

Ambitious BID to boost Brentwood business

The borough of Brentwood has been given the green light to press ahead with plans to become a Business Improvement District (BID)

By Mike Hawkins
Executive Committee Member

Over the past 18 months or so, Brentwood Council and the Brentwood Business Partnership - of which the Chamber is a member - have been exploring the possibility of becoming a Business Improvement District (BID).

330 UK towns and cities have this status already and it is a worldwide phenomenon. Close to home, there are a number of BIDs in Essex, including Chelmsford, Colchester and Southend. Towns/cities who have embarked on this business-led journey have found it beneficial - to the local inhabitants, the environment and the business community.

Leading consultant experts have been engaged to carry out a feasibility study and have concluded that the Borough is not only ready to hold a referendum on becoming a BID - but also in a strong position to create a unique improvement district that includes three town centres: Brentwood, Shenfield and Ingatestone.

A BID is a defined area in which a levy is charged on business rate payers over a



"We live in uncertain times, particularly economically, and a BID would give the borough a major boost and enable us to become at least as attractive for residents, visitors and business as our nearest town centre competitors."

certain threshold (set by the BID, likely to be £12,500) in addition to the business rates bill. This levy is used to develop projects which will benefit businesses in the local area. It requires a vote, essentially by the business community. But the evidence is that the investment is repaid many times over. Brentwood's BID ballot will be held this June.

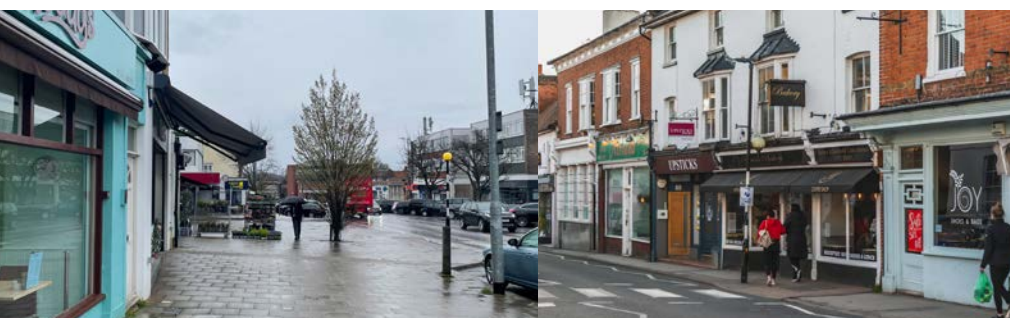
Through consultation with a range of business stakeholders, including Chamber members, the following areas for improvements have been identified for Brentwood, Shenfield and Ingatestone:

- **Creating safe and welcoming high streets**
- **Holding more events to drive footfall**
- **Increasing marketing activity to promote the borough to residents, visitors and businesses**
- **Enhancing the street scene to make our high streets more attractive**

A detailed business plan will be published soon with more information about the priority projects. Businesses located within the proposed BID area will receive this plan before they are asked to vote.

If a BID ballot is successful, the Brentwood Business Partnership would become the BID board, with representatives from the key business areas making decisions about how to allocate the BID levy.

Brentwood Chamber of Commerce will play a key role in this process and we will, of course, keep members closely informed about progress.



Exciting package of events supports local businesses

Brentwood Chamber of Commerce is offering a full programme of exciting events and general support for local business this year.

The events calendar is filling up for 2023 and is designed to support business members, creating opportunities for networking.

Fixtures in the programme are the monthly Business Breakfasts at Marygreen Manor Hotel (held second Friday of each month). These are great opportunities for spreading the messages about your business and you can even sponsor one of them – which gives you the floor to tell everyone about your organisation.

Then there are regular 'Meet the Members' events, hosted by a member on a rotational basis, offering an ideal chance to spotlight their business. Sprinkled in between are wine tastings, summer netwalking and other fun, but business-focussed, events. A notable event in the year is the Annual Members' Meeting in May (see more on this in story right).

This year's Summer Barbecue on Wednesday 12th July will be hosted by sports entrepreneur, Barry Hearn, at his Matchroom Sport HQ in Mascalls Lane, Brentwood. This is a unique opportunity to visit this iconic venue, where world snooker tournaments, darts championships, numerous other sports as well as high-profile boxing matches are masterminded – indeed it has played host to championship boxing occasions.

So there are any number of excellent opportunities for businesses to 'get out

there' and make sure people know about what you do.

But Brentwood Chamber is about much more than networking, important though that is. A small to medium business can often feel isolated, with little say in how the business environment in which they operate is being shaped. Brentwood Chamber has direct lines to the local corridors of power and can make strong representations about the issues that matter to businesses and their customers – often with great success.

There has never been a more important time for organisations to come together to exchange creative ideas, to network for increased business and to benefit from the collective business strength which the Chamber provides. If you are a local organisation and have not yet joined the Chambers, now is the time to do so.

Start by visiting the Chamber's website - <https://brentwoodchamber.co.uk/> or email us - Office@BrentwoodChamber.co.uk



Simon and Leah from [Resolve Building Claims](https://www.resolvebc.co.uk) sponsored February's Chambers Breakfast.

Meet the Chamber and AGM in May

Our annual Meet the Chamber and AGM will be held on Thursday 11th May at 7.00pm, with the venue still to be confirmed. This is an ideal opportunity to come and meet your Chamber committee, and find out about the Chamber's plans for the coming year.

There will also be ample time to network with other members, and as a bonus our MP Alex Burghart will be joining us as guest speaker.



March Business Breakfast sponsor spotlight



[Nuffield Health Brentwood Hospital](https://www.nuffieldhealth.com/hospitals/brentwood)

has established itself as one of the leading providers of private healthcare, serving patients from Brentwood, Billericay, Basildon, Romford and the surrounding parts of Essex since 1970.

You can join them at one of their free hospital open events. To make an informed decision about hospital treatment their highly qualified experts are available to answer your questions. They host a series of events which are either a presentation style talk or a mini one-to-one consultation.

<https://www.nuffieldhealth.com/hospitals/brentwood>

April Business Breakfast sponsor spotlight

[You & I Care](https://youandicare.co.uk/) are an award-winning home care provider that offers support for adults and the elderly throughout the community, who prefer to stay at home where their quality of life is enhanced without the stress of hardships and interruption or changes in daily routines.

Services include home help, palliative care, meal preparation and medication reminders, wake-in and sleep-in care, live in care and vital companionship.

"Throughout my career as a carer I have appreciated how frustrating it can be to rely on someone else for the things that you could do yourself in the past. I have dreamt of a service that would become a compatible extension of you and I's bodies at one point in our lives," says founder, Lausa Biragi. You can contact the Brentwood Office on 01277 725113.

<https://youandicare.co.uk/>

Powerful partnership to tackle current challenges

Brentwood Borough Council and **Colbea** have joined forces to provide organisations with access to a wide range of support and guidance to tackle current challenges and build on new opportunities. This support scheme is fully funded by the UK Government through the UK Shared Prosperity Fund and gives access to:

General business consultancy

One-to-one sessions can be used to discuss any general business topic. This support is accessible for businesses of any stage, size and sector.

Specialist business carbon reduction consultancy

With increased energy costs and climate challenges, businesses are seeking to reduce their carbon footprint and become more sustainable. Colbea's free expert one-to-one low carbon advice is delivered by Environmental, Social and Governance (ESG) consultants who can help businesses identify improvement areas.

Contact Colbea to book a session by 31 March 2023 - call 01206 548 833, email enquiries@colbea.co.uk or complete their online contact form - <https://colbea.co.uk/>



Improving the support for your workforce's wellbeing

Free Essex Working Well workshop

"How to Improve the Health and Wellbeing of Your Workforce"

Essex Working Well is commissioned by Essex County Council to deliver a fully funded workplace and health wellbeing programme for any organisation or business in Essex.

With a proposed Bill going towards parliament to make Mental Health First Aid mandatory for workplaces, why not "get ahead" and embed the training into your business now? The Essex Working Well programme tackles wider concerns around workplace support, including offering MHFAider Action Plan and ongoing support:

- **Mental Health First Aid England training**
- **Apprentice Growth programme**
- **Working Well accreditation scheme**
- **HR support for small businesses**
- **Online training and eLearning, guest speaker sessions**
- **Regular support from one of the team**

Join their workshop to learn more about the Essex Working Well programme and how it can support your business - <https://www.eventbrite.co.uk/e/how-to-improve-the-health-and-wellbeing-of-your-workforce-tickets-589656698057>

Making their mark(et) at debut trading event

Hundreds of people visited the launch of the Make Your Market at The Baytree Centre on Saturday, 18 March.

A new initiative aimed at supporting the borough's young entrepreneurs and performers, the market is backed by the UK Shared Prosperity Fund and Brentwood Borough Council. Stallholders aged 30 and under sold a variety of goods, including clothing, candles, cards and crocheted items. To find out about participating in the next market (date TBC), please email information@thedesigncabin.community or business@brentwood.gov.uk.



HELP TO GROW

Everything you need to know to start a business, grow your business or get exporting

The Department for Business and Trade has unveiled a new centralised website, targeted at helping businesses. The new Help to Grow website is aimed at upskilling both big and small businesses across the country by helping them to learn new skills, reach more customers and boost business profits - <https://helptogrow.campaign.gov.uk/>

HS Estate Agents supporting SNAP families

"Due to everyone's generosity HS Estate Agents have been able to collect an egg-cellent 544 easter eggs," says Kirsty Surma, Property Manager. "We have been amazed by the generosity from the local businesses in our community! We hope the children attending SNAP, and their siblings, enjoy the easter eggs."

"This is incredibly thoughtful of everyone involved. Our Easter holiday sessions are well attended, and children of all ages love the chocolate donated," says Jeremy Radley, Finance Director, SNAP.



Companies that have donated: Homesteads Neighbours, Chris from [Mass & Co](#), Josh Fordil Ltd, [Spirit of Shenfield](#), [Nisa Brentwood](#), [Bennetts Funerals](#), [Mullis and Peake](#), [Handelsbanken](#), [Essex Business Forum](#), [I.Gabriel Decorating](#), [Kitchen Centro](#), [Woodys Shenfield](#), [Brandler Galleries](#), [Super Gutter Vac](#), [Waitrose Upminster](#), [Unison IT Solutions](#), [Hagger Electrical & Building Services Ltd](#), [Sharp & Bentley Chartered Surveyors](#)

Summer barbecue to be hosted by Barry Hearn

We are delighted to announce that Chamber member and hugely successful sports promoter, Barry Hearn OBE of [Matchroom Sport](#), has invited us to hold our annual Summer Barbecue in the grounds of Matchroom's HQ Mascalls Lane, Brentwood.

With stunning views of London, the grounds are the perfect venue for a summer evening barbecue. The date for your diary is the evening of Wednesday 12th July. Look out for more details.

Brentwood Open tutorial

We are planning a tutorial on how to maximise your Brentwood Open business potential soon. The group was set-up by the Brentwood Business Partnership in 2020 as a means of helping local businesses publicise their products and services during Covid and has continued to go from strength to strength. Details will be announced on our social media soon.

We want to hear from you

You may have noticed that the Brentwood Chamber of Commerce Newsletter has had a re-fresh this issue. If you have a newsworthy idea for submission for a future issue of our Newsletter then we would love to hear from you.

Drop us a line indicating your interest, what your business or organisation provides, and include contact details and we'll help you produce an article ahead of the next edition's deadline. Depending on space in the issue we may be able to include an image or logo if you have one.

Look out on our social media channels for details of our next content deadline date. Email Office@BrentwoodChamber.co.uk with your newsletter idea, or drop us a line via our social media.

For past issues: <https://brentwoodchamber.co.uk/newsletters/>



With the decreased use of landline telephone numbers, the Chamber have decided to switch to a mobile number. This offers us greater flexibility in communicating with our members, and also enables us to connect via WhatsApp.

Our new number is 07849 704037.

At a glance



April 2023

Meet the Members – Diemx

Thursday 6th April, 6.00pm, [Players Lounge](#), Billiericay

April Business Breakfast – Sponsored by You & I Care

Friday 14th April, 7.30am, [Marygreen Manor](#)

Home care provider that offering solutions for adults and the elderly in the community, who prefer to stay at home.

Meet the Members – Blue Serif

Thursday 27th April, 6.00pm, [Create Business Hub](#), Shenfield

Blue Serif are a strategically-focused brand design agency with a personal approach and a vast knowledge of creative and digital services.

May 2023

Meet the Chamber and AGM

Thursday 11th May, 7.00pm

Venue to be confirmed

The ideal opportunity to come and meet your Chamber committee, and find out about the Chambers plans for the coming year with guest speaker, MP Alex Burghart.

Business Breakfast *Sponsorship opportunity*

Friday 19th May, 7.30am, [Marygreen Manor](#)

June 2023

Business Breakfast *Sponsorship opportunity*

Friday 9th June, 7.30am, [Marygreen Manor](#)

July 2023

Summer Barbecue

Wednesday 12th July, [Matchroom](#) HQ grounds, Brentwood

See more information in article top left

To book for events - <https://brentwoodchamber.co.uk/events>

Spotlight on your business

Showcase your business by hosting your own Meet the Members event. Whether you have an entertaining space at your company or hiring a local venue it's a chance to put the spotlight on your company's services and products to a wide audience of peers. For enquiries contact Office@BrentwoodChamber.co.uk

Town centre meeting spaces at [Brentwood Theatre](#)

Whether you need a space to meet clients or are an established business looking for a scenery change then Brentwood Theatre have hire options in creative surroundings: www.brentwood-theatre.co.uk/hire-us/



Brentwood Chamber of Commerce

Town Hall, Ingrave Road,
Brentwood Essex, CM15 8AY
07849 704037

office@brentwoodchamber.co.uk
<https://brentwoodchamber.co.uk/>



@BwdChamber



@BrentwoodChambers



@brentwoodessexchamber



/company/brentwoodessex-chamber-of-commerce



@brentwoodchamberofcommerce4678