



**DRAFT MINUTES OF THE CORPORATE SERVICES COMMITTEE MEETING
HELD ON TUESDAY 24th AUGUST 2021
AT 7:30PM VIA VIRTUAL ACCESS**

Present:

Cllr I Blazeby (Chairman)
Cllr J Roberts
Cllr C Thompson
Cllr A Snape
Cllr R Shaw
Cllr G Mackey
Cllr D Toinko
Cllr J Dann

Also present:

Stephanie Stanley – Corporate Services Manager
Beverley Jones – Communications & Marketing Manager
Sally Auker-Phillips – Administration Officer & Mayor's Secretary

689. APOLOGIES FOR ABSENCE

Apologies were received and accepted for Cllr Thompson (reason: holiday).

690. 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

691. CHAIRMAN'S ANNOUNCEMENTS

There were no announcements.

692. PUBLIC OPEN SESSION

There were no members of the public present.

693. MEMBERS QUESTIONS

There were no questions.

694. MINUTES

- a. For Members to receive and adopt the minutes of the Corporate Services meeting held 27th July 2020.

Cllr Shaw commented on the previous minute number 685f - Local Businesses Advertising Support. He said his business was local and he was just asking when the business club was starting up again.

Cllr Toinko commented on an item 688a and would discuss any amendments in exempt.

Members received and adopted the minutes of the Corporate Services meeting held on 27th July 2020 after the amendments were made.

695. MATTERS ARISING

- a. Minutes of the Corporate Services Committee Meeting 27th July.

None.

696. ITEMS FOR CONSIDERATION

a. **Delivery Plan**

Members were asked to consider the draft Delivery Plan actions circulated for Corporate Services.

The Chairman commented that some of the documents that were part of the pack needed reformatting to make them more user friendly. He said some of the information was not necessary to review and he proposed to work with the Officer Team to get the information into a more readable state. He said each of the Committees Chairman's had been through the plan to discuss responsibilities and decided on remits. The Chairman added that the filtering process of the document would help with how we want to talk about 'Strategy Deliverables' at the meetings. There were other areas that needed filtering and when finalised on which areas related to Corporate Services, the tasks could then be assigned to someone to actioned them. In addition, the Chairman proposed removing the following from the draft plan: 'Assigned To' Column, 'Created Date' and 'Late' from the Delivery Plan document. Thus, leaving the 'Start Date' and 'Due Date' titled column, which helped filter and order the document and could be actioned by the Officers once tasks were completed.

b. **Comms & Marketing & Forward Promotional/Social Plan**

Members were asked to consider the revised Comms & Marketing Plan including the Forward Promotional/Social Plan.

The Chairman commented that the Comms & Marketing Plan also needed filtering into the appropriate Committees. The Chairman showed Members the Corporate Services draft version of the document and the format that would be used going forward. He said he would work with the Officers to make the document more reader friendly.

The Chairman commented on the resident's survey, which was due next year.

697. ITEMS FOR INFORMATION

a. **Business Advertising Draw**

Members were asked to note the update circulated.

Members noted the circulated updates and the Chairman asked the CMM about social media feedback. The CMM said the feedback was very positive both verbally and on social media and to date there had been five extra businesses already signed up, with other businesses from surrounding areas asking to join. The thought, for the time being, she said was to use local businesses that serve the local area. Then to do another push to join the free Flitwick Business Directory on the FTC website, which would make the businesses

eligible for the draw before the closing date at the end of September. The ten local businesses chosen from a 'random selector' would be included in the free adds at the back of the Flitwick Papers due to be published in the Autumn. Promotions would continue to run for the next three editions until next Summer.

b. Flitwick Papers

Members were asked to note the summary on planned content for the next printed version of Flitwick Papers.

The Chairman commented on the plan and on what should be expected going forward in terms of communications and promotional plans. The idea was the document created by the CMM would show in advance the areas that were going to be covered in the paper in the form of a plan, that would then be filtered by each Committee, categorised and prioritised. The circulated paper showed an example of a range of planned contents for the next edition, which was subject to change. The CMM said she welcomed any ideas from Members of other stories or news items to include.

Cllr Toinko suggested a change to the description used for the Wildflower Corridors and asked if they could be referred to as Wildflower areas.

c. Social Media & Website Statistics

Members were asked to note the social media and website statistics circulated including demographics and trend data.

Members noted the document circulated. Cllr Snape commented as to whether there was any way of knowing if the reach content was directly from our page or from external pages, e.g. Focus on Flitwick. In addition, he asked from a reach perspective, whether software with Content Cal allowed a level of analysis that showed where the reach audience came from. The CMM agreed to investigate this.

Action: CMM

Cllr Snape commented that what was apparent from the data that there were a lot less followers on the Council Facebook page than the external two main social groups. His concerns were that users/residents relied on an external social group posts rather than following official content from the Council in the first instance. He suggested for FTC to increase their own following. In response, the CMM explained that the social groups were a slightly different platform as people aired their views more freely and those who commented on our group may not put the same content. With regards to FTC following, the CMM said that FTC followers had almost doubled since last year and, reassuringly, in comparison to other Town Councils we had a lot more followers. She added that they were always looking to grow different audiences across different demographics and when TikTok was up and running with the youth panel on board, it would help gain a younger demographic, as well as getting them involved with the Council to help us promote.

The Chairman commented that it was relevant to measure the trends and how they developed across each of the different channels. It would be constructive to understand the type of subjects that people were more engaged in. He said that in terms of the demographics, they were the sort of things that could be checked periodically to see if the audience changed and whether we gained followers. Cllr Hodges commented as to whether offering an incentive would encourage people to sign up. The CMM agreed to look at some suggestions to see if we can put something together going forward.

Action: CMM

d. Notice Boards

Members were asked to note the update presented in the circulated report.

Members noted the update and accepted that the full report should be considered at the next meeting.

e. Budget

Members noted the Corporate Services Budget circulated. No questions were raised.

698. PUBLIC OPEN SESSION

No members of the public were present.

699. 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 Licence Agreement– For information.

12b) Leases Update– For consideration.

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 28th September 2021: FTC Noticeboards

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 meeting on 27th July 2021 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’.

As previously reported, FTC has four external noticeboards located by the Library walkway to Village Hall car park; on the front of the Village Hall; Station Road by entrance to green space; and on the green at Brookes Road. Two are branded FTC and two are plain boards.

Introduction

The locations have been reviewed and the following are suggested for the first phase of new noticeboards:

- Brookes Road – replace existing board
- Station Road – replace existing board
- Vicarage Hill green by shops – new noticeboard location
- Millennium Park by Hub – new noticeboard location

- Village Hall – Green wall mounted board situated next to board for village hall committee is not in top condition. A discussion will need to take place with village hall committee if we wanted to replace as we could not replace FTC board without replacing village hall board.
- Library walkway – possibly remove rather than replace due to minimal traffic(could possibly be re-purposed by community services for allotments)

Additional locations (possibly on CBC land) would be investigated once phase 1 of new boards are in situ and reviewed.

Option A Aluminium Noticeboard



Specification

- High impact toughened glass glazing
- Front key locks
- Magnetic or pinboard interiors
- 'D-shaped' posts for a modern look
- Integral weatherproof rubber seals
- Available as 95mm or 50mm deep profiles
- Free-standing or wall-mounted
- 2 door opening
- 5 year guarantee

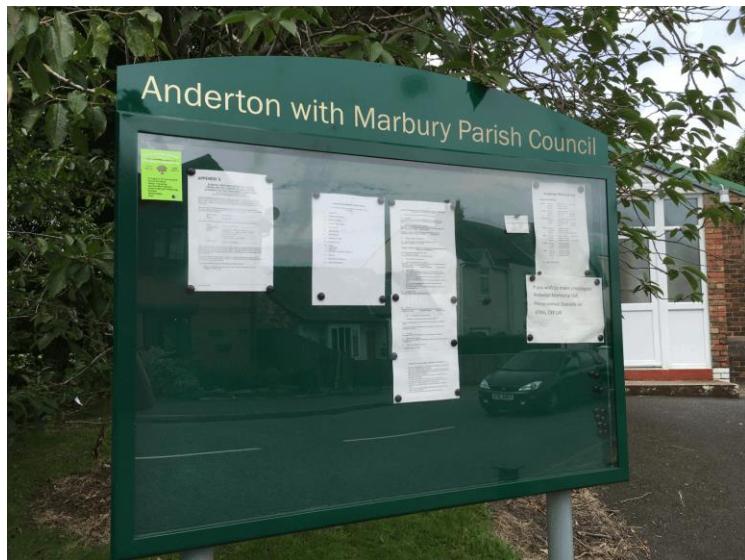
Costs

Dark Green Powder Coated (as shown)

1500mm x 1200mm (16 x A4) £1,350

1050mm x 900mm (8 x A4) £1,170

Option B Aluminium Poster Case



Specification

- Aluminium poster display cases
- Fully lockable with allen key tamper-proof security locks
- 3mm perspex glazing with up to 10yr guarantee
- Weatherproof
- Anti graffiti film applied to header board
- Free-standing or wall-mounted
- Free standing supplied with 2 x 76mm aluminium posts
- Shaped top external headers
- Magnetic rear panels
- Single frame opening at bottom

Costs

Dark Green Powder Coated (as shown)

1189mm x 841mm (16 x A4) £595

1050mm x 900mm (8 x A4) £545

Option C Oak Noticeboard



Specification

- Double door unit
- 'V'-carved oak header with black in-fill
- 4mm toughened glass glazing as standard
- Long-lasting magnetic interior panels
- Marine-grade plywood backing
- Treated with Sikkens Cetol Filter 7 plus - one of the best
- Wall-mounted or free-standing on 100mm square oak posts
- Fully lockable

Costs

Seasoned Oak (as shown)

1500mm x 1120mm (16 x A4) £1,400

1050mm x 900mm (8 x A4) £1,250

Additional Matters

The costs of the boards represents a significant investment and there is no allocated budget. All costs shown are ex VAT. Installation costs are being obtained separately.

Recommendations

For the committee to agree option A for aluminium boards as detailed. Size would be dependant on space available at each location.

Corporate Services Financial Summary YTD

01 April - 31 August 2021

	Income	Budget	% Budget Achieved		Expenditure	Budget	% Budget Spent	
Corporate Services	£ 430,253	£ 869,743	49%	GREEN	£ 289,399	£ 485,268	60%	GREEN

Supporting reports included alongside this report:

- Rialtas Income and Expenditure Report for Corporate Services

Narrative and Items of Note

- **110** Projects within the Rolling Capital Fund are currently captured within Corporate Services. Going forward this will be reported elsewhere.
- **4025/101:** Office and IT Equipment overspend relates to purchase of laptops and equipment for remote working provision. All further spending on IT for the year 21/22 will contribute further to this overspend.
- **4056/101:** Subscriptions and Licenses overspend relates to annual price increases from suppliers.
- **4143/102:** TM Charity Costs includes £614 charity donation from 2020/2021 from Cllr J Dann as agreed. To be discussed with Accountant to resolve overspend.
- **4210/102:** TM Allowance includes £2,000 charity donation from 2020/2021 from Cllr J Dann as agreed. To be discussed with Accountant to resolve overspend.
- **4502/102** Bi Election held on 06/05/21 costs of £5,647 not accurately budgeted for with only £2k allocated.

Corporate Services Committee Report

01-31 August 2021

Please find below presented financial information included within the Income and Expenditure reports. This may be superseded by Power BI reporting in due course.

		01-31 August 2021	
		Income	Expenditure
1178/101, 4001/101, 4003/101, 4033/101	Staff Costs	£ -	£ 20,436
4102/101	Office Space Rent	£ -	£ 3,133
4022/101, 4023/101, 4040/101, 4056/101	Contracts & Licenses¹	£ -	£ 4,841
1003/101, 4009/101, 4020/101, 4021/101, 4025/101, 4026/101, 4059/101, 4146/101	Administration Costs²	£ 8	£ 914
1143/102, 4025/102, 4035/102, 4143/102, 4210/102, 4501/102, 4502/102	Civic Expenses inc TM Charities	£ -	£ 8,257
1001/103, 4024/103, 4028/103, 4045/103, 4046/103	Communications	£ -	£ 184
1176/111, 1190/111	Precept	£ -	£ -

2021/22 Year to date							Comments
Income	Budget	% Budget Achieved	Expenditure	Budget	% Budget Spent		
£ 209	£ -	N/A	£ 104,422	£ 237,228	44%	Green	Please see narrative on Corporate Financial Summary page.
£ -	£ -	N/A	£ 15,663	£ 37,590	42%	Green	
£ -	£ -	N/A	£ 17,940	£ 40,700	44%	Green	
£ 41	£ 500	8%	£ 11,326	£ 14,250	79%	Green	
£ 475	£ -	N/A	£ 8,325	£ 4,700	177%	RED	
£ -	£ 2,000	0%	£ 2,323	£ 12,700	18%	Green	
£ 427,122	£ 856,243	50%	£ -	£ -	N/A	Green	

¹ Includes Photocopyer, Subscriptions/Licenses, Telephones & IT Support.

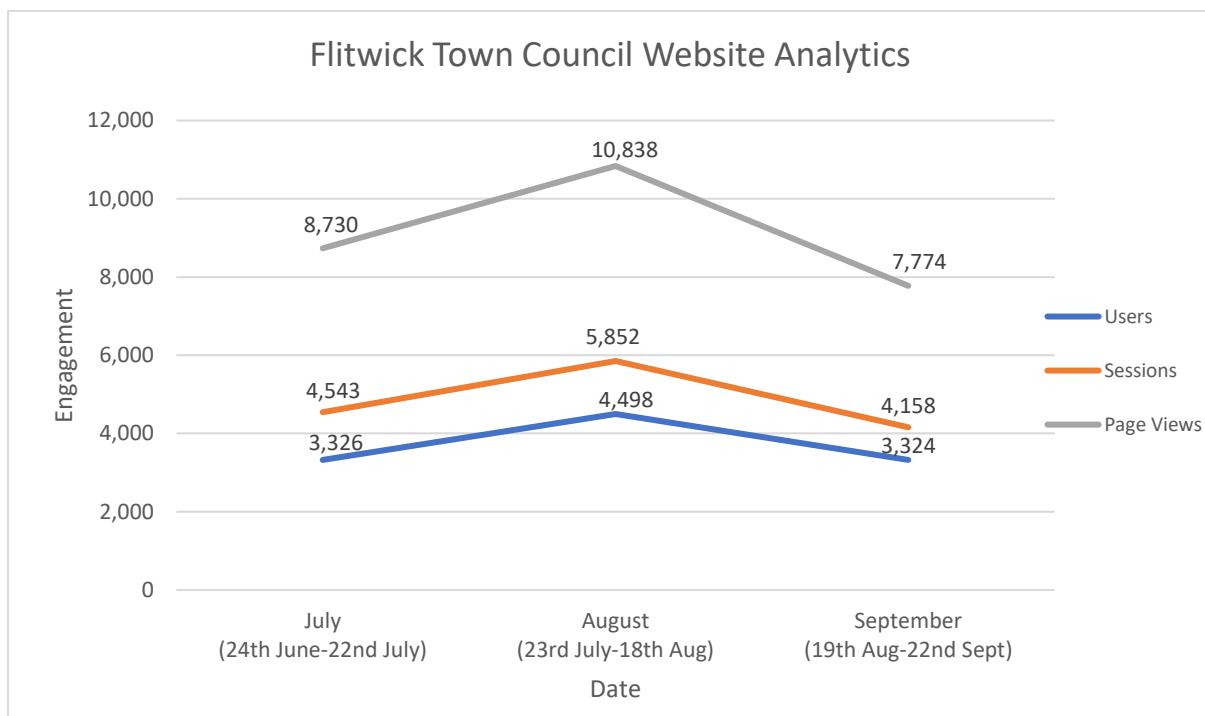
² Includes Photocopying, Health & Safety, Postage, Printing/Stationary, Office & IT equipment, Business Continuity & Sundries

Copy of FTC Business/Delivery Plan - Corporate Services Committee

Task Name	Bucket Name	Progress	Priority	Assigned To	Due Date	Description	Completed Checklist Items	Checklist Items	Labels
Clearly Communicate FTC v CBC responsibilities	Corporate Services	Not started	Important	Beverley Jones	ongoing	Create a range of communications to promote visibility of and access to the functions and services of the relevant organisations MOS: Reduced queries from residents about clarification of responsibilities	0/6	Agree any necessary expenditure to deliver proposals;Create regular communication of who is responsible for what functions and services;Agree which proposals to take forward ;Create additional menu of options to promote differences and easy access;Create communication plan around initial promotion of new materials;Review current ways FTC advertise and differentiate between the services of the different councils	Strategy Deliverable
Develop the use of the Council's Communication and Social Media Platforms	Corporate Services	In progress	Important	Beverley Jones	ongoing	Review current software and functionality is fit for purpose BUDGET: xxk Revenue MOS: Improved communication, increased information and greater accessibility to content	0/11	Engage contractor to deliver requirements;Agree any additional requirements;Agree necessary revenue or capital budget;Agree annual review date as a default;Review current range of software used;Agree any additional training budget through Personnel Committee;Cost additional requirements;Review range of communication channels used;Monitor implementation;Agree additional KPI's which will measure changes ;Deliver training programme	Strategy Deliverable
Create a set of KPI's to track use of FTC Communications	Corporate Services	In progress	Medium	Beverley Jones	02/01/2022	MOS: Agreed KPI's regularly reported into relevant Committees	0/7	Instigate Annual review and add/amend activities as necessary;Needs to include social media, website, noticeboards, digital signs, Flitwick Papers, surveys;Review reporting format after initial 6 months and tweak if necessary;Create a list of measurables around the various communication channels FTC use;Create a report format that is easy to understand and to update;Needs to include virtual and physical media ;Publish data regularly into the agreed forums	Strategy Deliverable
Create a reporting mechanism to assess delivery of Communications and Marketing Plan	Corporate Services	In progress	Important	Stephanie Stanley	11/02/2021	Create a clear and concise reporting format to measure the delivery and progress of the plan implementation and report into different forums. MOS: Agreed Reporting format agreed and delivered to required regularity into relevant forums	0/6	Agree Review period to assess any amendments or additions to reporting;Assign responsibility for content creation;Create agreed reporting;Propose suggested measurables to track the delivery of each element of the plan;Use agreed Communications Policy as the basis for tracking;Agree content and frequency of reporting and forums for delivery	Strategy Deliverable

Task Name	Bucket Name	Progress	Priority	Assigned To	Due Date	Description	Completed Checklist Items	Checklist Items	Labels
Revise Delivery Plan for 2022/23.	Corporate Services	Not started	Important	Stephanie Stanley	02/22/2022	Revise Delivery Plan for 2022/23. MOS: Delivery Plan approved by Corporate Services Committee.			Strategy Deliverable
Complete Delivery Plan 2021/22.	Corporate Services	In progress	Important	Stephanie Stanley	08/24/2021	Complete Delivery Plan 2021/22. MOS: Delivery Plan approved by Corporate Services Committee.			Strategy Deliverable
Review opportunity for Environmental audit of FTC facilities and operations.	Corporate Services	Not started	Medium	Stacie Lockey	TBC	Initiate a discussion on the development of an environmental audit of FTC activities and operations. MOS: Audit and action plan approved by committee.			Strategy Deliverable
Create an updated Town Guide	Corporate Services	Not started	Medium	Beverley Jones	02/01/2022	Review and update the previous guide that was distributed to all new houses built in the Town as well as limited copies being available from the Rufus Centre, The Library and as a download on the website. BUDGET: xK Revenue from CS Budget MOS: Guide prepared and available.	0/8	Review existing and previous information assets, previous guide;Design and create agreed guide to confirmed timeline;Seek feedback from users on benifitis and improvements that can be made on next issue;Agree content review date;Scope content of new guide;Agree proposed scope, scale, cost and use of a new guide;Agree a supporting Communication Plan for the use of the guides content ;Produce & distribute new guide - hard-copy and online version	Strategy Deliverable

FLITWICK TOWN COUNCIL WEBSITE ANALYTICS



Top 10 Visited Website Page (19th August 2021 to 22 September 2021)

1	Home Page
2	/about-your-council/vacancies/
3	/whats-on/calendar-of-events/
4	/visiting-flitwick/parks-and-open-spaces/
5	/visiting-flitwick/parks-and-open-spaces/millennium-park/
6	/about-your-council/agendas-and-minutes/
7	/ftc-events/the-5th-thr...ntiques-fine-art-fair/
8	/about-your-council/councillors
9	/visiting-flitwick/flit-valley-walk/
10	/whats-on/local-groups/

Social Media Total Followers
(19th August 2021 to 22 September 2021)

Facebook

3,568 followers +47 Total number of likes: 3,197 +38

Twitter

followers: 495 +5

Instagram

107 + 35

FLITWICK TOWN COUNCIL – TOP TEN FACEBOOK POSTS

(19th August 2021 to 22 September 2021)

Post Content	Reach	Likes	Shares	Engagements
Take a look at this amazing transformation of the Hub! Over the last two weeks it's had a full redecoration complete with some new equipment	6,358	35	5	656
Well done and thank you to all entrants who helped to make Flitwick's first Front Garden Competition a great success! The Judges were treated to some 'blooming'	5,839	54	4	1,206
Come and join us on Saturday 25th September at Millennium Park for a day of fun at the Flitwick Family	5,823	16	10	395
A big thank you to everyone who took part in the Youth Skate Competition yesterday at Millennium Park	5,150	44	3	686
We're inviting Flitwick based businesses (or residents whose business covers Flitwick) to display	4,607	12	11	265
Thanks to everyone who voted which film (video)	4,105	20	14	651
We've got chills, everything in the museum film previews	4,053	17	8	161
📸 Have you got a striking shot of the town that you've not sent in for the Flitwick 2022 Calendar competition? Don't miss out, send us your favourite	3,418	3	1	201
Are you looking for a new role? One in which you would be involved in multiple tasks to help with the running of	2,670	6	10	207
Town Mayor, Cllr Andy Snape caught up with Beth Timms of Mind BLMK, one of this year's chosen charities (video)	2,652	10	7	198

Communications & Marketing Manager
September 2021

COMMUNICATIONS & MARKETING FORWARD PROMOTIONAL PLAN

(Example)

Committee: **Community Services**

Month: **October**

DATE W/C	ACTIVITY	MEDIUM
4 th	Green Spaces Engagement Consultation – thank you to those who attended workshops and reminder to complete online survey/paper copy	Social media, website, Flitwick Market, Noticeboards, Library display, school emails
	Community Action Day 8 th October	Social media, website, Flitwick Market, Noticeboards,
	Youth Panel – first meeting 19 th October	Social media, website, Flitwick Market, Noticeboards, school emails
	Over 60's Lunch Club – 12 th October – book by 7 th October	Social media, website, Flitwick Market, Noticeboards,
	Big Beds Clean Up – litter pick 10 th October – encourage participants	Social media, website
	Big Beds Clean Up – litter pick 10 th October – after the event 'thank you'	Social media, website
11 th	Stitchers' Christmas Cracker project – community contributions by 10 th November	Social media, website, Flitwick Market, Noticeboards,
18 th	Remembrance Parade arrangements	Social media, website, Flitwick Market, Noticeboards, Tesco display
25 th	Halloween Trail interactive map on website	Social media, website
	Flitwick Photo Calendar winners – on sale next month	Social media (Video) , website, Flitwick Market, Noticeboards,