



**DRAFT MINUTES OF THE CORPORATE SERVICES COMMITTEE MEETING
HELD ON 29TH SEPTEMBER 2020
AT 7.45PM VIA VIRTUAL ACCESS**

Present:

I Blazeby (Chairman)
R Shaw
A Snape
D Toinko
J Dann
J Roberts

Rob McGregor – Town Clerk
Stephanie Stanley – Deputy Town Clerk
Beverley Jones – Communications & Marketing Officer
Susan Eldred – Community Services Officer
Members of the public – 1

590. APOLOGIES FOR ABSENCE

Apologies were received and accepted for Councillor Mackey.

591. DECLARATIONS OF INTEREST

To receive Statutory Declarations of Interests from Members in relation to:

- (a) Disclosable Pecuniary interests in any agenda item – none.
- (b) Non-Pecuniary interests in any agenda item – Councillor Toinko declared an interest for item 11a – Buildings Insurance – and took no part in the discussion.

592. CHAIRMAN'S ANNOUNCEMENTS

None.

593. PUBLIC OPEN SESSION

None.

594. MEMBERS QUESTIONS

None.

594. MINUTES

- a. For Members to receive and adopt the minutes of the Corporate Services meeting held 25th August 2020.

Members received and approved as a true record, the Minutes of the Corporate Services Committee meeting held on 25th August 2020 with one amendment: remove Councillor Dann from item 586a and insert Councillor Toinko's name.

595. MATTERS ARISING

- a. Minutes of the Corporate Services Committee Meeting 25th August 2020 – none.

596. ITEMS FOR CONSIDERATION

a. Market Towns Project

- i) Members were informed that this item relating to the layout plan and costs for planters outside Barclays was missed at the Extra Ordinary Council meeting in August. There was likely to be an annual planting expenditure of £500.
- ii) It was noted that benches were never in the plan for the area, but this could be discussed with Barclays later. There were also Section 106 funding options that the Public Art Working Group were looking at.
- iii) Councillor Toinko suggested to look at recycled plastic material for the planters however Members were advised that the structure presented were self-watering, durable and secured to the ground.
- iv) It had cost Central Beds Council £300 to get an agreement in place with the landowner for the planters to be installed.
- v) Councillor Snape asked if CBC would compulsory purchase the area. Members were advised that the Town Council could ask CBC to do this and they would need to respond within 8 weeks. If not, the Council could apply to the Secretary of State, but it would cost £100k.

It was **recommended** to progress with part funding the planters at a cost of £5,860 including VAT.

Action: Town Clerk

b. Town Council Website

Members received updates from the Chairman and the Communications & Marketing Officer. It was noted that the new site would be promoted the following week.

It was **recommended** to purchase the website mapping software at a cost of £252.00 for the new Council website to support future events.

Action: Comms & Marketing Officer

c. Flitwick Papers

- i) The Chairman updated Councillors on the current Flitwick Papers situation.
- ii) It was suggested for print versions to be made available from the Rufus Centre and Members were informed that Officers were doing print versions for anyone who requested one. It was agreed not to have printed copies available to read in community buildings in the town due to concerns with sharing paperwork during the pandemic.

It was **recommended** to:

1. Move the first print edition of the new quarterly Flitwick Papers to December (to cover news on December, January and February).
2. Continue with digital versions of Flitwick Papers for October and November.
3. Prepare template designs/style for internal pages of printed Flitwick Papers for the October Corporate Services meeting.
4. Create an events poster for use on town notice boards prior to the printed Flitwick Papers launch.

Action: Comms & Marketing Officer

d. Communication Strategy

This item was deferred for discussion at the next Council meeting. The Chairman agreed to work with relevant Officers to adjust the draft policy.

Action: Councillor Blazeby, Comms & Marketing Officer and Deputy Town Clerk

e. Action Log

The Chairman advised that it was only the actions running behind schedule that needed to be looked at during meetings. Councillor Snape suggested two packages that could work well for the same purpose which he would work with the Town Clerk to look at.

Action: Councillor Snape & Town Clerk

597. ITEMS FOR INFORMATION

a. Health & Safety Report

Members noted the report.

b. Station Road Planning Application

Members noted that the Highways Assessment was being carried out, which should be the final stage of the application. Councillors would be kept up to date on this.

c. Budget

To budget was noted.

d. Asset Review

Members were updated on a meeting the Town Clerk had regarding the Review. The paperwork was due that week and Members would receive a summary of the outcomes in due course.

Councillor Snape asked what the plan was moving forward to discuss it and asked if a separate session was required. All Members agreed that it was a matter for Full Council to consider but that it was unlikely for final decisions to be made in one meeting.

Action: Town Clerk

598. PUBLIC OPEN SESSION

A resident commented that he thought the new Council website looked good.

599. EXEMPT ITEMS

The following resolution will be **moved** that is advisable in the public interest that the public and press are excluded whilst the following exempt item issue is discussed.

(11a) Building Insurance

It was **recommended** to contact interested parties.

Pursuant to section 1(2) of the public bodies (Admission to Meetings) Act 1960 Council **resolve** to exclude the public and press by reason of the confidential nature of the business about to be transacted.

Meeting closed at 8:45pm.

Detailed Income & Expenditure by Budget Heading 30/09/20

Month No: 6

Corporate Committee Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
CORPORATE SERVICES							
101 ADMINISTRATION							
1003 PHOTOCOPIES	11	0	500	500			0.0%
1143 TOWN MAYOR CHARITIES INCOME	0	38	0	(38)			0.0%
1191 MISC INCOME	90	(35)	0	35			0.0%
ADMINISTRATION :- Income	101	3	500	497			0.5%
4001 SALARIES AND WAGES	16,174	98,596	221,775	123,179		123,179	44.5%
4003 VEHICLE - MILEAGE	0	18	1,000	982		982	1.8%
4009 HEALTH & SAFETY	0	5,219	500	(4,719)		(4,719)	1043.8%
4020 POSTAGE	0	9	3,000	2,991		2,991	0.3%
4021 PRINTING/STATIONERY	311	2,433	5,000	2,567		2,567	48.7%
4022 PHOTOCOPIER CONTRACT	0	3,214	7,750	4,536		4,536	41.5%
4023 TELEPHONES	563	5,855	6,800	945		945	86.1%
4024 INFORMATION PACKAGES	0	0	200	200		200	0.0%
4025 OFFICE & IT EQUIPMENT	303	2,330	3,000	670		670	77.7%
4026 EQUIP.MAINTENANCE	0	0	500	500		500	0.0%
4028 ADVERTISING	90	90	500	410		410	18.0%
4031 MEETING REFRESHMENTS	0	0	200	200		200	0.0%
4033 RECRUITMENT COSTS	0	0	1,000	1,000		1,000	0.0%
4040 IT SUPPORT	1,610	10,851	17,000	6,149		6,149	63.8%
4056 SUBSCRIPTIONS/ LICENCES	0	2,259	3,620	1,362		1,362	62.4%
4059 SUNDRIES	0	63	250	188		188	25.0%
4146 BUSINESS CONTINUITY	0	2,199	2,750	551		551	80.0%
ADMINISTRATION :- Indirect Expenditure	19,051	133,136	274,845	141,709	0	141,709	48.4%
Net Income over Expenditure	(18,949)	(133,133)	(274,345)	(141,212)			
102 CIVIC EXPENSES							
1143 TOWN MAYOR CHARITIES INCOME	(48)	26	0	(26)			0.0%
CIVIC EXPENSES :- Income	(48)	26	0	(26)			
4021 PRINTING/STATIONERY	0	0	100	100		100	0.0%
4025 OFFICE & IT EQUIPMENT	0	75	100	25		25	74.6%
4035 REGALIA FUND	0	0	400	400		400	0.0%
4143 TOWN MAYOR CHARITIES COSTS	124	(511)	0	511		511	0.0%
4210 TOWN MAYOR ALLOWANCE	0	20	2,000	1,980		1,980	1.0%
4501 HONORARY CITIZENS	0	0	200	200		200	0.0%
4502 ELECTIONS/BI-ELECT.	0	0	2,000	2,000		2,000	0.0%
4990 Transfer from EMR	0	(6,014)	0	6,014		6,014	0.0%
CIVIC EXPENSES :- Indirect Expenditure	124	(6,430)	4,800	11,230	0	11,230	(134.0%)
Net Income over Expenditure	(172)	6,456	(4,800)	(11,256)			

Detailed Income & Expenditure by Budget Heading 30/09/20

Month No: 6

Corporate Committee Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
103 COMMUNICATIONS							
1001 NEWSLETTER ADVERTISING	0	0	5,000	5,000			0.0%
COMMUNICATIONS :- Income	0	0	5,000	5,000			0.0%
4045 NEWSLETTER DISTRIBUTION	0	0	6,500	6,500		6,500	0.0%
4046 WEBSITE	0	0	2,000	2,000		2,000	0.0%
4050 PRINTING CONTRACT NEWSLETTER	0	0	13,200	13,200		13,200	0.0%
COMMUNICATIONS :- Indirect Expenditure	0	0	21,700	21,700	0	21,700	0.0%
Net Income over Expenditure	0	0	(16,700)	(16,700)			
110 PROJECTS							
4067 NEW BURIAL GROUND	0	2,385	0	(2,385)		(2,385)	0.0%
4135 COMMUNITY PROJECTS/SPIRIT	0	150	5,000	4,850		4,850	3.0%
4214 MARKET TOWNS	650	1,910	0	(1,910)		(1,910)	0.0%
5013 Trs to Rolling Capital Fund	0	0	10,000	10,000		10,000	0.0%
PROJECTS :- Indirect Expenditure	650	4,445	15,000	10,555	0	10,555	29.6%
Net Expenditure	(650)	(4,445)	(15,000)	(10,555)			
111 NON SERVICES							
1176 PRECEPT RECEIVED	427,121	854,243	854,244	1			100.0%
1190 INTEREST RECEIVED	545	1,716	1,500	(216)			114.4%
NON SERVICES :- Income	427,666	855,959	855,744	(215)			100.0%
Net Income	427,666	855,959	855,744	(215)			
CORPORATE SERVICES :- Income	427,719	855,987	861,244	5,257			99.4%
Expenditure	19,824	131,151	316,345	185,194	0	185,194	41.5%
Movement to/(from) Gen Reserve	407,895	724,837					
Grand Totals:- Income	427,719	855,987	861,244	5,257			99.4%
Expenditure	19,824	131,151	316,345	185,194	0	185,194	41.5%
Net Income over Expenditure	407,895	724,837	544,899	(179,938)			
Movement to/(from) Gen Reserve	407,895	724,836					

Monthly Budget Review – September 2020

Corporate Services

4022	101	Photocopier Contract – Includes £2253.88 rental charge for the whole year.
4023	101	Telephones – Includes £920.25 maintenance charge for the whole year and the cost of new handset for Town Clerk.
4056	101	Subscriptions/Licences – BATPC membership paid for the year.
4146	101	Business Continuity – Business Rates for the Library office paid for the year.
4210	102	Town Mayors Charities – This will initially show as overspent as monies for 19/20 were not c/f at Year End so balance is covered from Gen Reserves as shown 4990 102.
4021	101	Charge of £42.00 for 31 sacks of confidential waste shredding in July.
4009	101	Inflated expenditure for purchase of PPE, additional cleaning supplies and equipment to make staff and site Covid secure.

Committee spend for the year to 30/09/2020 is:

	Budget	Spend Year to Date	Monthly Spend to 30/09/2020	
Corporate Services	£544,899*	£131,151	£19,824	Green

*Annual budget for Corporate Services now includes the annual Precept.

Impact of Covid-19 on the budget by Committee:

Corporate Services: This budget should remain unaffected. It does not rely on many income streams, the only real income is from Flitwick Papers advertising which although until now has been cancelled there has also been no distribution costs.

Update: The online version of Flitwick Papers does not currently reignite this income stream.



FLITWICK TOWN COUNCIL CUSTOMER CARE POLICY

Background

This Customer Care Policy supports the Council's continuing commitment to improving services by making them more customer focussed and ensuring consistent standards are applied across the organisation.

The Policy

Supports the delivery of the Council's Objectives.

The policy's principles are: Forward Thinking, Respect, Professionalism, Pride and a One Team Council.

Application of this policy

This policy applies to all employees of Flitwick Town Council, regardless of the level of contact that they may have with customers during their normal duties. It also applies to internal and external customers alike.

Objectives of this Policy

The Council is committed to providing the highest level of customer care to all its customers. In order to achieve this, the policy has the following objectives:

- to establish consistent standards across the Council in contacts with customers.
- to clearly establish our commitment to customers.
- to set out the Council's complaints procedure.

Our Commitment to Customers

We will:

- treat you politely and with respect
- listen to you and take your views, wishes and needs seriously
- make sure that our employees are trained to give you the help and advice that you need
- use plain language and not use jargon
- not discriminate against you.

When answering the telephone, we will:

- aim to answer your call within 20 seconds

- greet you politely and clearly
- tell you who you are speaking to and the name of the place you are calling
- put calls through to the right place first time
- take a message or give you the correct number to phone if we cannot transfer your call
- return your messages within one working day.

When dealing with your letters, we will:

- provide an acknowledgement where requested
- give you details of who is dealing with your enquiry

When dealing with your emails, text or other electronic communications, we will:

- provide an acknowledgement
- give you details of who is dealing with your enquiry

When you visit the Council building, we will:

- create an accessible environment that is welcoming, safe and friendly
- provide clear signs in the reception area
- provide self service facilities where appropriate
- make sure you are greeted within three minutes of arriving.

When we meet you face-to-face, we will:

- be on time
- wear or carry official identification
- arrange a time and place for you to discuss issues in private
- where appropriate, make other arrangements to see you if you cannot visit us
- provide follow up contact details, where appropriate.

Dealing with complaints,

Complaints will be dealt with in line with the Town Council Complaints Policy attached to this document as **Appendix 1**.

We will keep customers informed and involved by:

- producing information about the Council and our services that is accurate, useful and up to date
- reviewing the Customer Standards every year
- using your feedback to help us make decisions.

Our employees have a right to:

- work in a safe environment free from aggressive or threatening behaviour
- be treated politely.

Customer Care Standards

There are some general principles of good customer care that should be applied in all contacts with customers:

- Any person taking a query, request or complaint from a customer should take responsibility for dealing with the contact, even if it is passing the information onto a colleague. Customers should be kept updated about the progress of their contact and when they can expect a response.
- Face-to-face contact ensures that you introduce and identify yourself. This is particularly important when visiting a customer rather than seeing them in Council offices. In these circumstances, identification should be shown.
- If an appointment is made, this should be kept. If an appointment time has to be changed or cancelled, an apology and explanation must be given to the customer.
- If a customer's query cannot be dealt with in the first instance, the person taking the initial query should explain why they cannot deal with it, and what action they will take to resolve it.
- Customers should not have to wait any longer than 10 minutes to be seen. If this happens an apology and an explanation should be given.
- Ringing telephones should be answered promptly and should ring out for no longer than 20 seconds. Everyone should be prepared to answer a ringing phone, even if only to take a message.
- Internal calls may be answered with a greeting and your name.
- If the person taking the initial query cannot answer the call, it may be necessary to connect it to another colleague. The customer should know who they are being transferred to and why they are being transferred. The colleague receiving the transfer should be updated so they do not have to repeat questions to the customer. If the query will take some time to answer, take the customer's name and number and ensure that you ring them back.
- All e-contacts should receive an acknowledgement within 1 working day. The acknowledgement will indicate when a full response can be expected. This may be an automated response.
- A full response to a text message, email or request via the website should take no longer than 2 working days. If this timescale cannot be met customers should receive an explanation, apology for the delay, and an indication as to how long a full response is expected to take.
- Everyone should use the standard email signature to ensure that contact details are easily found: <Your Name> <Job Title> Flitwick Town Council <Telephone number>
- Written contacts, a full response to a letter should take no longer than 7 working days. If this cannot be made, explain and apologise to the customer and indicate how long a full response is expected to take.

APPENDIX 1

COMPLAINTS CODE

Introduction

From time to time the public or our service users have complaints about the administration or procedures of the Council. Sometimes the Council may be in the wrong but on occasions complaints may not be justified. The Council recognises that it is not subject to the jurisdiction of the Local Government Ombudsman but has adopted this Policy to ensure that complainants can feel satisfied that at the very least their grievance has been properly and fully considered.

Where a complainant has made a complaint to an outside regulator such as the Monitoring Officer, External Auditor, Police or Information Commissioner, it will not normally be appropriate for the Council to respond through this Complaints Policy, but to fully cooperate with that regulator.

There may be rare instances where a complainant unnecessarily takes up a large amount of resources. This can have a detrimental effect on the Council's ability to provide its services to others. At the end of this Procedure, the Council sets out what is considered to be acceptable levels of contact with it and how instances of unreasonably persistent or vexatious contact will be handled.

Informal Complaint

1. When a complaint is received, the complainant usually wants a quick fix and an apology if the Council is at fault. Examples are the late payment of an invoice or not responding to a letter in a timely manner. The Council will put things right as quickly as possible and admit fault if that is the case. If it is unable to help or disagrees with the complaint, it will state clearly why it takes that view.

Formal Complaint

2. If a complainant is not satisfied, or the complaint is too serious for a "quick fix", the complaint will be recorded as a Formal Complaint. The complainant will be asked to confirm the complaint in writing (email is acceptable) to the Town Clerk, (or if the complaint is about an action of the Town Clerk, it can be forwarded directly to the Mayor).
3. The Town Clerk (or Mayor) will acknowledge receipt of the complaint and advise the complainant when the complaint will be considered and by whom.
4. The Town Clerk (or Mayor) will (except where the complaint is about his/her own actions) try to settle the complaint directly with the complainant, but will not do so in a case about the Town Clerk or a Councillor, without first giving that person an opportunity to comment on the matter and the manner in which it is intended to settle the complaint. Where the Town Clerk (or Mayor) receives a written complaint about his/her own actions, he/she will forthwith refer the complaint to the Council.

5. The Town Clerk (or Mayor) will report to the next meeting of the Council, any written formal complaint disposed of by direct action with the complainant. The Town Clerk (or Mayor) may, after consultation with the (Deputy) Mayor and another committee chairman, ask an independent person to investigate the complaint.
6. The Town Clerk (or Mayor) will bring any written formal complaint which cannot be settled to the next or a special meeting of the Appeals Committee and the Town Clerk (or Mayor) will notify the complainant of the date of the meeting and invite them to attend with a representative if they so wish.
7. Seven clear days prior to the meeting, the complainant will provide the Committee with copies of any documentation or other evidence which they wish to refer to the meeting. The Committee will similarly provide the complainant with copies of any documentation upon which they wish to rely at the meeting.
8. The Appeals Committee will consider whether the circumstances of any complaint warrant the matter being discussed in the absence of the press and public, but any decision on a complaint will be announced at the meeting in public.
9. The Complainant may opt not to attend or to attend but not present a verbal case.
10. The Chairman will introduce everyone present and will explain the procedure.
11. The complainant or representative will outline the grounds for complaint
12. Members will ask any questions of the Complainant.
13. If relevant the Town Clerk or Mayor will explain the Councillor's position. Members may ask any questions of them.
14. The Town Clerk and complainant will be offered the opportunity of having a last word (in that order).
15. The Town Clerk and complainant will leave the room (along with any member whose actions are part of the complaint) while members decide whether or not the grounds for the complaint have been made. If a point of clarification is required, both parties will be invited back into the room.
16. The parties will be invited back to hear the decision.
17. As soon as possible after the decision has been made, it and the nature of any action to be taken, will be communicated in writing to the complainant.

Unreasonably Persistent or Vexatious Complaints

The procedure will not be used to impede the ability of anyone to have reasonable access to services provided, nor will it be assumed that because a customer/complainant has submitted a large number of enquiries they are vexatious or unreasonably persistent. In some cases, their persistence may be necessary to receive sufficient response from the Council.

Unreasonably persistent and vexatious complainants are those individuals who, because of the nature or frequency of their contacts with the Council hinder our ability to effectively deliver services to our customers. Some examples of behaviour and actions taken by these individuals are listed below, however this is not an exhaustive list.

These are some of the actions and behaviours which can prove problematic. Single incidents may be unacceptable, but more often the difficulty is caused by unreasonably persistent behaviour that is time consuming to manage and interferes with proper handling of the issues being raised.

These behaviours can be:

- Refusing to specify the grounds of the service request, despite offers of assistance.
- Refusing to co-operate with the process for handling service requests.
- Refusing to accept that certain issues are not within the scope of the Council.
- Insisting on the request being dealt with in ways which are incompatible with adopted procedure(s) or with good practice.
- Making unjustified complaints about staff who are trying to deal with the issues and seeking to have them replaced.
- Changing the basis of the service request as the issue proceeds.
- Denying or changing statements made at an earlier stage.
- Introducing trivial or irrelevant new information at a later stage.
- Raising numerous, detailed but unimportant questions and insisting they are all answered.
- Covertly recording meetings and conversations, otherwise than allowed by law at a public meeting.
- Submitting falsified documents from themselves or others.
- Adopting a 'scatter gun' approach: inappropriately pursuing parallel service requests on the same issue with a variety of organisations or with a variety of individuals within the Council.
- Making excessive demands on the time and resources of staff with lengthy phone calls or e-mails to numerous council staff or detailed letters every few days and expecting immediate responses.
- Submitting repeat requests with minor additions/variations that the service user insists make these 'new' issues.
- Refusing to accept the decision or outcome; repeatedly arguing points with no new evidence.
- Making numerous, repetitious and unreasonable contact because an individual is unable or unwilling to accept or agree with a policy decision or approach which has been adopted by the Council or individual services and functions.
- Adopting a violent or aggressive demeanour towards staff.

Any of the above behaviours will trigger the beginning of this process. The Town Clerk will normally write to the individual. The letter will clearly explain the actions the Council may take if their behaviour does not change.

Very rarely, in extreme or rapidly escalating cases, it may be necessary to immediately impose restrictions to ensure the safety of staff members. This is a decision which will be taken by the Town Clerk with the utmost consideration for circumstances surrounding the incident(s).

Any restrictions imposed will be appropriate and proportionate, and examples of some options most likely to be considered are:

- Requesting contact in a particular format e.g. letters only
- Requiring contact to take place with a single named person only.
- Restricting telephone calls to specified days and times; and/or a particular member of staff.
- Restricting the amount of times, a customer may be in contact over a certain time period.

The decision to restrict or stop a person's access to the Council offices and officers can only be taken by the Council.

A letter will then be sent to the complainant outlining the decision. All letters will include:

- Why the decision has been taken;
- What action will be taken;
- The duration of that action;
- The date of review for the action; if required;

Where the behaviour is so extreme that it threatens the immediate safety and welfare of the Council's staff, other options will be considered; for example, reporting the matter to the Police or taking legal action.

The Town Clerk will keep a record of all individuals who have had this procedure applied to them. Decisions taken under this procedure are subject to the Data Protection principles and the Human Rights Act. The position will be reviewed after 6 months if requested by the complainant.



FLITWICK TOWN COUNCIL

DRAFT Communications and Marketing Policy

1. Introduction

This Policy is designed to guide the Town Council's communications and marketing activities. Communications activity is a key driver in public perception of overall Council performance. Research suggests that keeping residents informed, listening to their concerns and involving them when making decisions has a significant impact on their satisfaction with the Council and its services.

Marketing techniques are an integral part of a forward-looking communications policy. If it is to be meaningful and have some longevity, the Communications and Marketing policy must reflect the corporate aims and priorities of the Council. It will also be true to the principles set out in the Equalities Policy, Information and Data Protection Policy and Customer Care Policy and Complaints Code, as well as being a vehicle for the delivery of other Council policies.

Delivering value for money and retaining satisfaction levels through effective communications is a priority, but this Strategy must take into account and operate within a wider environment given the period of change.

2. Digital Revolution

The single biggest change to the way people live their lives is the digital revolution. Whilst this offers specific challenges for organisations such as the Council, it also offers enormous potential to change the way we deliver services. Over the last few years, the Council has seen a fundamental shift to the way customers want to interact with the Council and this has accelerated further with the imposition of restrictions to control the Covid-19 Pandemic.

More people now want to communicate, transact and engage through digital channels. Whilst the telephone used to be the main access channel for customers, this has now been overtaken by the website and email. Social media is also increasingly popular and a tool which customers use to engage and interact with the Council.

The Council needs to embrace these channels and design online services that are simple to use with an easy and accessible user journey. This will mean that those people who have a preference for digital will be able to use our services, but we will not forget this transformation will not be immediate and we must continue to cater for those who do not have the resources to access technology or are as not as confident with technology. In addition to encouraging the shift from traditional to online channels, another objective is to lower the transaction costs at the Council in order to create efficiencies.

The Council needs to be able to develop greater personalisation of communications to enable it to deliver even better value for money. In order to achieve this, the Council will need to move away from a blanket approach whereby it uses all communication and marketing routes to engage with customers, which can be both costly and inefficient.

In the future, we will try to better understand the characteristics of our customers, which will allow us to effectively communicate with them by their preferred communication method and engage with them on services that may be of particular interest to them. Improved customer insight is critical as communications and marketing move beyond the traditional demographic groupings. It will allow a greater knowledge and understanding of the behaviours, motivations and preferences of individuals.

3. Corporate Priorities

The Council's current Corporate Strategy **(2017-2019)** was adopted in November 2017. The Council will continue to articulate its clear direction, and will tell its growing number of good news stories. Robust policies and governance documents will set the rules about who can speak on behalf of the Council and what information can or can't be released. It is important to build up good relations with the local media and to issue press releases on important matters. It must also be clear who will be allowed to answer press enquiries and for them to be well prepared to do so.

There are a number of actions in the Strategy which directly relate to communications and marketing:

- ❖ A key objective to 'communicate effectively with all stakeholders'
- ❖ To gain clarity about people's needs and desires for service priorities
- ❖ A recognised issue of more people travelling out of town to work. Communication will be vital to help social cohesion if the town moves further towards a commuter town
- ❖ The need to have people and organisations working together for an integrated community
- ❖ A thriving economy relies on businesses being connected
- ❖ A determination to campaign, lobby and lead causes which enhance the continuing sustainability, prosperity and wellbeing of the Town
- ❖ Encouraging individuals and communities to get involved with the Town and the Council
- ❖ Ensuring the Council has open and active communication and feedback mechanisms
- ❖ Support activity which strengthens social connections and interaction

4. Key Areas

Flitwick Town Council's main areas of promotion are:

- The Town -
- Promotion of the Town to attract residents, day visitors and shoppers
 - Promotion to attract people looking to live or work in the Town
 - Promotion to businesses looking to invest in the Town
 - Promotion of the Town's businesses, community groups, clubs and organisations, and volunteering opportunities
 - Promotion of community events
 - Promotion of the The Rufus Centre and its facilities for businesses and the local community
- The Council -
- Raising the image and understanding of the Council and its responsibilities
 - Statutory and other information to help residents and businesses understand its decision making, policies and priorities
 - Open and active communication and feedback channels
 - Marketing of its services to ensure accessibility for all and to maximise income
 - Internal communications to aid the Council's efficiency

The Council will promote the Town on its website; through Flitwick Papers, by improving signage, by organising and supporting local events, business initiatives and by helping publicise the range of local community groups and organisations in the Town. It will also use social media to engage with residents and keep its communities informed.

The Council will market its services and promote local governance through its website, through social media, by Flitwick Papers and notice boards and by supporting promotions of other public bodies and the voluntary and community organisations based in the town.

The Council will monitor the need for translation of information into other languages if required. It will work to ensure information is accessible for all, including the visually and hearing impaired, and promote Flitwick as “disability friendly”.

5. Elected Members

Members will be supported by clear timely communications by making sure that they receive:

- Briefings, in relation to key national and local issues
- Regular updates through the distribution of press and news articles
- Support with briefings/statements for the media when required
- Information and briefings on matters that are related to individual Councillors and their respective Ward.

6. Employees

Employees are our most important communicators.

Better engagement with our residents starts with our employees. Our role is to build awareness, understanding and engagement among employees so that they can lead the delivery of positive outcomes. Effective communications enable and support employees in meeting the operational needs and the changes required to deliver our transformation vision. Leaders and managers at all levels have a role to play in listening and responding to employees, ensuring that communication is two-way.

Employee communications approach:

- Delivering clear, consistent, honest and timely information to relevant audiences
- Ensuring communications are delivered in language that is free from jargon and easy to understand
- Tailoring communications for specific audiences
- Working in partnership to ensure messages are consistent and timely

7. Objectives

Strategic communications mean that any particular piece of communication is not an end in itself – it has to help deliver something that is important to the Council or Town as a whole. This could include improving the financial stability of the authority, delivering what matters for residents or making the locality a more attractive place in which people are happy to live, work or visit.

Marketing and promotional activity for the Council must achieve at least one of the following:

- Improve public and community relations
- Drive income for FTC
- Raise the Council's profile
- Impart essential information
- Improve two-way communication with stakeholders, to help understanding of what they want
- Increase recognition received for the Council's achievements
- Increase involvement and interest in Council activities
- Engage people in the democratic process

Marketing and promotional activity for the Town must achieve one of the following:

- Drive footfall into the town from the community
- Drive visitors into the town
- Support local businesses or achieve connectivity between them
- Raise money for local charities
- Raise the town's profile regionally

- Raise the profile of local clubs, groups and organisations
- Increase involvement of members of the community in volunteering.

These objectives will inform the Council's approach to public relations, advertising, design, marketing, customer care, consultation, website and social media.

8. Principles

The following principles will be adopted in all communications:

- Integrity and honesty
- Clarity
- Openness and accessibility
- Inclusiveness
- Listening and responding
- Accountability
- Consistency
- Accuracy
- Compliance with current legislation and guidance

9. Stakeholders/Key Audiences

The stakeholders/key audiences of Flitwick Town Council are:

- Residents
- Members
- Employees
- Partners within the public sector (Central Bedfordshire Council, NHS, Police etc.)
- Special interest groups including those with language or disability needs
- Business community
- Voluntary/community organisations and groups
- Schools
- Press/media
- Visitors
- Customers and clients of the Town Council's services
- The Rufus Centre Tenants

10. Corporate Style Guide

To ensure consistency in the look and feel of all communication materials produced by the Council and a clear, recognisable identity, a corporate style guide for both Flitwick Town Council and The Rufus Centre will provide details of how the Town Council, The Rufus Centre and Rendezvous Café & Bar logos should be used. This will include information on colourways, fonts and design parameters that will be applied across all communications which includes signage, advertisements, websites, business cards and letter headed paper, leaflets and brochures, staff uniforms, badges, posters and banners.

The guide will also outline the 'tone of voice' and key messages to be used for the each methods of communication and different target audiences.

11. Websites

The Council operates two linked websites:

Flitwick Town Council. <https://www.flitwick.gov.uk>

This new website was designed to ensure compliance with the Public Sector Bodies (Websites and Mobile Applications) (No.2) Accessibility Regulations 2018, the purpose of which is to improve the accessibility of public sector websites so that they can be used by as many people as possible – this builds on the existing obligations to disabled people under the Equality Act 2010

The website is not only more accessible but more comprehensive, with a range of additional information, including that required by the Transparency Code. It will easily accommodate further information that will result from the Council's ongoing review of its priorities, governance, structure and procedures.

The Rufus Centre. <https://www.therufuscentre.co.uk>

Also fully compliant with the Accessibility Regulations, this Website showcases one of the most flexible conference, meeting and event venues in the Bedfordshire.

12. PR, Advertising & Communications

This policy will be implemented through a smart Communications & Marketing Plan and included in the Council's Business Plan.

The Plan will be both Proactive and Reactive:

- Proactive: We will plan ahead for positive PR opportunities that we want to tell people about such as new developments, opportunities, events and services
- Reactive: We will respond to unforeseen events quickly but thoughtfully
- Place advertising in the local press and specialist media, but not too often as it may breach the value and objectivity of parts of the Code. We will use the media plan and events calendar to book space and where relevant send in press releases regularly
- Network within the community
- Continue to develop the interactive elements of the two Websites for receiving views, bookings, etc.
- Produce information leaflets and flyers such as the 'Welcome to Flitwick' guide for distribution in Reception, Community Events and the stall at Flitwick Market

13. The Council Offer

The most important thing in improving the Council's image or when marketing services and facilities is to ensure it provides a good 'product offering by':

- Continuing to improve the Rufus Centre, Hub, parks, burial services, public realm, etc
- Having great customer care
- Appearing professional in the way we deal with people
- Making a difference to the appearance of the Town
- Having productive, authoritative and interesting Council meetings

14. How We Will Deliver Our Principles

- ❖ We will communicate as one organisation, so that the message is consistent
- ❖ We will engage with all our audiences, through channels which work for them: listen and ensure we are easy to talk to

- ❖ We will deliver clear, creative and value-for-money communication campaigns and activity based on the outcomes that matter to the Town's residents
- ❖ We will ensure Flitwick's profile is maintained and enhanced so that all our audiences recognise the Council's role in improving the lives of residents. All published promotional, information material, advertising, vehicle livery, banners, building signage, etc, should conform to our corporate style (see point 10)
- ❖ We will enhance reputation and build trust by being consistent and transparent in everything we do and say
- ❖ We will ensure our employees and Members are informed and engaged in all we do

15. Social Media

The Council manages five separate Facebook pages to promote and support the different services it operates and engage with the target audiences:

- Flitwick Town Council
- Flitwick Carnival
- The Rufus Centre
- Weddings at The Rufus Centre
- The Rendezvous Café & Bar

Other social media platforms used include Twitter with accounts for both Flitwick Town Council and The Rufus Centre.

The Council will maximise the use of social media to make sure that as many people as possible are engaged. Social media allows us to obtain information and gain understanding on what is going on in the area, connect and listen to what people have to say, respond to comments and distribute news and information in a timely manner. It can also be used to advertise and promote services and activities and allows us to segment and target particular groups based on their demographics, this could be based for example on their age or location and to their particular interests.

The power of the media (including online news websites and local newsletters) continues in its influence and authority, but social media is playing an increasing role in determining reputation. This shift will need to be reflected in the way that resources are deployed over the coming years.

Targeted marketing campaigns will be delivered to directly support business objectives, which may include awareness raising, service take-up, behaviour change or achieving income targets or savings through cost avoidance.

16. Primary Publications & Communications Media

Flitwick Papers: Many people still like to get information in hard printed copy. We are committed to continuing with this publication as long as it serves a purpose. Copies are available to view and download on our website. Normally it is distributed door to door and available for pick-up at locations across the Town but the printed version is temporarily on hold due to Covid-19 restrictions.

Agendas, Minutes & Supporting Papers: Are available for the public to view and download on our website. Councillors can access all documentation via Sharepoint. Copies are also available from our Reception. There is a clear message on each agenda welcoming public participation at all of our Council meetings.

Welcome to Flitwick Town Guide: This document is reviewed every other year. The Town Council retains editorial control and it is designed to inform residents on the range of services and facilities available in the town, particularly for those who are new to the area.

Publications/Leaflets: Annual Report, Strategy and Policy Documents in Constitution are available on our website with hard copies on request. Event leaflets, posters, banners and promotional flyers are produced when relevant to promote what is going on in the Town.

Noticeboards: We currently have 5 fixed noticeboards in the Town, situated at:

The Rufus Centre
Outside back entrance to Flitwick Library
Flitwick Village Hall
Brookes Road
Station Road

In addition we have a Community Noticeboard in Tesco, a digital noticeboard at the entrance to The Rufus Centre. We regularly book a display space inside Flitwick Library at key times throughout the year to promote certain events.

Media Relations

Press releases and feature material: Produced through the Town Clerk's office

Media statements: These are mostly reactive and cleared with the Town Clerk

Advertisements: Produced for information, promotional and recruitment purposes and to meet statutory requirements (e.g. Public Notices)

Face to Face:

Councillor Surgeries: Ongoing 'Chat to Councillor' sessions have been held at various locations including Manor Park and regularly at Flitwick Market. Due to Covid-19 restrictions, these sessions are also being held virtually via Zoom. We will continue to organise Councillor Surgeries where possible to allow residents the opportunity to speak to their local councillors about issues and ideas for the Town.

Annual Town Meeting: Chance for residents to hear an update on events for the town and to give comments. Normally held once a year before the end of May, this year due to Covid-19 this has not been able to take place.

Daily Contact: Day to day contact with staff and councillors either at the Council offices, The Rufus Centre or out and about in the community. All are ambassadors.

Council Meetings: Residents are invited to attend all committee meetings and speak at the open public sessions at the beginning and end of each meeting. These are publicised on our website, social media and on the Town Noticeboards.

Surveys and Market Research: We will continue to engage the community with regular surveys either online via our website or facebook. These are a great opportunity for use by the Town Council to understand the needs and wants and views of residents and local businesses.

Events

The Council arranges a number of seasonal events throughout the year for residents to enjoy and to attract visitors to the town.

The Council also organises one off activities to build community engagement and celebrate the work of the community such as the Community Awards. Details of all of these are promoted on the website, through social media and promotional flyers.

Grants

The Council awards grants to local groups and organisations through an annual scheme. It also supports Resident Driven Projects. The benefits of this should be promoted highlighting the effect the grant award has had on the successful recipients and the community. This is detailed within the Council's Grants policy.

Accessibility

The Council's contact details should always be kept up-to-date and freely available to make it as easy as possible for people to contact us via email, phone, or social media. As covered in point 4, The Council will work to ensure information is accessible for all, including the visually and hearing impaired.

17. Customer Satisfaction

Customer satisfaction - by protecting reputation or targeting one of four main drivers of this measure. These are:

- How informed people feel – good communication is about getting the right message to the right person in the right medium at the right time.
- Value for money perceptions – these are based on a number of factors including price, quality, levels of customer service and brand image.
- Satisfaction with the service or response received.
- How able people feel they can influence decision making – there are three main areas of local activity that can impact on feelings of influence:
 - Provision of information
 - Consultation – listening to views and taking them into consideration
 - Attitudes towards local authority and partners

18. Maintaining Standards

The Council has adopted a **Protocol on Communications** (Appendix 1), in support of the Council's Communication and Marketing Policy. This outlines how Members and Officers should abide by the rules. A breach of these rules may also be a breach of their respective codes of conduct.

The Code of Recommended Practice on Local Authority Publicity 2011, applies to local councils as well as principal councils. Flitwick Town Council recognises that local authorities are required by law to have regard to the contents of this Code in coming to any decision on publicity. Publicity means "any communication in whatever form, addressed to the public at large or a section of the public". The code therefore applies in relation to all decisions by local authorities relating to paid advertising and leaflet campaigns, publication of free newspapers and news sheets and maintenance of websites –including the

hosting of material which is created by third parties. The Council supports the principles of the Code, which are summarised below.

Nothing in this code overrides the prohibition on the publication by local authorities of material which in whole or in part appears to be designed to affect public support for a political party.

Publicity by local authorities should be:

- Lawful
- Cost effective
- Objective
- Even-handed
- Appropriate
- In accordance with equality and diversity rules
- Issued with care during periods of heightened sensitivity

Paid for advertising must comply with the Advertising Standards Authority's Advertising Codes.

In relation to all publicity, local authorities should be able to confirm that consideration has been given to the value for money that is being achieved, including taking into account any loss of potential revenue arising from the use of local authority-owned facilities to host authority publicity.

In some circumstances, it will be difficult to quantify value for money, for example where the publicity promotes a local amenity which is free to use. In such a case, authorities should be able to show that they have given thought to alternative means of promoting the amenity and satisfied themselves that the means of publicity chosen is the most appropriate.

If another public authority, such as central government, has issued publicity on a particular topic, local authorities should incur expenditure on issuing publicity on the same matter only if they consider that additional value is achieved by the duplication of that publicity.

The purchase of advertising space should not be used as a method of subsidising voluntary, public or commercial organisations.

Local authorities should consider whether it is appropriate to seek advice from economic analysts, public relations experts or other sources of expert advice before embarking on a publicity campaign involving very large expenditure.

Local authorities should ensure that publicity relating to policies and proposals from central government is balanced and factually accurate. Such publicity may set out the local authority's views and reasons for holding those views, but should avoid anything likely to be perceived by readers as constituting a political statement, or being a commentary on contentious areas of public policy.

Any publicity describing the Council's policies and aims should be as objective as possible, concentrating on the facts or explanation or both. Local authorities should not use public funds to mount publicity campaigns whose primary purpose is to persuade the public to hold a particular view on a question of policy. It is acceptable for local authority publicity to correct erroneous material which has been published by other parties, despite the fact that the material being corrected may have been published with the intention of influencing the public's opinions about the policies of the authority.

Where paid-for advertising is used by local authorities, it should be clearly identified as being advertising.

Advertisements for the recruitment of staff should reflect the tradition of political impartiality of local authority employees.

Where local authority publicity addresses matters of political controversy, it should seek to present the different positions in relation to the issue in question in a fair manner.

In most circumstances, it is acceptable for local authorities to publicise the work done by individual members of the authority. This might be appropriate, for example, when one councillor has been the face of a particular campaign. If views expressed by or attributed to individual councillors do not reflect the views of the local authority itself, such publicity should make this fact clear.

Maintenance by a local authority of a website permitting the posting of material by third parties constitutes a continuing act of publication by that local authority which must accordingly have a system for moderating and removing any unacceptable material. Where local authorities provide assistance to third parties to issue publicity, they should ensure that the principles in this code are adhered to by the recipients of that assistance.

Local authorities should not incur any expenditure in retaining the services of lobbyists for the purpose of the publication of any material designed to influence public officials, Members of Parliament, political parties or the Government to take a particular view on any issue. Local authorities should not incur expenditure on providing stands or displays at conferences of political parties.

Local authorities should not publish or incur expenditure in commissioning in hard copy or on any website, newsletters, news sheets or similar communications which seek to emulate commercial newspapers in style or content. Where local councils do commission or publish newsletters, news sheets or similar communications, they should not issue them more frequently than monthly. Such communications should not include materials other than information for the public about the business, services and amenities of the council or other local service providers.

Publicity about local authorities and the services they provide should be freely available to anyone who wishes to receive such information in a format readily accessible and understandable by the person making the request or by any particular group for which services are provided. All local authority publicity should clearly and unambiguously identify itself as a product of the local authority.

Publicity by local authorities may seek to influence positively the attitudes of local people or public behaviour in relation to matters of health, safety, crime prevention, race relations, equality, diversity and community issues. Local authorities should consider how any publicity they issue can contribute to the promotion of any duties applicable to them in relation to the elimination of discrimination, the advancement of equality and the fostering of good relations.

Local authorities should pay particular regard to the legislation governing publicity during the period of heightened sensitivity before elections and referendums.

19. Data Transparency

The Council has resolved to act in accordance with the Local Government Transparency Code 2015. This sets out the key principles for local authorities (including a town council which has gross annual income or expenditure (whichever is the higher) exceeding £200,000) in creating greater transparency through the publication of public data and is intended to help them meet obligations of the legislative framework concerning information. Transparency is seen as the foundation of local accountability and the key that gives people the tools and information they need to enable them to play a bigger role in society.

“Public data” means the objective, factual data on which policy decisions are based and on which public services are assessed, or which is collected or generated in the course of public service delivery.

The Code will therefore underpin the Council’s decisions on the release of public data and ensure it is proactive in pursuing higher standards and responding to best practice as it develops.

The principles of the Code are:

Demand led: new technologies and publication of data should support transparency and accountability

Open: the provision of public data will be integral to the Council’s engagement with residents so that it drives accountability to them.

Timely: data will be published as soon as possible following production.

The Code ensures local people can see and access data covering:

- How money is spent – for example, all spending transactions over £500, contracts valued over £5,000, etc
- Use of assets – ensuring that local people are able to scrutinise how well their local authority manages its assets
- Decision making – how decisions are taken and who is taking them, including how much senior staff are paid, etc
- Issues important to local people – for example, parking

Flitwick Town Council will ensure that it provides all required information on its website and will provide hard copies of information on request.

Appendix 1 Protocol on Communications

Introduction

This protocol is based on a model by the National Association of Local Councils, but tailored to the needs of the Town Council.

A. Town Council Correspondence

1. The point of contact for the Town Council is the Town Clerk, to whom correspondence should be addressed. Within the officer team, the Communications and Marketing Officer takes the lead on implementing the Communications and Marketing Policy.
2. The Town Clerk or other appointed officer should deal with all correspondence following a meeting.
3. No individual Councillor or Officer should be the sole custodian of any correspondence or information in the name of the Town Council, a committee, sub-committee or working party. In particular, Councillors and Officers do not have a right to obtain confidential information/ documentation unless they can demonstrate a ‘need to know’.
4. All official correspondence should be sent by the Town Clerk or another officer authorised by the Town Clerk to do so, in the name of the Council using Council letter headed paper. Emails are to be treated as other correspondence and may only be sent by authorised officers, on matters which are within their job descriptions and delegated authority.

5. The Mayor may sign letters directly initiated or prepared on his/her behalf by staff, but only on matters directly related to the role of Mayor, or other matters which another officer cannot sign such as Town Clerk's letter of appointment or contract.
6. Where correspondence from the Town Clerk to a Councillor is copied to another person, The addressee should be made aware that a copy is being forwarded to that other person (e.g. copy to XX). No blind email copies should be used.

B. Agenda Items for Council, Committees, Sub-Committees and Working Parties

1. Agendas should be clear and concise. Reports are to be attached where appropriate, which should contain sufficient information to enable Councillors to make an informed decision, and for the public to understand what matters are being considered and what decisions are to be taken at a meeting. Significant background documents should be circulated to Councillors.
2. Items for information should be kept to a minimum on an agenda, and will normally be contained in Members Briefings, which are to be circulated at least once each month.
3. Where the Town Clerk or a councillor wishes fellow Councillors to receive matters for "information only", this information will be circulated via the Town Clerk, or with the Town Clerk's agreement.

C. Communications with the Press and Public

1. The Town Clerk will approve all press releases on behalf of the Council, or comments to the media, in consultation with the Mayor, or the Chairman of the relevant committee when appropriate.
2. Press releases from the Council, its committees or working parties should be from the Town Clerk or A delegated officer or via the reporter's own attendance at a meeting.
3. Unless a Councillor has been specifically authorised by the Council to speak to the media on a particular issue, Councillors who are asked for comment by the press should refer them to the Town Clerk. Even if authorised, it is usually advised not to make an immediate comment and respond having obtained the facts and considered the matter. This gives time if necessary, to seek advice from the Town Clerk.
4. Councillors have a right to express personal views but must make it clear that it is a personal view and ask that it be clearly reported as their personal view. Unless a Councillor is absolutely certain that he/she is reporting the view of the Council, they must make it clear to members of the public that they are expressing a personal view.
5. If Councillors receive a complaint from a member of the public about an action of the Council or lack of action, this should be dealt with under the Council's adopted Customer Care Policy and Complaints Code, or via a council agenda item. This does not limit a Councillor from carrying out his or her normal caseload on behalf of members of the public which they represent via a Council or committee agenda item.

D. Councillor Correspondence to External Parties

1. As the Town Clerk should be sending most of the council's correspondence, any correspondence from a Councillor to other bodies needs to make clear that it is written in their official capacity and has been authorised by the Town Council. Councillors may write letters as individual members concerning Ward or Town matters as long as they make it clear they are acting as an individual Councillor and do not commit the Council.
2. A copy of all outgoing correspondence relating to the Council or a Councillor's role within it, should, out of courtesy, be sent to the Town Clerk, and it be noted on the correspondence, e.g. 'copy to the Town Clerk' so that the recipient is aware that the

Officer has been advised.

E. Communications with Town Council Staff

1. Councillors must not give instructions to any member of staff, unless authorised to do so (for example, three or more Councillors sitting as a committee or sub-committee with appropriate delegated powers from the Council). The Town Clerk however would encourage councillors to speak directly to relevant members of staff about issues, but to keep the Town Clerk advised.
2. No individual Councillor, regardless of whether or not they are the Mayor, or the Chairman of a committee, may give instructions to the Town Clerk or to another employee which are inconsistent or conflict with Council decisions or arrangements for delegated power.
3. Telephone calls should be appropriate to the work of the Town Council. Again, individual Councillors must not appear to represent the Council as a whole, unless authorised to do so.
4. Emails:
 - Instant replies should not be expected from the Town Clerk; reasons for urgency should be stated;
 - Information to Councillors should normally be directed via the Town Clerk or other Authorised Officer;
 - Emails from Councillors to external parties should be copied to the Town Clerk;
 - Councillors should acknowledge their e-mails when requested to do so.
5. Meetings with the Town Clerk or other Officers:
 - Wherever possible an appointment should be made;
 - Meetings should be relevant to the work of that particular officer;
 - Councillors should be clear that the matter is legitimate council business and not matters driven by personal or political agendas.

F. Councillors seeking information from outside bodies, organisations or individuals

1. Councillors must not seek information from outside bodies, organisations or individuals on behalf of the Council unless authorised by the Council. They may of course do this as an individual Councillor.
2. Chairmen and other Councillors may be authorised to seek information on behalf of the Council to take some work load off the Town Clerk or because of their individual experience or skills. Any form of negotiation, must always be undertaken when accompanied by an Officer so that the Councillor is not compromised.
3. Councillors may only represent the Council on outside bodies if authorised to do so.

F. Social Media

1. The use of Social Media by Members or Officers should be in accordance with the Town Council's Adopted policies and protocols.



FLITWICK TOWN COUNCIL

Report to Corporate Services 27th October 2020: COMMUNITY EVENTS POSTER

Implications of recommendations

Corporate Strategy: Communicate effectively with all stakeholders

Finance: Corporate Services Budget

Equality: Increases inclusivity

Environment: Takes forward policy objectives directly

Background

At the Corporate Services Committee meeting on 29th September 2020 it was agreed that a generic events poster should be created to promote community events in Flitwick on a monthly basis for use on town noticeboards prior to the printed Flitwick Papers re-launch. The poster would also be used to promote events in between printed editions of Flitwick Papers when the magazine moves to being printed from monthly to quarterly in December.

Introduction

A template for a 'What's On in Flitwick' community events poster has been created using the new colourway of the FTC logo to tie in with the design of the new website. The poster will feature all community events happening in the town each month, not just Town Council and The Rufus Centre events, but events organised by local community groups, clubs, schools, etc.

This will support the Community Events Calendar on the new FTC website which allows event organisers to upload their community events in Flitwick to the online calendar. These events are subsequently published on the website (once internally checked and verified).

The images illustrating each event are designed to draw attention to the poster and the content of the images may not always be fully readable. Each event will have a call to action for more information and the poster will refer the reader to the FTC website for full details. It will also encourage event organisers to upload details of their community event to the website which will subsequently appear on a future 'What's On in Flitwick' poster.

Additional Matters

Please note some of the event information shown on this draft poster is for illustration purposes only and not for actual events.

This generic poster will not replace individual posters produced for FTC and Rufus Centre events.

Recommendations

For the committee to agree the design of the 'What's On in Flitwick' community events poster.

Beverley Jones
Communications & Marketing Officer

Appendix A

Draft Community Events Poster Design

WHAT'S ON IN FLITWICK December 2020



Outdoor Christmas Market
Flitwick Village Hall Car Park
Every Sunday 8th Nov - 20th Dec (Exc 6th Dec)
11.30am - 3pm
Free Entry
Christmas Gifts, Local Produce, Hot Food & Mulled Wine

Santa's Grotto & Breakfast with Santa at The Rufus Centre

28th Nov, 5th, 12th & 19th December

11.30am - 3pm

£5 per child Accompanying adults Free

To Book Call - 01525 631905



Flitwick Singers Virtual Christmas Concert

Monday 7th December at 7pm

**Festive favourites for all to enjoy
from the comfort of your living room!
Book online www.flitwicksingers.co.uk**

Youth Hub Basketball Coaching Session

Tuesday 8th December at 7pm

**Special coaching sessions at the new basketball court at
Millennium Park for 8 to 12 years
Spaces limited. Visit www.4yp.co.uk to book your place**



Flitwick Town Council

Visit:
www.flitwick.gov.uk
**For more information and to share
details of your community event online**