

Policy, Resources and Economic Development Committee Year in Review March 2021



Brentwood 2025

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Year in Review – 2020/2021

This presentation provides the opportunity to review and reflect on what has been achieved on behalf of this committee for the municipal year 2020-21.

This is keeping in line with the Council's Corporate Strategy 2020-2025 to incorporate annual targets for achievement thereby enhancing accountability and maintaining progress.



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**BRENTWOOD
BOROUGH COUNCIL**

Growing our economy

What we said.... Our key objectives

Adopt the Brentwood Town Centre Design Guide to encourage a high-quality place to enjoy and do business

Submit our Local Development Plan (LDP) for examination in public in early 2020

Encourage and facilitate businesses who want to invest in the borough to capitalise on the opportunities that come with opening of the Elizabeth Line to Brentwood and Shenfield

Work with the Brentwood Development Partnership to create development schemes for the sites at William Hunter Way, Maple Close and Westbury Road

How we did it...

Adopted November 2019. Design Guide is being used to inform town centre schemes.

Submitted February 2020, examination underway

Evidence gathered and business recovery planning considered COVID-19 impacts. Inward investment emerging part of Economic Development Strategy (2021).

Maple Close and Seven Arches Road applications submitted December 2020. Westbury Road and William Hunter Way options being considered.



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Growing our economy – further achievements



**DUNTON HILLS
GARDEN VILLAGE**

10-part community co-design process to help design Dunton Hills Garden Village



Secured digital platforms for retail growth through Click it Local and separate loyalty/rewards scheme



LDP examination commenced, with 14 matters discussed at hearing sessions



Strategic commercial property acquisitions to improve our retail and leisure offer and maintain office floorspace (Baytree Centre, Academy Place and Childerditch Industrial Estate)



COVID-19 business support included over £3 million business grants distributed, regular business engagement, High Street adaptations, and launch of “Brentwood Open” (over 9,000 subscribers)



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Delivering an efficient and effective council

What we said.... Our key objectives	How we did it...
Deliver a revised Customer Strategy	Adopted December 2020 and made available on Council website
Report quarterly, via the website, the council's key performance indicators	Completed throughout 2020 and published on Council website
Sustain £1m revenue via commercial activities to reduce the revenue budget gap	Target has been met by investing £60m into the Council's wholly owned company, SAIL, which has made a return in excess of £1.3m
Develop further the online customer portal to include enquiry tracking	Digital Strategy approved at PRED December 2020 which incorporates this objective
Work collaboratively with partners in the Town Hall hub	Completed throughout 2020
Consult with residents on the council's budget	Deferred to 2021 due to critical COVID-19 support activity



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Delivering an efficient and effective council – further achievements



weddings held at the Town Hall



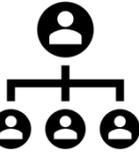
15,000 subscribers to digital newsletter



700 out of hours calls to CCTV



5 new apprentices recruited



Director of Digital Customer Engagement recruited



Fully remote Contact Centre established



43 hybrid and live streamed Council meetings



Full transition to remote working



5,000 sign up to My Brentwood



All flats leased at the Town Hall



No increase in Council Tax



Social media followers increased, including by 400% on LinkedIn



PC agreement funding received



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Other achievements

- Commissioning of a consultant for the Parking Strategy
- Progressing EV charging
- Reduced single use plastics in council assets
- Sought to recycle wood to use in our borough
- Amended procurement process to encourage green businesses and services
- Working with partners to plant woodlands
- Appointment of Non-Executive Directors to SAIL



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Questions?



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