

20th November 2018

Policy, Projects and Resources Committee

Chair's Update Report

Report of: *Phil Ruck, Chief Executive*

Wards Affected: *All Wards*

This report is: *Public*

Members to note updates as set out below:

Early Successes Workstream

Columbarium and Sanctums (formerly memorial wall)

The work on the preparation for the granite “columbarium” and “sanctums” has been sympathetically undertaken and I would encourage members to visit the Woodman Road Cemetery for themselves. Set under the branches of a large established tree the setting is entirely sympathetic to the purpose.

- Ground works for 60 vaults has now been completed and the areas around these reinstated.
- The first 48 vaults have now been installed on site
- The first of the two columbaria have been installed
- The online forms for residents to order through are being tested
- Pricing is being sought for the remedial work to fencing to accommodate the Pet Memorial which should be ready in the first quarter of next year

Advertising & Sponsorship

Developing our commercial offering continues with a number of sites coming forward for consideration as potential hoarding billboard space that can be commercially rented out.

It has become clear that there is an appetite for local businesses to be able to promote their products and events.

With an average 15-16,000 vehicles passing the Town Hall on a daily basis it is easy to see why businesses identify such key areas as ideal for promotion. To this end we have consulted with a number of specialist companies to assess the potential value and revenue generation that can be produced.

It has been decided to continue to explore this opportunity in-house in order to maintain control on the suitability of the advertising and to allow revenue to come to the council direct.

This follows on from the success with the Town Hall hoardings which are to be rented to a single business that is working closely with Brentwood Leisure Trust for the foreseeable future. A section of the hoardings will remain for Council and Community use. For the year, the Town Hall hoardings have already realized payment of just under £10,000.

Elsewhere, sponsorship and stalls for the Christmas Lighting Up events sold out quickly ensuring further success as we build commercial relationships and income.

Brentwood Business Showcase

The Brentwood Business Showcase took place on November 1 and to quote our key speaker, Cllr Gagan Mohindra who as many of you know is also portfolio holder for Economic Development at Essex “The Brentwood Business showcase is the envy of us all”.

*** Wortley Byers Law was the headline sponsor and I’m delighted to say has signed up to be Gold Sponsor once again for the 2019 Showcase event.

*** All exhibitor stands sold out and there was in fact a waiting list...

*** Initial figures show around 460 people attended

*** Google and the Lower Thames Crossing gave presentations which were very well received

*** Many exhibitors reported a take up in new business leads and contacts

Town Hall Update

The appointment of the marketing agents for the commercial and residential space is expected to be announced shortly following a tender process - but remains commercially sensitive at present.

Considerable interest was generated by officers from the Town Hall Transformation team attending the Brentwood Business showcase in both the residential and the commercial business “hub” areas.

The contractors, Farrans, facilitated a visit a few weeks ago so I could see for myself the current stage of development.

There can be no doubt that the building is taking on a completely new lease of life. Huge structural girders have been craned in through the roof to enable the open plan layout to be brought to fruition.

The traditional hardwood door frames and character windows can now better be appreciated, and I commend the contractors for their work to date.

The roof will be on before the winter hits – we can all see for ourselves it's progress - so the building will be waterproof, and officers are now planning a visit for members. However, the Town Hall remains a working building site and any attendance will be subject to the latest stage of work.

All is online for the apartments to be ready in March and the building to be handed over in May 2019.

South Essex Vision 2050 and Association of South Essex Local Authorities

A broad ranging piece of work outlining South Essex as a place to be for business, homes, leisure, family, education and health is ongoing. It will form the basis of bringing the Statement of Intent and the Memorandum of Understanding into the mainstream.

It will take time before ASELA can in its own right start to make inroads in Parliament and with infrastructure funding, but we are establishing some solid foundations on which our strengths can be pooled and purposed to ensure our collective voice is heard at every level.

Parking on Housing Green Spaces

Potential sites are being identified and the review work will be underway in the coming weeks.

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