



FLITWICK TOWN COUNCIL

Ref: Agenda/Corporate-29/04/2021- 57

23rd April 2021

Dear Sir/Madam

Members are hereby summoned to the **Corporate Services Committee meeting** that will take place on **Thursday 29th April 2021 via Virtual access**, commencing at **7.30 p.m.** in order to transact the under mentioned items of business. Yours faithfully

Rob McGregor

Rob McGregor
Town Clerk

Committee Members: Councillors Blazeby, Mackey, Roberts, Shaw, Snape and Toinko

Distribution: All Town Councillors
Notice Boards
Website

Statement for Virtual Meetings

I would like to inform everyone present that this meeting is being filmed and that by joining this meeting you are consenting to being filmed. Can I also remind Councillors and members of the public not to disclose any personal information regarding an individual as this might infringe the rights of this individual and breach data protection rules. Can I also remind you when not speaking to mute your microphone.

1. APOLOGIES FOR ABSENCE

To receive apologies for absence.

2. DECLARATIONS OF INTEREST

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

(a) Disclosable Pecuniary interests in any agenda item.

(b) Non-Pecuniary interests in any agenda item.

3. CHAIRMAN'S ANNOUNCEMENTS

To receive announcements from the Chairman.

4. PUBLIC OPEN SESSION

To adjourn for a period of up to 15 minutes to allow members of the public to put questions or to address the Council, through the Chairman, pertaining to matters listed on the Agenda.

Each Speaker will give their name to the Chairman prior to speaking, which will be recorded in the minutes, unless that person requests otherwise. Each Speaker will be allowed **(one) three-minute slot**.

12. 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.

12a) Car park lease – for consideration

12b) Leases – for information

12c) Land update – for information

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.



**DRAFT MINUTES OF THE CORPORATE SERVICES COMMITTEE MEETING
HELD ON TUESDAY 26TH JANUARY 2021
AT 7:30PM VIA VIRTUAL ACCESS**

Present:

Cllr I Blazeby (Chairman)

Cllr J Roberts

Cllr A Snape

Cllr R Shaw

Cllr G Mackey

Cllr D Toinko

Also present:

Rob McGregor – Town Clerk & Chief Executive

Stephanie Stanley – Deputy Town Clerk

Beverley Jones – Communications & Marketing Manager

633. APOLOGIES FOR ABSENCE

Apologies were received and accepted for Councillor Dann – unwell.

634. DECLARATIONS OF INTEREST

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

(a) Disclosable Pecuniary interests in any agenda item – none declared.

(b) Non-Pecuniary interests in any agenda item -

Councillor Mackey declared an interest for item 11b as he was a CBC Ward Member.

Councillor Roberts declared an interest for item 11b as his wife worked for CBC Libraries.

635. CHAIRMAN'S ANNOUNCEMENTS

There were no announcements.

636. PUBLIC OPEN SESSION

There were no members of the public present.

637. MEMBERS QUESTIONS

There were no questions.

638. MINUTES

a. For Members to receive and adopt the minutes of the Corporate Services meeting held 15th December 2020.

Members received and adopted the minutes of the Corporate Services meeting held on 15th December 2020.

639. MATTERS ARISING

a. Minutes of the Corporate Services Committee Meeting 15th December 2020.

Councillor Roberts reported that he had seen a car parked outside Barclays – the driver had manoeuvred around the planters. Members were disappointed to hear this and agreed that enforcement was needed. Unfortunately, Councillor Roberts did not take note of the vehicle registration but in future, registrations would be sent to the Police and CBC Highways to report this unlawful activity.

The Chairman asked if people were permitted to park near the ATM machines and he was advised by Councillor Mackey that this area was not for parking.

640. ITEMS FOR CONSIDERATION

Items for consideration were under exempt.

641. ITEMS FOR INFORMATION

a. Budget

Councillor Mackey advised he had a question regarding Rufus Centre tenants which would be discussed under the Exempt section.

Members noted the Corporate Services Budget for December.

b. Communications & Marketing Manager Report

The Communications & Marketing Manager advised Members on elements of her report explaining that:

- the new design for Flitwick Papers printed version was rescheduled for April.
- online versions of monthly Flitwick Papers would be created in the meantime.
- she had feedback from various channels on the Council website.
- the business directory was going well.
- Google Analytics would be used going forward for the website.
- Agendas & Minutes was the most popular page on the website.

The Chairman asked if links to agendas were included on the calendar page. The Communications & Marketing Manager believed this should be automatically generated but would investigate this.

Action: Comms & Marketing Manager

Councillor Snape was interested in the need for Councillor email addresses for data protection and it was agreed that this would be looked at as part of the new IT specification. The Town Clerk & Chief Executive advised that staff email addresses needed to be changed too. Members were informed that this work was not likely to be expensive. The IT specification would include quotations for the creation of new Councillor email addresses and this would be considered by Business Services.

Action: Business & Facilities Manager/Town Clerk & Chief Executive/Councillor Snape

642. PUBLIC OPEN SESSION

No items.

643. 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.

Councillor Mackey asked to know how the business tenants at the Rufus Centre had been coping during the pandemic. He was advised that the Business & Facilities Manager could give an update on this at the next Business Services meeting.

Action: Business & Facilities Manager

Councillor Mackey requested for the Corporate Strategy item to be discussed first under exempt so that he and Councillor Roberts, who had both declared interests for the other item, could leave the meeting at the appropriate time and not have to re-join later. The Chairman agreed to this change in the agenda order.

11a) Corporate Strategy – for consideration

Members discussed the proposal circulated.

It was **recommended** to engage the contractor to facilitate online workshops with a view to producing a Corporate Strategy. This would be discussed by full Council.

Councillor Roberts and Councillor Mackey left the meeting at this time.

11b) Town Council Office Space - for consideration

Members discussed the item.

It was **recommended** to defer the decision of whether to accept the offer. This would be a matter for discussion at the next Council meeting.

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.



FLITWICK TOWN COUNCIL

Report to Corporate Services 29th April 2021: 9a Communications & Marketing Plan

Implications of recommendations

Corporate Strategy: Communicate effectively with all stakeholders

Finance: Corporate Services Budget

Equality: Increases inclusivity

Environment: Takes forward policy objectives directly

Background

Following the adoption of the Communications & Marketing Policy, it was agreed that a Communications & Marketing Plan would be developed in line with the agreed policy.

In addition, as part of the corporate review, it was recommended and approved that a part time member of staff would be recruited to join the Communications & Marketing team. In anticipation of this new resource, we have built in additional areas of activity in the draft Communications & Marketing Plan.

Introduction

This draft plan allows us to be more proactive in our communications and marketing activity and increase engagement with our target audiences. It is much wider in scope and outlines all opportunities available to promote the Town, the work of the Council and create awareness of Council activities and the range of opportunities available for residents, local groups and organisations, businesses and visitors. It also supports the promotion of third party activities and events.

Additional Matters

The Communications & Marketing Plan is an evolving document and we will continue to exploit new opportunities as they arise.

Recommendations

For the committee to adopt the draft Communications & Marketing Plan.

Beverley Jones
Communications & Marketing Manager

Appendix A - Draft Communications & Marketing Plan



FLITWICK TOWN COUNCIL

9b Report to Corporate Services 29th April 2021: Communications Software

Implications of recommendations

Corporate Strategy: Communicate effectively with all stakeholders

Finance: Corporate Services Budget

Equality: Increases inclusivity

Environment: Takes forward policy objectives directly

Background

The Council manages social media accounts for five separate areas of the Council and Rufus Centre business: Flitwick Town Council, The Rufus Centre, Rendezvous Café & Bar, Flitwick Carnival and Weddings at The Rufus Centre.

Introduction

In the draft Communications & Marketing Plan (separate Corporate Services agenda item 9a) we plan to significantly increase content, and expand our social media presence, through new channels to increase communication with our different target audiences.

To assist with the implementation of the plan we have investigated options for multi-platform, planning, scheduling and publishing software. The option put forward allows for separate calendars for the three key areas (Flitwick Town Council, The Rufus Centre and Rendezvous Café & Bar).

This will enable us to plan and automatically post social media content across different platforms, and provide analytics to give insights into results and performance to improve future communications activity.

Additional Matters

The marketing communications software cost is £49 per month for the first three months, increasing to £79 per month thereafter. There is a one month notice period for cancellation.

The software integrates with Microsoft Teams. We intend to use Planner to implement the Communications & Marketing Plan.

Recommendations

For the committee to approve the purchase of the marketing communications software as detailed above.

Beverley Jones
Communications & Marketing Manager

Monthly Budget Review – March 2021

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 21/22 £2,101.00 |
| 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. Ellis Whittam Noise Assessment £1,867.00 Additional PPE £130.40 |
| 4025 | 101 | Purchase of 2 HP Probooks and new office chair. 2 chairs for Reception £238.00 |
| 4046 | 103 | Website Development charge £3,202.50 |
| 4040 | 101 | IT Support – 365 Migration Server upgrade to the cloud £3,975 Funded from EMR Server Fund |
| 4035 | 102 | Regalia Fund – overspend due to repairs to TM & DTM regalia costing £945.81 in January 21. |

Committee spend for the year to 31/03/2021 is:

| | Projected Budget | Spend Year to Date | Monthly Spend to 28/02/2021 | |
|--------------------|------------------|--------------------|-----------------------------|-------|
| Corporate Services | £273,806 | £255,118 | £8,072 | Green |

Impact of Covid-19 on the budget:

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 is expected to reignite this income stream, but at a lower level of £2,000 p.a.

Detailed Income & Expenditure by Projected Budget Heading 31/03/2021

Month No: 12

Corporate Services Report

| | Actual Current Mth | Actual Year To Date | Projected Annual Bud | Variance Annual Total | Committed Expenditure | Funds Available | % Spent | Transfer to/from EMR |
|--|-----------------------|------------------------|-------------------------|--------------------------|--------------------------|--------------------|---------------|-------------------------|
| CORPORATE SERVICES | | | | | | | | |
| 101 ADMINISTRATION | | | | | | | | |
| 1003 PHOTOCOPIES | 1 | 137 | 100 | (37) | | | 136.9% | |
| 1143 TOWN MAYOR CHARITIES INCOME | 0 | 38 | 0 | (38) | | | 0.0% | |
| 1178 COVID 19 FURLOUGH SUPPORT | 1,625 | 3,667 | 0 | (3,667) | | | 0.0% | |
| 1191 MISC INCOME | 0 | (35) | 1,152 | 1,187 | | | (3.0%) | |
| ADMINISTRATION :- Income | 1,626 | 3,806 | 1,252 | (2,554) | | | 304.0% | 0 |
| 4001 SALARIES AND WAGES | 17,508 | 203,536 | 202,700 | (836) | | (836) | 100.4% | |
| 4003 VEHICLE - MILEAGE | 0 | 18 | 250 | 232 | | 232 | 7.2% | |
| 4009 HEALTH & SAFETY | 0 | 5,406 | 2,500 | (2,906) | | (2,906) | 216.2% | |
| 4020 POSTAGE | 0 | 1,072 | 1,000 | (72) | | (72) | 107.2% | |
| 4021 PRINTING/STATIONERY | 314 | 4,019 | 4,500 | 481 | | 481 | 89.3% | |
| 4022 PHOTOCOPIER CONTRACT | 98 | 4,351 | 7,000 | 2,649 | | 2,649 | 62.2% | |
| 4023 TELEPHONES | 537 | 9,940 | 10,000 | 60 | | 60 | 99.4% | |
| 4024 INFORMATION PACKAGES | 0 | 0 | 200 | 200 | | 200 | 0.0% | |
| 4025 OFFICE & IT EQUIPMENT | 15 | 4,069 | 4,000 | (69) | | (69) | 101.7% | |
| 4026 EQUIP.MAINTENANCE | 0 | 0 | 250 | 250 | | 250 | 0.0% | |
| 4028 ADVERTISING | 0 | 360 | 500 | 140 | | 140 | 72.0% | |
| 4033 RECRUITMENT COSTS | 0 | 0 | 1,000 | 1,000 | | 1,000 | 0.0% | |
| 4040 IT SUPPORT | 2,148 | 26,869 | 24,975 | (1,894) | | (1,894) | 107.6% | |
| 4056 SUBSCRIPTIONS/ LICENCES | (2,101) | 3,506 | 3,620 | 114 | | 114 | 96.9% | |
| 4059 SUNDRIES | (4) | 156 | 150 | (6) | | (6) | 103.9% | |
| 4146 BUSINESS CONTINUITY | 0 | 3,220 | 2,750 | (470) | | (470) | 117.1% | |
| 5014 Funding from R C P | (3,975) | (7,950) | (3,975) | 3,975 | | 3,975 | 200.0% | |
| ADMINISTRATION :- Indirect Expenditure | 14,540 | 258,572 | 261,420 | 2,848 | 0 | 2,848 | 98.9% | 0 |
| Net Income over Expenditure | (12,914) | (254,766) | (260,168) | (5,402) | | | | |
| 102 CIVIC EXPENSES | | | | | | | | |
| 1143 TOWN MAYOR CHARITIES INCOME | 0 | 247 | 0 | (247) | | | 0.0% | |
| CIVIC EXPENSES :- Income | 0 | 247 | 0 | (247) | | | | 0 |
| 4025 OFFICE & IT EQUIPMENT | 0 | 75 | 100 | 25 | | 25 | 74.6% | |
| 4035 REGALIA FUND | 0 | 946 | 400 | (546) | | (546) | 236.5% | |
| 4143 TOWN MAYOR CHARITIES COSTS | 725 | (456) | 0 | 456 | | 456 | 0.0% | |
| 4210 TOWN MAYOR ALLOWANCE | 0 | (12) | 2,000 | 2,012 | | 2,012 | (0.6%) | |
| 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 | (6,814) | (6,814) | (0) | | (0) | 100.0% | |
| CIVIC EXPENSES :- Indirect Expenditure | 725 | (6,261) | (2,114) | 4,147 | 0 | 4,147 | 296.2% | 0 |
| Net Income over Expenditure | (725) | 6,508 | 2,114 | (4,394) | | | | |

Detailed Income & Expenditure by Projected Budget Heading 31/03/2021

Month No: 12

Corporate Services Report

| | Actual Current Mth | Actual Year To Date | Projected Annual Bud | Variance Annual Total | Committed Expenditure | Funds Available | % Spent | Transfer to/from EMR |
|--|-----------------------|------------------------|-------------------------|--------------------------|--------------------------|--------------------|---------------|-------------------------|
| 103 COMMUNICATIONS | | | | | | | | |
| 4045 NEWSLETTER PRINTING/DISTRIBUTI | 0 | 0 | 2,500 | 2,500 | | 2,500 | 0.0% | |
| 4046 WEBSITE | 0 | 0 | 2,000 | 2,000 | | 2,000 | 0.0% | |
| COMMUNICATIONS :- Indirect Expenditure | 0 | 0 | 4,500 | 4,500 | 0 | 4,500 | 0.0% | 0 |
| Net Expenditure | 0 | 0 | (4,500) | (4,500) | | | | |
| 110 PROJECTS | | | | | | | | |
| 1177 GRANTS RECEIVED | 0 | 6,667 | 0 | (6,667) | | | 0.0% | |
| 1210 Grants Inc Proj:Fl.Valley Walk | 0 | (4,004) | 0 | 4,004 | | | 0.0% | |
| PROJECTS :- Income | 0 | 2,663 | 0 | (2,663) | | | | 0 |
| 4067 NEW BURIAL GROUND | 0 | 7,435 | 7,435 | 0 | | 0 | 100.0% | |
| 4135 COMMUNITY PROJECTS/SPIRIT | 0 | 150 | 150 | 0 | | 0 | 100.0% | |
| 4212 COUNTRY PARK | 0 | 5,050 | 5,050 | 0 | | 0 | 100.0% | |
| 4214 MARKET TOWNS | 0 | 1,910 | 1,910 | 0 | | 0 | 100.0% | |
| 4216 WEBSITE REDEVELOPMENT | 0 | 3,203 | 3,203 | 1 | | 1 | 100.0% | |
| 5013 Trs to Rolling Capital Fund | 0 | 10,000 | 10,000 | 0 | | 0 | 100.0% | |
| 5014 Funding from R C P | (7,193) | (24,941) | (17,748) | 7,193 | | 7,193 | 140.5% | |
| PROJECTS :- Indirect Expenditure | (7,193) | 2,807 | 10,000 | 7,193 | 0 | 7,193 | 28.1% | 0 |
| Net Income over Expenditure | 7,193 | (144) | (10,000) | (9,856) | | | | |
| 111 NON SERVICES | | | | | | | | |
| 1176 PRECEPT RECEIVED | 0 | 854,243 | 854,243 | 0 | | | 100.0% | |
| 1190 INTEREST RECEIVED | 30 | 1,784 | 2,500 | 716 | | | 71.4% | |
| NON SERVICES :- Income | 30 | 856,027 | 856,743 | 716 | | | 99.9% | 0 |
| Net Income | 30 | 856,027 | 856,743 | 716 | | | | |
| CORPORATE SERVICES :- Income | 1,656 | 862,743 | 857,995 | (4,748) | | | 100.6% | |
| Expenditure | 8,072 | 255,118 | 273,806 | 18,688 | 0 | 18,688 | 93.2% | |
| Movement to/(from) Gen Reserve | (6,416) | 607,625 | | | | | | |
| Grand Totals:- Income | 1,656 | 862,743 | 857,995 | (4,748) | | | 100.6% | |
| Expenditure | 8,072 | 255,118 | 273,806 | 18,688 | 0 | 18,688 | 93.2% | |
| Net Income over Expenditure | (6,416) | 607,625 | 584,189 | (23,436) | | | | |
| Movement to/(from) Gen Reserve | (6,416) | 607,625 | | | | | | |