



**MINUTES OF THE CORPORATE SERVICES COMMITTEE MEETING
HELD ON TUESDAY 29th APRIL 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:

Stephanie Stanley – Deputy Town Clerk
Beverley Jones – Communications & Marketing Manager
Sally Auker-Phillips - Receptionist

645. APOLOGIES FOR ABSENCE

No apologies received.

646. 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 - None

647. CHAIRMAN'S ANNOUNCEMENTS

There were no announcements.

648. PUBLIC OPEN SESSION

There were no members of the public present.

649. MEMBERS QUESTIONS

There were no questions.

650. MINUTES

- a. For Members to receive and adopt the minutes of the Corporate Services meeting held 26th January 2020.

Members received and adopted the minutes of the Corporate Services meeting held on 26th January 2020.

651. MATTERS ARISING

a. Minutes of the Corporate Services Committee Meeting 26th January 2020.

The Chairman asked if the links to the agendas on the website were now up and running. The Communications & Marketing Manager said there had been some issues with the links on the website in the beginning, however they have now been resolved and it was now all working.

The Chairman asked if a publication date had been agreed for the paper version of the Flitwick Papers. The Communications & Marketing Manager said the previous launch date had been postponed due to the passing of Prince Philip and the lack of content. The new printed version with the strategy consultation would be released in mid-May and would include lots of different activities.

652. ITEMS FOR CONSIDERATION

a. Communications Marketing Plan Proposal

The Chairman asked the Communications & Marketing Manager to talk the Committee through the proposal. The Communications & Marketing Manager explained that the spreadsheet had been created prior to the Corporate Strategy workshops but was a working document that will continue to evolve. It would highlight that the Council was open and transparent and that Flitwick was a great place to live.

Councillor Mackey asked for more information on the new Marketing and Communications Officer role. The Communications & Marketing Manager said that with an additional team member, it would make the department more proactive at reaching out to the community and collaborating with local businesses and highlighting Flitwick Town Council as a good source of information. It was commented that it was important for the public to know what the Council did.

It was **resolved** to adopt the circulated Communication and Marketing Plan for FTC.

b. Communication Software

The Members discussed the item.

The Communications & Marketing Manager explained that the software would expand the possibilities across the different platforms already used, increase the audience and enable planning ahead for the year to generate continuous interest more effectively and efficiently.

Councillor Mackey wanted to know what research had been done on the software. The Chairman's research confirmed that the software integrated with Microsoft Teams and that it was pure marketing software focussed.

Councillor Snape agreed it was a good investment and asked which budget would be used for the expenditure purchasing the software. The Chairman said that the Corporate Services Budget was significantly under spent, so it could be taken from there and this was confirmed by The Deputy Town Clerk. The DTC also advised that there was also a relevant budget under Business Services that could be used if necessary.

It was **resolved** to adopt the Communication Software package at a cost of £49 per month for the first three months and thereafter to take on an annual licence.

c. **Strategy Communication**

The Chairman asked for the strategy communication approach to engage residents in making the consultation widespread and getting as much feedback as possible. The Communications & Marketing Manager proposed online and physical sources to ensure everyone had access to the survey with a deadline for the 4th June, which was believed to be enough time for residents to give their feedback. The Survey along with the Annual Town Meeting notification (where the strategy consultation would be announced) had been posted on the website, social media and Facebook. Local schools would be sent a link to the survey for parents to participate, email campaigns would be done to target all those on the Rufus database, businesses database, clubs and organisations.

653. **ITEMS FOR INFORMATION**

a. **Corporate Services Budget**

Members noted the Corporate Services Budget for March.

654. **PUBLIC OPEN SESSION**

No items.

655. **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 Lease – For information

Councillors noted the items.

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 8.28pm



Chairman