



**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
Cllr H Hodges

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.