



**DRAFT MINUTES OF THE CORPORATE SERVICES COMMITTEE MEETING
HELD ON TUESDAY 28th SEPTEMBER 2021
AT 7:30PM VIA VIRTUAL ACCESS**

Present:

Cllr I Blazeby (Chairman)
Cllr C Thompson
Cllr D Toinko
Cllr H Hodges
Cllr J Roberts

Also present:

Stephanie Stanley – Corporate Services Manager

700. APOLOGIES FOR ABSENCE

Apologies were received and accepted for Councillor Shaw (reason: isolating).

701. 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.

702. CHAIRMAN'S ANNOUNCEMENTS

There were none.

703. PUBLIC OPEN SESSION

There were no members of the public present.

704. MEMBERS QUESTIONS

There were no questions.

705. MINUTES

- a. For Members to receive and adopt the minutes of the Corporate Services meeting held 24th August 2021.

Members received and adopted the minutes of the Corporate Services meeting held on 24th August 2021 with one amendment: include Councillor Hodges to those present.

706. MATTERS ARISING

- a. Minutes of the Corporate Services Committee Meeting 24th August 2021.

There were no matters arising.

707. ITEMS FOR CONSIDERATION

a. Notice Boards

Members were asked to consider the circulated report detailing options for revised notice boards in the town.

It was confirmed that expenditure for new notice boards would be an application to the Rolling Capital Fund.

An extended discussion took place around the specifications of the options presented however there were a few discrepancies on the paperwork as some versions included different images for option A which made it difficult to decide. In addition, clarification on board sizes was required as the Committee thought there could be a mistake on the papers and the Comms & Marketing Manager (CMM) was not present to confirm.

The Committee discussed that the current board at Brookes Road may be sufficient to requirements for that location. It was explained that this item had been raised due to there perhaps not being enough space on some of the boards to promote statutory notices as well as event posters.

The Committee requested for the CMM to produce a map showing all suggested locations and their orientation (way they would face). Information about who owned what land and whether permissions would need to be sought would be included.

It was agreed not to progress with the wooden board circulated. The Committee were fully supportive of purchasing more suitable notice boards but requested more information to decide.

Action: CMM

708. ITEMS FOR INFORMATION

a. Budget

Members noted the Corporate Services budget circulated. It was pointed out that there was an incorrect spelling for by elections and Members noted the overspends highlighted.

b. Delivery Plan

Members noted the delivery plan circulated for Corporate Services. A couple of alterations were required for due dates and one item – environmental audit policy – was to be considered at the next Council meeting.

Action: CSM

c. Social Media & Website Statistics

Members were asked to note the social media and website stats circulated including trend data. The Chairman requested for the CMM to include relevant numbering on the reports, including unique and returning visitors if possible. Councillors discussed that it would be useful to gain insight into website visitors' journey, i.e. what their landing page was, what pages they visited and how long they were on the site. Councillor Thompson mentioned it would be interesting to see how many items were posted on Facebook during the given period and Councillor Hodges commented on the fact that the Front Garden Competition had received higher engagement figures. A more explicit definition for 'engagement' would be included within the reports for future reports on social media and the website.

Action: CMM

d. **Communications & Marketing Forward Promotional Plan**

Members were asked to note the circulated Communications & Marketing Forward Promotional Plan noting that it was an example for Community Services. The intention was to issue a plan for each Committee showing the Forward Plan for the month ahead.

The Chairman commented that the rationale for this being shown to all Committees was so that Members could have an impact or discussion around intended promotions using a timely process. This would reduce the questions about why Officers had not promoted matters, after the events had taken place.

Councillor Thompson raised that the current style of report did not give any context, i.e., an explanation about why there were 6 items for community services in one week followed by one item per week for the next 3 weeks. Councillors were keen for the CMM to produce a plan including all Committees on the same document that could be filtered on a week-by-week basis. This would give context to show reasoning behind the number of posts relevant to each Committee.

Reason for wanting this – committees can have an impact on what is done. Timely consulting with committee rather than asking after promotions have taken place.

CT doesn't give you context – 6 things one week then 1 thing for the following three. Interesting to see if BJ could produce whole thing so can see by week (filter). Sheet that has next 4 weeks on it – see all of them – filter by week. Would then be able to see why not as many for community that week for example.

Action: CMM

709. **PUBLIC OPEN SESSION**

No members of the public were present.

710. **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

12b) Local Organisation Leases Update

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.