



**DRAFT MINUTES OF THE CORPORATE SERVICES COMMITTEE MEETING
HELD ON TUESDAY 26TH OCTOBER 2021
AT 7:30PM VIA VIRTUAL ACCESS**

Present:

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

Also present:

Rob McGregor – Town Clerk & Chief Executive
Beverley Jones – Communications & Marketing Manager
Sally Auker-Phillips – Administration Officer & Mayor's Secretary

711. APOLOGIES FOR ABSENCE

Apologies were received and accepted for Councillor Thompson – Unwell.

712. 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.

713. CHAIRMAN'S ANNOUNCEMENTS

There were none.

714. PUBLIC OPEN SESSION

There were no members of the public.

715. MEMBERS QUESTIONS

There were no questions.

716. MINUTES

- a. For Members to receive and adopt the minutes of the Corporate Services meeting held 28th September 2021.

Members received and adopted the minutes of the Corporate Services meeting held on 28th September 2021

717. MATTERS ARISING

- a. Minutes of the Corporate Services Committee Meeting 28th September 2021.

There were no matters arising.

718. ITEMS FOR CONSIDERATION

a. Notice Boards

Members were asked to consider the circulated report detailing options for the revised notice boards in the town, which consider feedback from the previous meeting.

Cllr Shaw commented that the north of the town on the boundary of Steppingley Gardens would be a suitable location with increased footfall. The play area in Ryder Way was also highlighted as a possible location. The CMM explained that once the new noticeboards included in the report were in situ, the next step, would be to identify new locations, possibly on CBC land.

It was **recommended** to adopt option B, the Classic Aluminium Noticeboards in the smaller size and in the proposed locations from the circulated report at a cost of £620 + VAT from the RCF.

b. Environmental Policy – Environmental Action Plan & the Delivery Plan

Members were asked to consider and feedback into the draft Environmental Policy & Environmental Action Plan.

Cllr Toinko commented on the 'food hub' being an opportunity to promote the benefits of a fresh diet and good nutrition. He said FTC needed to follow the agricultural approach that advocates healthy organic products. The community's involvement could be inspired by producing the most organically grown produce, which could then be distributed back into the community. In addition, he said the Rendezvous café's menu could feature more vegetarian and vegan options to raise awareness of healthy food alternatives. The Chairman questioned when and who had agreed that FTC would be involved in providing information to residents about healthy eating etc.

Discussions continued in reference to FTC's environmental audit and the impact on the environment such as, energy use, use of water and recycling. Cllr Toinko made some suggestions:

1. FTC land could potentially be used to house heat pumps by way of reducing carbon emissions,
2. Rainwater collection points could be installed.
3. Option to change waste to landfill (the Council does not generate large amounts of waste and all metal, wood and plastics were recycled as much as possible).
4. Compost toilets could replace portable toilets (when improvements were made).

Cllr Shaw advised to be careful with energy usage as ground sourced heat is not viable and as a Council it would be advisable to buy from a 'greener' tariff.

The Chairman commented that it would be a good idea as part of the audit to know the percentage of recycling FTC generates within waste collected.

Action: TC

In reference to land management on page 9 of the Action Plan, Cllr Toinko commented that FTC could install nesting sites for hedgehogs in areas which could provide a learning tool for families in the community.

719. ITEMS FOR INFORMATION

a. Delivery Plan

Members noted the delivery plan circulated.

The Chairman proposed removing the completed tasks from the plan to show progression and that tasks had been completed.

b. Budget

Members noted the budget circulated for Corporate Services.

c. Social Media & Website Statistics

Members were asked to note the social media and website stats circulated.

Members noted the Social Media & Website Statistics report circulated which included additional information following Councillors' comments at the September meeting.

The Chairman commented that it would be useful to include these additional website statistics i.e. bounce rate, session duration, etc., in future reports to highlight trends.

A discussion took place regarding bounce rates and the different factors that can affect them depending on the type of information users were looking for. Cllr Hodges suggested did you know 'pop-ups' to encourage users to navigate to other pages on the website which could reduce the bounce rate.

Action: CMM

d. Communications & Marketing Plan 2021-22

Members were asked to note the circulated Communications & Marketing Forward Promotional Plan. Members noted the circulated Communications & Marketing Plan showing the current status of each activity, colour coded red, amber and green to highlight progress.

The Chairman commented that the item 'FTC Committee Meeting Previews and Summaries' under the Engagement section should be changed from amber to red as there had been little activity on this. The CMM would change the colour status and said she would push for the Chairman's of the Committees to provide the information regularly going forward.

The Communications & Marketing Plan will now be included as a regular agenda item for all Committees, filtered by the relevant committee.

Action: CMM

e. Marketing & Communications Forward Plan

Members were asked to note the Marketing & Communications Forward Plan circulated. Members should note that for future meetings, this will be filtered so it is Committee specific.

Members noted the circulated Marketing & Communications Forward Plan for November.

The Marketing & Communications Forward Plan will now be included as a regular agenda item for all Committees, filtered by the relevant Committee.

The CMM explained that the Marketing & Communications Forward Plan is a guide to all planned promotional activity for the forthcoming month at the time it was written and that additional items for promotion would arise throughout the month.

The forward promotional plan will be added to each Committee agenda unfiltered, so all activity planned for the month ahead could be seen by all Committees.

Action: CMM

720. PUBLIC OPEN SESSION

No members of the public were present.

721. 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 Agreement – for consideration

12b) Lease Update – for information

12c) Local Organisation Leases – for information

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 ended 8.32pm

Chairman