti-social Behaviour, Crime and Policing Act 2014		
Breach of Community Protection Notice	N	100.00
Early payment	N	75.00
Breach of Public Spaces Protection Order	N	100.00
Early payment	N	75.00

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16 December 2014

Business & Town Centres Committee

Economic Development Strategy and Work Plan 2014

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

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 This report presents the final Economic Development Strategy and Work Plan 2014.

2. Recommendation(s)

- 2.1 To agree the final Economic Development Strategy and Work Plan 2014 and that it is published on the Brentwood Borough Council website.**

3. Introduction and Background

- 3.1 Brentwood Borough Council produced a Draft Economic Development Strategy in March 2014 to replace the version published in 2004. The public and stakeholders had the opportunity to comment on the content of the Draft Strategy as part of a six week consultation held from 13 March to 24 April 2014. The feedback was limited, but positive, with responses received from Strutt & Parker, EA Strategic Land LLP and Visit Essex expressing general support for the key priorities proposed and the vision for sustainable growth.
- 3.2 The Strategy sets out a shared vision and framework to steer the interventions of Brentwood Borough Council and partner organisations to deliver optimum economic benefits for the Borough to 2030. It forms a key part of the integrated strategic planning approach of the Council presenting key economic development priorities and a delivery plan that is supported by the emerging Brentwood Local Development Plan.
- 3.3 The Strategy has now been finalised to incorporate updated information on employment space, retail and job target statistics from the Brentwood Economic Futures Report 2014 and the Brentwood Borough Retail Study completed by Nathaniel Litchfield Partners (NLP).

- 3.4 The results from these studies indicate that the capacity of all employment sites (36 ha) could sustain just over 5,000 jobs, which exceeds the forecast requirements under each of three different tested growth scenarios (1,930 jobs for scenario one, 2,290 for scenario two, and 2,570 for scenario three). This implies that the capacity for jobs that exists on new sites significantly exceeds forecast growth, although some of this capacity may be needed or displaced to accommodate housing growth.
- 3.5 The majority of the potential employment land supply is made up of one large site, Brentwood Enterprise Park (23.4 ha) which accounts for 65% of the proposed new employment land supply and 75% of the employment allocations. Further work will be undertaken to assess the feasibility of developing Brentwood Enterprise Park and also to investigate intensifying usage and employment on existing sites.
- 3.6 The retail study indicates scope for new development within the Borough with projected additional floor space for Brentwood town centre of 15,234 sqm of additional A1 to A5 floor space up to 2030 and 941 sqm in Shenfield. The redevelopment of William Hunter Way car park could provide half of the floor space demand in Brentwood and redevelopment of Baytree Centre a further 2,000 sqm. An additional supermarket and diversification of uses is also recommended.
- 3.7 The ED Strategy's vision for Brentwood is for the area to a thriving, attractive and unique destination for people to live, work and visit by protecting and nurturing its existing high quality environment, growing its prosperous local economy and fostering development which is responsive to local community needs
- 3.8 The five key priority objectives of the Strategy are to support skills development; economic growth; business competitiveness, develop a stronger tourism, leisure and retail sector and strengthen the rural economy.
- 3.9 The thematic ED work areas to address these objectives are currently Business Advice and Support Portfolio and Events, Low Carbon Grants Programme, Superfast Broadband, Visitor Economy promotion and offer, support for Skills Initiatives, Economic Impact Study for Cross rail and Public Realm project bid, Essex Rivers bid and Local Action Group for Rural LEADER EU funding, Renaissance Group and Town Centre programme, partnership working with Essex County Council, Invest Essex, Visit Essex, Heart of Essex Partnership and South East Local

Economic Partnership at a strategic and operational level. The Work Plan will be reviewed annually and evolve as necessary to deliver the Strategy.

4. Issue, Options and Analysis of Options

- 4.1 Future proposals and options will be prepared as necessary for developing and implementing the range of proposals within the ED Strategy and Work Plan.

5. Reasons for Recommendation

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

6. Consultation

- 6.1 A public consultation was held between 13 March to 24 April 2014 on the Draft Economic Development Strategy.
- 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 2014/15) and possible support from the Renaissance Group and their associated budget.

8.2 It may 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 and Head of Support Services

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

8.3 None

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

8.4 None

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

9.1 None

10. **Appendices to this report**

Appendix A - ED Strategy and Work Plan 2014

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Brentwood Economic Development Strategy

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

December 2014

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FOREWORD

BY COUNCILLOR DAVID KENDALL


Chair of Business and Town Centres Committee

Following the change of administration in June 2014, the Business & Town Centres Committee was established to drive forward the economic development of the Borough. As the Chairman of this Committee I am pleased to introduce and support a revised Brentwood Economic Development Strategy.

The Strategy has successfully undergone consultation with local businesses, local people and partner organisations in this field. It links in with Council's overarching Corporate Plan and with economic development plans at County and Regional levels.

The Strategy provides a framework to implement economic development for the Borough and to enable us to bring benefits to businesses and individuals. Support quality of life and a vibrant economy. In particular it supports skills development, economic growth, business competitiveness, the rural economy and encourages a stronger visitor leisure and retail sector. A range of initiatives and projects to deliver these priorities will be implemented.

As a Council, we recognise the importance of working in partnership with other public, private and voluntary sector organisations to implement the Strategy. I commend this Strategy to you and look forward to us driving forward our Economic Development Strategy together



David Kendall
December 2014

Executive Summary

- This Brentwood Economic Development Strategy (EDS) sets out a shared vision and framework to steer the interventions of the Council and partner organisations to deliver optimum economic benefits for the Borough to 2030. It forms a key part of the integrated strategic approach of the Council bringing together key strategies and delivery plans for economic development, supported by the current Brentwood Borough Councils' Corporate Plan, Brentwood Draft Local Plan, the Brentwood Housing Strategy and the Infrastructure Delivery Plan.
- Since the publication of the 2004 Brentwood Economic Strategy, the UK Planning System has undergone considerable change brought about by the Government in 2010. This has altered the strategic context for economic development and in response to the worldwide banking crisis and economic recession, the Government has emphasised the importance of sustainable economic growth. Regional Development Agencies (RDAs) have been replaced by Local Enterprise Partnerships (LEPs), to encourage a more responsive approach to the needs of local business and people. These reforms have been driven by the Government's objectives of localism, choice and community empowerment, as set out in the Local Government White Paper, 'Strong and Prosperous Communities, October 2006'.
- Effective partnerships have an important role to play to coordinate resources and priorities in order to implement this Strategy. Key partners include:
 - South East Local Enterprise Partnership (SELEP), which came into being in April 2011, it includes councils and businesses from Kent, Essex and East Sussex, creating a new economic powerhouse focusing on driving forward prosperity by creating the right environment for growth
 - Essex County Council which works in partnership with Essex authorities to deliver projects and funding to benefit Brentwood
 - Heart of Essex Partnership which comprises Brentwood, Chelmsford and Maldon local authorities
 - Federation of Small Businesses (FSB)
 - Essex Chambers of Commerce
 - Brentwood Chamber of Commerce
 - Local delivery partners such as Brentwood Borough Renaissance Group and Cluster Group and Brentwood for Growth
- The Strategy identifies five "strategic priorities" and an associated action plan to focus our economic development initiatives locally:
 - Skills development
 - Economic growth
 - Developing a stronger tourism, leisure and retail sector
 - Building a stronger rural economy
 - Business competitiveness

1 Introduction

- 1.1 In 2009 the Government imposed a new statutory duty for Counties and Unitary Authorities to complete a Local Economic Assessment of their areas. This coincided with the peak of the global recession, and was followed in 2010 by a change of Government, public sector policy and a Comprehensive Spending Review. These changes underline the need for Brentwood to produce a new economic development strategy to promote support for economic growth and development.
- 1.2 In the White Paper Local Growth: Realising Every Place's Potential (October 2010), Government outlined its intention to:
 - shift power to local communities and business, enabling places to tailor their approach to local circumstances;
 - promote efficient and dynamic markets, especially the supply of land;
 - provide real and significant incentives for places that go for growth; and
 - support investment in places and people to tackle barriers to growth.
- 1.3 “The Government’s economic ambition is to create a fairer and more balanced economy –one that is not so dependent on a narrow range of economic sectors, is driven by private sector growth and has new business opportunities that are more evenly balanced across the country and between industries. The Government is therefore determined that all parts of the country benefit from sustainable economic growth” (HM Government, 2010).
- 1.4 To this end, economic development and the local economy form a cornerstone for both the Councils work and of its Partners - Brentwood for Growth, Brentwood Borough Renaissance Group and Traders Group, Brentwood Chamber of Commerce, Federation of Small Businesses, Heart of Essex Partnership, Essex County Council and the South East Local Enterprise Partnership (SELEP).
- 1.5 This Strategy summarises the priorities for economic development alongside the Councils general vision, aims and objectives for the Borough; highlights the Boroughs economy, evidence base, strategic fit with other partner organizations strategies and provides an associated ED Action Plan.

2 Vision

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



3 Aims, Objectives and Priorities

3.1 The priorities of this economic development are summarised below alongside relevant supporting aims and objectives outlined in the Brentwood Draft Local Plan, July 2013 and Council Corporate Plan

ED priorities	Brentwood Draft Local Plan associated priorities	Corporate Plan associated priorities
<ul style="list-style-type: none"> • Skills development • Economic growth • Developing a stronger tourism, leisure and retail sector • Building a stronger rural economy • Business competitiveness 	<ul style="list-style-type: none"> • Foster a prosperous, vibrant, diverse local economy by attracting new commercial investment to maintain high, stable levels of economic and employment growth. • Expand and enhance town centres' retail offer especially high quality niche shopping. • Promote and encourage high quality public realm and mixed use developments. Optimise the social and economic benefits arising from Crossrail 	<ul style="list-style-type: none"> • Ensure a sound economic base for Brentwood Borough • Facilitate the creation of new businesses • Assist in the provision of advice and guidance for local businesses • Work in partnership with the business community and support agencies • Engender a sense of civic pride amongst the local businesses • Support the rural economy • Seek inward investment into the Borough • Assist SELEP and Heart of Essex Partnership in securing projects and funding to benefit the Brentwood economy.



4 Brentwood Economy

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

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

- Low levels of unemployment at 3.6% (June 2014). Brentwood's unemployment is consistently the second lowest in Essex.
- Higher proportion of small businesses of 0-4 employees has been growing in Brentwood by 0.4% per annum between 2009 and 2011 in direct contrast to the decline in the sub-region of 1.7% per annum. However whilst Brentwood's business base has experienced a 0.5% average growth during this period and above the UK average it is still behind the 1.2% increase in the East of England.
- Brentwood has a high level of out commuting, with 55% of the workforce travelling to Greater London for work and 46.5% of residents working within the area. Commuting flows into Brentwood from neighboring local authorities is also particularly high amongst those to the east of the Borough such as Chelmsford, Basildon, Colchester, Rochford and Maldon.
- Well skilled workforce, with relatively few working age residents with no qualifications at 19.4%
- Average wages are significantly higher than both regional and national averages. By contrast many local jobs are filled by workers from outside the Borough, often in unskilled service sector roles. The average weekly wage of those who work in Brentwood but live outside the Borough is 20% lower than that earned by residents.
- Home to several high skilled businesses and their company headquarters
- A recent survey of local businesses showed a majority consider the Borough to be an attractive and competitive location, with just under half looking to expand (Employment Land Review Business Survey, 2010)
- The majority of service sector business and employment in the Borough is concentrated in Brentwood Town Centre, Brentwood Station area and Warley Business Park. Some of the major employers located in the town include Ford Motor Company, BT, Countryside Properties, Liverpool Victoria, BNY Mellon, IFDS and Océ (Canon Group)

5 Evidence Base

Brentwood Economic Futures Study, 2015-2030

- 5.1 Brentwood Borough Council commissioned Nathaniel Litchfield & Partners (NLP) to prepare updated technical evidence to inform employment and economic policies within the Council's emerging Local Plan 2015-2030.
- 5.2 The Study was undertaken in the context of earlier work carried out by NLP and Experian on the Heart of Essex Economic Futures Study published in 2012 which was used to inform policy S3 "Job and Employment Land" in Brentwood Borough Local Plan 2015-30 Preferred Options document. The need to update the study was due to new evidence on the Borough's objectively assessed housing need.
- 5.3 The Brentwood Economic Futures Study 2015-2030 examines the potential scale of future job growth using three scenarios based on economic forecasts and housing growth. It also assesses the supply of employment space available.
- 5.4 The study states that based on the total supply of employment space identified as available (sites with planning permissions, existing allocations carried forward and proposed site allocations), Brentwood has sufficient land to meet future forecast employment needs up to 2030 under the three growth scenarios assessed. However, in addition to meeting forecast needs there will be a requirement to re-provide some employment land that is allocated through the Local Plan to be re-developed for housing. If this is undertaken on a like-for-like basis, it would lead to a deficit of employment land, unless new land could be developed on in a more efficient basis.
- 5.5 The study indicates that the capacity of all employment sites could sustain just over 5,000 jobs, which exceeds the forecast requirements under each of the three scenarios (1,930 for scenario one, 2,290 for scenario two, 2,570 for scenario three). This implies that the capacity for jobs that exists on new sites significantly exceeds forecast growth, although some of this capacity may be needed for housing growth.
- 5.6 The majority of the potential employment land supply is made up of one large site, Brentwood Enterprise Park, which at 23.4 ha accounts for approximately 65% of the proposed new employment land supply and potentially 75% of the employment allocations. This limits the choice for new and existing occupiers to meet their future employment needs to accommodate business growth. Further work will be undertaken to assess the feasibility of developing Brentwood Enterprise Park in a reasonable timescale and to investigate intensifying usage and employment on existing sites.
- 5.7 In conclusion the study indicates an increased employment land requirement to meet higher forecast job growth over the period to 2030, resulting in an employment land requirement of between 18-23 ha.

- 5.8 Employment land allocations in the Local Plan 2015-2030 Preferred Options would be sufficient in quantitative terms to meet arising needs and accommodate forecast job growth. However in qualitative terms, the identified supply may not be sufficient for meeting market and developer needs due to the limited choice of sites and certainty of provision in the short term.
- 5.9 Further work will be undertaken on assessing if additional sites could be identified and to look at the overall employment land trajectory to determine the current availability of sites for office and industrial uses over short, medium and long term periods based on potential deliverability of sites.

Employment Land Review, September 2010

- 5.10 The ELR was completed in 2010 and informed by the Regional Spatial Strategy and data either pre-dating or at early stages of the economic downturn. The Study has been updated by the Brentwood Economic Futures Study 2015-2030 outlined above. The main conclusions from the ERL were:
- Vacant and opportunity land together provided a theoretical capacity of 20,000sq.m, falling short of some 50,000sq.m employment land.
 - Sectoral forecasts prepared for the study identified a net growth of 41,000 jobs in the borough to 2031. The future requirement would be for an additional 47,500sq.m B1a office space (equivalent to 6.3ha)
 - A local business survey identified a high level of satisfaction with current business premises. In order to expand 50% of businesses surveyed stated they would require additional space and the majority were unable to accommodate their additional floorspace needs at their existing premises.
 - The study recommended provision should be made for a net additional increase of 71,000sq.m of B-Class floorspace in Brentwood to 2031. Given the tightness of identified future supply relative to demand, it was recommended the Council consider allocating new employment sites.
 - The study recommended improving the qualitative supply by:
 - Encouraging intensification of uses of existing employment locations;
 - Introducing complementary ancillary employment uses that fall outside the B use class;
 - Redeveloping some existing sites and windfall sites for continued employment use and employment led mixed use.

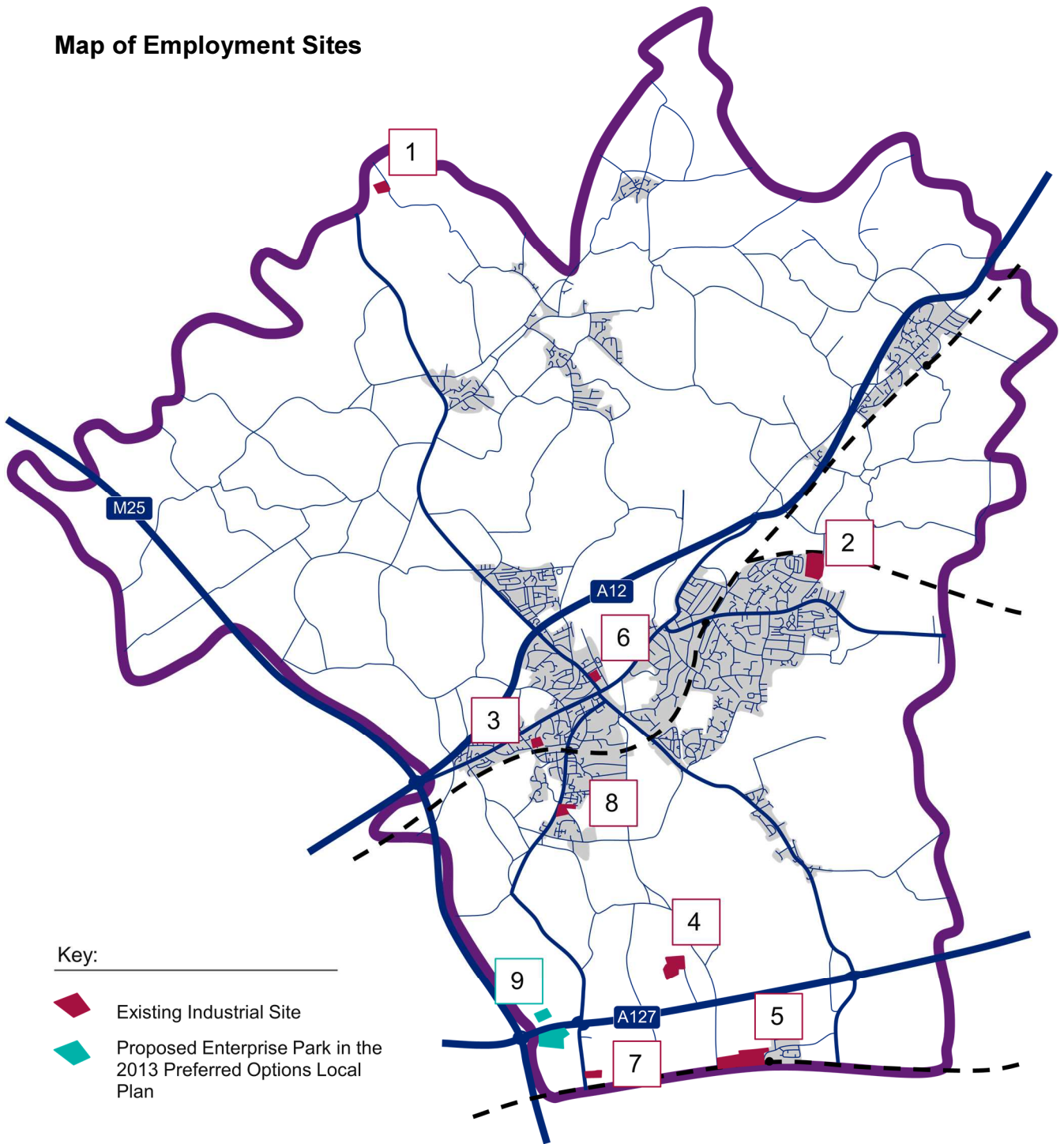
The ELR recommended the allocation of potentially new employment sites in light of the tightness of future supply relative to demand, taking account of business survey findings which have indicated that new businesses would

need to relocate to new sites in order to expand. This conclusion is not inconsistent with the findings of the Brentwood Economic Futures Study.

Brentwood Borough: Retail and Commercial Leisure Study 2014

- 5.11 This study provides an update of the needs assessment for retail and commercial leisure development in Brentwood Borough.
- 5.12 The quantitative assessment of the potential capacity for floorspace suggests there is scope for new development within Brentwood Borough.
- 5.13 For Brentwood town centre there is a projection of 15,234 sq metres of additional A1 to A5 floorspace up to 2030.
- 5.14 Vacant shop units will only accommodate a small element of this floorspace projection. Small scale developments such as extensions, in-fills and changes of use could help short time requirements. However in the medium and long-term the potential redevelopment of William Hunter Way car park site is capable of meeting more than half of the floor-space project in Brentwood up to 2030. Re-development of the Baytree Centre could potentially absorb a further 2,000 sq metres gross of the floorspace projection. An additional supermarket and diversification of uses within the town centre are recommended.
- 5.15 For Shenfield, floor-space capacity is 941 sq metres gross of additional Class A1 to A5 floor-space up to 2030. Vacant shop units can only accommodate a small element of this projection and in the short term opportunities are limited but may improve in the medium term with the advent of Crossrail.
- 5.16 In Ingatestone the existing stores adequately meet demand and there is limited scope for further retail development. For Warley Hill, evidence suggests there may be scope to increase retail and service floor-space to meet the day to day needs of residents.

Map of Employment Sites



Key:

- ◆ Existing Industrial Site
- ◆ Proposed Enterprise Park in the 2013 Preferred Options Local Plan

Site Index:

1. Hallsford Bridge Industrial Estate
2. Hutton Industrial Estate
3. Hubert Road Industrial Estate
4. Childerditch Industrial Estate
5. West Horndon Industrial Estate
6. Wates Way / Ongar Road Industrial Estate
7. Upminster Trading Park
8. Warley Business Park
9. Proposed Brentwood Enterprise Park in the 2013 Preferred Options Local Plan

6 Strategic Policy Context

6.1 The new Brentwood Economic Development Strategy forms a key part of the integrated strategic approach of the Council and its partners in bringing together key strategies and delivery plans for economic development, supported by the Brentwood Preferred Options Local Plan, the Brentwood Housing Strategy and the Boroughs Infrastructure Delivery Plan. Figure 1 and the following narrative summarises the key strategies and lead partners that provide the context for Brentwood’s economic growth.

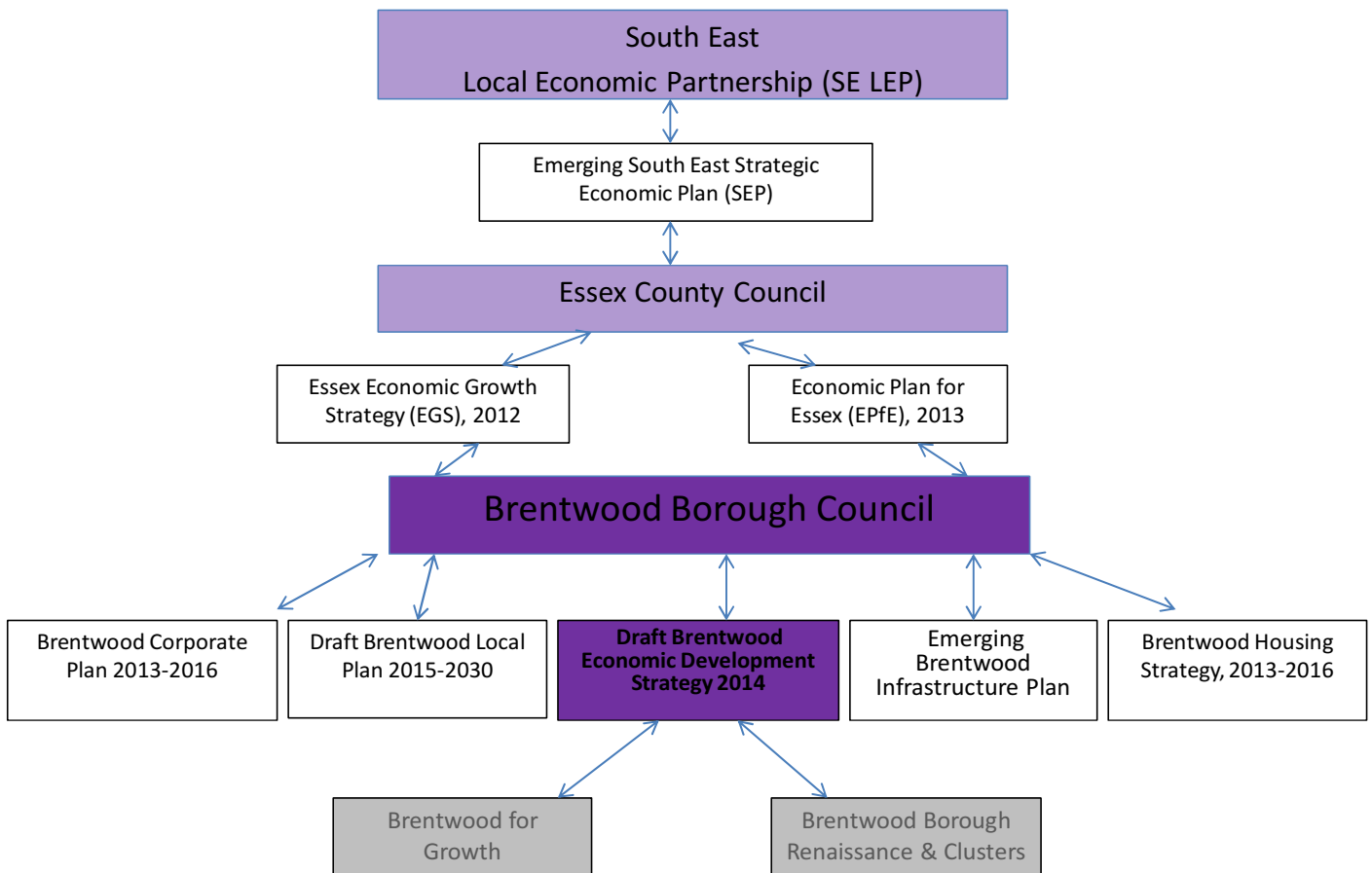


Figure 1 Strategic Context

National & Regional Context

- 6.2 In meeting its objectives of localism, choice and community empowerment, the Government abolished Regional Development Agencies to be replaced by Local Enterprise Partnerships (LEPs). LEPs provide strategic leadership in their local areas and create the right environment for business success and economic growth.

South East Local Enterprise Partnership (LEP)

- 6.3 The South East Local Enterprise Partnership (SELEP) came into being in April (2011). It includes councils and businesses from Kent, Essex and East Sussex, creating a new economic powerhouse to drive forward prosperity by creating the right environment for growth.
- 6.4 The Government has given all LEPs responsibility for managing the Local Growth Fund from 2015 and for preparing the EU Structural and Investment Funds (SIF) Strategy to guide the next round of EU funding from 2014. To inform both processes SELEP has prepared a Strategic Economic Plan (SEP) which sets out the economic growth ambition and investment priorities for the area.

National Planning Policy Framework (NPPF), March 2012

- 6.5 In 2010 the Government introduced the Localism Act (2011). This launched planning reforms such as the National Planning Policy Framework (NPPF) which:
- Emphasises the importance of sustainable economic growth
 - Aims to make the planning system less complex and more accessible
 - States that Local Plans must meet objectively assessed needs of the local area.
 - Promotes securing economic growth to create jobs and prosperity and meet the challenges of global competition and a low carbon future.
 - Advises against the long term protection of employment allocations where there is no reasonable prospect of them coming forward and that Local Plans must be responsive to 'market signals' to ensure adequate provision of the right type of employment land to meet the needs of business communities and to plan for emerging sectors.
 - Supports economic growth in rural areas in order to create jobs and prosperity.
 - Confirms that up-to-date evidence gathered in the plan-making process is essentially for understanding the needs for land and floor space for economic development and the existing and future supply of land available for economic development and its sufficiency and suitability to meet the identified needs.

Open Public Services White Paper, 2011

- 6.6 Government has also launched Open Public Services White Paper, a programme of modernising public services based on key principles of increasing choice, decentralising services, opening services to a range of providers, ensuring fair access and accountability to users and taxpayers. Again Government recognises that it does not have all the answers and wishes to provide people and communities the opportunities to shape services that best meet their own needs (HM Government, 2011).

County and Sub-Regional Context

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

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

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

Essex Economic Growth Strategy (EGS), September 2012

- 6.10 The Essex Economic Growth Strategy, (2012) sets out how the County Council will lead efforts to promote economic growth. It builds on the ambitions of Essex Works to unlock growth now, secure jobs and earnings tomorrow and, create the conditions for long term economic growth and stronger communities within five objectives:
- enable Essex businesses to be more productive, innovate and grow, creating jobs for the Essex economy
 - enable Essex businesses to compete and trade internationally

- help individuals to prepare for and access better paid jobs through an education and skills offer that meets the needs of businesses;
- ensure the life chances of people in our most deprived areas are improved and residents are able to access jobs and public services
- securing the highways, infrastructure and environment to enable businesses to grow.

Essex Plan for Economic Growth (EPfG), December 2013

- 6.11 This Plan represents the collective ambitions of all of the local authorities in Essex, including the County Council, the district councils and the unitary authorities of Southend and Thurrock. The EPfE draws on the previous work of the Economic Growth Strategy (EGS), provides a vision for Essex, and a series of strategic priorities and actions to achieve that vision and guide work over the period to 2021.

Essex County Vision and Priorities, 2013-2017

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

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

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

2020 Vision for Rural Essex – Essex Rural Strategy

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

Brentwood Borough Context

Current Brentwood Borough Council Corporate Plan

The Brentwood Economic Development Strategy (EDS) has been prepared in the context of the Councils Corporate Plan priority "a prosperous borough" which includes priorities to:

- Set planning policy that supports discerning economic growth and sustainable development;
- Implement a planning framework to guide and enable infrastructure delivery;
- Represent the views of Brentwood residents and businesses on key South East Issues (e.g., Crossrail and highways links);
- Promote a mixed economic base across the Borough, maximising opportunities in the town centres for retail and a balanced night-time economy; and
- Provide support and innovation to businesses.

Brentwood Replacement Local Plan, August 2005

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

Draft Brentwood Local Plan 2015-2030 July 2013

- 6.16 In response to the Government's Localism agenda and proposed changes to the planning system, the Council decided to amalgamate its Core Strategy and Site Allocations to form a single Brentwood Local Development Plan (or Local Plan). This new Local Plan will set out the broad policies and proposals for shaping development in the Borough, including general locations for new housing and employment growth up to 2030, supported by transport and other infrastructure provision.
- 6.17 The Draft Plan document suggests provision of some 36 hectares of additional employment land over the Plan period to 2030. This is made up of new employment allocations of 32 hectares and an additional 4 hectares of existing vacant employment land and extant planning permissions for employment development.

Business Partner Organisations

Brentwood for Growth

- 6.18 Brentwood for Growth is an initiative launched by Brentwood Council, which brings together the Borough's blue chip businesses to promote and strengthening the local economy. The group's remit is currently being reviewed to investigate how it can best support the delivery of this Strategy. The Group comprises leading corporations with major offices located in Brentwood who operate on both national and international platforms, providing over 3,500 jobs in the Borough.
- 6.19 Businesses represented include: BNY Mellon, BT, Countryside Properties, East of England Business Group, Equity Insurance Management, Ford of Britain, Liverpool Victoria, Marks and Spencer, Martin McColl and Oce UK.

Brentwood Borough Renaissance Group and Cluster Groups

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

7 Proposals for Economic Development Activity

7.1 The aim of this strategy is to enable Brentwood Borough Council and its partners to achieve the vision and objectives outlined above, by progressing economic development initiatives that meet the following five priorities to provide a focus for our activities:

- Skills development
- Economic Growth
- Developing a stronger tourism, leisure and retail sector
- Strengthening the Rural Economy
- Business Competitiveness

7.2 The following Action Plan identifies projects and activities that will be implementing to deliver the ED priorities. This Plan will be reviewed and monitored annually and updated as necessary to deal with emerging needs and priorities.



Economic Development Strategy Work Plan

Priority Theme 1: Skills Development						
Aims	Priority	Activity	BBC role	Partners	Funding	Timescale
The Council will work with its partners to develop and enhance a local enterprise culture to support local businesses and to encourage local employment	<ul style="list-style-type: none"> Support the development of a skills system for Essex which allows genuine employer led provision, matching skills provision to the local economy and achieving a single local commissioning system Work with Essex County Council to increase the numbers starting Apprenticeships by 25% for 16-18 year olds and 33% for 19-24 year olds within two years, leading to an additional 3,096 people starting new jobs and/or acquiring new skills over that period - a higher proportion to be in technically related disciplines. Create employer led initiatives such as those delivered through group Training Associations which enable employers to commission the delivery of skills provision 	<ul style="list-style-type: none"> To identify and maximise benefits of any County led skills initiatives for Brentwood. To facilitate partnership working between local businesses, schools and training providers to identify and address skills gaps To work with Anglia Ruskin University (via Ixion Holdings) to promotion of ESF Workforce Skills Grant Programme To work with University of Essex to research options for internships and apprenticeships To research possibly options for Council apprenticeships 	<ul style="list-style-type: none"> Supporting and brokerage 	<ul style="list-style-type: none"> Essex County Council Ixion Holdings Training providers and colleges Schools Businesses 	<ul style="list-style-type: none"> Essex County Council European Social Fund (ESF) BBC 	<ul style="list-style-type: none"> On-going

Priority Theme 2: Economic Growth						
Aims	Priorities	Activity	BBC role	Partners	Funding	Timescale
<p>To work in partnership on initiatives to secure economic growth in the Borough; facilitate the right conditions to attract and assist businesses in growth sectors, support economic diversification and building usage; identify and promote sufficient employment land and premises for retail, leisure and cultural uses, as well as provision of comprehensive infrastructure such as ICT broadband and road and rail connections.</p>	<ul style="list-style-type: none"> • Work in partnership with other economic development and business support agencies on key initiatives. • In partnership with Essex County Council, implement the Heart of Essex integrated transport package to support economy and growth (Essex ICS, 2010) • Support infrastructure improvements such as Crossrail and Essex Broadband to enable local businesses to maximise benefits of greater linkages and access to suppliers and wider markets • Work in partnership with Essex County Council and utility providers to ensure infrastructure delivery is in accordance with the emerging Brentwood Local Plan. • Work with Planning Policy Team to ensure adequate future supply of employment land for Borough 	<ul style="list-style-type: none"> • Economic Working Group meetings between County and Borough to implement strategic economic issues - inward investment, employment initiatives and sites, sectors • Heart of Essex Partnership initiatives e.g. Meet the Buyers Event, SE LEP visit, development of sub-regional prospectus • Maintain watching brief and lobby SE LEP for future support for Brentwood's priorities, develop pipeline projects • Commission Economic Impact Study for Crossrail with County • Work with Invest Essex to develop and promote commercial portfolio 	<ul style="list-style-type: none"> • Supporter, promoter, deliverer 	<ul style="list-style-type: none"> • Essex County Council • SE LEP • Invest Essex • Essex Chamber of Commerce • Heart of Essex Partnership 	<ul style="list-style-type: none"> • Heart of Essex Partnership • SE LEP • Essex County Council • Infrastructure providers • Businesses • Developers • BBC 	<p>Ongoing</p>

Priority Theme 3: Developing a Stronger, Tourism, Leisure and Retail Sector						
Aims	Priorities	Activity	BBC role	Partners	Funding	Timescales
<p>To work in Partnership to promote the visitor economy, offer and increase visitor numbers and spend.</p> <p>To improve the offer and its quality.</p> <p>To build on and maximise the “Towie” effect and widen the Brentwood brand.</p> <p>To improve the environment of the borough including public realm.</p>	<ul style="list-style-type: none"> • Brentwood Borough Council will work in partnership with Visit Essex and other visitor economy providers and businesses to promote Brentwood Borough as a destination • To improve the range and quality of the visitor offer • Improve public realm at key transport interchanges of Brentwood and Shenfield. 	<ul style="list-style-type: none"> • Work in Partnership with Visit Essex to promote and raise Brentwood’s profile as a destination and location for business, leisure and tourism. • Develop and promote a new visitor website for Borough. • Maximise benefits from Council’s Visit Essex Annual membership • Develop clear promotional campaign to encourage visitors, businesses and investment • To develop and promote cultural events and initiatives • Public realm project for Brentwood and Shenfield Stations following Crossrail 	<ul style="list-style-type: none"> • Supporter, deliverer and broker 	<ul style="list-style-type: none"> • Visit Essex • Brentwood Borough Renaissance Partnership • Visitor attractions and businesses • Website provider • Essex County Council/ • Essex Highways 	<ul style="list-style-type: none"> • County Council • BBC • Businesses • SE LEP 	<ul style="list-style-type: none"> • Various

Priority Theme 4: Strengthening the Rural Economy						
Aims	Priorities	Activity	BBC role	Partners	Funding	Timescale
Work with Parish Councils and local rural businesses to support farm diversification, redevelopment of redundant buildings and initiatives to support economic development of the rural economy and promote opportunities for sustainable rural tourism.	<ul style="list-style-type: none"> • Ensuring Local Plan Policies support the needs of a changing rural economy for employment diversification of rural buildings and opportunities for food production. • Working with utility companies in support of new infrastructure to support local communities. • Maximise external funding support for the rural economy 	<ul style="list-style-type: none"> • Research to establish key needs and opportunities of rural businesses • Attend Essex Rural Partnership and maintain watching brief on opportunities for grant funding or support for rural diversification • Work with County to prepare any future funding bids • Develop and promote potential Essex Rivers LEADER funding bid to rural businesses • Promote and support delivery of rural broadband 	<ul style="list-style-type: none"> • Supporter and enabler 	<ul style="list-style-type: none"> • Essex Rural Partnership • Essex County Council • Essex Superfast Broadband Partnership • DEFRA (EU) • SE LEP 	<ul style="list-style-type: none"> • Essex County Council • Possible LEADER funding • Possible BBC 	Ongoing

Priority Theme 5: Business Competitiveness						
Aims	Priorities	Activity	BBC role	Partners	Funding	Timescale
Work with partners to develop a local enterprise culture and increased productivity,, support local businesses and seek to engender a sense of civic pride amongst the business community..	<ul style="list-style-type: none"> • Work in partnership with other economic development and business support agencies to identify and promote business support initiatives. • Support infrastructure improvements such as CrossRail and Essex Broadband to enable local businesses greater linkages and access to suppliers and wider markets 	<ul style="list-style-type: none"> • Promote take up of superfast broadband to borough businesses as a member of Superfast Essex Partnership and organise necessary launches and PR broadband events • Update/maintain BBC's website with information on business support initiatives • Develop and maintain a comprehensive business directory and CRM for the borough • Organise/deliver Business funding, advice and networking events • Promote Low Carbon Programme to businesses • Support local supply chain • Establishing and maintain good working relationships with key employers in the Borough and develop joint initiatives e.g. via Brentwood For Growth and key business partner organisations 	<ul style="list-style-type: none"> • Supporter and enabler 	<ul style="list-style-type: none"> • Superfast Essex Partnership • Essex Chambers of Commerce • Brentwood Chamber of Commerce • FSB • Brentwood for Growth • Essex County Council • Business support providers 	<ul style="list-style-type: none"> • Essex County Council • BBC (for online business directory) 	<ul style="list-style-type: none"> • Spring 2014 (Meet the Buyers) • Others (ongoing)

References

- 'Brentwood Replacement Local Plan', Brentwood Borough Council (August 2005)
- 'Brentwood Borough Hotel and Visitors Accommodation Futures', Hotel Solutions (April 2008)
- '2020 Vision for Rural Essex: Essex Rural Strategy', Essex Rural Partnership (2009)
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16 December 2014

Business & Town Centres Committee

Brentwood Business Directory

Report of: Gordon Glenday, Head of Planning & Development

Wards Affected: All

This report is: Public

1. Executive Summary

- 1.1 This report considers how to maximise the benefits of the first phase of the business directory and it's future development.

2. Recommendation(s)

- 2.1 **That the Committee form a Working Group to consider how best to maximise the benefits of the first phase of the Brentwood Business Directory and to plan for future development of the Directory. This will be reported back to either the February or March 2015 Committee.**
- 2.2 **That the Working Group be stood down once a report to the Committee is made.**

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.
- 3.2 Pro-actions Ltd were commissioned during the summer 2014 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 a second phase. The businesses were contacted via telephone to secure the necessary information including key contact person and email address. Pro-actions were successful in securing 1160 email addresses. The information has been recorded on a free online CRM system called Zoho. This has then been successful used

to send out campaigns to invite businesses to the Brentwood Funding and Advice Event, a Social Media and Marketing Seminar and for the William Hunter Way Consultation.

- 3.3 In order to fully maximise the benefits of the Directory to date, further work is necessary to ensure data cleansing and migration of businesses from being leads to contacts and to promote the Directory and establish relationships with businesses. Consideration also needs to be given to the options for completing phase 2 of the Business Directory and ensuring it is comprehensive. It is likely that dedicated additional expertise and resource may be identified as necessary in order to support the Directory in the future.
- 3.4 It is proposed that a small Working Group meets to discuss this and agree a way forward. The Group would be Chaired by Cllr Roger Keeble and consist of two members of the Accord (including the Chairman) and one member of the opposition plus the relevant officers.

4. Issue, Options and Analysis of Options

- 4.1 Different options for maximising phase 1 of the Brentwood Business Directory and for its future development will be considered by the Working Group and reported back to either the February or March Committee.

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 project supports the delivery of the business competitiveness priority of the Economic Development 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

The first phase of the Brentwood Business Directory cost £6,150. A potential indicative budget of up to £8,164 has been ring-fenced within the 2014/15 Economic Development budget to support further work on this project if required.

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer

Tel & Email: 01277 312774 / christopher.potter@brentwood.gov.uk

- 8.1 Committees can create Working Groups to consider matters within their terms of reference. The Working Group cannot make decisions. There is no requirement for political balance. The group should be time limited and cease its work once a report to the Committee has been made.

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

- 8.2 ICT team's expertise will be sought by the Working Group.

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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16 December 2014

Business & Town Centres Committee

Economic Development Update Report

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

Wards Affected: *All*

This report is: *Public*

1. Executive Summary

- 1.1 This report provides an update on the Brentwood Business Funding and Advice Event, Proposal for 100 Business Speed Networking Event, Pro- actions event, Low Carbon Grants for Business, Quarterly Economic Working Group and Heart of Essex Partnership South East Local Economic Partnership visit.

2. Recommendation(s)

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

That members support the development of a proposal to hold a Business Speed Networking event in February/March 2015.

3. Introduction and Background

- 3.1 This report provides an update on various areas of the Economic Development activities of the Council.

Brentwood Business Funding and Advice Event

- 3.2 The Brentwood Business Funding and Advice Event was held at Poplars Hall, Poplars Drive, Hutton, on Wednesday October 29, 2-6pm in partnership with Essex County Council as part of its Essex Innovation Programme and as one of its Access to Business Finance road shows.
- 3.3 The aim of the event was to gather a range of business support providers to exhibit under one roof to engage with businesses in Brentwood; listen to their needs and provide an overview of the finance, support and advice available to assist their business.

- 3.4 The event was well attended with 50 businesses visiting the two sessions on the day. Results from the evaluation forms highlight that 100% of businesses rated the event as “good” and worthwhile and useful to attend, with the majority expressing an interest to attend future similar business events. Some of the businesses expressed that they would undertake follow up actions from the event e.g. investigating Horizon Funding, applying for Growth Vouchers, Low Carbon Grants. The majority found it a good opportunity to network.
- 3.5 The 15 exhibitors included Barclays Bank, Federation of Small Businesses, Brentwood Chamber of Commerce, UK Trade and Investment, UK Export Finance, Essex Innovation Programme, Funding and Investment Team (Essex County Council), Anglia Ruskin University, University of Essex, NWES & Growth Vouchers, Low Carbon Business/The Green Forum, Manufacturing Advisory Service, Pro-actions, Skills and Employability Team (Essex County Council), Brentwood Borough Council Economic Development Team.
- 3.6 The exhibitors provided advice on grants, loans, business mentoring and advice, start-up support, European and Regional Funding, bid writing and working with universities. Feedback from exhibitors at the event has been positive with all expressing an interest in attending future events and with many delighted that businesses have signed up for initiatives such as growth vouchers and registering for low carbon grants.
- 3.7 The event received excellent PR from local press and the Brentwood Gazette attending on the day.
- 3.8 Following the success of this event we will look to work with Essex County Council and partners to hold similar business funding and advice events later during the 2015/16 financial year.

100 Business Speed Networking Event Proposal

- 3.9 It is proposed that a Business Speed Networking Event is held in February/March 2015 utilising an estimated £2,000 from the 2014/15 Economic Development Budget. The aim is to try and secure 100 Brentwood businesses to attend a speed networking opportunity with each business having 3 minutes with each other to pitch their business and exchange business cards and network and then move onto the next person.

- 3.10 We will investigate options for delivering this event and develop an invite to tender to send out to potential external organisations who can then submit their proposals and fees to organise the event. Potential partners may include Brentwood Chambers of Commerce, Pro-actions, Federation of Small Businesses, Local by Social, or other professional speed networking companies.

Proactions Event

- 3.11 A free business briefing on Marketing for Growth and Introduction to Social Media was held on 11 November, 9am to 12.30pm at Merrymeade House, Brentwood.
- 3.12 This was the first of a series of free briefings that are being planned in partnership with Pro-Actions Ltd, business coaching experts. The briefing outlined the steps that businesses can take to make marketing work for them and provided an introduction to social media. The event also provided an opportunity to introduce Brentwood Borough Council's Economic Development Team and our work to support businesses and key priorities.
- 3.13 The marketing of the event was supported by the Council's newly developed business directory and was well attended with 32 businesses represented. From the 28 feedback sheets all attendees rated the event good or better. 82% rated the content as very good or excellent and 85% rated the same on presentation and delivery. There were also a total of 23 separate attendees expressing interest in one or more of the future events that we are planning.

Low Carbon Grants for Business

- 3.14 This is an ERDF EU funded programme, delivered by Groundwork on behalf of 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 30% grant.
- 3.15 Brentwood continues to work successfully with Groundwork in promoting the programme. On the 12 November 2014, the Economic Development Team attended an award ceremony for the third grant in

the Borough to Granite Transformations in Brentwood High Street. £3,640 was awarded towards the cost of energy efficient show room lighting and air conditioning. This has enabled the business to drastically reduce their carbon footprint and energy bills, whilst keeping the shop warm for their customers throughout the winter months. The low carbon grant made the project possible by contributing towards 30% of the cost of the installation.

- 3.16 To date a total of £14,420 of low carbon grant funding has been awarded to businesses in Brentwood, and with the successful marketing at the recent Brentwood Business Funding and Advice Event and continued promotion, there are now another 3 grant applications soon to be awarded and a further 10 being assessed.

Quarterly Economic Working Group

- 3.17 The first ever Economic Working Group between Essex County Council and Brentwood Borough Council was held on 12 November 2014. The aim of the working group is to facilitate effective relationships and joint working to drive forward the economic development agenda and strategy.
- 3.18 The meetings will be held quarterly and chaired alternately by Cllr Barry Aspinell, Leader of Brentwood Borough Council and Cllr Kevin Bentley, Cabinet Member for Economic Growth and Infrastructure, Essex County Council.
- 3.19 The Group is attended by Brentwood Borough Council's Chief Executive, Head of Planning and Development, the Chair of the Business and Town Centres Committee and relevant County and Borough officers.
- 3.20 The first meeting of the Group was positive and facilitated the opportunity to outline our joint priorities and discuss issues such as inward investment, business support and engagement, visitor economy, employability and skills, energy technologies, transport and infrastructure and partnership working. A number of areas for joint working were discussed and followed through by the actions from the meeting.
- 3.21 The next meeting will be scheduled for February 2015.

Heart of Essex Partnership – visit from South East Local Economic Partnership Chair

- 3.22 Brentwood Borough Council is a key partner of the Heart of Essex Partnership alongside Chelmsford and Maldon local authorities. We are recognised as a sub-regional partnership within Essex in particular by the South East Local Economic Partnership who is responsible for overseeing National and European funding to support economic development.
- 3.23 Peter Jones, Chair of the South East Local Economic Partnership visited the Heart of Essex Partnership on the 19 November 2014 to understand the nature and issues of the sub-region better and discuss our priorities.
- 3.24 On the day, Peter Jones also visited and met with a number of key businesses from the area, including from Brentwood Borough, BNY Mellon, British Telecom, Marks and Spencers, Countryside Properties, and Brentwood Chamber of Commerce. This provided an opportunity for South East Local Economic Partnership and us to hear some of the issues of our businesses and to develop/re-enforce relationships with them.
- 3.25 In addition to visiting the businesses, there was a successful networking lunch and Heart of Essex Partnership meeting attended by Peter Jones and some of the businesses, at which presentations were made by the Heart of Essex Partnership, Essex County Council and by Peter Jones. The event was hosted at Hyland House and coincided with the Chelmsford Business Showcase, offering the opportunity to network and sample the showcase's offer.
- 3.26 A Heart of Essex Prospectus was developed specifically for this event for Peter Jones and emphasises key area facts, successes and priorities for Brentwood, Maldon, and Chelmsford. The event provided an excellent opportunity to raise South East Local Economic Partnership's awareness of Heart of Essex region and key issues for Brentwood borough's economic development.

4. Issue, Options and Analysis of Options

- 4.1 Different options for delivery are considered when scoping and developing economic development proposals 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 2014/15, including £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	Budget Allocation	Actual to date	Remainder to spend	Notes
Cross rail Economic Impact Study	1058	3,517	0	3,517	Awaiting invoice
Business Event October 2014		960	960	0	Invoices received
Business Pop-up banners		209	209	0	Invoice received
Business listing/CRM – Phase 1		6,150	6,150	0	Invoice received
Business listing/CRM – Phase 2 (Business Directory)		8,164	0	8,164	To be commissioned
Visitor Website		6,000	0	6,000	To be commissioned
Artist Studios feasibility Study		1,000	0	1,000	
100 Business Speed Networking Event		2,000		2,000	To be commissioned
		28,000	7,319	20,681	

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

10.1 None

Report Author Contact Details:

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16 December 2014

Business and Town Centres Committee

Brentwood Borough Renaissance Group Workplan Update

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

Wards Affected: *All*

This report is: *Public*

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(s)

- 2.1 That Members 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 New Appointments

Michael Hardy has accepted the new role of Environmental Auditor which will encompass the monitoring of Crossrail, Brentwood Environment, Brentwood Infrastructure and undertaking Street Audits. Alan Jefcoate, representing the Federation of Small Businesses, has replaced Michael Hardy as vice-chair.

3.3 Local Trade Clusters

Work has continued on the setting up of local business trade cluster groups to provide greater representation and access to bid funding for

traders in all retail sectors of the Borough. The Ingatestone Cluster has been formed since the last Business and Town Centres Committee meeting 15 October 2014.

The following Cluster Groups are formed or 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 (under formation);
- iv. Brentwood Town Centre – East End (under formation);
- v. Brentwood Town Centre – Pubs and Clubs (talks underway);
- vi. Kings Rd., Brentwood (under formation);
- vii. Warley Hill Brentwood (not yet formed);
- viii. Pilgrims Hatch (under formation);
- ix. Upper Shenfield (formed and up and running);
- x. Central Shenfield (under formation);
- xi. Ingatestone (formed and up and running)

3.4 Brentwood Borough Renaissance Group Website

The new website, www.brentwoodrenaissance.co.uk was successfully launched at the end of November, with the strap line, 'A Partner to Champion Growth in the Borough of Brentwood'. The website gives BB Renaissance Group a better window to explain who we are and what we do in support of the group's remit to encourage more shopping, visitors, and economic growth in the Borough. The site includes information on our objectives, partners, the support and funding of projects with case studies, cluster groups, meeting minutes, business resources and street audits. It is a great platform to promote Borough-wide community events such as Lighting Up and Small Business Saturday and to share information about retail activities. The site has a Twitter feed to post updates on local shopping offers and other retail and business news. Users can follow this account on @BwdRenaissance.

3.5 Public Realm

Funds were agreed 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. A contract is being drawn up with Malcolm Lane signs for these works. This is being supported through the Head of Street Scene and Environment with the cleaning and maintenance of noticeboards, bins and clearing of areas that have grown into disrepair, by the Essex Rangers.

3.6 Crown Street Community Market

As the market is planned to be weekly, and therefore subject to planning permission, talks have commenced with Planning Department regarding a

planning application. Permissions for market usage in the pedestrianised area are also being sought from Essex Highways. The Crown Street Cluster has decided not to implement a full market until planning permission is granted.

3.7 **Events**

Lighting Up

Bid funding applications were agreed to support Christmas street and shop lighting in Upper Shenfield, Crown Street activities and entertainment and Santa's Helpers' Grotto for Lighting Up at the Chicken and Frog in Ongar Road. A bid was also agreed to support printed and online promotional materials for Ingatestone Christmas Victorian Evening. The evening is being organised by local traders and businesses, led by the Ingatestone and Fryerning Business Club, as the Parish Council were no longer arranging the event.

Small Business Saturday

In support of the second annual Small Business Saturday national event in the UK, bid funding was agreed for Crown Street, Ongar Road and Piccola in Brentwood High Street. Promotional activities and entertainment, including children's film characters, face painting and singers, were agreed to stimulate support and footfall for small businesses on 6th December and beyond.

Street Pastors Mini Bus Project

The Street Pastors are planning the purchase of a second hand minibus in the first quarter of 2015, to improve the servicing of the Night Time Economy. This would be placed in a central location near the High Street to provide the night time's most important support and safety function. Sawyers Church, a registered charity, has offered to own, service and store the mini-bus and for it to be used for other community projects. A contribution towards this of £5k was agreed in principal by BB Renaissance Group, if required and subject to a successful bid funding application. Funding support from other interested parties, including the Community Safety Partnership, churches and Night Time Economy businesses is also being sought. The Community Safety Partnership agreed a £5k contribution at their strategy panel meeting, 28 November 2014.

4. Issue, Options and Analysis of Options

- 4.1 In addition to the budget for 2014/15 of £30,000, the Council resources the delivery and support for this plan.

4.2 Current Budgetary Position

Final allocation of the remaining £57,215 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 was 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 All bid funds 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 currently funds Renaissance Group £30k (revenue) as set out in the Medium Term Financial Plan.
- 8.2 The Town Centre Development Coordinator is the lead officer who supports the BB Renaissance Group

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer and Head of Support Services

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)

None

10. **Appendices to this report**

Appendix A - Workplan 2014/15

Report Author Contact Details:

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RENAISSANCE GROUP WORKPLAN 2014/15	Activity	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 2014/5			45,322	50,960	96,282
Projected/ Committed Spend 2014/15					
Town Centre finger post signs and noticeboards - maintenance & updates	New, amended and refurbished finger post signs and noticeboards	Bid approved		9,000	9,000
New and improved signage to Multi Storey Car Park	Awaiting design and costings	Pending ECC estimate		9,000	9,000
Translation calligraphy and presentation of medieval market charter	Approved with part payment from private sponsorship and Chamber of Commerce	Revised bid required	1,300		1,300
Visit Essex Workshop on Brand Brentwood - 8.4.14	Marketing Support, guest speaker & refreshments	Complete	425		425
New Renaissance Group Website set up, Twitter and Content Management and loading costs YR1	Approved with contract for Local by Social	Complete	1,595		1,595
Crown Street Saturday Market support for part purchase of new stalls	Shared costs for gazebo/stalls for the new market	Bid approved		2,000	2,000
Love Your Local Market promotional support - 24.5.14	Merchandising and street entertainment support	Complete	81		81
Independents Day promotional support - 4/5.7.14	Trader bid funds approved activity/entertainment for Sat 5.7	Complete	1,250		1,250
Small Business Saturday promotional support - 7.12.13	Late payment from 2013	Complete	750		750
Small Business Saturday promotional support - 6.12.14	Activities & entertainment in Ongar Rd, High St & Crown St	Bids approved	2,000		2,000
Pro-Action Free Marketing & Social Media Workshop - 11.11.14	Merrymeade House costs, refreshments, promotion	Complete	290		290
Pro-action Free Business Support Workshops x 2 - early 2015	Merrymeade House costs, refreshments, promotion	Bids approved	600		600
Crown St/Ropers Yard Lighting Up - 29.11.14	Christmas Decorations and Advertising	Bid approved	500		500
Ongar Road Lighting Up - 29.11.14	Santa's Helpers' Grotto	Bid approved	260		260
Shenfield Lighting Up - 30.11.14	Upper Shenfield Christmas street and shop lighting	Bid approved		2,929	2,929
Ingatstone Christmas Victorian Evening 5.12.14	Costs of Promotional Literature & website support	Complete	2,087		2,087
Street Pastors mini bus project	To improve the support and safety functions for the night time economy in a central location	Partial funding contribution approved subject to bid		5,000	5,000
Total committed/projected 2014/5			11,138	27,929	39,067
Remainder to spend 2014/5			34,184	23,031	57,215

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16 December 2014

Business & Town Centre Committee

Petition Presented at Ordinary Council on 22nd October 2014

Report of: Roy Ormsby – Head of Streetscene

Wards Affected: Shenfield, Hutton: North, South, East & Central

This report is: Public

1. Executive Summary

- 1.1 At Ordinary Council on 22nd October 2014 a petition was presented which called for more parking to protect Shenfield.
- 1.2 The petition noted ‘we the residents of Shenfield and Hutton firmly believe additional parking arrangements are imperative to deal with the inevitable extra traffic once Crossrail arrives. We do not want to see increased parking in residential side streets and oppose the decking of both Friars Avenue and Hunter Avenue car parks and call for these to become “shoppers only” car parks. We urge the Lab/Lib coalition now running Brentwood Council to use the £1.5m, set aside by the previous conservative administration to tackle the parking situation. Any proposal must protect, and be for the good of residents’.
- 1.3 The Council currently provide 48 spaces in Friars Avenue and 62 spaces in Hunter Avenue, with 2 disabled bays in each car park. It is expected that through the construction phase of the project only 20 spaces will be available in Friars Avenue during the week, with none at weekends, with no loss in Hunter Avenue.
- 1.4 A report was commissioned by the Council in October 2013, which looked at Shenfield Station parking and access (Appendix A). The study identified a number of potential schemes, and provided a summary of the benefits to rail users, and the deliverability of the projects (Table 10.1, p52).
- 1.5 The Crossrail project in Shenfield has now been brought forward, and work will commence in February 2015. This will see up to 28 spaces taken over for the project in Friars Avenue car park during the week. The construction phase is expected to run through to March 2017, therefore there are potential issues with parking during this period.

- 1.6 In the long-term Crossrail have predicted a 28% increase in demand by 2026, therefore there is a need to consider alternative parking arrangements to meet this demand, but these will need to be discussed in conjunction with developers, and identified in the Local Development Plan.
- 1.7 It is evident that there is no short term solution to build additional car parks, as there are no suitable sites available. Alternative options will need to be considered to mitigate any potential disruption over this period, and dialog will be continued with South Essex Parking Partnership and representative of Crossrail throughout the construction period.

2. Recommendation(s)

- 2.1 That the Head of Street Scene liaises with Ward Members and with South Essex Parking Partnership and representatives of Crossrail throughout the construction phase to reduce disruption to businesses and local residents.**
- 2.2 That delegated authority be given to the Head of Street Scene, in consultation with the Leader of the Council, the Chair of the Business and Town Centres Committee, and local Ward Members, to make decisions relating to urgent and unforeseen traffic management issues during the construction phase.**
- 2.3 That Members discuss the options outlined in Table 10.1 of the JMP report, to enable Officers to carry out further detailed work on long-term options for Shenfield in consultation with other agencies.**
- 2.4 That it be agreed to make Hunters Avenue and Friars Avenue car parks into free shopper's car parks, with a 3 hour maximum stay, with no return within 4 hours on and from 1 April 2015 until completion of the construction.**
- 2.5 That it be agreed that on and from 1 April 2015 a maximum of 30 spaces be made available for season ticket holders in the Council's Shenfield car parks, through the construction phase this will be provided in the NCP car park with none in the Council's car parks as outlined in 3.12.**

3. Introduction and Background

- 3.1 In October 2013 a report was commissioned to undertake a study of parking demand at Shenfield station.
- 3.2 The study required a detailed assessment of current and future car parking demand and capacity utilisation at Shenfield, alongside a similar review of the kiss-n-ride demand within the station drop off area. The analysis was undertaken within the context of the additional rail demand that will be generated by future Crossrail services, along with the potential disruption during the construction phase.
- 3.3 The study provided an evaluation of a series of potential scheme options to improve parking and drop off facilities, that could be implemented during the construction phase and subsequently when full Crossrail services are in operation.
- 3.4 Table 10.1 of the report (p52) provided a summary of the outputs in terms of potential benefits to rail users to be generated from each scheme and their deliverability. It was initially felt that a scheme could be developed to build a new car park on Alexander Lane to be used as a park and stride option.
- 3.5 The study identified (Figure 5-6: p21) that 43% of those questioned would be prepared to use a different car park further away, and walk to the station if it meant it was cheaper. However, when asked to qualify the distance they would be prepared to walk, most would not be prepared to walk more than 10 minutes from any park-n-stride car park. The walking distance for the Alexander Lane option would be over 15 minutes, therefore a low option in terms of benefits to rail users. This therefore, along with planning and development issues, makes Alexander Lane an option that would not meet the needs of rail users, and therefore would not be cost effective to deliver.
- 3.6 The scheme outlined in the JMP report, partial decking of Mount Avenue car park (10.17, p42) has been delivered, and a further 124 spaces have been added. Officers have monitored this over recent weeks and it is evident that there are additional spaces available for use, but long-term parking for commuters is still required.
- 3.7 There is a need to consider the parking issues in Shenfield in two phases, firstly the short-term throughout the construction phase, and secondly the long-term, post construction and beyond 2026.

Parking During the Construction Phase

- 3.8 A meeting was held on 4th December 2014 with representatives of Crossrail and their contractor. Discussions centred on the management of traffic, and plans that can be implemented to mitigate any issues. The meeting did provide more detailed information, but it is clear that there is the possibility that at some stages of the construction there may be traffic management issues.
- 3.9 The additional 124 spaces in the Mount Avenue car park will go some way in relieving the parking for commuters. This could also provide parking for some of the 73 season ticket holders that currently purchase tickets from the Council. After monitoring the Mount Avenue car park it is evident that 30 current season ticket holders from Friars Avenue car park could be accommodated in the NCP car park. This will be taken forward by Crossrail as an action, and they felt it would be achievable.
- 3.10 It has been well noted that Friars Avenue car park will be used as a site for Crossrail during the construction phase, and it was confirmed that 20 spaces will be available on week days only during the construction phase. This will be managed by the contractors, who will have banks people on site managing traffic movement.
- 3.11 The impact on local businesses is a concern, and therefore there is a need for all agencies to work together to ensure that businesses do not suffer during the construction phase beyond what is inevitable.
- 3.12 The Council currently have 110 car park spaces in Shenfield, 62 in Hunters Avenue and 48 in Friars Avenue. However, there are currently 73 season tickets holders across the two car parks, which generates an income of £69,350. Crossrail will leave 20 spaces in Friars Avenue during the week throughout the construction phase, leaving 82 spaces available for all users. We will however lose the spaces in Friars Avenue at weekends.
- 3.13 In a letter dated 22 February 2008, to our then legal advisors, Crossrail gave the following assurances: ' That the nominated undertaker will be required to share use of the car park, allowing the car park to remain open Monday to Friday, with at least 20 of the existing 50 (48 general/2 disabled) car parking spaces retained, providing that the entirety of the car park is made available for construction at weekends and Bank Holidays. On these days it would be the intention to direct users to the Network Rail, Hunter Avenue commuter car park, which is not so heavily used on those days. The promoter will also require the nominated undertaker to use

reasonable endeavours to provide replacement car parking spaces in the Network Rail Hunter Avenue commuter car park for the number of spaces – 30 or less – lost at the Friars Avenue pay and display car park during the week’.

- 3.14 If Crossrail commit to this agreement, there would be an option to move 30 season ticket holders into Hunters Avenue commuter car park during the week, leaving the 82 spaces available for shoppers, which would be a net increase on shopper only spaces. Both car parks could then be managed as shopper car parks, with a free 3 hour maximum stay, with no return within 4 hours. There would however, be a loss of 43 spaces for season ticket holders, which needs to be considered.
- 3.15 It has been agreed with Crossrail that appropriate signage will be erected, at their cost, and in the terms of the original agreement the Council will be compensated for any loss of income during the construction phase.

Long-Term Parking in Shenfield

- 3.16 Consideration needs to be given to the long-term growth predicted in the area. This, along with a range of options has been highlighted in the JMP report commissioned by the Council (Appendix A), which was completed in March 2013.
- 3.17 The report notes (6.3, P27) that Crossrail were able to contribute figures on projected demand at Shenfield and other stations on Crossrail route modelling for the year 2026. The figures provided, along with sensitivity test incorporating an additional 28% demand, have been used by Crossrail to establish whether stations require remodelling to meet future demand, which Local Authorities have been in possession of since 2011.
- 3.18 These figures have been disputed, but it is clear that there will be growth, and that there will be need to increase parking within the area over the next 10 years.
- 3.19 The JMP report outlines a number of options, including the benefit to rail users, and the prospect of delivery (10.93, p52). All these need to be considered, and through a wide range of agencies, decisions need to be made on the preferred option, or option’s, to take forward.

4. Issue, Options and Analysis of Options

- 4.1 There are a number of options outlined in the JMP report (Appendix A) which Members need to consider. However, a majority of the options are

long-term solutions, and would need to be developed through a range of partner agencies if they are to be delivered.

5. Reasons for Recommendation

- 5.1 To provide opportunities to mitigate any traffic management issues that may be created through the construction phase of Crossrail, and the future growth of rail users in the future.

6. Consultation

- 6.1 This will be done through a range of mechanisms, and in partnership with other agencies, including Crossrail.

7. References to Corporate Plan

- 7.1 To ensure that every effort is made to secure economic vitality in Shenfield and support local businesses throughout the construction of Crossrail.

8. Implications

Financial Implications

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

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

- 8.1 As part of the budget agreed by Council in March 2014, provision of £78,000 has been included for 3 hours free parking during construction.
- 8.2 The impact on the season ticket income is an anticipated reduction in income of £40,850. Negotiations will take place with Crossrail regarding financial compensation due to the Council.

Legal Implications

Name & Title: Christopher Potter, Monitoring Officer and Head of Support Services

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

- 8.3 Under section 122 (1) of the Road Traffic Regulation Act 1984 the Council has a statutory duty to exercise their functions under that Act as (so far as practicable, having regard to the matters specified in section 122(2) of that Act) 'to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities on or off the highway.' A balancing

exercise is therefore required to be undertaken and evidenced if the Council exercises any of its functions under that Act.

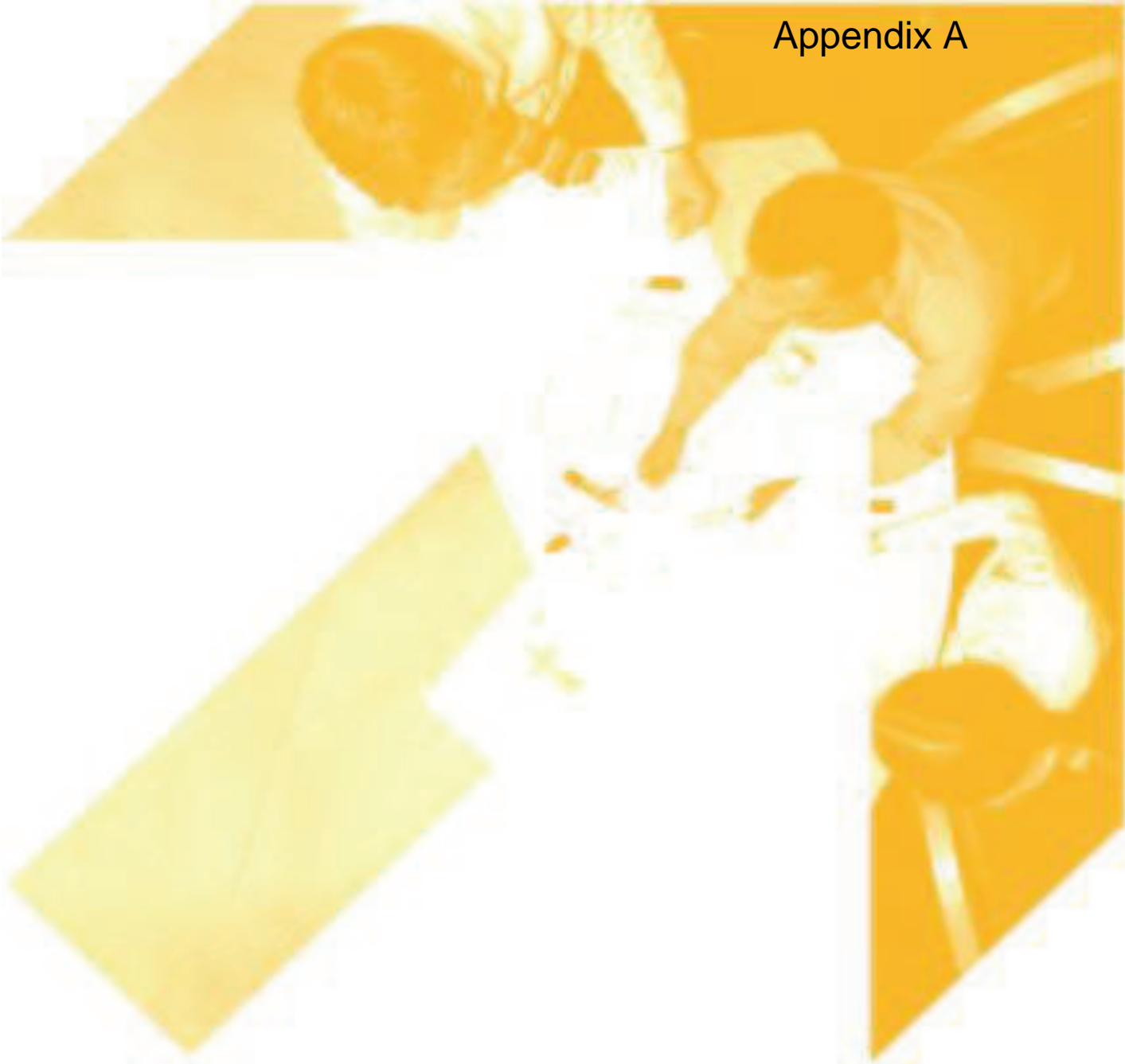
- 8.4 The matters to which the Council must have regard to are:-
- (a) the desirability of securing and maintaining reasonable access to premises;
 - (b) the effect on the amenities of any locality affected and (without prejudice to the generality of this) the importance of regulating and restricting the use of roads by heavy commercial vehicles so as to preserve or improve the amenities of the area through which the roads run;
 - (c) the strategy prepared under section 80 of the Environment Act 1995 (national air quality);
 - (d) the importance of facilitating the passage of public service vehicles and of securing the safety and convenience of persons using or desiring to use such vehicles; and
 - (e) any other matters appearing to the Council to be relevant.
- 8.5 The Council has responsibility for off-street parking places. The Council is not, however, responsible for the provision of and regulation of on-street parking.
- 8.6 Under section 32 of the Road Traffic Regulation Act 1984 the Council has power to provide off-street parking places. It cannot provide parking places on roads (section 36(3) of that Act) unless an agency agreement under section 101 of the Local Government Act 1972 (arrangements for the discharge of functions by local authorities) is in force.
- 8.7 Section 35 of that Act sets out the provisions as to use of such parking places which the Council may include by order to control such parking places.
- Other Implications** (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.
- 8.8 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 - JMP Report 27th March 2014

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Shenfield Station Parking and Access Study

Assessing the impact of Crossrail

Report



Shenfield Station Parking and Access Study

Assessing the impact of Crossrail

Report

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Shenfield Station Parking and Access Study

Assessing the impact of Crossrail

Report

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Appendices

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1 Introduction

Specification

- 1.1 JMP Consultants Ltd (JMP) were appointed by Brentwood Borough Council ('the Council') to undertake a study of parking demand at Shenfield Station.
- 1.2 The study required a detailed assessment of current and future car parking demand and capacity utilisation at Shenfield Station, alongside a similar review of the kiss n' ride demand within the station drop-off area. This analysis has been undertaken within the context of the additional rail passenger demand that will be generated by future Crossrail services, along with the potential disruption caused during the construction phase.
- 1.3 The outputs of the study are an evaluation of a series of potential scheme option enhancements to improve parking and drop-off facilities, to be implemented both during the construction phase and subsequently when full Crossrail services are in operation.

Report Structure

- 1.4 The report presents a summary of all the data and information collected during the study and uses this to highlight the key issues and opportunities for parking and drop-off provision at the station. A series of options are then considered and appraised.
- 1.5 Sections 2 and 3 present the findings of the site audit work and the review of existing documentation relating to the Shenfield Station and surrounding development.
- 1.6 Sections 4 and 5 presents the results of the demand surveys and rail user surveys conducted at the station.
- 1.7 Section 6 summarises the key stakeholder engagement process and feedback.
- 1.8 Section 7 presents an evaluation of future station demand with Crossrail services.
- 1.9 Section 8 brings together all of the data analysis into an evaluation of issues and opportunities.
- 1.10 Section 9 and 10 then develop and appraise a series of potential scheme options.

2 Site Audit

Introduction

- 2.1 This section of the report provides a summary of information relating to the current station car parks and the public areas surrounding the station, including facilities for pedestrians, cyclists, public transport users and motorists.

Car Park Audit

- 2.2 An audit of the existing car parks has been carried out on the basis of site visits undertaken in November and December 2013, with additional desktop research where appropriate.

Hunter Avenue (NCP)

- 2.3 Hunter Avenue NCP is one of the two official station car parks which are run by NCP on behalf of Greater Anglia, the train operating company. The car park is accessed via Hunter Avenue and has a maximum of 217 parking bays and is segregated into two sections (identified by signage and markings in front of the bays):

- Premium parking, located closer to the station and with a higher tariff rate (111 spaces);
- Standard parking, ticketed by pay and display (106 spaces).

- 2.4 Station access from this car park is obtained via a pathway along Hunter Avenue that cuts through to the Hutton Road. This can take up to 6 minutes by foot depending on which parking bay is used (the furthest parking bay is approximately 450m from the station entrance). The walkway is quite dark in the early morning and evening, especially around the Hutton Road bridge, and users have to negotiate traffic when crossing the busy Hutton Road.

Figure 2-1: Premium parking and standard P&D parking zones at Hunter Avenue NCP



Mount Avenue (NCP)

- 2.5 Mount Avenue NCP is the other official station car park run by NCP on behalf of Greater Anglia, the train operating company. It is accessed via a long approach road off of Mount Avenue at the back of the station. Some car parking is provided along the approach road and is classified as being within the station car park. The car park has 251 spaces and parking is provided in two distinct areas:

- 'end on' bays within the main body of the car park (along the railway tracks);
- 'parallel' bays on the eastern side of the approach road leading to the main car park.

- 2.6 The parallel bays tend to be occupied first in the morning as they are closest to the station entrance.
- 2.7 Station access from this car park is obtained via a pathway from the South side of the station, along Mount Avenue and under the bridge crossing at Hutton Road towards the station entrance. This can take up to 8 minutes by foot depending on which parking bay is used (the furthest parking bay is approximately 550m from the station entrance). The walkway is quite dark in the early morning and evening, especially around the Hutton Road bridge crossing.

Figure 2-2: Parallel and end on bays at Mount Avenue NCP



Hunter Avenue (Council)

- 2.8 The smaller Hunter Avenue car park is operated by Brentwood Borough Council and is located directly alongside the NCP station car park with access from Hunter Avenue. The car park has 61 spaces with no segregated areas (except 2 disabled parking bays) and it is used by both shoppers and commuters. Ticketing is primarily by pay and display, although the Council does sell a limited number of season tickets.
- 2.9 Station access from this car park is obtained via a pathway that cuts through to the Hutton Road. This can take up to 2 minutes by foot depending on which parking bay is used (the furthest parking bay is approximately 130m from the station entrance). The walkway is quite dark in the early morning and evening, especially around the bridge crossing, and users have to negotiate traffic at peak times when crossing the Hutton Road.

Figure 2-3: Hunter Avenue council car park



Friar Avenue (Council)

- 2.10 Friar Avenue car park is operated by Brentwood Borough Council and is accessed via a narrow single track lane off of Friars Avenue. The car park has 50 spaces with no segregated areas (except 2 disabled bays). Ticketing is primarily by pay and display, although the Council does sell a limited number of season tickets.
- 2.11 Station access from this car park is obtained via a pathway alongside the single-track car park entrance onto Friars Avenue towards the Hutton Road and towards the station entrance. This can take up to 4 minutes by foot depending on which parking bay is used (the furthest parking bay is approximately 300m from the station entrance). The car park is quite dimly lit and vehicles entering and exiting the car park pose a hazard to pedestrians.

Figure 2-4: Friars Avenue council car park



Station Forecourt and Surrounding Area

Drop-off Area

- 2.12 The station forecourt provides a limited space for both the ranking of taxis and the dropping off and picking up of rail passengers.

Figure 2-5: Shenfield Station Forecourt Area from southwest perspective



- 2.13 Two separate circulation areas are provided: one segregated for taxis and the other for general traffic. The facility for general drop-off/pick-up is a single lane with sufficient space for around three vehicles, although additional vehicles often stop at the back of the queue of the main carriageway. The drop-off lane is bounded by kerbs, in close proximity on either side, meaning it is not possible for one vehicle to overtake another. As such, vehicles are not permitted to wait and should move on as quickly as possible.

Figure 2-6: Access to Taxi Rank (with illegally parked car) and access to drop-off area



Area Surrounding Station

- 2.14 The station forecourt fronts on to the A129 Hutton Road. The area of Hutton Road immediately to the east and west of the station is primarily retail-led development, with a variety of shops including national chains and independent retailers. The mix of shops and services draws custom from both the Shenfield and Hutton areas, and also from wider parts of Brentwood Borough, leading to strong demand for car parking from shoppers during the day and also at weekends. The upper floors of these buildings are used both for employment (primarily small offices, or services such as hair and beauty treatments) and for residential accommodation.
- 2.15 Angled and parallel car parking bays are provided on Hutton Road in front of the shopping parades; these provide short-stay parking and are enforced through parking warden patrols.
- 2.16 Bus stops are located immediately to the east and west of the Station forecourt on Hutton Road; there is a pelican crossing directly opposite the station and there are further non-signalled crossing points provided in various locations along Hutton Road.
- 2.17 Beyond the immediate station environment, development is almost entirely residential in nature. "Old" Shenfield is located to the north and west of Hutton Road and is characterised by long, straight residential roads with a mixture of bungalows and houses. To the south west, the Mount Avenue area consists of primarily large, detached properties; the road network here is largely private (i.e. the roads are not part of the adopted public highway). To the west (north of the A129 Rayleigh Road), Hutton represents post-war development with smaller properties, denser development and a wide mix of houses and flats.
- 2.18 The only significant area of employment within Shenfield and Hutton (excluding the Hutton Road area) is the Wash Road industrial estate. There are a number of primary schools within Shenfield and Hutton, and two major state secondary schools (Shenfield High and St. Martins) which have playing fields as part of their grounds, and there are public parks at Alexander Lane and Wash Road.
- 2.19 The Strategic Road Network (SRN) can be accessed at the A12 via the A129 Hutton Road and A1023 Chelmsford Road; beyond the existing built edge, the land in this area is designated as Green Belt.

3 Documentation Review

Overview

3.1 As part of the background data collation for the study, a series of local documentation has been reviewed, as follows:

- **Brentwood Borough Council Retail and Commercial Leisure Study, 2011**
This study assesses future retail and commercial leisure growth from 2011 to 2031 across the Borough including a comprehensive 'health check' assessment of Shenfield's centre.
- **Brentwood Borough Local Development Plan: Preferred Options for Consultation, 2013**
Once adopted, the Local Development Plan will set out the long term vision for how the Borough should develop by 2030 and the Council's strategy and policies to deliver that vision. The Preferred Options document was prepared as part of the Local Development Plan consultation process and sets out draft policies for comment.
- **Crossrail Update Presentation to Brentwood Borough Council, 2013**
This presentation was delivered by Terry Morgan to Brentwood Borough Council in 2013 and provides an overview of the Crossrail development and progress to date.
- **Interim Memo from SDG, 'Shenfield Park and Walk', 2010**
This memo was provided by the council an overview and update on the key findings of the Shenfield Parking Study undertaken by Steer Davies Gleave in December 2009
- **Shenfield Urban Integration Study, 2012**
This study develops an urban realm design for Shenfield Station in order to maximise the positive impact of Crossrail and reflect the aspirations of the local authority.

3.2 The key insights in relation to transport, Crossrail and development found from a full review of these documents have been summarised in the sections below.

Transport insights

3.3 The review of transport documentation has provided the following key insights.

3.4 Shenfield is known to be the busiest station in the Borough and traffic congestion is repeatedly cited as a major issue in the town (Shenfield Urban Integration Study, 2012). As such, the council has an overarching strategic development objective to increase sustainable transport links in the area through a commitment to park and walk schemes and improved cycling. This has become a particular objective in light of the future Crossrail development (Brentwood Borough Council Retail and Commercial Leisure Study, 2011).

3.5 Current transport concerns regarding station access are well known by the local community who have called for interventions to accommodate their transport needs including additional bus services, park and walk facilities (Alexander Lane) and better cycling facilities in light of the Crossrail development. The Shenfield Urban Integration Study even goes so far as to call for the relocation of the taxi rank, drop-off facility and disabled parking activities to the South side of the station, but this would require considerable funding. Current concerns are outlined below:

Walking

- 3.6 Shenfield experiences higher than average levels of car ownership and low levels of cycling, however walking levels are above the national average (Brentwood Borough Local Development Plan, Preferred Options 2013). This existing disposition towards walking bodes well for any potential 'park and stride' facility to serve the station.
- 3.7 However, this would need to be countered by a provision of safer pedestrian access to the station with previous studies citing the quantity and speed of traffic, poor footpaths and lighting as major hazards on the station approach.

Public Transport

- 3.8 Public transport servicing Shenfield Station has been constrained by various logistical issues such as the limited space for buses to turn and terminate on the forecourt and the amount of traffic and vehicles that encroach in bus stop zones (Shenfield Urban Integration Study, 2012). These factors should be taken into account when considering the feasibility of any potential 'park and ride' scheme.
- 3.9 Existing bus services to the station are restrictive in terms of hours of service and their geographical coverage and are limited to:
- The Ensign 81 is only frequent bus service that serves Shenfield station. This service runs a circular route between Brentwood and Hutton between the hours of 06:00am to 19:00pm, up to every 20 minutes during peak hours.
 - A recent addition has been made to the bus service by the introduction of the First in Essex 9a service that runs between Brentwood and Shenfield every 30 minutes between the hours of 16:00pm and 19:00pm.
 - Finally, the X81 (Lakeside to Hutton) and 82 (Brentwood to Shenfield) routes also service the station operating between the hours of 10:00am and 16:00pm. However at the date of writing the 82 service was due be discontinued with the 81 to replace this service on a route taking it clockwise around Hutton, every 30 minutes during off peak times on Mondays to Fridays.
- 3.10 In addition there are a number of school and community buses which serve the station and other routes which pass nearby, namely the 41, 80A, 80C, 251, 502, 808 and 849 services. Collectively these services allow travel to and from Southend on Sea in the east and Lakeside in the south; however, most of these services are infrequent.

Cycling

- 3.11 The Urban Integration Study states that there are a large number of cycling facilities at the station but that these tend to operate over full capacity as demand exceeds supply. Facilities are somewhat scattered and the lack of cycle lanes on routes to the station are considered to prevent many from cycling as they feel that it is an unsafe option.

Taxis

- 3.12 Congestion around the station area has been noted in previous studies which cite large queues of taxis from the station along Hutton Road backing up to the Hutton Public House. At any one point there can be up to 14 taxis in the rank at the Station Forecourt plus additional taxis in the rank along the Hutton Road eastwards. Demand for taxi parking can be even more intense in the PM peak period.

Private 'drop-off' vehicles

- 3.13 There is currently limited space for kiss 'n' ride activity to occur on the station forecourt and as such vehicles frequently block the main approach roads to the station, the taxi rank and bus stops in order for passengers to alight. Consequently safety concerns have been raised as to whether it is this activity which is leading to an occurrence of slight accidents on Hutton Road. These accidents are considered largely due to 'failure to pay attention'.

Mode Split

- 3.14 Previous survey work at Shenfield Station, undertaken for the Urban Integration Study, has identified mode split for passengers accessing Shenfield Station, as follows:

- Walk (including walk from car parks) 65%
- Kiss and Ride (drop-off) 15%
- Taxi 9%
- Bus 7%
- Cycle 4%

- 3.15 By utilising the levels of car park demand captured from the demand surveys (Section 4) and the overall level of peak period passenger demand, it is feasible to split the walk figure into those walking from a station car park, and those walking from elsewhere. This breakdown is estimated as:

- Walk (from station car park) 24%
- Walk (other) 41%

Crossrail

- 3.16 The review of Crossrail documentation has provided the following key insights.
- 3.17 Crossrail, the major new cross-London rail link, will see the current peak hour train service from Shenfield to London increase from 6 to up to 12 trains per hour in what is already one of the busiest stations in the Borough. Data from the Office of Rail Regulation shows a total of 2,990,942 entries and exits for the year 2011/12.
- 3.18 In 2001 AM peak entries and exits at Shenfield Station were observed to total 2,200 and 350 respectively. This data has been used to forecast future rail patronage up to the year 2016 in previous studies, most notably the Shenfield Urban Integration Study, 2012, which forecasts the following figures for AM peak activity in 2016:
- 2500 entries and 400 exits without Crossrail)
 - 2600 entries and 400 exits (with Crossrail)
- 3.19 However, given the recent unprecedented growth in rail patronage over the last few years, these estimates are thought to be on the conservative side.
- 3.20 Official forecast patronage figure provided by Crossrail present a slightly conflicting picture, with a 2026 forecast of 2,400 entries and 730 exits. Within their modelling work, however, Crossrail have applied a 28% uplift to test the impact of higher levels of demand, which might reflect future demand more accurately.

- 3.21 Crossrail state that they consider passengers will judge the success of the railway development by their experience of using the spaces outside of the stations as they enter and exit. As such, they intend to set high standards for the immediate surroundings of the stations in terms of the design and functionality of the transport interchange, in line with the draft policies emerging as part of the Council's Local Development Plan.
- 3.22 In terms of physical works, the Crossrail development will require the widening of the embankment, a platform extension and the construction of a new line to serve the newly created Platform 6 at Shenfield Station. Lorry numbers are expected to reach up to 7 per day during the peak construction period and once per day during off-peak construction. Friars Avenue car park will be used for the storage of materials and equipment but the car park will remain open with at least 20 spaces available.
- 3.23 It has been suggested that as a response to the Crossrail development there will be an intensification of competition for retail space in and around Shenfield Station as that end of Hutton Road becomes more desirable to retailers (Brentwood Borough Council Retail and Commercial Leisure Study, 2011). According to specific research undertaken by Chase and Partners as part of the retail study, Simply Eat and Aldi have already been reported to have sought representation within Shenfield (paragraph 5.93 of the retail study report).

Development insights

- 3.24 The review of development documentation has provided the following key insights.
- 3.25 As has been noted briefly in Section 2, the majority of development in the Shenfield area is residential; this is a pattern which originally commenced with the opening of Shenfield station itself in the late 19th century. Employment and retail activities have remained largely confined to the Hutton Road and Rayleigh Road areas.
- 3.26 Shenfield is projected to undergo significant household growth with many people expected to move into the area over the coming years. The strategic plan is to create an “inclusive, balanced and sustainable community” (Brentwood Borough Local Development Plan Preferred Options, 2013).
- 3.27 Employment is also set to grow over the Local Development Plan period (2015-2030). Consequently, 1,800 new dwellings are planned for the Brentwood and Shenfield urban areas. This makes up 51% of planned residential development in the Borough. Shenfield's Hutton Road is a specific target area for development with a desire to achieve a better balance of use in the town centre for all that work, live and spend time there.
- 3.28 Across the Brentwood urban area, there is a lack of existing “brownfield” or previously developed sites of significant size, and this is a particular issue within Shenfield and Hutton, as historically most development has been residential-led and therefore is still in use for this purpose today. Therefore, the current draft local plan primarily identifies small to medium size “infill” sites that will contribute toward the overall housing need within Shenfield and Hutton. The “major” sites (providing 10 or more dwellings) identified in the draft Local Plan Preferred Options document are as follows:
- Essex County Fire Brigade HQ, Rayleigh Road – up to 101 dwellings
 - Land at Brookfield Close, Hutton – up to 13 dwellings
 - Land adjacent to Adult Education Centre, Rayleigh Road – up to 11 dwellings
 - Land between Tendring Court and Tillingham Bold, Woodland Avenue – up to 10 dwellings

- 3.29 It is noted that land outside of the built areas of Shenfield and Hutton (such as that adjacent to the A12 and A1023 Chelmsford Road) is within the green belt. Within the built-up areas, the remaining open space is accounted for by public parks, playing pitches and school fields, all of which are necessary to provide amenity for the local community.
- 3.30 Railway stations and their surrounding forecourts are to be prioritised as ‘key gateways’ within development proposals in order to encourage people to use sustainable transport connections in their town centres. The long-term plan is to continue to encourage alternative modes of transport including public transport, cycling and walking in the local area.
- 3.31 In terms of specific development that might have implications for parking provision for Shenfield Station, representations have been made to the Local Plan Preferred Options consultation regarding a site located to the south-west of the A12 Mountnessing roundabout. The submitted indicative scheme layout would provide parking for up to 782 cars with 3 acres of “employment / hospitality” land adjacent to the park and ride facility.
- 3.32 Another two potential sites for park & ride have previously been identified to the east and north of Shenfield station. The first is located to the east at 661 Rayleigh Road (A129); the site was previously occupied by a car dealership and, as such, has hard standing available for over 100 cars. The second is located to the north at Alexander Lane, proposing car access from the A1023 Chelmsford Road.

4 Demand Surveys

Overview

- 4.1 In order to determine precise levels of activity at the car parks surrounding Shenfield Station, as well as the drop off area around the station forecourt, a series of demand surveys were commissioned. The physical survey was subcontracted to a specialist survey company (Sky High), with the work overseen, collated and analysed by JMP.

Specification

- 4.2 The car parking demand surveys were undertaken on the station forecourt, the main carriageway (Figure 4-2) and in the following four car parks (Figure 4-1):
- Mount Avenue NCP
 - Friars Avenue Council Car Park
 - Hunter Avenue Council Car Park
 - Hunter Avenue NCP
- 4.3 The car park survey consisted of a half hourly beat survey between the hours of 06:00am and 12:00pm and took place on a typical weekday, Tuesday 19th November 2013. Car vehicle registration plates were recorded so that the analysis could determine the turnover of vehicles.

Figure 4-1 Station car park survey locations

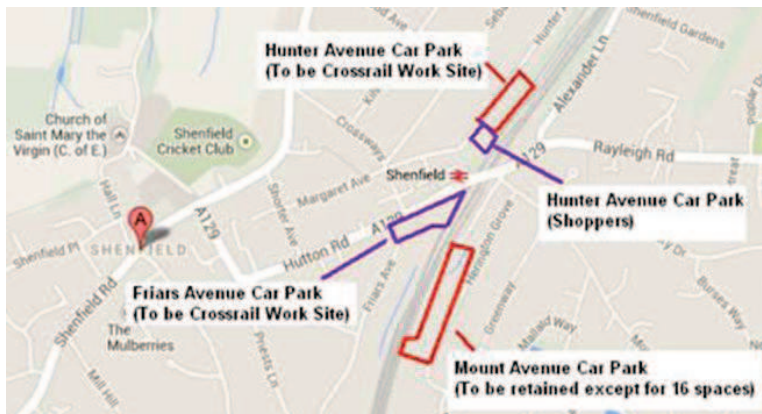


Figure 4-2: Positioning of cameras used for drop-off area survey



4.4 The drop-off area demand survey took place on the same day but in two shifts between the hours of 07:00am and 10:00am and 16:00pm and 20:00pm using 2 cameras in order to capture vehicle activity in both the station forecourt area (Camera 2) and the main carriageway (Camera 1) on the approach to Shenfield Station (Figure 4-2).

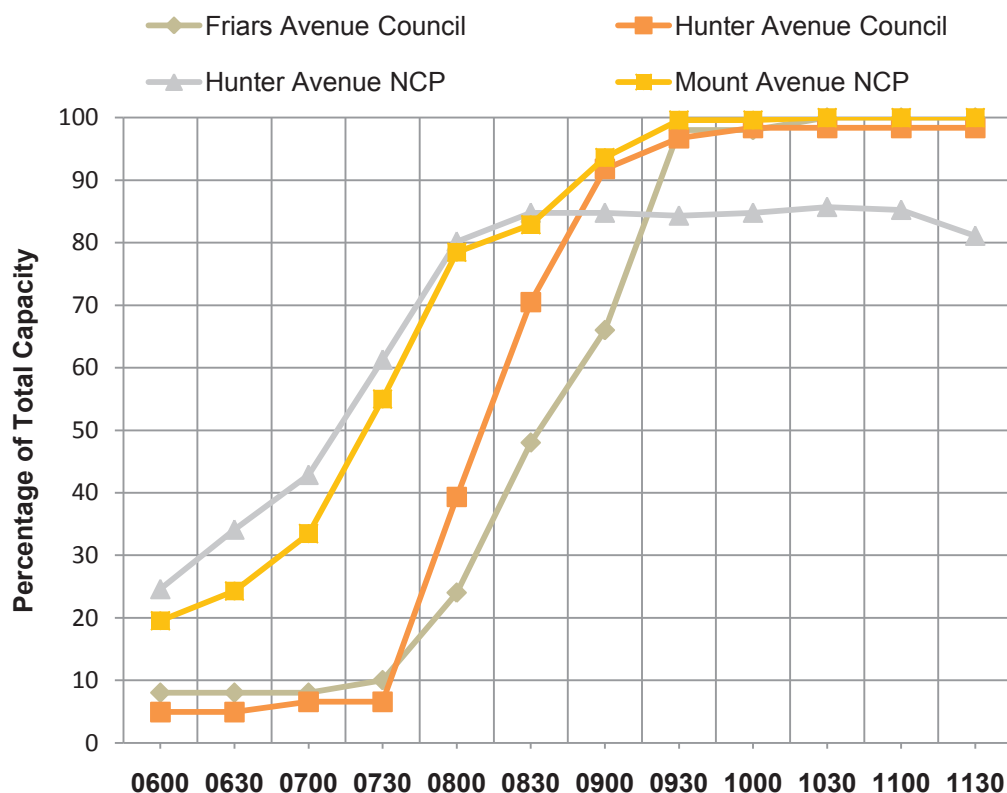
Results

Car Parks

4.5 The car park demand survey recorded the activity of 603 vehicle registrations that utilised nearly all of the 579 parking bays within the 4 station car parks. Only 4 vehicle registrations reoccur in the data so it can be assumed that there were a total of 599 different vehicles that utilised the car parks during the morning of the survey.

4.6 The results indicate that the car parks around Shenfield Station are operating at near capacity, with three out of the four car parks reaching full or near-full capacity by 10:30am in the morning (Figure 4-3).

Figure 4-3: Car park utilisation shown by the hour and as a % of total capacity



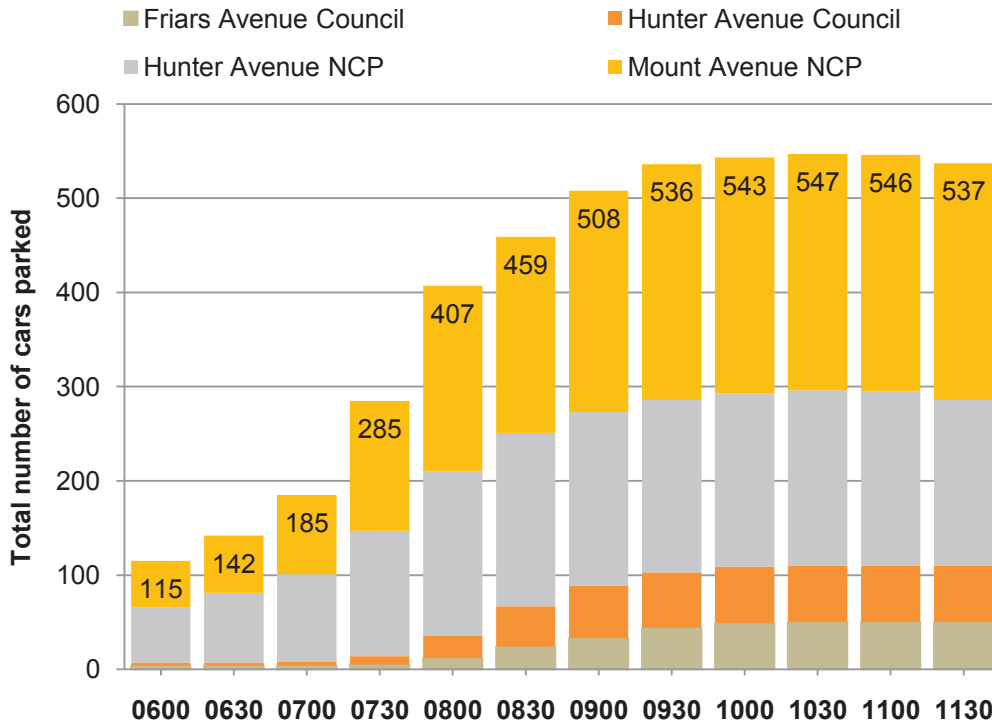
4.7 As expected, the main activity occurred between the hours of 07:00am and 09:00am. Mount Avenue NCP was the most heavily utilised car park with all 22 parallel bays on Approach Road full from 06:00am onwards. Full capacity was reached at this car park by 09:30am and it remained full for the rest of the morning.

4.8 Hunter Avenue Council car park had filled up by 10:30am and Friars Avenue car park reached near full capacity, peaking at 98% utilisation (just 1 vacant space). Only the Hunter Avenue NCP had spare capacity with 35 spaces remaining vacant upon reaching its peak of 86% utilisation by

10:30am. The majority of these vacant spaces (28), however, were premium parking spaces that are allocated to individual season ticket holders and are unavailable for other drivers to use.

4.9 Overall the data indicates that from 09:00am in the morning there is an average of well over 500 vehicles parked at any one time within the four car parks in the vicinity of the station (Figure 4-4). Whilst not all of this demand is associated with Shenfield Station, with some local parking activity, it is anticipated that up to 450 vehicles park in order to access the station.

Figure 4-4: Total number of cars parked shown by car park and the hour



Station Drop-off

4.10 The drop-off and pick-up survey reports activity from 882 vehicles on the station forecourt area with slightly higher proportion of activity (from 477 vehicles) occurring across the AM period.

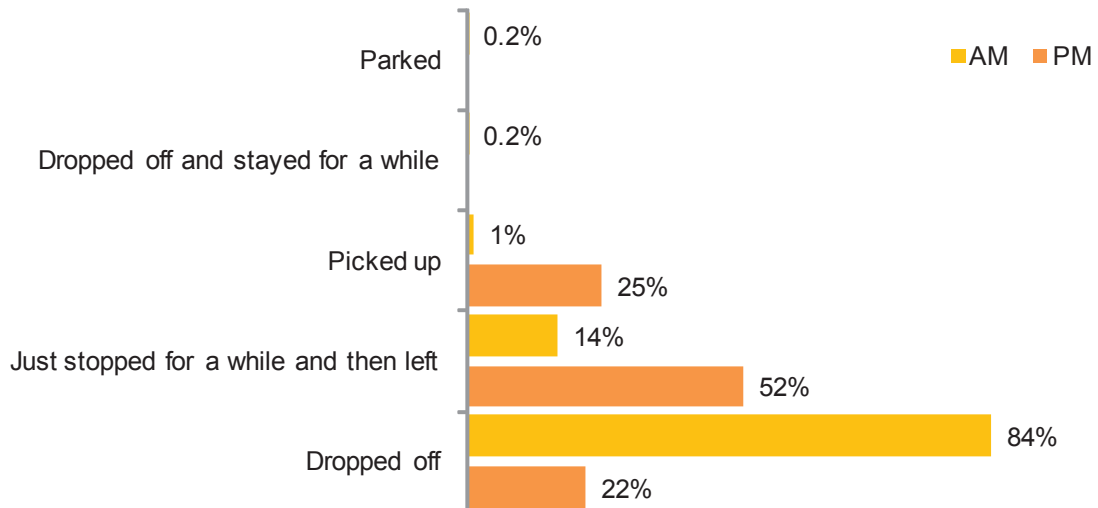
4.11 For all activity the vehicle type was recorded as well as type of activity:

- drop-off;
- drop-off and stay for a while;
- just stop for a while and left;
- parked;
- pick up.

4.12 In the morning data from the station forecourt shows that 84% of activity (401 vehicles) is from passenger drop-off and a further 14% of vehicles (69) are recorded as just stopping for a while and leaving (Figure 4-5). This activity can be assumed to be people using the station forecourt to turn around after dropping rail passengers off further down the road when sat in traffic on the approach to the station and out of sight of the survey area.

4.13 This is collaborated by the Rail User Survey responses (Section 5) that indicate a large number of passenger drop-offs occurred away from the station forecourt.

Figure 4-5: Station forecourt AM and PM activity



4.14 The evening survey period intuitively shows slightly more pick-up than drop off activity (25% versus 22%) and a much higher level of vehicles just stopping for a while and then leaving (52%) which we can attribute to passengers being picked up outside of the main forecourt and carriageway survey areas.

Conclusions

- 4.15 The demand surveys provide conclusive evidence that the car parks around Shenfield Station are operating close to, or at, capacity.
- 4.16 In addition, there is, as evidenced elsewhere, substantial vehicular activity on the station forecourt, although not all of it directly relates to forecourt drop-offs, with many vehicles using the area to turn around having dropped their passenger off further along Hutton Road, due to the levels of congestion.

5 Rail User Surveys

Overview

- 5.1 A rail user survey was designed to evaluate the process of decision-making behind existing travel behaviour of rail users entering Shenfield Station, as well as to help determine the level of any suppressed demand for car parking.
- 5.2 The survey also served as a useful opportunity to gauge initial responses to the proposed 'park and ride' or 'park and stride' solutions for future car parking demand shortfalls in the light of the Crossrail development at Shenfield Station.

Specification

- 5.3 The information obtained through the project inception meeting, data collation and site audit phase of the project informed the design of three rail user specific surveys for:
- existing car park users (both 'pay and display' and season ticket holders);
 - existing drop-off area rail users (including both kiss 'n' ride and users of the taxi rank);
 - all other access mode rail users (people who walk/cycle or take public transport to the station).
- 5.4 The survey questions were carefully designed so as to be both unbiased and unambiguous in order to provide a concise data set for analysis. Copies of the three user surveys can be found in **Appendix A**, whilst a full summary and analysis has been included below.
- 5.5 The surveys asked for journey origin data in order to build a profile of where users were travelling from in order to access the station. This data is needed to help assess the catchment area of the station including the volume of railheading that takes place and the potential for rail users to switch modes for their journeys to Shenfield Station.
- 5.6 The survey also captured other basic journey data such as the departure time and final destination of their train as well as the journey purpose and frequency.
- 5.7 Existing car park users were asked specifically about potential solutions to the shortfall in car parking supply at the station, such as 'park and ride' or 'park and stride', as well as increased provision for cyclists.
- 5.8 For users of the station drop-off area the survey sought to establish why rail passengers use this facility and if they would, under other circumstances, change their travel behaviour to the station. In this way it was sought to detect levels of suppressed parking demand.
- 5.9 Rails users who access the station by all other modes were asked what influenced their choice of transport to the station and what may influence their travel behaviour in the future.
- 5.10 All survey respondents were given the opportunity to make further comments about getting to and from Shenfield Station.
- 5.11 Given that all of the targeted survey respondents were on their way to board a morning train it was considered infeasible to try and conduct face-to-face interviews as a large proportion of respondents were likely to decline. The more appropriate approach was deemed to be a self completion survey format which could be returned by freepost within a week. Respondents were

incentivised to return the survey by the option of entering a prize draw for the chance to win one of five £30 Love2Shop vouchers.

Distribution

5.12 Permission was granted from Greater Anglia, the station operator, for surveys to be handed out on the station forecourt and from NCP to hand out surveys at the car park exits. As such, on December 3rd 2013, between the hours of 0600am and 1100am an estimated total of 950 surveys were distributed amongst a predicted 2,400 rail users entering Shenfield Station (Office of Rail Regulation Statistics, 2012). The distribution by survey type (Figure 5-1) was as follows:

- **Car park users: 60% distribution**

This survey was the easiest to distribute as they were handed out to pedestrians exiting the car parks. These rail users appeared to have more time on their hands and were happy to take the form. Some 300 forms were handed out amongst an estimated 500 car park users.

- **Drop-off area rail users: 22% distribution**

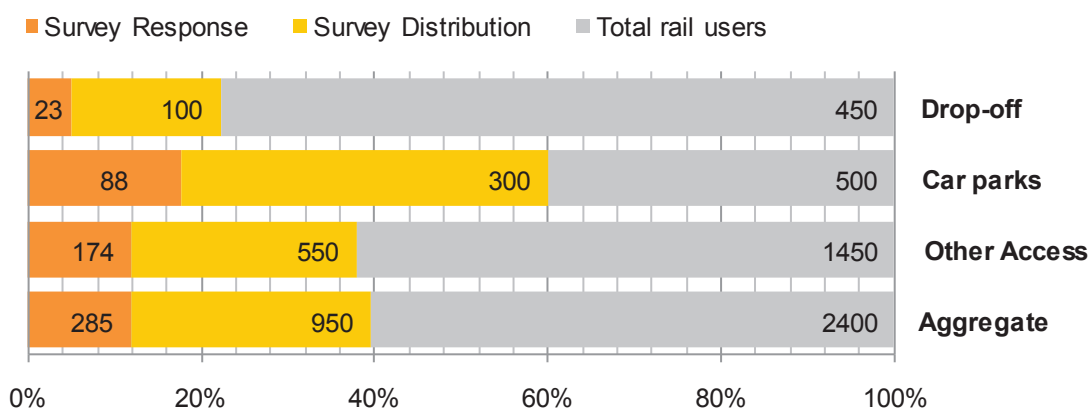
This was the hardest survey to distribute as they were handed to people as they got out of their car and headed towards the station entrance. Passengers seemed to be in the greatest rush and many were simply not interested in taking a survey form. Out of an estimated 450 drop-off area rail users, only around 100 people accepted a survey form.

- **Other access modes: 38% distribution**

Logistically, this was the most difficult survey to distribute as many rail users had already been given survey forms. Despite some reticence towards accepting the form, again in part due to rush upon reaching the entrance to Shenfield Station, around 550 surveys were distributed amongst an estimated 1450 passengers arriving by 'other' transport modes.

Figure 5-1: Rail user survey distribution levels and response rates

*Shown by station access type where n is number of rail users



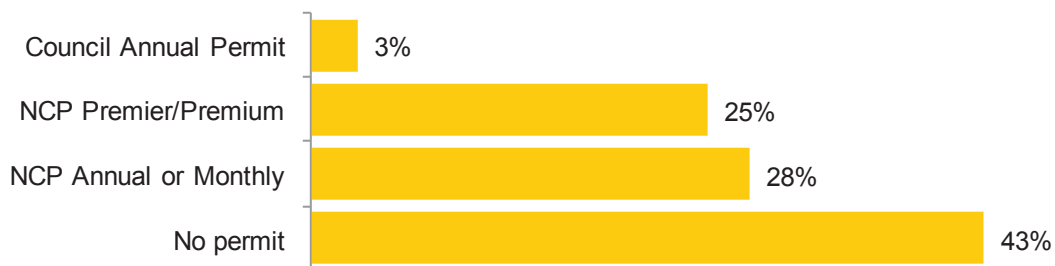
Car Park

5.13 The four car parks in and around Shenfield Station at Hunter Avenue, Mount Avenue and Friar Avenue have a combined total of 579 parking bays, although 11 spaces in the Council-run car

parks are not thought to be predominantly used by station passengers. The car-park survey was distributed to 60% of the 500 estimated car park users during the morning peak and elicited a response from 88 people which gives the survey a self-completion rate of 29%, and a total sample size of 18% of all car park rail users (**Error! Reference source not found.**).

- 5.14 The survey was distributed on a per vehicle basis but took into account how many passengers a private vehicle could be carrying to the station. The majority, 83% of people, travel to the station alone whilst 14% share with one passenger and just 3% with more than one passenger. The survey also profiled parking ticket holders, the results of which are that the majority, 43%, have no parking permit, whilst 28% have an NCP annual or monthly permit, 25% have a premium permit and 3% have a council annual parking permit (see Figure 5-2).

Figure 5-2: Profile of parking season ticket holders



- 5.15 Around 97% of station car park users are travelling onwards to a destination within Greater London and an overwhelming majority stated that their train trip made up part of their commute (83%) or was business related (11%). Some 68% of respondents make the journey daily and 22% make the journey with a frequency of at least 1-4 times per week.

Drop-off

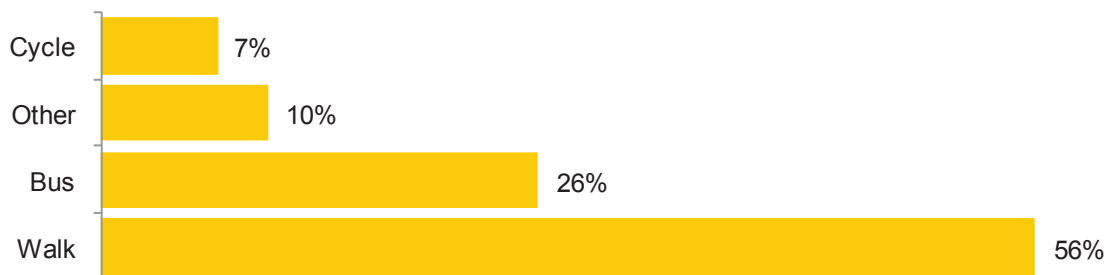
- 5.16 Drop-off rail users were particularly hard to engage. This survey was distributed to just 22% of the estimated 450 drop-off area users during the morning peak and elicited a response from 23, whilst this gives a reasonable self-completion rate of 23%, the low distribution meant that the sample size was just 5% of the estimated 450 drop-off rail users (see Figure 5-1).
- 5.17 Around 78% of drop-off area rail users are travelling onwards to a destination within Greater London, lower than for car park users. Some 57% stated that their train trip made up part of their commute whilst 26% related their travel to business reasons; the remaining 18% were split equally between leisure and ‘other’. Drop-off area users tend to use the train slightly less frequently with just 57% making their journey daily and a further 26% with a frequency of 1-4 times per week.

Other Access Rail Users

- 5.18 This survey was distributed to 38% of ‘other access’ rail users who arrived by walking, cycling or public transport during the morning peak. A response was elicited from 174 people which gives the survey a self-completion rate of 32% and a total sample size of 12% of the 1,450 estimated rail users arriving to the station by other modes (See Figure 5-1).
- 5.19 Other access mode rail users have a very similar profile to car park rail users as 96% are travelling onwards to a destination within Greater London and the majority state that their train trip makes up part of their commute (83%) or is business related (11%). Other access mode rail users use the train with a similar frequency to car park users with 70% making their journey daily and a further 22% 1-4 times per week.

5.20 In addition, this survey recorded the modal split of other access rail users' journey to the station (see Figure 5-3) which indicated that 56% walked, 26% arrived by bus and 7% cycled to the station. The remaining 10% elected 'other', arriving by moped or motorcycle, parking further away and walking or were dropped off further away from the station.

Figure 5-3: Modal split of other access rail users' journey to the station



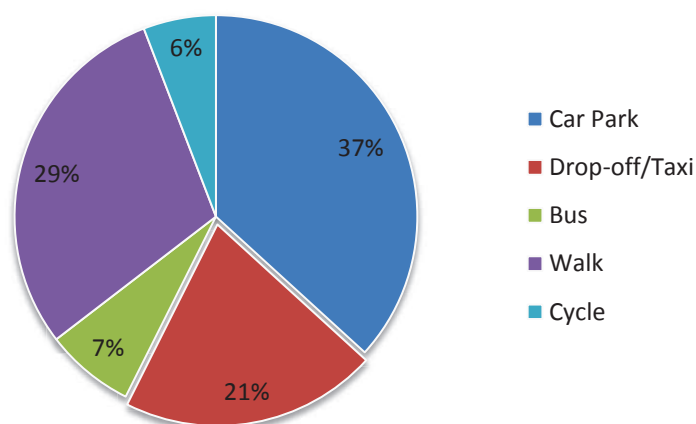
5.21 Where respondents provided details of their home postcode or their street name, the mode choices of the station users have been plotted using Geographical Information System (GIS) software. Maps ST14273-GIS-01 to -03 show all modes of travel at different scales (local and wider areas); maps ST14273-GIS-04 to -07 show the distribution of trips by individual modes. Copies of the resulting maps are included at **Appendix B** and are discussed in more detail later in the chapter in the 'spatial distribution' section.

Mode Split

5.22 Figure 5-4 presents a breakdown of the mode split of overall respondents to the Rail User Survey. This indicates that the largest proportions were car park users, followed by those who walk at least part of the way to the station.

5.23 The drop-offs/taxis, include those who used the station forecourt directly (who received an official drop-off questionnaire) as well as those who were dropped-off further along Hutton Road and so who subsequently received an 'other access' questionnaire.

Figure 5-4: Modal split of Rail User Respondents



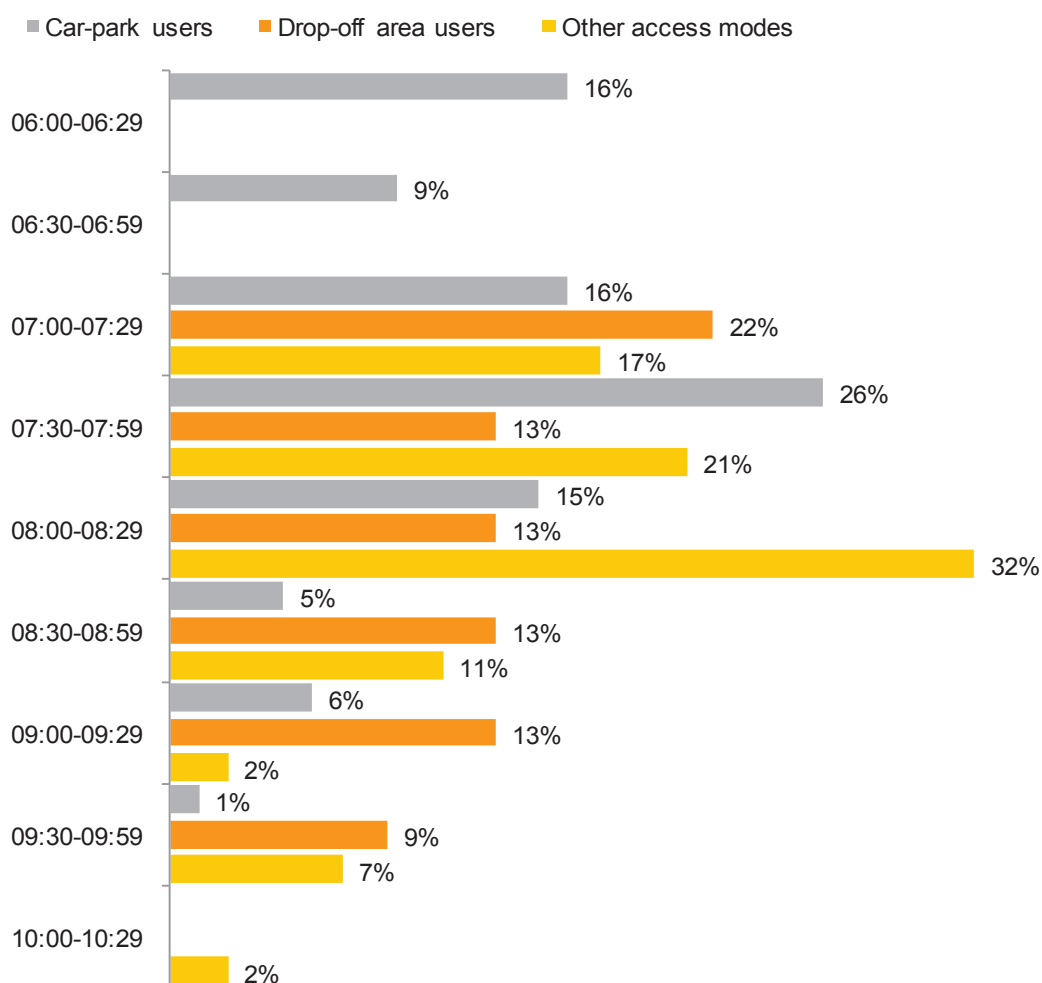
5.24 When compared against the actual mode split data for station access presented in Section 3, the results indicate that a higher proportion of car park users engaged with the survey than those arriving by other modes.

Train Departure Profiles

5.25 All three of the surveys asked rail users to note down the departure time of their onward train from Shenfield Station. By filtering this information we are able to make a comparative analysis of the trends in activity for each of the three types of rail users. The results are summarised below and are shown in full in Figure 5-5:

- the majority of activity occurs between the hours of 0700 and 0900am;
- drop-off activity peaks first between 0700 and 0729am;
- car parking activity peaks between 0730 and 0759am;
- as such, all private vehicle activity (car parking, drop-off and taxi) has peaked by 0800am;
- pedestrian activity continues to climb until peaking between 0830 and 0859am.

Figure 5-5: Train departure times for rail users entering the station



5.26 This data, in particular the car park, correlates with the profiles from the demand surveys.

Spatial distribution

- 5.27 The choice of mode used to access Shenfield Station is driven in part by the geographical spread of station users' home addresses. Home address information and mode data has been extracted from the survey data and combined to create a series of maps which are reproduced at **Appendix B**. Each mode is also considered separately below.

Walking and Cycling

- 5.28 Walking and cycling trips are concentrated primarily in the area which lies within 2km of the station. The trips are distributed across this area, with there being more trips arising in the "old" Shenfield and Hutton areas than from Hutton Mount. The on-street contours show that the route from much of Hutton Mount is circuitous in comparison to other areas, and this may explain why there appear to be fewer walking and cycling trips generated from this part of the surrounding area.
- 5.29 The mapping shows that a number of respondents walk for considerably more than 1km (12 minutes) to reach the station; this is potentially due to perceived, or actual, lack of car parking spaces and/or the cost of paying for parking.
- 5.30 There are very few cyclists in the survey sample who cycle from outside of the main urban areas, despite there being a number of villages within a 5km distance of the station. It is considered likely that concerns over traffic and a lack of cycle parking space may contribute toward this finding.

Car Drivers

- 5.31 As would be expected, car drivers are the most widely distributed sub-group of respondents. Typically, car drivers live more than 2km from the station (although there are a few exceptions evident within the survey data). There are concentrations of drivers at Warley, the eastern edges of Hutton, and in the Doddinghurst / Kelvedon Hatch / Stondon Massey / Blackmore area to the north-west of the main Brentwood urban area. There are also more scattered numbers of drivers whose journeys originate from the rural areas between Brentwood and Chelmsford.
- 5.32 It is notable that there are very few car driver trips which start in the area to the south of Brentwood, or the rural areas between Brentwood, Basildon and Billericay. It is likely that train users in these areas who drive will park at other stations, either Billericay for the Liverpool Street line or Basildon for the C2C / Fenchurch Street line. These drivers could also potentially be travelling to Upminster to connect with the District Line.

Drop-offs (Car Passengers & taxis)

- 5.33 Passengers being dropped off at the station by car typically travel between 1 and 3km between their home and the station. This differs from car drivers, who typically travel between 2km and 5km on their journeys. It is likely that the people who are driving passengers to the station are either returning home afterward or are going on to another destination of their own, therefore there is an incentive to keep the "drop off" journey sufficiently short such that these other purposes, of the person driving the car, are not compromised.
- 5.34 There are notable concentrations of "drop off" journeys starting in the eastern areas of Hutton and in the residential areas to the immediate south-west of the station.
- 5.35 Overall, the survey results continue to suggest there is little evidence that many individuals who are currently dropped off would begin driving and parking at the station in their own right if more (or cheaper) car parking were to be provided.

Public Transport (Buses)

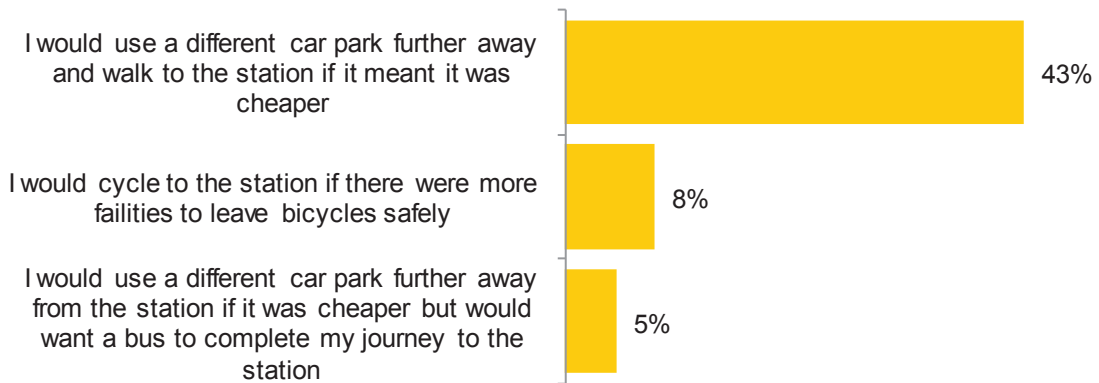
- 5.36 By necessity, bus trips to and from the station are constrained to those areas which are connected by a bus service. It is noted that a number of survey respondents specifically raised the point that bus services either did not serve their area, or were too infrequent to be useful at the key times of day (weekday mornings and evenings).
- 5.37 Bus users are primarily located in the areas to the east of the station, where the estates benefit from a semi-regular bus service. There are no bus users in the survey sample living in “old” Shenfield or the areas to the west of the station.

Attitudinal Analysis

Car Park Rail Users

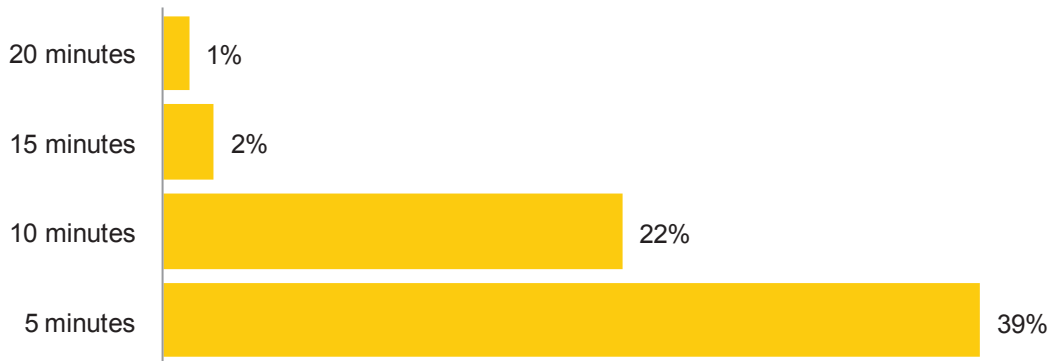
- 5.38 Over half (59%) of car park rail users agreed with the statement that it is difficult to find parking near the station. The survey then tested attitudes to the proposed solutions to future car parking demand shortfalls (park and stride, park and ride and increased provision for cyclists). The results showed some meaningful insights (Figure 5-6) :

Figure 5-6: Attitudinal survey for proposed solutions to future parking demand



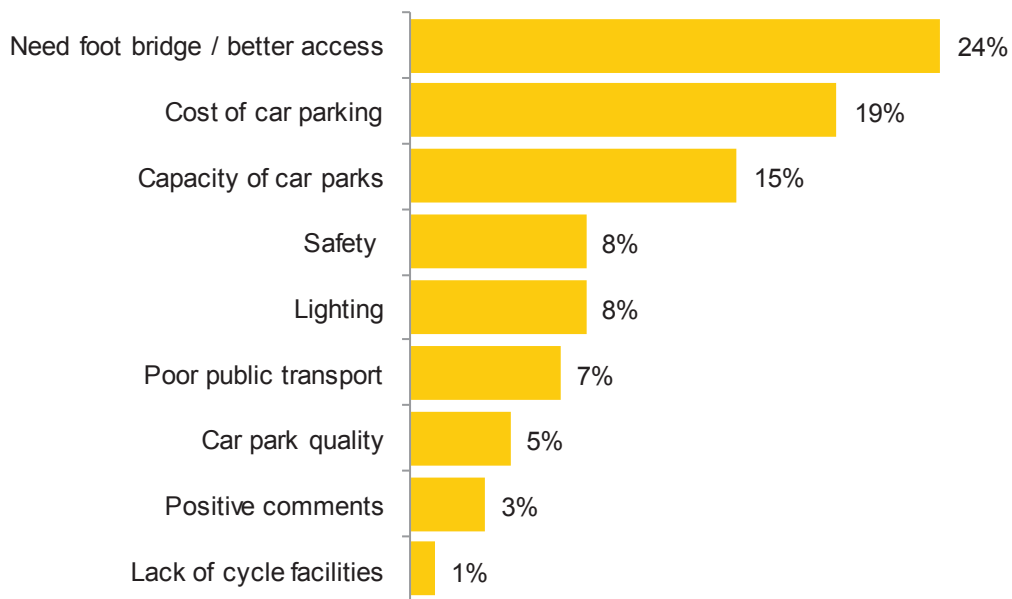
- 5.39 Many car park users (43%) agreed that they would use a car park further away and walk to the station if it meant that it was *cheaper* and it is not surprising that it was the cost of car parking that was the most common general complaint amongst survey respondents when making further comments. Interestingly, the provision of safe cycle parking would appear to have a higher potential to reduce car parking demand than a park and ride scheme. Around 8% of respondents state that they would cycle to the station if there were more cycle facilities compared to just 5% who would consider using a park and ride scheme.
- 5.40 When asked to quantify the distance that they would be prepared to walk, most current car park users would not be prepared to walk more than 10 minutes to the station from any park and stride location (Figure 5-7), with some stating that they already walk 5 minutes to the station from the current car park locations. This result indicates a potentially limited demand for a park and stride scheme which is located more than a 10 minute walk away from Shenfield Station.

Figure 5-7: Acceptable walking times for any park and stride scheme - car park rail users



5.41 Finally, survey respondents were given the opportunity to make any further comments about station parking facilities and getting to and from the station. These results have been codified and are shown in (Figure 5-8), the most common of which were the need for additional station access from the South side (24%), the cost of car parking (19%) and the capacity of the car parks (15%).

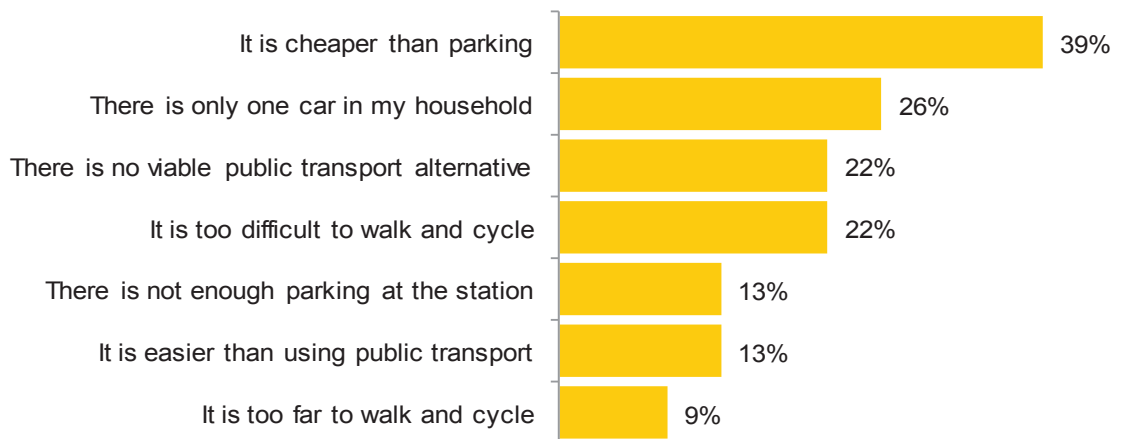
Figure 5-8: Additional comments made by car park rail users about station parking and journeys to and from Shenfield Station



Drop-Off Rail Users

5.42 Drop-off rail users were asked why they use the drop-off facility at the station. The cost of car parking was a key concern of the respondents with 39% stating it as the reason that they do not use the car parks at Shenfield Station. Other key factors were that respondents came from one car households (26%), there is no viable public transport alternative available to them (22%) or active transport is too difficult (22%). Many users stated the impact of the weather or carrying luggage. The full list of results is shown in Figure 5-9.

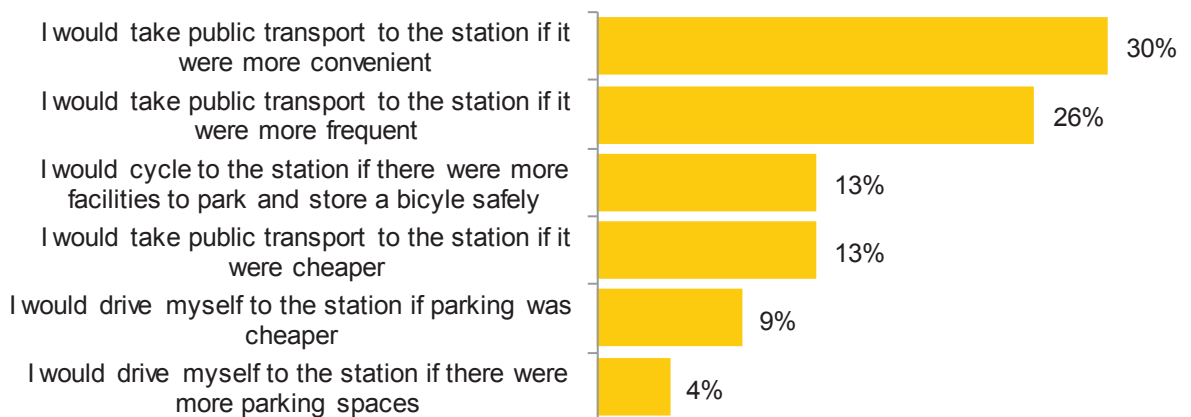
Figure 5-9: Attitudinal survey to determine why rail users use the drop-off facility over other station access modes



5.43 Drop-off area users were next asked what may change their travel behaviour in order to judge any suppressed parking demand at Shenfield Station. Surprisingly availability and cost of parking was not a major concern (see Figure 5-10). Drop-off area users instead appear to have a suppressed demand for public transport many respondents stating that they would take public transport to the station if only it were more convenient (30%), frequent (26%) or cheaper (13%).

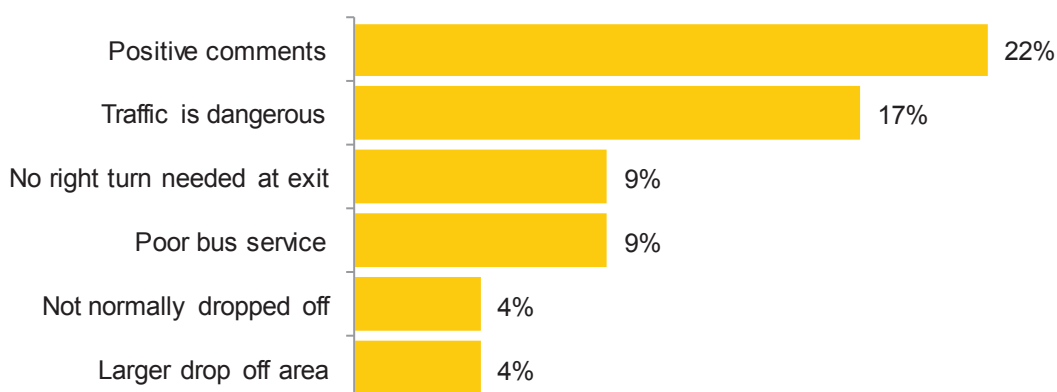
5.44 Better public transport service is a recurring theme throughout the three surveys. Many respondents state that the short operating hours and low frequency of the bus service that prevent them from fully utilising public transport for their journeys to and from the station.

Figure 5-10: Drop-off area rail user responses when questioned what may change their travel behaviour to the station



5.45 Finally, drop-off area respondents were asked if they wanted to make any further comments regarding the drop-off facility at Shenfield Station. The comments have been codified and are shown in Figure 5-11, 22% of respondents made positive comments about the drop off facility, but 17% commented on the congestion and traffic which makes it a dangerous area.

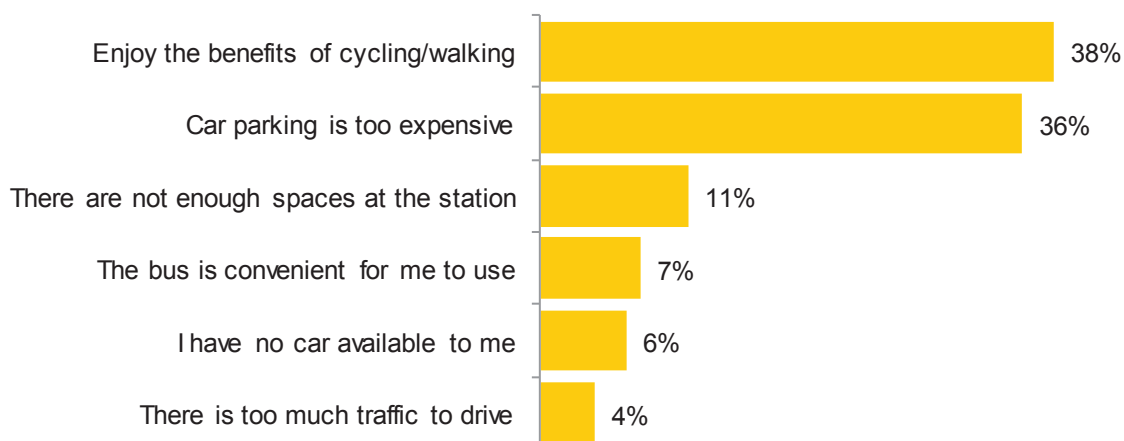
Figure 5-11: Additional comments made by drop-off rail users about the drop-off facility and journeys to and from Shenfield Station



Other Access Mode Rail Users

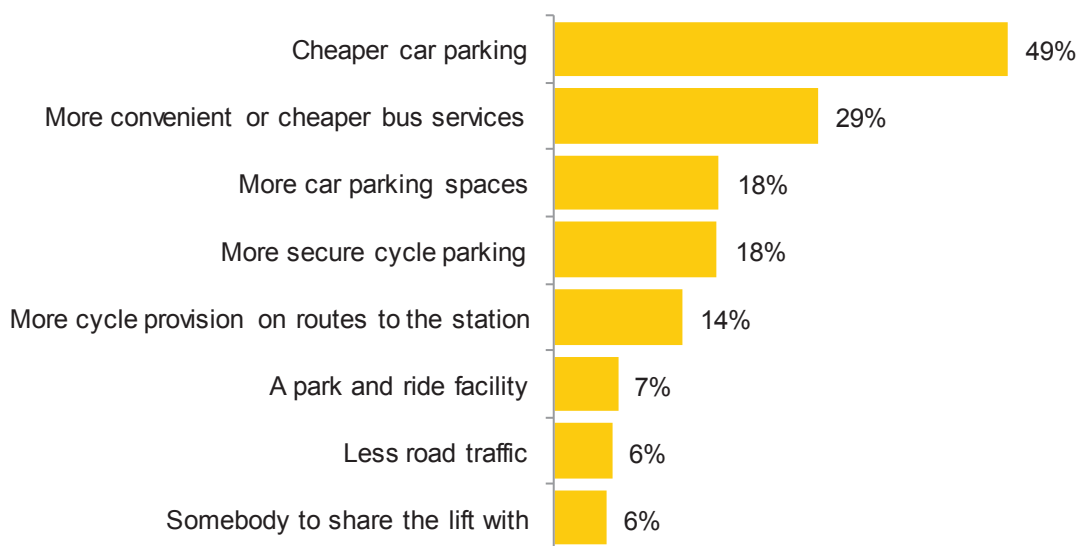
5.46 Rail users arriving by all other access modes were asked what influenced their choice of transport to the station that morning (see Figure 5-12). The most common reasons stated (aside from living close by to the station) was that respondents enjoyed the benefits of walking / cycling (38%) and that car parking is too expensive (36%). A relatively small percentage (11%) stated that the lack of parking spaces at the station influenced their decision and just 4% stated traffic as a main factor.

Figure 5-12: What influenced the travel behaviour of rail users arriving by other access modes to the station?



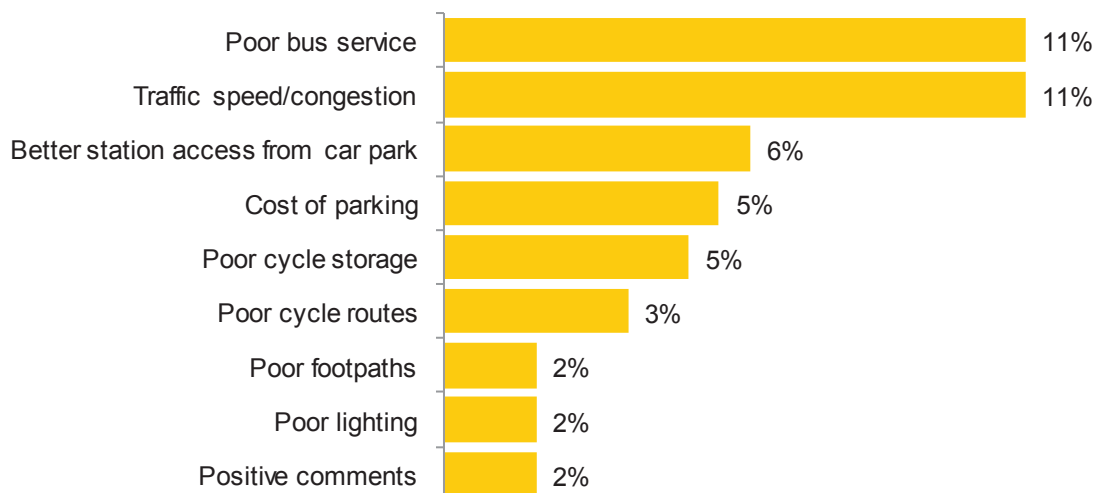
5.47 Rail users arriving by other access modes were asked if they had ever considered driving to the station. Around 57% stated no they had not, whilst 39% stated that they had. With this in mind the survey determined what may encourage these rail users to change their travel behaviour to detect suppressed parking demand. Cheaper car parking was the main factor (49%) followed by a more convenient or cheaper bus service to the station (29%). Other factors included more car parking spaces (18%), more secure cycle parking (18%) and more cycling provision on routes leading to the station (14%). Comparatively there was not much interest in a park and ride facility (7%) or lift sharing (6%). A full summary of results are shown in Figure 5-13 below.

Figure 5-13: What may change travel behaviour of rail users arriving at the station by other access modes?



5.48 Finally, other access mode rail users were asked if they had any further comments to make about getting to and from Shenfield Station. The comments were codified and are displayed in Figure 5-14, the most common of which (11%) was the bus service, which neither serves enough areas nor operates long enough hours in the evening; similarly, 11% of people stated concern regarding the speed of traffic and congestion around the station entrance.

Figure 5-14: Additional comments made by other access mode rail users about journeys to and from Shenfield Station



Conclusions

5.49 The key findings for this study from the Rail User Survey responses are considered to be as follows:

- Existing car drivers generally live between 2km and 5km from the station;
- Existing car / taxi drop-offs live between 1km and 3km from the station;
- Pedestrians & cyclists nearly all live within 2km of the station;
- 43% of car drivers would park further away from the station if it was cheaper but very few would walk further than 10 minutes (3%) or take a bus (5%);
- Cost of car parking was a major reason why 'drop-off' or 'other access' passengers don't use the station car parks. Availability of car parking spaces appeared to be of less concern - 'drop-off' (13%); 'other access' (11%);
- Drop-off passengers were more interested in switching to bus or cycling, than to driving; and
- Cheaper parking would encourage nearly half of 'other access' passengers to drive to the station, in comparison only 18% indicated more car parking spaces would be an incentive.

6 Stakeholder Engagement

Introduction

6.1 This section provides a summary of the stakeholder engagement process that was undertaken and the responses received.

Crossrail

6.2 Crossrail were advised about the study and asked to contribute by providing specific information regarding:

- forecasting for future rail patronage as a result of the Crossrail project;
- any parking demand forecasts at the station as a result of this increased rail patronage;
- site plans for the construction phase of the project and the impact this will have on car parks.

6.3 Crossrail were able to contribute figures on projected demand at Shenfield and other stations on the Crossrail route modelled for the year 2026. The figures provided, along with sensitivity test incorporating an additional 28% demand, have been used by Crossrail to establish whether stations require remodelling to meet future demand. Local Authorities have been in possession of these figures since 2011.

6.4 Crossrail have no specific parking demand forecasts but did provide their policy paper outlining their approach to rail passenger car parking provision during the construction phase.

6.5 Crossrail were unable to provide us with any site plans for the construction phase of the project.

Greater Anglia

6.6 Greater Anglia (GA) are the Train Operating Company who run the current franchise for Shenfield Station. They were approached about the study, in the first instance, to seek permission to undertake survey work on the station forecourt and station car parks but also to contribute any data or views they had about the station and its future development.

6.7 GA granted full support for all of the survey work and provided data about footfall at the station and provided general background information about Crossrail proposals and how they would impact upon the station.

NCP

6.8 NCP operate both of the station car parks at Shenfield on behalf of Greater Anglia. NCP were approached to provide their views on the current operation of the station car parks and future development.

6.9 A meeting was held with NCP representatives to discuss the car parks, which provided the following key information:

- Both station car parks are considered by NCP to operate at capacity
- The Hunter Avenue car park operates a premium parking scheme for which customers can purchase a dedicated car parking space for their sole use. Premium spaces make up nearly half the total car park capacity.

- Shenfield Station acts as a rail head due to the fast train service
- It also acts as an alternative option for many passengers when there are disruptions on other lines
- NCP consider there to be suppressed demand for parking at the station
- The GA franchise requires them to expand car parking across their route during the lifetime of the franchise. Shenfield is a prime candidate to expand car parking.
- Outline plans have been drawn up to partially-deck the Mount Avenue car. This would provide an additional 154 car parking spaces (revised plans have subsequently been submitted to the Council as part of a planning application on 5th December 2013).
- It would utilise a simple construction method and so could be completed within a 6 week timeframe.
- Initial plans considered decking the whole of the car park and providing a footbridge directly onto the station platform. However, it is understood that Crossrail construction traffic will need access through the car park as part of the construction process, therefore only a partial deck is feasible until Crossrail has been completed.
- A full decking of the car park would provide an estimated additional 254 spaces, which would still be feasible post-Crossrail construction.
- A consultation process was proposed with local residents who will be affected by the decking.
- An outline programme for the scheme would see construction begin in July 2014.

6.10 Further to the meeting with NCP, an application for a single deck expansion (under permitted development rights) to the Mount Avenue car park was submitted to the Council on 5th December 2013. The submitted plans will increase total car parking at Mount Avenue from 213 to 338 spaces, an increase of 125 spaces. The application was approved on 27th January 2014 and the decision notice was issued on 6th February 2014. This is reflected in the following sections of the report.

Other Stakeholders

Councillors

- 6.11 All of the Councillors in the Shenfield and three Hutton Wards around Shenfield Station were contacted and asked to contribute any views that they had in relation to the study. This included the offer to meet to discuss specific issues in detail.
- 6.12 Councillors from all of the wards expressed interest in meeting to discuss matters relating to the station and a variety of potential dates were offered; however, to-date, no meetings have taken place.

Taxi Licensing

- 6.13 The taxi licensing department were contacted to determine whether or not there are any existing issues with taxi ranking at the station that they would like to input into the study. Whilst the official taxi rank is on the station forecourt, which is controlled by Greater Anglia, there is also a feeder rank on the main highway under the railway bridge that is on public highway.
- 6.14 The taxi licensing group responded with the following comments:

- They confirmed there is a small 6-car Council rank on the public highway that has adapted to become a 'feeder' rank to the main Station rank. Whilst technically there is no such thing as a 'feeder' rank, drivers appear to have used it as such and unofficially respect the fact that it is not an independent rank.
- They highlighted concerns that have been raised over whether there will be a Station-owned rank under the Crossrail proposals and, if so, to what extent this will be made available to the Hackney Carriage Trade. (Hackney Carriages, and not Private Hire, may pick up from a rank without a booking). Whilst the Council will have no input/say into any Station-owned rank, the principle of Hackney Carriage vehicles being the only ones that may use a rank and pick up non-booked passengers is enshrined in law and will apply regardless of ownership of land.
- They would welcome the opportunity of working with the relevant parties to secure the most appropriate and effective means of clearing passengers from the Station area as quickly, easily and safely as possible.
- They also highlighted other issue relating to permits as drivers are constantly request that plates are issued that have permits attached to them. At the moment permits are issued to the vehicle, it would greatly assist the licensing authority if they could be issued to the person instead and made non transferable.

7 Demand Forecasting

Overview

- 7.1 A key aspect of the study is to forecast potential growth in demand for car parking at Shenfield Station in order to be able to accurately determine the level of parking supply that will be required in future years.
- 7.2 There are four elements that need to be considered for future demand;
- Existing levels of parking
 - Current suppressed demand for parking
 - Future underlying growth in rail patronage
 - Additional rail patronage associated with the introduction of Crossrail services

Existing Parking

- 7.3 The car parking demand surveys presented in Section 3 provide an assessment of existing level of parking associated with Shenfield Station. Surveys were carried out at four car parks in the vicinity of the station; however, two of these are Council operated car parks, which also serve local parking requirements and not just the station.
- 7.4 The distribution process and results from the Rail User Surveys provided an opportunity to assess the level of demand in the Council car parks that could be attributed to the station and this concluded that only around 10% were station users.
- 7.5 Assuming only 10% of the council car park demand was attributable to the station, then the estimated level of AM peak station car parking demand is around 450. The Rail User Survey results indicated that the average car occupancy level was 1.28, so the car parking demand translates into around 575 AM peak rail passenger trips.

Suppressed Demand

- 7.6 One of the key aims of the Rail User Survey was to ascertain the level of suppressed demand for car parking at Shenfield Station. This was done through a series of targeted questions to rail passengers who were dropped-off by car or taxi at the station, or who arrived by a non-car mode.
- 7.7 These passengers were asked to indicate whether, amongst other potential reasons, a lack of car parking spaces influenced their choice of mode when accessing the station. They were subsequently asked whether they would change their behaviour if, among other options, there was an increase in the availability of car parking space.
- 7.8 The results of the analysis indicated that around 17% of 'drop-off' respondents stated that a lack of car parking was a reason why they did not drive themselves to the station. However, all of these respondents also stated that the expense of car parking was also a reason.
- 7.9 When asked if they would switch mode if more car parking was available, only 4% of 'drop-off' respondents indicated that they would.

- 7.10 Amongst 'non-car' users, 11% of respondents indicated that a lack of car parking was a reason why they did not drive to the station. A higher number of respondents, 18%, indicated they would consider changing mode to drive if there was more car parking available. However, the majority of these respondents also stated that parking would need to be cheaper for them to consider switching mode. Only 1% of respondents indicated that the availability of car parking spaces would be the sole reasons why they would change mode.
- 7.11 The results indicate that whilst there are a large number of current rail passengers at Shenfield who would like to use the station car parks if there was more space, it is also the case that the expense of parking represents a significant constraint. Furthermore, the results of the Rail User Survey generally indicate that the cost of car parking is more of an issue to passengers than the availability of parking spaces. This is partly reflected in the results of the Car Parking Demand Surveys, which indicates that the Mount Avenue NCP car park was not fully utilised until after 9.30am, suggesting that it is price that is deterring some peak period travellers from parking and not the availability of space.
- 7.12 This is not necessarily a surprising finding as it is likely that NCP and First Capital Connect, the car park operator and train operating company, will have conducted market analysis in order to set their price structures such that they utilise their car parking provision, whilst maximising revenue.
- 7.13 The results therefore suggest that the level of suppressed demand for parking at the current price structures is relatively limited. A conservative interpretation of the data would suggest that it may be as little as 25 vehicles during the AM peak, although a more liberal assessment, that assumes some passengers, if offered a direct choice, would in fact be prepared to pay the current price, suggests a figure of closer to 125 vehicles. This range of forecasts will be taken forward as a maximum and minimum assumption for suppressed demand with the analysis.

Underlying Rail Growth and Crossrail Demand

- 7.14 The study team has been in regular contact with Crossrail in order to try and obtain and understand their forecasts of potential future rail demand under an operating Crossrail service. Whilst headline figures have been provided, these give limited detail, with no explanation for the basis of the forecasts.
- 7.15 It had been hoped that Crossrail forecasts, which will have been generated from a modelling process, would have provided estimates of mode access to rail; however, this data is either not available or has not been forthcoming.
- 7.16 The forecasts provided indicate a future year 2026 forecast AM peak station entry demand of 2,400 passengers, with operational Crossrail services. This forecast has been compared to current estimated rail demand from the station, from the Office of the Rail Regulator Website, that indicates current AM peak demand from the station is already at around 2,450 passenger trips.
- 7.17 It is not clear when exactly the Crossrail forecasts were produced, although it is known to be pre-2011, and perhaps as early as 2008. This would partially explain why they appear to demonstrate, at best, no overall growth over and above current demand, as it is known that rail demand has significantly increased across the UK over the last few years. Even taking this into account, the Crossrail forecasts for 2026 appear an underestimate. This might, in part, explain why Crossrail have applied an additional 28% of demand as part of their analytical work as a sensitivity test, to allow for higher growth rates than anticipated.

- 7.18 Further sources of future rail demand are provided within the Shenfield Urban Integration Study Stage C Masterplan. These project a 2016 AM peak entry demand of 2,500 passengers without Crossrail and an additional 100 passenger trips with Crossrail (+ 4%). These would appear to be more in line with current patronage levels and forecast rail growth rates but again would indicate a limited impact of Crossrail upon patronage levels.
- 7.19 An assessment of current forecast rail growth rates in London and the South East¹ indicates that commuter routes are predicted to grow by around 1.3% pa. Applying this factor to the current assessment of AM peak station entries would forecast around 2,580 by 2016 and 2,940 by 2026. If we were to apply the same 4% uplift as an allowance for new Crossrail services, these would translate to 2,685 in 2016 and 3,055 in 2026. This latter figure is very similar to the Crossrail sensitivity test forecasts when applying the 28% uplift in demand.
- 7.20 With the data available it is not easy to draw any strong conclusions of the impact of underlying rail growth and Crossrail on future passenger numbers at Shenfield. There would be reasonable justification, however, to conclude that the forecasts provided by Crossrail would seem to considerably under-represented future demand and that a figure of around 3,050 AM peak station entries is potentially feasible give the current London & South East rail market and the proposed housing growth around the Shenfield area.
- 7.21 Given the lack of certainty surrounding the forecasts the remaining analysis will utilise a range of rail passenger demand forecasts in order to assess the associated demand for car parking and other modes of station access. A minimum forecast growth to 2026 of 2,600 will be utilised, along with a maximum of 3,050.

Implication for Station Access Demand

- 7.22 The forecast uplifts in passenger entries at Shenfield station will obviously have a direct impact upon the station access demand by individual modes.
- 7.23 From the data provided, the Crossrail forecasting work does not appear to consider any potential change in the profile of station access. So for the purposes of the analysis we have assumed that the same mode shift profile remains, as presented in Section 2.
- 7.24 On this basis, Table 7.1 presents the forecast future year levels of station access demand by mode.

Table 7.1 Future Year Station Access Demand Forecasts (AM Peak)

Mode	Mode Share	Passenger Forecast		
		Existing	2026 Low	2026 High
Car parking	24%	576	611	718
Walk	41%	1,018	1,079	1,268
Drop-off	15%	368	390	458
Taxi	9%	221	234	275
Bus	7%	172	182	214
Cycle	4%	98	104	122
Total	100%	2,452	2,600	3,055

¹ Network Rail London and South East Market Study

Car Park Demand

- 7.25 In terms of car park demand, the above passenger demand forecasts are based upon the current constrained supply of car park spaces. If this constraint was to be released, then the previous analysis has indicated that there is potentially some suppressed demand for car parking, albeit still constrained by the pricing structure, which is assumed to be maintained in line with inflation.
- 7.26 Table 7.2 presents a range of forecasts based upon both a high and low level of suppressed demand and on high and low growth rates.
- 7.27 The results are presented as vehicular demand, through the application of a car occupancy factor. The survey results indicated a figure of around 1.28. This allows an assessment of the potential required number of car parking spaces around Shenfield Station in future years.

Table 7.2 Future Year Unconstrained Car Park Demand Forecasts (Am Peak - vehicles)

Mode	Existing	Existing (Low SD)	Existing (High SD)	2026 Low Growth, Low SD	2026 High Growth, High SD
Car parking	450	475	575	504	716
Mode Share	24%	25%	30%	25%	30%
<i>Increase from existing</i>		25	125	54	266

SD = Suppressed demand for car parking

- 7.28 These forecasts demonstrate quite a range in the increase in car parking demand, reflecting the uncertainty in some of the Crossrail forecasts. The growth in demand ranges from 12% up to 59%. These numbers will be used to assess potential options for new car park provision and whether such options can accommodate the potential high and low growth predictions.
- 7.29 The high and low growth rates without any released suppressed demand, as presented in Table 7.1, will be utilised to estimate the impact of future demand for station drop-off facilities.

8 Issues and Opportunities

Introduction

- 8.1 This section seeks to bring together all of the previous analysis of data in order to identify the key issues and opportunities relating to car parking, drop-off and general station access at Shenfield Station.
- 8.2 This will provide the basis upon which to develop potential options and to subsequently appraise who each of those options would perform against the identified need for improvements.

Current Station Access

- 8.3 All access to the station is currently taken from the forecourt fronting the A129 Hutton Road. There are a number of issues which arise as a result of the current layout and, if considered appropriate, some limited physical improvements could potentially deliver benefits to all station users and also to others using Hutton Road when demand for access to the station is at its peak.
- 8.4 Although taxi and other “drop off” vehicles are segregated, as described in section 2, the available space is extremely constrained and has to operate as a one-way system. For private vehicles, any vehicle which stops to pick up or drop off a passenger prevents any other vehicles from passing through the space and therefore any halt of more than a few seconds at peak times can quickly cause traffic to tail back on to the main carriageway of the A129 Hutton Road.
- 8.5 The entry and exit to the station forecourt sit to either side of a signalised pedestrian crossing. Vehicles waiting to turn right into the forecourt do not always position themselves in the optimum location and this can make it difficult or impossible for larger vehicles to pass by, causing them to park over the pedestrian crossing and creating an obstruction. If this combines with tailing-back from the private vehicle drop-off area, the entirety of Hutton Road can become blocked in both directions until the vehicles within the drop-off lane move forward.
- 8.6 There are additional issues relating to the use and misuse of the bus lay-bys which are positioned on Hutton Road to the east and west of the station. Particularly in the evening peak, there are frequent instances of car users waiting in the bus lay-bys to collect passengers exiting the station; this often prevents buses from using the lay-bys and instead they have to wait on the road, where there is insufficient space for other vehicles to pass. This triggers a similar sequence of events to those described previously. It is also frequently observed that more than one bus is present at a lay-by at a time; since the lay-bys are not large enough accommodate more than a single bus, the second has to park at an angle and again the carriageway becomes blocked.
- 8.7 There are also issues with drivers seeking to pick up passengers from the station parking in other prohibited areas, such as the disabled and servicing lay-bys adjacent to Hutton Road at Crossways and Friars Avenue; as with the bus lay-bys, this displaces legitimate parking on to the street which reduces the efficiency of operation of the junctions involved, and leads to further delays and blocking of traffic on Hutton Road itself.
- 8.8 It is noted, for clarity, that a number of the issues cited above are a result of drivers ignoring restrictions which are already in place. The frequency and scale of this behaviour suggests that drivers have little or no fear that the restrictions will be enforced and other drivers who observe this are in turn encouraged to act the same way. Local observation indicates that the same situation does not occur with such frequency during the day and this is considered to be associated with the

regular presence of parking enforcement wardens. It is therefore suggested that a modest investment to deploy wardens at intervals in the PM peak in the vicinity of the station could produce a significant reduction in these parking behaviours and improved functioning of the road layout in the immediate station area.

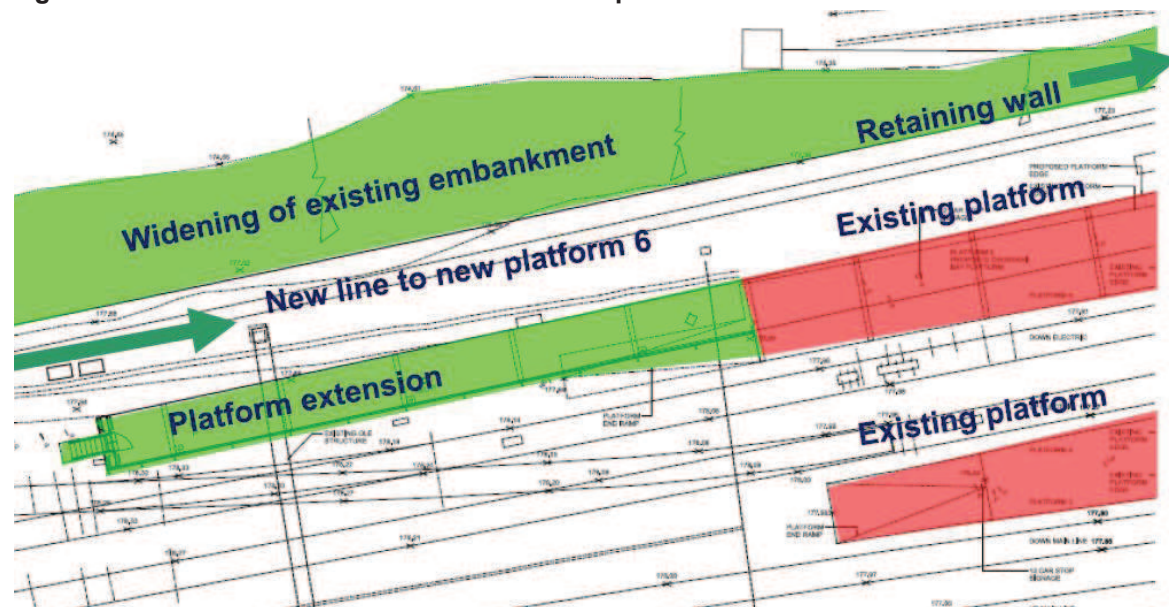
- 8.9 With regard to the physical layout of the station forecourt it is acknowledged that efforts have already been made to provide extra accommodation for taxis and that the pedestrian crossing occupies the optimal location to cater for the majority of “desire lines” for people approaching and leaving the station. Nevertheless, there may be benefit in taking highway engineering advice with regard to the alignment and width of the road directly adjacent to the forecourt entrance and the bus stop layby to the east; some vehicle tracking of this area may be helpful in identifying specific point(s) where minor alterations would assist drivers to position correctly to turn right, and to have greater confidence to pass waiting drivers on the left hand side.

Impact of Crossrail Construction

Overview

- 8.10 The Crossrail development will require the widening of the embankment, a platform extension and the construction of a new line to serve the newly created Platform 6. Lorry numbers are expected to reach up to 7 per day during the peak construction period and once per day during off-peak construction. Figure 8-1 shows an extract from the construction plan which was included in the presentation made by Crossrail to the Council on 23rd October 2013.

Figure 8-1: Construction of the Crossrail development



- 8.11 As part of the construction works, part of Friars Avenue car park will be used for the storage of materials and equipment. It is the current stated intention for all of the track-side car park spaces to be suspended and given over to Crossrail, with the rest of the car park remaining open with at least 20 spaces available. This dates back to a commitment originally made in 2007.
- 8.12 In practical terms, however, it appears unlikely that it will be possible to maintain partial operation of the car park if there is a requirement for construction vehicles to deliver material and equipment. As described in the site audit, the access to the car park is constrained, with a single track entrance and narrow pedestrian footway. The car park site itself is also relatively small and so it would

appear infeasible for any large construction vehicles to be able to enter without safety concerns for both pedestrians and private vehicles.

- 8.13 The loss of car parking spaces within the Friars Avenue car park is not anticipated to significantly affect station access, as the car park is primarily used for local business activity and shoppers. At this stage, there have been no additional requests from Crossrail for car parking land in any of the other car parks, in particular the main station NCP car parks. Clearly, the loss of shopper spaces will have an impact on the local shops.
- 8.14 It is understood that Crossrail construction traffic will require access through the Mount Avenue car park; however, this is only to access the railway land at the western end and there has been no stated impact upon car parking spaces at this time. There may, however, be some potential conflicts between pedestrians accessing and egressing the car park and construction traffic as there is a section of the route that currently provides no pedestrian protection from vehicular traffic.
- 8.15 The only other impact of Crossrail construction upon station access is likely to relate to the additional construction traffic on the local highway network, although Crossrail have indicated that this will be a maximum of 7 lorries per day during the peak construction phase, with the majority of materials to be brought in by rail.

Impact of Crossrail Operations

Overview

- 8.16 The Crossrail development will see the current peak hour train service increase from 6 to up to 12 trains per hour to Central London.
- 8.17 The potential impact upon rail passenger demand has been discussed in Section 7, with a high level of uncertainty over absolute forecasts, although the relative impact of Crossrail services themselves have been forecast to be as low as a 4% increase.
- 8.18 If this forecast is correct then it is the underlying growth in rail demand that is likely to have the most impact upon station access demand, including the car park and drop-off facilities.
- 8.19 The demand forecasting work has predicted the potential increase in car park demand of between 54 and 266 vehicles by 2026 under a Crossrail scenario. Similarly the level of car park drop-offs has been forecast to increase by between 22 and 90 vehicles.

9 Option Development

Introduction

- 9.1 The section examines the full range of options that could, in theory, be developed in order to provide additional car parking capacity or drop-off facilities for station access at Shenfield.
- 9.2 This section is simply meant to produce an exhaustive list of options (within reason) and does not consider the practicality or deliverability of the schemes, which is discussed in Section 10. In effect, this section provides a long-list of potential solutions to the identified issues and opportunities for car park and drop-off provision outline in Section 8.
- 9.3 For completeness, a range of non-car options are also discussed as an alternative approach to managing station access demand.
- 9.4 The options have been broadly segregated into the follow types:
- Expansion of existing car parks
 - Identification of new local car parks
 - Identification of new park & stride sites
 - Identification of park & ride sites
 - Improved station drop-off facilities
 - Enhanced local bus provision
 - Enhanced walking and cycling provision
- 9.5 A reference map, ST14273-GIS-08, has been prepared which shows the location of the various site options in the context of the station and on-street walking distances. This map is included at **Appendix B**.

Expand existing car parks

- 9.6 An ideal solution to providing additional car parking capacity would obviously be to expand the capacity of existing car parks close to the station.

At Grade Expansion

- 9.7 All of the car parks are located within heavily developed areas of the town, with the railway line itself providing a barrier to one side and housing or retail develop located on other sides. There is, therefore, very limited opportunity for at grade expansion of the car parks.
- 9.8 The Mount Avenue NCP car park does have a limited amount of railway land located to the west; however, this is to be utilised as part of the Crossrail construction process so is not a short term solution.

Option 1a: At grade expansion of Mount Avenue NCP car park

Car Park Decking

- 9.9 The alternative option to expand existing car parks is to deck them. Modern construction methods mean that this can be done relatively quickly and without great expense. It is more practical for the

larger NCP car parks to be decked, as some low level spaces will be lost through the provision of ramps.

- 9.10 The main issue relating to car park decking is one of visual intrusion.
- 9.11 The stakeholder engagement process has revealed plans to partially deck the Mount Avenue NCP car park and subsequent to those discussions, an application has been made under permitted development rights and a Lawful Development Certificate has been granted for 125 additional car parking spaces to be provided at Mount Avenue.

Option 2a: Partial decking of Mount Avenue NCP car park

Option 2b: Full decking of Mount Avenue NCP car park

Option 2c: Decking of Hunter Avenue NCP car park

Option 2d: Decking of Hunter Avenue Council car park

Option 2e: Decking of Friar Avenue Council car park

Identify new local car park sites

- 9.12 The process of identifying sites as part of the preparation of the Local Development Plan indicates that there are no available sites of suitable size within close proximity of the station that could be made available for car parking.
- 9.13 Any creation of a new local car park could only be achieved through changing the existing land use or re-developing existing sites. No suitable sites have been identified as part of this study.

No identified options

Identify Park & Stride sites

- 9.14 In the absence of potential car park sites in close proximity to the station, an alternative would be to identify sites further away from the station but still within potential walking distance.
- 9.15 Previous work undertaken by Steer Davies Gleave (interim report, 27th August 2010) has identified a potential site off Alexander Lane on land owned by Brentwood Borough Council. Whilst this land remains available, the conclusions of the previous evaluation was that Alexander Lane itself would present considerable challenges in relation to the level of vehicular access that would be associated with a park & stride site.
- 9.16 A variation of this option would be to utilise land further out along Alexander Lane but which would also have access out onto Chelmsford Road. Walk access to the station would still be provided along Alexander Lane.
- 9.17 Whilst other areas of land are available within a reasonable walking distance of Shenfield Station, the development review identified that these are necessary public spaces and parks, schools, areas of greenbelt or designated housing development. As such, no other options have been identified; however, these discounted sites are shown on map ST14273-GIS-08 for reference.

Option 3a: Alexander Lane (Brentwood Borough Council Land)

Identify Park & Ride sites

- 9.18 As with a range of potential park & stride sites, most areas of open or undeveloped land that might potentially be utilised for a park & ride site are not suitable due to planning regulations or development requirements.
- 9.19 Nevertheless, a number of options for park & ride have been identified for the purposes of this report, utilising information from the Local Plan development and Preferred Options consultations, and local mapping data
- 9.20 The identified options include a variation on the Alexander Lane / Chelmsford Road park & stride, with an additional shuttle bus service provided.
- 9.21 The proposed development complex at Mountnessing Roundabout could also serve as a potential park & ride site, to be delivered as part of a mixed use development scheme. It is noted for clarity that no such proposals have been put forward as part of the recent Preferred Options consultation.
- 9.22 A specific submission relating to provision of a 782-space Park and Ride site on the A1023 Chelmsford Road, to the south-west of the A12 Mountnessing Roundabout, has been made to the Preferred Options consultation. This submission is considered alongside other areas of land which front on to the A1023 which would have very similar capacities and means of access.
- 9.23 Other potential options include utilising excess parking provision around Brentwood Town Hall or a site of an old car dealership out along the A129 Rayleigh Road

Option 4a: Chelmsford Road / Alexander Lane

Option 4b: Mountnessing Roundabout Complex

Option 4c: Other Chelmsford Road sites (including site to south-west of A12 Mountnessing Roundabout)

Option 4d: Brentwood Town Hall Car Parking

Option 4e: Rayleigh Road Site

Improve drop-off facilities

- 9.24 The options for improving the drop-off facilities for passengers at the station can be described in three categories:
- Alter the existing station forecourt layout
 - Create a new drop-off facility at the rear of the station on the access road to Mount Avenue car park; or
 - Create a new formalised drop-off facility somewhere further along Hutton Road
- 9.25 The current station forecourt is significantly constrained with both taxis and passenger drop-offs utilising a relatively smaller forecourt area. There are only a limited range of options which could be considered to improve drop-off facilities, all of which are likely to require either the complete or partial removal of the station taxi rank. This is likely to be highly infeasible unless equivalent or improved ranking provision could be provided elsewhere.

- 9.26 Proposals have previously been developed to create a new drop-off facility at the rear of the station. For this to be a practical solution it would need to be accompanied by a new station access on the southeast side of the station. This would be most obviously provided via an extension of the existing foot tunnel, although could feasibly be provided by a footbridge as well.
- 9.27 The creation of a drop-off facility further along Hutton Road would require the displacement of other road-side users: the feeder taxi rank; bus stop facilities; or car parking provision. Any of these solutions would also result in an extended walk distance to the station for passengers.

Option 5a: Alter existing drop-off facilities on the station forecourt

Option 5b: Create new drop-off facility at rear of station

Option 5c: Create new drop-off facility along Hutton Road

Enhance local bus provision

- 9.28 The Rail User Survey results highlighted the difficulties that some passengers have in utilising bus services to access the station due to the limited service on offer. Whilst not directly related to this commission, options to enhance bus service provision could be utilised to reduce the future demand for car parking or drop-off facilities at the station.
- 9.29 These enhancements could take the form of:
- Increased frequency of services, particularly on existing low frequency routes
 - Extended hours of bus service operation
 - Introduction of new routes
- 9.30 An assessment of any clustering of existing car drivers could identify the bus routes to enhance.

Option 6a: Increase frequency of services

Option 6b: Extend hour of operation

Option 6c: Introduce new routes

Enhance walking & cycling provision

- 9.31 The Rail User Survey results also highlighted difficulties that some passengers have with cycling to the station, either relating to a lack of cycle parking or a perception of safety on the routes leading to the station. Again, whilst not directly related to this commission, options to enhance cycling provision, or indeed walking provision, could be utilised to reduce the future demand for car parking or drop-off facilities at the station.
- 9.32 These improvements could include additional, or more secure, cycle parking, dedicated cycle routes or measures to enhanced awareness of cyclists on roads leading to the station, or enhancements to the public realm on route leading to the station to improve the perception of safety when walking, particularly at night.

Option 7a: Increase cycle parking at station

Option 7b: Enhance safety on cycle routes to station

Option 7c: Enhance public realm on walk routes to station

10 Option Appraisal

Introduction

- 10.1 This section conducts an appraisal of each of the long-list of options generated in Section 9 to determine both the feasibility of deliverability, as well as the performance against the identified needs for car park provision, drop-off and general station access at Shenfield Station.
- 10.2 The assessment of deliverability considers physical land and construction issues, but also considers any pre-requisite schemes, on-going operational requirements, as well as political and public acceptability of the scheme.
- 10.3 The performance against the identified needs for station access considers the travel patterns identified from existing behaviour as well as those revealed from the Rail User Surveys. This data is used to determine whether rail passengers would actually utilise the scheme.
- 10.4 Consideration of the potential financial cost is also presented as part of an assessment of value for money.
- 10.5 An overall summary is then presented for each potential scheme option considering whether it is likely to be deliverable and the level of benefits that it would generate.
- 10.6 A series of conclusions are then drawn at the end of the chapter.
- 10.7 Sites referred to in this section are mapped on JMP drawing ST14273-GIS-08, in **Appendix B**. It is noted that sites are identified where there is a clear means of access to the highway network; sites which do not have this are not included in the analysis.

Appraisal

Option 1a - At grade expansion of Mount Avenue NCP car park

- 10.8 The land which would be required to undertake the expansion of Mount Avenue car park is understood to be currently used by Network Rail to store materials and as a worksite when works are being undertaken on the tracks in the vicinity of Shenfield station. It is also understood that this land would be utilised as part of the Crossrail construction phase and so would not be available until post-construction.
- 10.9 It is not clear whether Network Rail is the landowner, although it is assumed that this is the case. Discussions would need to be undertaken with Network Rail, or any third party landowner, to establish whether some or all of the land could be released. If the land were to be available, construction of additional car parking space would be expected to be relatively straightforward. It is highly likely that access to the trackside would need to be retained as part of any scheme.
- 10.10 Once operational it is envisaged that the maintenance of the additional spaces would be managed as in the same manner for the existing Mount Avenue car park.
- 10.11 It is not anticipated that there would be any objection to the proposals in terms of visual intrusion as the site is already screened from adjacent properties at ground level. Some objections may be made with regard to the additional traffic generated by the creation of additional parking spaces; however, the number of spaces which could be accommodated on the land is considered to be modest (less than 50) and, therefore, the impacts of additional vehicle movements on the local

highway network would also be expected to be minor, and not of a magnitude which would trigger the need for formal assessment.

- 10.12 The scheme would receive benefits from any moves to create a new passenger access to the station; however, a new access would not be a pre-requisite of the scheme.
- 10.13 The analysis of current and future parking demand suggests that additional spaces would be well-used by rail travellers; however, the scheme would only be able to accommodate the 2026 low growth forecast of increased car parking demand.
- 10.14 The costs of construction and maintenance would be relatively low, however it is not possible to accurately estimate any costs associated with the purchase or lease of the land in question. The costs of the land would determine the level of “value for money” delivered by the scheme.
- 10.15 It is noted that the recently approved partial decking of the Mount Avenue car park would not prevent the future delivery of further at-grade expansion of parking, but that assuming that this development takes place, the need for at-grade expansion would be expected to decrease accordingly.
- 10.16 In summary, the scheme would deliver a medium level of benefit; the deliverability of the scheme would rest with third parties and be largely dependent on Network Rail’s view of their need and utilisation for the site. At best it would not be available until post-Crossrail but it is also considered unlikely at this stage as the site would remain a prime trackside access point.

Option 2a - Partial decking of Mount Avenue NCP car park

- 10.17 A partial decking of Mount Avenue car park will deliver additional car parking spaces within the footprint of the existing car park site. The deliverability of such a proposal would, therefore, be primarily a matter of Greater Anglia and NCP being able to develop and agree a suitable physical design, as well as to fund the scheme.
- 10.18 Consultation with NCP has indicated the preliminary design work has been undertaken for this scheme. Designs have, subsequently, been submitted to the Borough Council for a certificate of lawful development for the construction of a decked car park within the existing car park, and as previously noted, this was issued on 6th February 2014.
- 10.19 It has been confirmed as a result of the application that only a single deck is being proposed at this time; creation of multiple decks would significantly increase the associated scheme costs due to the strength required for the supporting structures. Multiple decks would also significantly increase the visual intrusion of the scheme.
- 10.20 Some car parking spaces will be lost at ground level to accommodate ramps to the upper level; The single, partial-deck is expected to provide a net increase of 125 car parking spaces at the site.
- 10.21 The creation of a partial-deck will leave part of the car park closest to the railway tracks as a ground-level only facility. This is expected to have significant benefits in terms of retaining access to the trackside via the car park, particularly if there is a need to maintain a route for large or tall track working vehicles in this location. It is understood that this is one of the key arguments for only partial decking as access will be required by Crossrail construction vehicles.
- 10.22 It is assumed that Greater Anglia and NCP have undertaken all necessary consultations with Crossrail and Network Rail to address access issues when developing the submitted scheme

design. Maintenance of the structure will need to be managed by Greater Anglia and/or NCP and will presumably be funded from parking charges.

- 10.23 It is expected that, due to its location close to the station, the new spaces provided by a partial decking scheme will be well used. Unless, however, the scheme is accompanied by complimentary schemes to enhance station access, such as extending the foot tunnel, the walk time to the station entrance will remain comparatively high given how physically close the car park is to the station platforms. None-the-less the increased number of additional spaces provided would result in a high level of benefit to passengers and the scheme is likely to provide good value for money.
- 10.24 The provision of 125 additional spaces will easily accommodated the low forecast growth in car parking demand by 2026, of 54, but would only accommodate around 50% of the high growth rate forecast.
- 10.25 A decking scheme could also include some new provision for quality cycle parking within or adjacent to the structure, although there is currently no information about whether this would be included.
- 10.26 In summary, the scheme will deliver a high level of benefit and will potentially be a good match with the predicted future and suppressed demand for parking at the station. The delivery of the scheme will rest with third parties (Greater Anglia and NCP). It is also noted that a partial decking scheme could feasibly be delivered before, or at the same time, as the Crossrail works.

Option 2b - Full decking of Mount Avenue NCP car park

- 10.27 The “Full Decking” option for Mount Avenue presents similar opportunities and challenges to the “Partial Decking” option. For clarity, it is understood that a fully decked car park would be constructed in two phases, with a partial deck delivered first and the remaining space “filled in” once the Crossrail works at Shenfield Station are complete. This is consistent with the recently approved partial-deck scheme.
- 10.28 A full deck car park would be capable of delivering significantly more spaces than a partial deck (roughly estimated as 100 spaces). This would understandably result in a larger structure, although in terms of visual intrusion this would not be expected to differ radically from a partial deck.
- 10.29 The need for this level of additional parking would need to be demonstrated as part of any application; JMP’s work indicates that such demand might exist under the high scenario but the likelihood of these occurring would ideally require further evidence from Greater Anglia (and potentially Transport for London (TfL) as future operators of Crossrail services).
- 10.30 A full deck car park would also be more likely to result in additional traffic generation of a magnitude which would result in a significant highway impact at one or more local road junctions; this should be considered by the Council in the event that a further application for Lawful Development is brought forward in relation to a full deck car park in the future.
- 10.31 A potential advantage of the “Full deck” option is that it could potentially allow for the provision of a footbridge into the station providing direct access to the platforms. Whilst this would further increase the cost of the scheme it would provide a significant benefit to passengers.
- 10.32 On balance, it is considered that a full deck scheme would still offer high benefits for rail travellers; its value for money would be dependent on the anticipated level of demand and utilisation of the additional parking spaces.

Option 2c - Decking of Hunter Avenue NCP car park

- 10.33 The decking of Hunter Avenue car park would follow similar principles to those already described in connection with Mount Avenue, but potential concerns from residents are considered likely to be greater in nature. There is potential for up to around 200 additional spaces to be provided through use of a single decked structure.
- 10.34 The main difference between the Hunter Avenue and Mount Avenue sites is their proximity and visibility to residents of adjacent roads. The physical distance between the current car park edge and the frontage of properties on Hunter Avenue is relatively small and any decked structure would be very clearly visible to residents, even if screening vegetation were to be provided. (The existing hedges separating the car park from Hunter Avenue itself are of inconsistent height and typically only 6 to 8 feet tall).
- 10.35 Vehicles accessing Mount Avenue are able to do so directly from the A129 Hutton Road; access to Hunter Avenue Car Park is via residential roads. There are, therefore, likely to be more sustained (and robust) objections from these residents to any significant increase in parking provision.
- 10.36 It is considered that rail travellers would be willing to use the additional spaces as they are no further from the station than the current car park.
- 10.37 In summary, the construction of a decked car park at Hunter Avenue would be physically possible and would offer the same benefits to rail travellers as the Mount Avenue decked options. However, the option would raise greater issues of visual intrusion and traffic concern and would directly affect a larger number of residents and so is considered to be more challenging to deliver in practice.

Option 2d - Decking of Hunter Avenue Council car park

- 10.38 The single decking of Hunter Avenue's council "shoppers" car park would provide only a further 50 additional spaces, which for the purposes of this study are assumed to be used as additional rail station parking.
- 10.39 The conclusions drawn in relation to this option are very similar to those for the Hunter Avenue NCP car park; additionally, it is noted that a decked structure in this location would be visible from the A129 Hutton Road and would be positioned physically close to properties fronting both Hunter Avenue and Hutton Road. It is also noted that visibility from the existing car park access is poor due to its location on a bend, and any substantial increase in the use of this access would require the exploration of options to improve the access arrangements.
- 10.40 For these reasons it is considered that achieving planning consent for decking of this car park would be difficult and, therefore, this option is discounted on the basis of it being undeliverable.

Option 2e - Decking of Friars Avenue Council car park

- 10.41 As with Option 2d, it is assumed for the purposes of this report that a decked structure at Friars Avenue would serve as additional station car parking, although there is potentially also an option to transfer the Hunter Avenue shoppers' car park to station parking use, and dedicate the whole of the expanded Friars Avenue car park to shoppers' needs.
- 10.42 It is noted that any decking of Friars Avenue would only be able to take place following completion of the Crossrail works and, therefore, would not provide any additional capacity during the construction phase for Crossrail.
- 10.43 The Friars Avenue car park is largely concealed from view behind the rear of properties which front on to Friars Avenue itself, and Hutton Road. Concerns may be raised by residents of these

properties with regard to overlooking and these would need to be very carefully assessed as part of the development of any design.

- 10.44 The scale of the additional car parking which could feasibly be delivered is considered to be minimal given the access and dimensions of the existing car park. It is considered unlikely that any more than a net increase of 40 parking spaces could be achieved. This would, therefore, provide limited additional overall capacity.
- 10.45 Whilst the level of additional traffic generated is unlikely to trigger traffic impacts of a scale which would require off-site highway capacity assessment, the existing car park access is narrow with there being no obvious way of improving this, and the increase in traffic movements associated with the additional spaces would increase the potential for conflict between vehicles, and between pedestrians and vehicles. The safe operation of a car park of increased size in this location would therefore require particular scrutiny.
- 10.46 Although the ownership of the car park is not an issue, its shape and its means of access mean that the development of a workable, safe design may be challenging and costs are likely to be higher than for decked construction at either Mount Avenue or Hunter Avenue. The operation of such a car park would need to be discussed with Greater Anglia and NCP. Recent discussions between Crossrail and the Borough Council have provided strong evidence that local residents and shoppers highly value the parking space provided by Friars Avenue and therefore access for shoppers to parking of at least equivalent numbers to the existing car park would need to be maintained.
- 10.47 It is considered likely that rail passengers would use spaces made available to them in this location as it is within a 400m walk of the station. The benefits of these additional spaces would therefore be high. The issue of value for money would be determined by the terms of any agreement with regard to the leasing and operation of the additional car park space, and where maintenance liabilities for the structure would lie.
- 10.48 In summary, the decking option for Friars Avenue, whilst considered feasible in principle is subject to significant technical and commercial issues which would need to be thoroughly discussed and resolved before a robust conclusion on its deliverability could be reached. Furthermore, given the limited additional parking that it would provide, it is considered that this option would only be worth exploring further in the event that the plans for Mount Avenue become stalled by unforeseen issues.

Option 3a – Park and Stride Alexander Lane (Brentwood Borough Council Land)

- 10.49 The provision of a “Park and Stride” car park at Alexander Lane is partially supported by the results of the rail traveller surveys; 43% of respondents to the car park surveys indicated that they would walk further from an alternative car park if the parking were to be cheaper there. However, the surveys also very clearly demonstrate that a 10-minute walk is the maximum that car drivers are prepared to undertake from an alternative car park site; just 2% of respondents indicated that they would walk for up to 15 minutes. This is a critical finding which has major implications for all of the park and stride / park and ride options.
- 10.50 Map ST14273-GIS-01 shows catchments around the station of 1km (approximately a 12 minute walk) and 2km (approximately a 25 minute walk). It can be seen from this map that the Alexander Lane site lies just on the edge of the 1km area, and is therefore positioned at a location which is on the upper limit of the walking trips which car drivers would be prepared to make. As a result of this, the potential for car park users to use an alternative facility in this location may be diluted.

- 10.51 It is also noted that a facility in this location would increase traffic flows on Alexander Lane, which is narrow and has been previously identified as being unsuitable for large increases in traffic volume. The precise impacts of a facility in this location would therefore need to be discussed fully with Essex County Council and objections from local residents would be expected. Previous comments made with regard to parking numbers and the threshold for off-site highway capacity assessments also remain relevant to this option.
- 10.52 The creation of a Park and Stride facility in this location would also require the loss of part of the existing recreation ground (which is likely to be contrary to adopted and developing policy and would generate local opposition), and the re-configuration of the existing pedestrian access from Alexander Lane.
- 10.53 The construction costs associated with a facility in this location would be relatively low as it is a “Greenfield” site. There is a footpath connection from Alexander Lane; this is of average to poor quality and some improvement is therefore likely to be needed (see option 7c).
- 10.54 The available land would permit the construction of sufficient additional car park spaces to meet the 2026 high growth forecast increase in demand and could, theoretically, accommodate demand from the other Council car parks in Hunter Avenues and Friars Avenue. Again, however the current users of these car parks are unlikely to wish to park that far away from the shops and businesses along Hutton Road.
- 10.55 On balance, it is considered that the benefit to existing rail users arising from the provision of a Park and Stride facility would be low, and that there are a number of issues which cast doubt on the ultimate deliverability and financial viability of such a scheme. Further investigation would be required (particularly with regard to suppressed parking demand) to develop the planning and business case for such a facility, an activity which would only be worthwhile in the event that all of the previously discussed options were to be ruled out.

Option 4a – Park and Ride Chelmsford Road / Alexander Lane

- 10.56 The issues associated with a Park and Ride site served from the Chelmsford Road and/or Alexander Lane are, in part, similar to those discussed in relation to option 3a. There are two pieces of information from the rail user surveys which cast immediate doubt on the viability of all the Park and Ride sites; these are that all the sites lie well outside of the 10 minute walking “threshold” and would, therefore, be perceived as remote from the station, and more importantly that only 5% of respondents indicated that they would consider using a bus to get to the station from an alternative car park.
- 10.57 The Chelmsford Road site is currently used as playing field / athletics space associated with Shenfield High School; the site is physically separated from the main High School site by Alexander Lane. For this reason, it would be physically possible to use part or all of this site without directly affecting the main school site (notwithstanding the loss of the space for school use) and, therefore, it has not been ruled out in the manner of the other school field sites identified on the reference map.
- 10.58 The Chelmsford Road site is positioned toward the north-western end of Alexander Lane; this is a 15-minute walk from the station if Alexander Lane is used, and at present Alexander Lane has no footpaths between the recreation ground and its western end (except in the immediate vicinity of Shenfield School). The site would, therefore, have to be park and ride only (with those parking there physically prevented from reaching Alexander Lane), or a new footpath would need to be created from the park and ride site to link up with the existing pavement at the recreation ground.

- 10.59 It is also noted that, as this land is currently part of the green belt (as shown on the 2005 Replacement Local Plan Proposals Map), “very special” circumstances would be required to justify any type of development and to trigger the necessary review of Green Belt extents as part of the Local Plan development process. Some level of public opposition might be expected in response to any encroachment on Green Belt land.
- 10.60 It is noted that the NPPF does make reference at paragraph 90 to “local transport infrastructure which can demonstrate a requirement for a green belt location”, however, it is unclear, at present, whether the predicted future and suppressed demand (even in the high demand scenario) would support a scheme of sufficient size to be considered a “strategic” project that justifies a review of green belt extents.
- 10.61 It is noted, however, that this study focuses only on Crossrail and existing station users and, as such, has not included any assessment of wider sub-regional demand for access to Shenfield Station. In particular, there may be unidentified or suppressed demand arising from the Chelmsford area and its hinterland that would provide a strategic basis upon which a park and ride case might be developed.
- 10.62 The costs of operating any park and ride scheme are significant, even where such services operate only in peak periods. The evidence from the rail user surveys makes it clear that few, if any, existing car park users would choose to use the new service to access the station. It is not possible to say with certainty whether potential additional car park users (i.e. future or suppressed demand) would take a different view; evidence for this would need to be collected via a wider sub-regional study, as described above.
- 10.63 For time and fare costs to be attractive to existing rail passengers, it is considered highly likely that bus and parking fares would need to be so low as to become unviable as a self-supporting service. The costs which would be acceptable to new or additional rail passengers drawn from a wider area would need to be assessed in the sub-regional study, if this is undertaken.
- 10.64 Previous comments made with regard to parking numbers and the threshold for off-site highway capacity assessment remains relevant to this option.
- 10.65 On balance, it is therefore considered that the benefits to existing rail users from a park and ride site in this location would be low and that the challenges associated with securing a planning consent purely on the basis of existing demand may make this site undeliverable. The case for a park and ride that serves a wider sub-regional area may be stronger and would be best examined through a further study. Then, if appropriate, the selection of a site can be progressed through the emerging Local Plan process.

Option 4b – Park and Ride Mountnessing Roundabout Complex

- 10.66 The Mountnessing Roundabout complex currently has planning consent for a mixed use development, as described in Section 3. The provision of additional car parking spaces and facilities for a park and ride would require an amendment to this consent; however the principle of development on this site is well established. It is noted for clarity that no such proposals have as yet been put forward as part of the Local Plan consultations.
- 10.67 As the site lies close to the A12, any additional parking facility which results in more than 30 additional vehicle trips through the A12 junction in any one hour would potentially need to be assessed according to the relevant Highways Agency (HA) criteria.

- 10.68 JMP's assessment is that the long-term viability of a park and ride facility to serve existing rail users in this location would need to be carefully considered. The benefits to existing rail users are expected to be relatively low and so the site would also need to serve a much wider, strategic catchment area. It is understood that the strategic viability of the site will be subject to further assessment within a wider study.
- 10.69 If a private developer considers that they can operate a fully commercial service without subsidy, and without using the park and ride to justify further unrelated development at the site (in the absence of evidence relating to the wider sub-regional case), then it is recommended that the Council consider the evidence which is put forward to support such an application in the context of the independent analysis presented in this report. Any case which seeks to draw existing users away from the NCP car parks is likely to face opposition from both NCP and Greater Anglia.

Option 4c – Park and Ride Other Chelmsford Road sites

- 10.70 There are a number of other sites fronting on to the A1023 Chelmsford Road which could potentially accommodate a Park and Ride site. A submission relating to a site located to the south-west of the A12 Mountnessing Roundabout has been made to the recent Preferred Options consultation, which proposes a 782-space facility. A second submission has also been made with regard to the site known locally as "Officers' Meadow", which proposes a mixed use development including housing. At present no planning applications or formal pre-application discussions relating to this site are understood to have taken place.
- 10.71 These sites lie within the Green Belt and, therefore, this issue would need to be considered in the same manner as has been described for Option 4a. The same conclusions are also drawn in relation to viability, value for money, and rail user benefits as have been presented for option 4B.

Option 4d - Brentwood Town Hall Car Parking

- 10.72 The use of car parking space at Brentwood Town Hall would be significantly less expensive in terms of capital cost than for the previous Park and Ride options as it would utilise existing car parking space. There would also be likely to be few planning objections to such proposals.
- 10.73 The walk distance from this site to Shenfield Station of well over 15 minutes, means that it would only be viable if a park & ride bus service is provided. The costs of operating any shuttle bus services would fall to the Council and, as has previously been described, the location of the car park relative to the station and the expense of operating bus services are likely to mean that benefits for rail users will be low and it is expected that such a service would be difficult to operate without subsidy.
- 10.74 The only alternative option would be to divert an existing bus service to the site, such as the 81/82, however, this would add considerable journey time to this route, as well as being a relatively slow service to the station.

Option 4e – Park and Ride Rayleigh Road Site

- 10.75 As is the case for option 4D, the Rayleigh Road option would use existing car parking space and would face similar challenges with regard to rail user benefits and viability. It is also noted that most current demand for car parking at the station arises from areas to the north and west of Brentwood, with far less demand to the east – therefore customers using this car park would have to drive through Shenfield and Hutton to access the site. It is, therefore, considered that this option offers few benefits and is not likely to be worth further investigation.

Option 5a - Alter existing drop-off facilities on the station forecourt

- 10.76 Section 8 has previously discussed the benefits which could accrue from a review of the general arrangement of the highway in the vicinity of the station forecourt. It is considered that increasing the efficiency of the way in which traffic uses the existing forecourt would be expected to offer the most benefits to rail and road users; it is acknowledged that the existing taxi provision is heavily used and, therefore, it is not reasonable to take more space away from taxis in order to provide additional space for other drop-off activity. Equally, the non-taxi "lane" is used for a variety of purposes, including deliveries. It is therefore considered that the current arrangement of the forecourt itself should be maintained, unless a second facility can be created as part of a new second station access (see option 5b).

Option 5b - Create new drop-off facility at rear of station

- 10.77 The provision of a new drop-off facility within the Mount Avenue car park area would be predicated on the provision of a new station access. This would potentially require relocation of some of the Network Rail "portacabins"; access would preferably be made by way of an extension to the existing station underpass and creation of a "ticket holders only" gate. Some space within the car park could be lost to accommodate a turning and waiting facility; however, if this were to be combined with a decking option, the result would be that demand for access to the station would be split and significant pressure could be relieved on the existing forecourt.
- 10.78 It is noted that this would be a "high cost" option in relation to the other options discussed in this report and that the additional demand from Crossrail alone is not expected to result in a "step change" in passenger demand at the station. However, JMP's analysis suggests that wider growth in station patronage will have a more pronounced effect over time; it is also noted that Shenfield is classified in the 2009 DfT report "Better Rail Stations" as a Category B (National Interchange) station and is therefore given similar footing with stations such as Southampton Central, Reading and Clapham Junction in terms of its importance to the national rail network, with that importance expected to grow significantly further when Crossrail opens. It is therefore considered that the case for further improvements at Shenfield should not be dismissed, although it is recognised that finding ways to secure funding in the current financial climate is always challenging.
- 10.79 The benefits to all rail users (not just car park users) from this option would, therefore, be high, and with careful scheme design could deliver good value for money. It is recommended that dialogue with Crossrail is used where possible as a platform for exploring possible future funding bids and the potential for joint working.

Option 5c - Create new drop-off facility along Hutton Road

- 10.80 Any new drop-off facility on Hutton Road would potentially displace existing car parking or bus stop facilities, all of which are essential to the proper functioning of Hutton Road for retail and employment purposes. It is noted that informal use of these spaces frequently takes place, and it is recommended that this should continue except where activities have been shown to lead to knock-on negative effects. There may be some limited potential for creating a drop-off zone behind the end of the extended taxi rank; this would need to be assessed to ensure that sufficient space is retained for all other road users, including large vehicles.

Option 6a - Increase frequency of bus services

- 10.81 The bus stops outside of the station are currently served by the following regular services:
- Service 81 – EnsignBus - Serves Brentwood, Shenfield and Hutton via a clockwise loop. Services are half-hourly between 6am and 7pm, with a 20-minute frequency between 6.30am

and 9am. (It is noted that the 82 service will be discontinued on 18th January 2014 so is not considered here).

- Service 9A – First – Serves Shenfield Station and Knights Way via Hanging Hill Lane – weekday evenings only, 5 journeys between 5pm and 7pm
- Service 808 – BCT – Serves Brentwood, Community Hospital, Shenfield and Hutton. Weekdays hourly, 9am to 5pm
- Service AX1 – Stansted Bus – Stansted Airport to Canvey Island – Booked service, operates hourly but only when booked to call at a stop.

10.82 Other services which use the bus stops are school services or have irregular or infrequent timetables.

10.83 To be of most use to rail commuters, service frequency increases would need to be focused on the period between 6am and 9am, and 5pm to 8pm. It is noted that the main bus route serving the station offers a 20 minute frequency during the morning, but only a half hour frequency in the evening. Increasing the frequency of service in the evening peak could potentially make the service more attractive to passengers; however it is noted that the 81 route has previously struggled to operate commercially (having been previously dropped by First) and that it is unlikely that any additional subsidy would be available to increase frequencies.

Option 6b - Extend hours of bus operation

10.84 It is notable that there are no regular bus services serving the Shenfield Station stops after 7pm on weekdays. This potentially removes the bus option from consideration for a significant number of people, particularly as several train services from London arrive at or just after 7pm.

10.85 As with service frequency, it is acknowledged that funding for additional services is likely to be extremely limited. However, there may be some scope to explore the re-timing of the last services on Route 81 so as to provide a greater “window” for connection with key service arrivals at Shenfield from London; this would potentially have little or no cost to the bus operator, but may give existing and potential bus users greater confidence that they can make their evening connection at Shenfield.

Option 6c - Introduce new bus routes

10.86 Current bus route provision is concentrated around the Hutton area, with Shenfield being served only via Hutton Road, and bus services then running directly into Brentwood via the A1023. It is unlikely that there would be sufficient additional demand in Hutton to support a new route and much of Shenfield lies within a reasonable walking distance of the station, which would dilute demand for bus services here.

10.87 One area which currently has a high concentration of car drivers travelling to Shenfield Station is the Doddinghurst and Blackmore area. A “loop” service which travels around this area and then runs “fast” into Shenfield and back in the peaks could feasibly attract a market, although more research would be required to determine the actual likely market size. It is possible that one or more council-run bus services is currently bringing pupils from this area to Shenfield School, and if this is the case, it might be possible to investigate whether these buses could make one or more earlier “runs” to bring commuters to the station. The feasibility of providing a return service in the evenings would also need to be investigated.

Option 7a - Increase cycle parking at station

- 10.88 Current cycle parking facilities at and near Shenfield station are well used and are regularly maintained; there is a surfeit of cycle parking demand as evidenced by the number of cycles left chained to railings and other street fittings during weekdays. The provision of additional cycle parking space could be considered as part of several of the options previously presented and this may encourage new travellers to cycle to the station. It is noted however that it would not be expected for many current car users to switch to cycling, unless there were also to be a major “push” factor such as an increase in car parking charges.

Option 7b - Enhance safety on cycle routes to station

- 10.89 The road network around the station area is largely residential in nature and therefore suitable for use by cyclists. Hutton Road and Crossways are designated as on-road cycle routes, and there are segregated pedestrian and cycle paths alongside the A1023 between Crossways and the Mountnessing roundabout.
- 10.90 The A1023 into Brentwood town centre is a busy route and cyclists are therefore advised to follow the quieter routes through “old” Shenfield; additional marking and promotion of these routes may encourage more cyclists from the areas to the west of the station.

Option 7c - Enhance public realm on walk routes to station

- 10.91 The pedestrian paths on routes to and from the station are of varying quality. With the exception of Hutton Mount, most of the residential areas have footway provision and there are a number of cut-throughs for pedestrians and cyclists which reduce journey distances for non-motorised travellers. Signage on a lot of routes is very limited and there may be some benefit in providing simple, targeted signs where “short cuts” to the station exist so that walkers are not put off by perceived journey lengths.
- 10.92 A number of well used pavement routes connecting to Hutton Road have suffered damage over a number of sequential cold winters and pavement repairs appear to be infrequently undertaken in comparison to road potholes. A concise audit of key routes and repairs to any particularly serious or extensive damage would improve the pedestrian environment, not only for commuters but for the wider local populations.

Summary

10.93 Table 10.1 below provides a summary of the appraisal outputs in terms of the potential benefits to rail users to be generated from each scheme and their deliverability.

Table 10.1 Summary of Scheme Benefits and Deliverability

Scheme Option	Rail User Benefits	Deliverability*
Option 1a Mount Avenue Extended	Medium	Low
Option 2a Mount Avenue Partial Deck	High	Medium
Option 2b Mount Avenue Full Deck	Very High	Medium
Option 2c Hunter Avenue NCP Full Deck	High	Very Low
Option 2d Hunter Avenue Council Full Deck	Medium	Very Low
Option 2e Friar Avenue Full Deck	Low	Low
Option 3a Alexander Lane P&S	Low	Medium
Option 4a Chelmsford Rd/Alexander Ln P&R	Low	Medium
Option 4b Mountnessing Roundabout P&R	Low	High
Option 4c Other Chelmsford Road P&R	Low	Medium
Option 4d Town Hall P&R	Low	Medium
Option 4e Rayleigh Road P&R	Low	Medium
Option 5a Enhance existing drop-off	Medium	Low
Option 5b Create new drop-off (station rear)	Very High	Medium
Option 5c Create new drop-off (Hutton Rd)	Low	Low
Option 6a Increased bus frequency	Medium	Medium
Option 6b Extended bus hours of operation	Medium	Medium
Option 6c New bus routes	Medium	Low
Option 7a Increased cycle parking	Medium	Medium
Option 7b Enhanced cycle safety	Medium	High
Option 7c Enhanced public realm	Medium	High

* includes physical, operational and public acceptability but excludes cost

10.94 The results indicate that the partial and full decking of Mount Avenue NCP car park would offer the high benefits as well being reasonably deliverable. Similarly the creation of a new rear drop-off would offer undoubtedly strong benefits, albeit that it would be a high cost scheme and time-consuming to develop as an option; however, it represents a physically feasible option to improve the accessibility of the station for all users and to deliver benefits to the wider public realm around the station on Hutton Road.

10.95 Regarding deliverability, the Mountnessing Roundabout scheme is given a rating of “High” due to the fact that a park and ride “addition” to the current consented scheme would not be expected to give rise to any major planning issues, and the delivery (and risk) associated with such a scheme would sit with the site’s developer rather than the council. It should, however, be noted that at present the scheme developer is not promoting such a scheme via the Local Plan process and, as noted earlier in this report, JMP remains to be convinced that a fully commercial scheme would prove to be viable. As such any business case presented in future by the developer of the site should be reviewed carefully.

10.96 Enhancements to cycle routes and the public realm are also given a rating of “high” as it is envisaged that useful schemes could be devised to meet criteria for submission to ECC for partial or full funding, or could potentially become part of future discussions with Crossrail, Greater Anglia and TfL.

Appendix A

Rail User Survey Forms

Spatial Distribution GIS Mapping

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