

Minutes

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

Attendance

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

Apologies

Substitute Present

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

Also Present

Cllr Baker
Cllr McCheyne
Cllr Mynott

Officers Present

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

533. Apologies for Absence

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

534. Minutes of the previous meeting

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

535. Chairs Verbal Update

Cllr Kendall provided an update on:

- **Brentwood Business Speed Networking Event**

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

The Numbers:

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

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

- **Car Parking Strategy**

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

536. Community Safety Commissioning Plan

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

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

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

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

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

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

REASON FOR DECISION

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

537. Annual Report 2014 Achievements and Future Plans

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

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

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

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

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

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

REASON FOR DECISION

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

538. Future Development of the Brentwood Business Directory

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

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

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

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

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

REASON FOR DECISION

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

539. Economic Development Update Report

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

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

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

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

REASONS FOR DECISION

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

540. Urgent Business

The report provided information on parking during Crossrail in Shenfield.

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

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

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

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

REASON FOR DECISION

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

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

The meeting ended at 20:30.