



**MINUTES OF THE CORPORATE SERVICES COMMITTEE MEETING
HELD ON TUESDAY 27th JULY 2021
AT 7:30PM VIA VIRTUAL ACCESS**

Present:

Cllr I Blazeby (Chairman)
Cllr J Roberts
Cllr C Thompson
Cllr D Toinko
Cllr R Shaw
Cllr Hodges
Cllr Snape

Also present:

Rob McGregor – Town Clerk & Chief Executive
Beverley Jones – Communications & Marketing Manager
Sally Auker-Phillips- Reception/ Administration Officer

678. APOLOGIES FOR ABSENCE

No apologies received.

679. 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

680. CHAIRMAN'S ANNOUNCEMENTS

There were no announcements.

681. PUBLIC OPEN SESSION

There were no members of the public present.

682. MEMBERS QUESTIONS

There were no questions.

683. MINUTES

- a. For Members to receive and adopt the minutes of the Corporate Services meeting held 22nd June 2020.

Members received and adopted the minutes of the Corporate Services meeting held on 22nd June 2020.

684. MATTERS ARISING

- a.** Minutes of the Corporate Services Committee Meeting 22nd June.

The Chairman commented on the previous minute 674 - Strategy & Delivery Plan and the intended actions for Corporate Services would be discussed at the Corporate Services meeting in August. All the other Committee Chairmen were going through the actions allocated to their Committee to finalise the delivery plan in due course.

685. ITEMS FOR CONSIDERATION

- a. Marketing & Communications Plan Reporting**

Members were asked to consider the plan circulated showing status on tasks and to raise any queries about delivery about any element, the need to prioritise elements of the plan and also the format of the reporting, which it was proposed to review at each future meeting.

The Chairman acknowledged a well-constructed plan that was detailed and colour coded. He added that the plan would be filtered and used in future Committee meetings and he said some of the items were not categorised in the correct Committee areas and would need recoding. He would arrange a time to collaborate with the CMM on this. The CMM said it was a 'work in progress' document that would be useful to review for individual Committees.

Action: CMM

- b. Noticeboards**

Members were asked to consider the recommendations in the report circulated. While we have reverted to the physical distribution of Flitwick Papers to every household in the Town, it is time to consider if we have enough physical noticeboards located around the Town to ensure flexibility and tiering in our communication channels.

Members considered the recommendations from the report and the Chairman referred to the points raised from the survey relating to the need for more noticeboards and better coverage for those who do not have access to social media. He said the attached photos showed quite differing formats and sizes and the Committee should consider which type and size of noticeboards would be needed to deliver our communications efforts.

Cllr Snape advised on the varying types of noticeboards from which the ones around town displayed statutory notices and Tesco housed the community boards which were much larger, brighter and more engaging, which could be easily replicated elsewhere. Members discussed what the limitations would be in terms of the type and size of noticeboard that could be used and whether they could be refurbished. Members felt that if the Council wanted anything beyond strategy notices, larger sizes would be more appropriate. The CMM commented that the noticeboards located at the Village Hall and the Library were an acceptable size and fitted in with the location. In addition, it was said there was possibly an opportunity to use the Section 106 money if agreed after meetings with CBC, which could be split between the Public Arts and the Public Realm for items such as noticeboards and benches.

Members discussed potential areas for noticeboards with high footfall and a younger demographic such as play areas, the Mount, Flitwick Eagles Football Club, Cricket Club and behind Tesco. The CMM's report identified the green space in front of the Vicarage Hill shops where there was no current coverage. Various other areas were mentioned as potential sites with a high pedestrian footfall.

Cllr Thompson suggested, based on the comments from the meeting and the survey that perhaps a map of where the noticeboards were situated could be put in the Flitwick Papers to allow residents to get updates between publication if they did not have online access.

It was **RESOLVED** to review the state, nature, location and condition of Noticeboards, as well as looking for replacements that were weatherproof, and provided enough space to promote statutory, events and other activities either on FTC land or to approach CBC for other prospective locations.

c. Website Update & Analytics

Members were asked to note the report circulated and raised any queries about the reporting format produced, which would be reviewed at each future meeting.

Members noted the report circulated and it was suggested to present the trends across the website and through different channels with graphic representation to see changes and to give feedback attention.

Cllr Thompson proposed a more focussed analysis from Facebook of top line positive narrative and to acknowledge resident feedback. Members noted the Interactive Map used to promote individual events made the subject more engaging and the Scarecrow Festival and Front Garden competition was highlighted as being popular and engaging in comparison to other subjects.

It was **RESOLVED** to purchase the video and audio add on software to enhance users experience on the interactive maps at a cost of £120 plus VAT.

Cllr Snape commented on the reporting coming out of the management tool, in terms of numbers and asked if it gave any other insights around the platform, and to ascertain if video content on big topics would be more engaging with a wider reach potential. Cllr Toinko pointed out that investing in production training, which there were free packages for, would provide the skills to make the production more compelling. It was suggested to review and compare feedback from video versus the projects over the summer to see if a production is worth the effort. Costing for additional equipment would be required with possible training needed for video productions.

Action: CMM

The Chairman asked the CMM about feedback from the pop-ups and online forms and a question was raised by Cllr Hodges regarding organisations to help people. The CMM commented that the pop-ups did not receive a lot of feedback, but training to adapt them could be given by the provider to trial getting better usage. Online forms had been well received as they were created for the purpose of competition entries and feedback forms. In reference to Cllr Hodges question, the support filters had been added and included various charities and the list was growing. A separate page under Community Support was suggested with all local or national organisations. Cllr Thompson advised that she could see the value of signposting people but questioned whether FTC was duplicating work when we do not have the capacity to make it so comprehensive. The CMM said that we just had a link to a logo with various groups some local, some national.

Cllr Hodges commented that he appreciated the work that had been done on the support page so far. He explained that the idea was in response to the coronavirus situation and the intention was to have a separate page that would expire after 12 months as it would not be possible to host a huge number of organisations long term.

d. Social Media

Members were asked to note the report circulated and to raise any queries about the reporting format produced, which will be reviewed at each future meeting.

The CMM commented on the developing social media channels to increase engagement. Instagram and TikTok were launched with increasing followers and the Youth Panel launched to help steer young people and help them to create their own TikTok.

The Chairman advised to move the item to the Community Services Committee as it was aimed towards young people. Cllr Thompson agreed and would talk through some ideas with the Community Services Manager with the intention of using the Skate competition as a start for young people to create a TikTok production.

e. Town Guide

Members were asked to consider and discuss options for updating the Town Guide in a way that builds on the previous 'Welcome Leaflet' and new style of Flitwick Papers. Consideration would need to be given to what content should be included, if we should produce physical copies in addition to a downloadable version, to whom and where this will be distributed. Members were asked to review the previous 'Welcome' version before the meeting, if possible.

Members discussed the purpose of the Town Guide and it was noted that it was useful for new residents to point out what CBC were responsible for, although, it was not a priority at this point.

It was **RESOLVED** to postpone the discussions on the Town Guide and bring back to a future meeting.

f. Local Businesses Advertising Support

Members were asked to discuss the options for 'dinky' adverts within Flitwick Papers to help support local businesses, as part of our free Strategic support and wider communication about what is on offer. See the report circulated report for more details.

Members discussed the report circulated regarding free advertising and support on the FTC website for Flitwick based businesses. It was agreed to opt for option 2 on the report with additional social media promotions, which could encourage more local businesses to sign up to the Flitwick Business Directory.

It was **RESOLVED** to enter all businesses signed up to the Flitwick Business Directory into a draw for the free advertising support.

It was noted that Cllr Shaw had a pecuniary interest in this, as his business was local and asked when the Flitwick Business Club would be starting up again.

g. Environmental Review

For Members to consider instructing Officers to carry out an Environmental Review to establish opportunities and costs to moving to wholly recycled or sustainable materials and practices as part of normal Council business. This would be the first step to 'set our own house in order' before we look at practical ways to encourage both residents and local businesses to do likewise. It may be appropriate to consider FTC declaring a Climate Emergency proposal at Full Council in order to generate a wider body of work and engagement with our Town Community on approaches that we can explore collaboratively.

The Town Clerk advised that a draft policy had already been written.

The Chairman advised this was an action point for all Committees and the policy should be moved to Full Council.

Action CSM

h. Annual Residents Survey

Members were asked to discuss their views on the establishment of an annual survey of Flitwick residents, to establish a feedback mechanism that could be used to establish a regular gauge of their 'satisfaction' with the Council and its delivery against its stated strategic objectives, as well as an opportunity to provide views on potential improvements we could make. Timing, if agreed, would enable the resultant feedback to be used at the Annual Town meeting.

The Chairman drew on comments from the Strategy, such as lack of engagement with the public community and their views, not enough collaboration and the Council driving their own agenda. He said It had already been agreed by the Communication and Marketing team that there was a need to survey residents and put in place an annual survey so we can release the details at the Annual Town Meeting each May and create a set of questions that will stand the test of time. It would also give a baseline on which to report our progress this is not an immediate action.

Cllr Thompson was in favour and thought it would be a way of getting a balance of both with an annual check on what the committee think worked. Cllr Shaw said it would be a great way to benchmark progress.

Members **RESOLVED** to take forward the ideas and to create a form for annual resident survey and bring back a proposal to this meeting next month of content, with a time line that allows us to launch in advance of and reporting into the Annual Town Council meeting.

686. ITEMS FOR INFORMATION

a. Corporate Services Budget

Members were asked to note the budget circulated.

The Chairman queried the Rufus Centre report sheet for June as it had an annotation against two sections – contracts and licensing and administration costs. He was unsure what the annotation related to and as the administration costs in the budget were for 62% for this quarter, this could not be reconciled with the 92% expenditure from the detailed sheet.

Action: CSM

b. Strategy Feedback

Members were asked to consider the feedback received on the strategy document that related to Corporate Services. The Chairman had reviewed the highlighted comments that could relate to this Committee and was incorporating them in the Delivery Plan which would be discussed at the next Corporate Services meeting.

The Chairman raised some points from the Strategy commentary in relation to development. Various ideas were mentioned, such as:

- The town lacked a sense of centre beyond Tesco.
- Not much sense of a vibrant community around, more benches needed around Barclays Bank as well as, the Barclays Bank area could be used as a market square for boutiques and specialist stalls at the weekend.
- A perfect location to act as a core between the main street that hold businesses which could be built upon to attract new business to the area.

687. PUBLIC OPEN SESSION

There were no members of the public.

688. 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) Local Organisation Leases – for consideration

12b) Car Park Licence Agreement – for consideration

12c) General Update – for information