



# **Business and Town Centres Committee**

## **Agenda**

### **Part One**

Council Chamber - Town Hall

Monday, 23 February 2015 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:** Zoey Foakes (01277 312 733)

#### **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 Council Procedure Rules apply.

A Member who is not a member of the committee may speak at the meeting. The Member may speak at the Chair's discretion, it being the expectation that a member will be allowed to speak on a ward matter.

## **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.

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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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7	<b>Urgent Business</b> 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.		



Chief Executive

Town Hall  
Brentwood, Essex  
13.02.2015

## Minutes

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### **Business and Town Centres Committee Tuesday, 16th December, 2014**

#### **Attendance**

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

#### **Substitute Present**

Cllr Barrett

#### **Also Present**

Cllr Clark  
Cllr Parker

#### **Officers Present**

David Carter	Senior EHO (Team Leader)
Lucy Gill	Leisure & Community Development Officer
Gordon Glenday	Head of Planning & Development
Anne Knight	Economic Development Manager
Tracey Lilley	Anti-Social Behaviour Co-ordinator
Roy Ormsby	Head of Street Scene
Chris Potter	Monitoring Officer & Head of Support Service
Elaine Richardson	Town Centre Development Co-ordinator

### **333. Apologies for Absence**

Apologies were received from Cllr Keeble with Cllr Barrett in attendance as substitute. In the absence of Vice-Chair Cllr Keeble, it was agreed that Cllr Sapwell would be Vice Chair for this meeting only.

### **334. Minutes from the previous meeting**

The Minutes of the Business & Town Centres Committee meeting of 15 October 2014 were approved and signed by the Chair as a correct record, subject to the following amendment by Cllr Hossack:

**181 – Business Directory Update** – to enforce the statement in paragraph 2: *A secure database has been populated that would be kept up to date and members suggested this could be utilised for other uses e.g. tendering.*

**186 – Council Apprenticeship Scheme**

*Members expressed concerns and requested a breakdown of the costs provided within the report.*

### **335. Chairs Verbal Update**

The Chair gave an update on:

**Brentwood Night time Action Group (BNAG):** It was agreed that BNAG and Renaissance Group would continue as separate groups but BNAG would look to work with Renaissance Group in the future.

**Brentwood School Careers Event:** Discussions had been held with Brentwood Learning Partnership (BLP) and Brentwood schools to discuss the Council's support for a Schools Careers Fair to be held in February 2015. BLP advised that due to a reduction in the budget, the Partnership had begun to wind down and would no longer pursue the event. Some schools had pursued their own career events instead. Discussions were held with Essex County Council to establish if there was any support. No details had been given about whether a Skills Roadshow would be considered for the future.

**Brentwood for Growth:** After an informal meeting with some members of Brentwood for Growth at a networking event, an organised formal meeting with members would take place for those who wished to re-establish relationships with the Council and to explore joint working.

**Teenage Market:** The first market would take place in February/March 2015 and be called *Teen Traders Market*.

### **336. Visitor Website**

The report introduced a presentation from *Partners by Design* as one of a number of options to procure a visitor website for Brentwood Borough Council.

Members thanked *Partners by Design* for their presentation.



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

**RESOLVED UNANIMOUSLY:**

**2.1. Members were asked to note and provide feedback on the presentation by Partners by Design.**

**2.2. Members were asked to note that Partners by Design was one of a number of options being considered for a visitor website and that commissioning the project would be subject to future resourcing for the on-going promotion and servicing of the website being resolved as part of the 2015/16 budget setting exercise.**

**337. Amendment to Community Safety Commissioning Plan 2014-2015**

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

Members agreed the Community Safety Commissioning Plan 14-15 (Appendix A of the agenda) on 26 February 2014 at Community Services Committee (Minute ref 317 refers).

The report sought agreement for 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 were survivors/witnesses of violence in the home.

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

**RESOLVED UNANIMOUSLY:**

**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.**

**338. Developing Artists Studios and Networks**

In partnership with Brentwood Borough Council, Essex County Council was keen to develop affordable studio exhibition space in central Brentwood, utilising a retail unit in the Baytree Centre, which had been empty for 5 years.

It was proposed to commission an arts organisation and registered charity, ACAVA (Association for Cultural Advancement through Visual Art) to undertake a feasibility study to ascertain local demand for the project, the

suitability of the identified unit for a temporary lease for a minimum of 2 years, and to devise a financial and membership model for the studios.

Members thanked Lindsey Strange of Essex County Council, and Duncan Smith of ACAVA for their presentations. The feasibility study by Duncan Smith would be presented to the Committee in the February/March 2015 meeting.

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

**RESOLVED UNANIMOUSLY:**

**2.1 To note the presentations and agree to commission ACAVA to undertake the feasibility study, which will ascertain local demand for the project, the suitability of the identified unit for a temporary lease for a minimum of 2 years and devise a financial and membership model for the studios, allocating £1000 from the Economic Development Fund to do so as matched funding.**

**2.2 For a further report to come back to Business and Town Centres Committee with the results and recommendations of the feasibility study.**

*(Cllr Reed declared a non-pecuniary interest by virtue of having worked with Lindsey Strange in the past).*

### **339. Fixed Penalty Notices - ASB Crime and Policing Act 2014**

The report sought 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.

Environmental Health Manager Mr Carter, informed the committee that the fixed penalty notices were to be used as an alternative to prosecution and to be issued for detrimental, persistent and unreasonable behaviour.

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

**RESOLVED UNANIMOUSLY:**

**2.1 Members agreed 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 were nominated by any of them to issue Fixed Penalty Notices under section 53 of the Anti-social Behaviour, Crime and Policing Act 2014 Members agreed to adopt the proposed Fixed Penalty Notice**

**charges at the levels outlined in Appendix A to the report, which were in line with other Essex Authorities.**

**340. Economic Development Strategy and Work Plan 2014**

The report presented the final Economic Development Strategy and Work Plan 2014.

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

**RESOLVED UNANIMOUSLY:**

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

**341. Business Directory**

The report considered how to maximise the benefits of the first phase of the business directory and its future development.

It was decided that a working group be formed of Cllrs Keeble, Newberry and Hossack.

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

**RESOLVED UNANIMOUSLY:**

**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 plan for future development of the Directory. This would 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.**

**342. Economic Development Update Report**

The report provided an update on the following initiatives:

- Brentwood Business Funding and Advice Event;
- Proposal for 100 Business Speed Networking Event;
- Proactions event;
- Low Carbon Grants for Business;
- Quarterly Economic Working Group; and

- Heart of Essex Partnership South East Local Economic Partnership visit.

### **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 to agree to continue with the meeting for a further 30 minutes.

**Cllr Kendall MOVED and Cllr Sapwell SECONDED following a full discussion it was RESOLVED UNANIMOUSLY that:**

- 2.1 The report and the progress made on key initiatives and projects be noted.**
- 2.2 The proposal to develop the holding of a Business Speed Networking event in February/March 2015 be supported.**
- 2.3 Delegated authority be granted to the Head of Planning and Development to finalise the development proposal and to hold the event, subject to first consulting with the Chair of the Business and Town Centres Committee before exercising delegated power.**

### **343. Brentwood Borough Renaissance Group Workplan Update**

The report provided 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 on 16 July 2014.

Clive Othen, Chair of Renaissance Group, had given his apologies for the meeting.

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

**After a show of hands it was RESOLVED:**

- 2.1 That Members agreed the updated Brentwood Borough Renaissance Group 2014/15 Workplan (Appendix A of the Agenda) and noted the progress made on projects.**

*(Cllr Reed declared a non-pecuniary interest by virtue of his involvement with Renaissance Group through his employment at Brentwood Theatre and therefore did not vote on this item).*

### **344. Crossrail and parking at Shenfield petition**

At Ordinary Council on 22nd October 2014 a petition was presented which called for more parking to protect Shenfield.

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'.

The Council provided 48 spaces in Friars Avenue and 62 spaces in Hunter Avenue, with 2 disabled bays in each car park. It was expected that through the construction phase of the project only 20 spaces would be available in Friars Avenue during the week, with none at weekends, with no loss in Hunter Avenue.

A report was commissioned by the Council in October 2013, which looked at Shenfield Station parking and access (Appendix A of the agenda). 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).

The Crossrail project in Shenfield was brought forward, and work would commence in February 2015. This would see up to 28 spaces taken over for the project in Friars Avenue car park during the week. The construction phase was expected to run through to March 2017, therefore there were potential issues with parking during this period.

In the long-term, Crossrail predicted a 28% increase in demand by 2026, therefore there was a need to consider alternative parking arrangements to meet this demand, but those would have to be discussed in conjunction with developers, and identified in the Local Development Plan.

It was evident that there were no short term solutions to build additional car parks, as there were no suitable sites available. Alternative options would have needed to be considered to mitigate any potential disruption over this period, and dialog would be continued with South Essex Parking Partnership and representative of Crossrail throughout the construction period.

#### **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 to agree to continue with the meeting for a further 30 minutes.

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

**After a show of hands it was RESOLVED that:**

- 2.1. The Head of Street Scene liaise 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. 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. The options outlined in Table 10.1 of the JMP report, guide Officers to carry out further detailed work on longterm options for Shenfield in consultation with other agencies.**
- 2.4. 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. It would 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 would be provided in the NCP car park with none in the Council's car parks as outlined in 3.12.**

**23 February 2015**

## **Business & Town Centre Committee**

### **Night Time Parking**

*Report of:* Roy Ormsby – Head of Street Scene

*Wards Affected:* All

*This report is:* Public

#### **1. Executive Summary**

- 1.1 At the meeting of the Business & Town Centre Committee on 16<sup>th</sup> July 2014, it was resolved that the Council would introduce a £2.00 charge for parking between 7pm and 6am Monday to Sunday for a trial period, and that a report would be brought back to the Committee on 23<sup>rd</sup> February 2015 with the outcome of the trial.
- 1.2 The trial period commenced on 20<sup>th</sup> October 2014, and was introduced in the following car parks; Chatham Way, William Hunter Way, Friars Avenue, Hunters Avenue.
- 1.3 Throughout the trial period Officers have monitored the income, and any official comments/complaints that have been made. It should be noted that to date there have been no official complaints to the introduction of this charge.
- 1.4 The trial period has shown a positive impact on income, and it is estimated that an additional £60,000 would be added to the 2015/16 budget.
- 1.5 As noted in the report of 16<sup>th</sup> July 2014, it is the intention of the Council to use any additional income in a positive way to reduce other fees. It is therefore proposed that the additional income from night time parking be used to reduce the full day parking charge, which would reduce from £10.50 down to £8.00.
- 1.6 Further charges are proposed, which will assist local part-time workers on a low income. Westbury Road car park would become available to these workers on a Saturday, but to ensure that any changes are at nil cost to the Council these workers will be required to pay for the service through the pay-by-phone system. A weekly pay by phone rate would also be

introduced in William Hunter Way, with a Monday to Friday charge of £30.00.

#### **Recommendation(s)**

- 2.1 Members agree to retain the £2.00 evening charge in Chatham Way and William Hunter Way.**
- 2.2 Members agree to retain the evening charge in Friars Avenue and Hunter Avenue until 1<sup>st</sup> April 2015, and reintroduce this on completion of the Crossrail project in Shenfield.**
- 2.3 Members agree to introduce a £30.00 weekly charge in William Hunter Way through the pay by phone system only.**
- 2.4 Members agree to introduce a Saturday workers fee in Westbury Road car park of £4.00, which must be paid through the pay-by-phone system.**
- 2.5 Members approve the reduction in the all day parking fee from £10.50 to £8.00**
- 2.6 Members agree that Officers commence the process of making the alterations to the off street parking places consolidation order 2012 to reflect the changes.**
- 2.7 Members agree to introduce the standard parking charges to the Town Hall visitor car park, and that this is included within the off street parking places consolidation order 2012**
- 2.8 Members agree to establish a cross party working group to develop a long-term Car Parking Strategy for the Borough.**

### **3 Introduction and Background**

- 3.1 It is recognised that the Council needs to develop a long-term car parking strategy to balance the needs of residents, visitors' and the business community, as effective management of off street parking is a key factor in assisting the Council in encouraging economic vitality in the Borough.
- 3.2 Income from car parking supports many of the Council's services, and plays an important role in maintaining the high standards people expect



through our street scene services. However, this needs to be balanced through an effective charging structure that takes account of the whole economy.

- 3.3 The introduction of the evening parking trial was to provide some balance parking charges in the Borough, between the day time and night time economy. There has traditionally been no charge after 9.00pm, but it is recognised that a contribution should be made by those using the Town during an evening, which could then assist in reducing the day time charges.
- 3.4 The trial commenced on 20<sup>th</sup> October 2014, and over the three month period ticket sales have increased by over 124%. A large part of this increase has been in Chatham Way, which prior to the trial did not charge for evening parking.
- 3.5 On 16<sup>th</sup> July 2014 the Business & Town Centre Committee were informed that a budget of £14,200 was required to implement the trial. This however, did not reflect the actual cost of implementation, which was reduced to £2,900. This was as a result of lessons learnt from the implementation of previous parking schemes, and a change in staff rota's to cover evening enforcement.
- 3.6 It was soon clear from enforcement, that an education approach should be used. Parking attendants were present and issuing information on the new charges. This was used on a regular basis, but became an integral part of the Civil Enforcement Officer's (CEO) shift pattern. It should be noted that any permanent scheme would require additional CEO cover, at a cost £14,300.
- 3.7 The trial has identified that the forecasted income of £60,000 for 2015/16 can be achieved, but as agreed at the meeting on 16<sup>th</sup> July 2014, this will be used to offset other parking charges. It is therefore felt that as a result of additional income the 24hr charge can be reduced from £10.50 down to £8.00, at a cost of £39,500.
- 3.8 The review of parking has also identified a need to introduce assistance to local part-time workers on a Saturday. It is evident that the cost of all day parking to these workers on low incomes is restrictive. It is therefore proposed to provide an opportunity for these workers to park all day for £4.00. This will only be available in Westbury Road car park, and through the pay by phone service.

- 3.9 In support of lower paid workers in the Town, it is proposed to introduce a weekly charge of £30.00. This however, would need to be done through the pay by phone system, as it will enable the Council to deliver this at nil cost, as there would be no administration through the issuing of permits, and cash collection. It is evident that the cost of cash collection needs to be reduced, and it is important that users of the car parks are encouraged to pay by phone when possible.
- 3.10 There has been some monitoring of the weekday visitor car park at the Town Hall, which is available for those accessing Council services, and the registry offices. It is evident that this is being used by commuters for full day parking, which is restricting space for those using key Council services. It is proposed that this car park is placed on the off street parking places consolidation order 2012, and that standard charges are introduced, which will include 30 minutes free parking for visitors.
- 3.11 It is evident from the review that there are a number of issues arising in the future, including the potential development of William Hunter Way. There are a number of long-term decisions that need to be considered relating to parking, and how it will meet the needs of both users and businesses in the future. It is therefore felt that a long-term strategy should be developed, which would consider the future economic prosperity, and how parking should play a key role in attracting people to the Town.

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

- 4.1 The report identifies a number of key issues that need to be considered by Members, however, as recommended in the report a wider car parking strategy should be developed to decide the long-term future of parking in the Borough.

#### **5 Reasons for Recommendation**

- 5.1 To ensure that there is a balanced approach to parking charges in our Town centre car parks.

#### **6 Consultation**

- 6.1 The night time charges have been in place for three months, and to date there has been no official complaints from users or local businesses

## **7 References to Corporate Plan**

- 7.1 To ensure Brentwood is a prosperous Borough, maximising opportunities in the Town centre for retail, and a balanced night time economy.

## **8 Implications**

### **Financial Implications**

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

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

- 8.1 The proposal for the amendment to the All Day charge recommended in the report is anticipated to be cost neutral for the Council based on the projected income from the Night Time Economy (c£40k). A number of the other (new) proposals cannot yet be quantified in financial terms and these will need to be kept under review.

### **Legal Implications**

**Name & Title: Chris Potter, Monitoring Officer**

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

- 8.2 No legal implications directly arising from this report

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

- 8.3 None

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

- 9.1 None

## **10 Appendices to this report**

- None

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

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**Telephone:** 01277 312554

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**23 February 2015**

## **Business and Town Centres Committee**

### **Brentwood Borough Renaissance Group Workplan Update**

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

**Wards Affected:** *All*

**This report is:** *Public document*

#### **1. Executive Summary**

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

#### **2. Recommendation that Members:-**

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

#### **3. Introduction and Background**

- 3.1 This report provides an update on Brentwood Borough Renaissance Group (BB Renaissance Group) projects and budget as outlined in the updated 2014/15 Workplan.
- 3.2 **Local Trade Clusters**  
Work has continued on the setting up of local business trade clusters to provide greater representation and access to bid funding for traders in all retail sectors of the Borough. A new Shenfield Central Cluster has received strong interest from businesses and a meeting to form the group with agreement to terms and conditions is planned by mid February.

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 (under formation);
- iv. Upper Shenfield (formed and up and running);
- v. Central Shenfield (under formation);
- vi. Ingatestone (formed and up and running)
- vii. Hutton (under formation)

### **3.3 Environmental Audit and Public Realm**

#### **3.3.1 Town Centre Signage**

Malcolm Lane Signs have commenced work to update and refurbish the directional finger post signs in Brentwood Town Centre to make it a more welcoming and easy to navigate environment for residents and visitors.

#### **3.3.2 Multi Storey Car Park Signage**

Essex Highways have started work on designs for new and improved signage to the Multi Storey Car Park. Once approved, designs will be sent for first costing estimates.

#### **3.3.3 Grit Bins**

A request has been made for Hutton shopping parade and others around the Borough to consider the purchase and replenishment of grit bins through Renaissance Group bid funding. Renaissance Group has been asked to recommend the shopping parades where bins should be installed, together with the contact details and commitment of the shopping areas for their upkeep. This will follow consultations via the cluster leads and on the Renaissance Group website and talks with the Depot about gritting procedures. A final decision will be made by the Brentwood Local Highways Panel in conjunction with Essex County Council.

#### **3.3.4 Damaged Railings**

Following further requests, Essex County Council have agreed to repair or replace the buckled railings at the corner of William Hunter Way and Ongar Road, which are unsightly and potentially hazardous.

#### **3.4 Crown Street Community Market**

The Crown Street Cluster has decided not to implement a full market until planning permission is granted. To date, plans are being drawn up in readiness for a planning application.

### **3.5 Project Planning**

A project planning meeting was held in January with the cluster leaders and members to review and evaluate 2014 projects and plan cost effective events, campaigns and promotions for 2015. A provisional 2015/16 budget is being drawn up to reflect this in addition to business and environmental support and which is subject to the March budget setting. Funds allocated at cluster group level and centrally will be shown in the budget workplan reporting for 2015/16. There is to be a greater focus on economies of scale for projects across the different clusters where possible, to support the Visit Essex campaigns and to maximise the use of free PR, social media and the website.

### **3.6 Bid Funding Applications**

Bid funding applications have been approved for an Ongar Road/ Brentwood Theatre Cluster Easter Egg Hunt. Renaissance Group sponsorship funding was also agreed for the De Rougemont Manor venue hire and refreshments for the 18th March Business Speed Networking event.

## **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**

Allocation of the remaining £53,556 balance for 2014/15 is still in progress as bids continue to be submitted for this financial year and evaluated for agreement.

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 has provided funding of £30,000 during 2014/15 to the Renaissance Group (revenue). Future funding will be subject to the budget setting process which will be concluded in March.
- 8.2 The Town Centre Development Coordinator is the lead officer who supports the BB Renaissance Group

### **Legal Implications**

**Name & Title: Chris Potter, Monitoring Officer**

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

- 8.3 None
9. **Background Papers** (include their location and identify whether any are exempt or protected by copyright)

- 9.1 None

## 10. Appendices to this report

- Appendix A - Budget Workplan 2014/15

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

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# Appendix A

Activity	Status	Revenue £	Capital £	Total £
<b>RENAISSANCE GROUP WORKPLAN 2014/15</b>				
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
<b>Total budget for 2014/5</b>		<b>45,322</b>	<b>50,960</b>	<b>96,282</b>
<b>Projected/ Committed Spend 2014/15</b>				
Town Centre finger post signs - maintenance & updates	Bid approved		9,000	9,000
Refurbish and update noticeboards in Brentwood Town Centre	Estimate and bid required		1,000	1,000
New and improved signage to Multi Storey Car Park	Pending ECC Estimate		9,000	9,000
Translation calligraphy and presentation of medieval market charter	Revised bid required & sponsorship confirmation	1,300		1,300
Visit Essex Workshop on Brand Brentwood - 8.4.14	Complete	425		425
New Renaissance Group Website set up, Twitter and Content Management and loading costs YR1	Complete	1,595		1,595
Crown Street Saturday Market support for part purchase of new stalls	Bid approved		2,000	2,000
Love Your Local Market promotional support - 24.5.14	Complete	81		81
Independents Day promotional support - 4/5.7.14	Complete	1,250		1,250
Small Business Saturday promotional support - 7.12.13	Complete	750		750
Small Business Saturday promotional support - 6.12.14	Complete	1,747		1,747
Pro-Action Free Marketing & Social Media Workshop - 11.11.14	Complete	290		290
Pro-action Free Business Planning Workshops x 2 -25.02.14 & TBA	Bids required	200		200
Crown St/Ropers Yard Lighting Up - 29.11.14	Complete	417		417
Ongar Road Lighting Up - 29.11.14	Complete	404		404
Shenfield Lighting Up - 30.11.14	Bid approved		2,929	2,929
Shenfield Christmas Lights - 30.11.14	Complete		220	220
Ingatstone Christmas Victorian Evening 5.12.14	Complete	1,789		1,789
Street Pastors mini bus project	Partial funding contribution approved subject to bid		5,000	5,000
Christmas Window Competition Prizes 2014	Complete	74		74
Business Speed Networking Event 18.03.15	Bid approved	750		750
Renaissance Group roller banner display stands	Bid required		300	300
Ongar Road Easter Egg Hunt	Bid approved	125		125
Shenfield Easter Egg Hunt	Bid required	300		300
Ongar Road Christmas Lights 2015	Bid Submitted		880	880
Crown St Valentines Day & Mothers Day Promotional Events	Bids required	400		400
Crown Street flags for flagpoles	Bid required		500	500
<b>Total committed/projected 2014/5</b>		<b>11,897</b>	<b>30,829</b>	<b>42,726</b>
<b>Remainder to spend 2014/5</b>		<b>33,425</b>	<b>20,131</b>	<b>53,556</b>

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**23 February 2015**

## **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 Low Carbon Grants for Business, Future Business Support Events and the Economic Development Graduate Internship.

#### **2. Recommendation(s)**

- |   |
|---|
| <p>2.1 <b>That members note this report and the progress made on key initiatives.</b></p> |
|---|

#### **3. Introduction and Background**

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

#### **Low Carbon Grants for Business**

- 3.2 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.
- 3.3 Brentwood continues to work successfully with Groundwork in promoting the programme. On the 29 January 2015, the Economic Development Team attended award ceremonies for grants in the Borough to Three Little Piggies Cafe and to Schwartz Printing Ltd. £1,000 was awarded to Three Little Piggies Cafe towards a display fridge and chest freezer and £7,127 was awarded to Schwartz Printers Ltd towards lighting, double glazing and insulation. This has enabled t hree Little Piggies Café to reduce CO<sub>2</sub> emissions by nearly 4 tonnes per year and overhead cost by £450 per

annum. Schwartz Printing will reduce CO<sub>2</sub> by over 7 tonnes per year and overhead costs by over £1,500 annually.

- 3.4 To date a total of £52,285.00 of low carbon grant funding has been awarded to 10 businesses in Brentwood, £35,651.10 of which has been claimed. The remaining £16,633.90 is on target to be claimed by Brentwood businesses before April.

### **Pro-Actions Business Event**

- 3.5 A free business briefing on Business Planning – Making your Business Grow, will be held on 25 February 2015 9am to 12.30pm at The Town Hall, Brentwood.
- 3.6 This will be the second in a series of free briefings that are being planned in partnership with Pro-Actions Ltd, business coaching experts. The briefing will outline the steps that businesses can take to make business planning effective for them and provide an opportunity for networking. The event will also provide an opportunity to introduce Brentwood Borough Council's Economic Development Team and our work to support businesses and key priorities.

### **Business Speed Networking Event**

- 3.7 A Business Speed Networking Event is being planned for 18 March 2015 at the De Rougemont Manor Hotel. The event will be held early evening and will provide a forum to enable businesses to pitch to one another, network and facilitate opportunities for trading whilst supporting the local supply chain.
- 3.8 Sussex Business Bureau has been selected as the preferred supplier to deliver this event following a thorough tender exercise. Sussex Business Bureau has a good track record of delivering successful events across the South East of England. The event will be promoted via the Business Directory, PR and through partners such as Brentwood Chambers of Commerce, Pro-actions, Federation of Small Businesses and Renaissance Group who will be sponsoring the venue for the event.

### **Economic Development Graduate Internship**

- 3.9 Working with the University of Essex, the Economic Development Team has successfully secured a graduate internship for 3 months. The post is funded by the University of Essex Graduate Internship Scheme.

There was a limited timescale to secure this internship with the University so to ensure this the recruitment for the role was undertaken during the last two weeks of December 2014 and first week in January 2015. We are delighted to announce that Susan Adetiloye, commenced employment with us on 19 January 2015 as Economic Development Assistant. Susan will support and assist on a variety of projects, but in particular the Business Directory and the Business Support Events during her three month internship.

#### **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:

<b>Economic Development Budget- G408</b>		<b>28,000</b>			
<b>Projects</b>	<b>Activity Code</b>	<b>Budget Allocation</b>	<b>Actual to date</b>	<b>Remainder to spend</b>	<b>Notes</b>
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 Directory/CRM Phase 1		6,150	6,150	0	Invoice received
Business Directory/CRM Phase 2		6,664	0	6,664	To be commissioned
Visit Essex Annual Membership		1,500	1,500	0	Invoices received
Visitor Website		6,000	0	6,000	To be commissioned subject to budget from 2015/6 for apprenticeship
Artist Studios feasibility Study		1,000	0	1,000	To be commissioned
100 Business Speed Networking Event		2,000		2,000	To be commissioned
		<b>28,000</b>	<b>8,519</b>	<b>19,481</b>	

8.3 To deliver the ED Work Plan, some of the initiatives may 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 312860; Christopher.potter@brentwood.gov.uk**

8.4 None

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

8.5 None

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

9.1 None

**10. Appendices to this report**

10.1 None

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## **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.

## **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