



**DRAFT MINUTES OF THE BUSINESS SERVICES MEETING**  
**HELD ON THE 11<sup>TH</sup> NOVEMBER 2021**  
**AT 7.30pm AT THE RUFUS CENTRE**

Present:

Cllr A Snape (Chairman)  
Cllr A Lutley  
Cllr K Badham  
Cllr M Williams  
Cllr P Earles  
Cllr I Blazeby (attended virtually)

Stephanie Stanley – Corporate Services Manager (CSM)  
Helen Glover - Senior Finance Officer (SFO)  
Lisa Cousins – Administration and Bookings Officer (ABO)  
Sarah Burges – Functions & Events Coordinator - attended virtually (FEC)  
Tracy Lester - Catering & Facilities Lead - attended virtually (CFL)

Member of the public – 0

**1324. APOLOGIES FOR ABSENCE**

Apologies were received and accepted for Councillors Mackey (unwell) and Gleave (work commitments).

**1325. 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.

**1326. CHAIRMAN'S ANNOUNCEMENTS**

There were no Chairman's announcements.

**1327. PUBLIC OPEN SESSION**

There were no members of the public present.

**1328. INVITED SPEAKER**

There was no invited speaker.

**1329. MEMBERS QUESTIONS**

There were no questions.

**1330. MINUTES**

- a. For Members to receive and adopt the Minutes of the Business Services Committee held on 14<sup>th</sup> October 2021

The Minutes of the Business Services Committee held on 14<sup>th</sup> October 2021 were adopted.

**1331. MATTERS ARISING**

- a. Minutes of the Business Services Committee 14<sup>th</sup> October 2021.

There were no matters arising.

**1332. ITEMS FOR CONSIDERATION**

- a. **Environmental Policy – Environmental Action Plan & the Delivery Plan**

Members commented that the “food hub” mentioned in the policy was not included in the strategy so this needed to be removed. The chairman commented there were other ways that the carbon footprint could be reduced, such as replacing the boilers, although other options should be considered. It was worth waiting before replacing the boilers due to updated Government funding being anticipated.

Members felt that it was too soon to state performance indicators and targets given as percentages, until after the audit was done to establish first how the council is currently performing.

It was **resolved** to accept the policy circulated however targets and percentages would be avoided at this stage (removed from pages 11-12). Targets were to be set once the audit had been completed.

*Action: Town Clerk/CSM*

- b. **Kitchen Hire**

Members noted the report circulated.

Members asked if the cost of a deep clean was known, to review the current kitchen hire charge. Officers were currently waiting for a quotation for this from the new cleaning company and then an additional cost would be added to the fee.

*Action: CFL / FEC*

Members asked if we now had a list of preferred suppliers for external catering. The FEC advised she has begun approaching suppliers that we had previously worked with, and the list was in progress. Members asked for this information to be circulated for the January Business Services meeting.

*Action: FEC*

**c. Migration of Telephones to Microsoft Teams**

Members noted the potential saving and asked Officers to present a report 12 months after migration to show the actual savings made. Members also stated in addition to the cost savings, it would be of great benefit allowing staff greater flexibility to receive calls whilst working from home.

It was **resolved** to proceed with the migration of telephones to Microsoft Teams at a cost of £1,035 with a monthly fee of £200 for licensing. It was agreed for Officers to report back to Committee to show the savings this had made, which were estimated at £700 annually.

*Action: CSM*

**d. AV Equipment - Microphones**

Members discussed various options to reduce trailing microphone cables whilst ensuring there was still excellent sound quality.

The Chairman suggested the least expensive route would be to mount the current microphones in the ceiling. Cllr Badham suggested that from his previous experience, the quality may not be very good as the microphones were designed for tabletop mounting. The Chairman suggested that Councillors could test the quality of the microphones at a raised level. Councillor Badham suggested using more cable management would make the current set up more workable.

Members requested that Officers investigate the cost of cable managing the microphones from the rear of the room.

*Action: CFL*

**1333. ITEMS FOR INFORMATION**

**a. Marketing & Communications Plan 2021-22**

Members raised concerns that as the Flitwick Business Group was no longer in operation there was currently no support for local businesses, other than promoting them through the website. The Community Services Manager had contacted those that had previously taken over running the Flitwick Business Group but they were not looking at resuming it at this time. Councillor Badham advised that in the meantime, small local businesses could be directed to the South East Midlands Local Enterprise Partnership (SEMLAP) who support businesses and offer government funded training and networking opportunities. Members asked for a proposal to be presented at the next meeting to look at the best way to engage with local businesses.

*Action:  
Community Services Manager*

Councillor Blazeby asked if any progress had been made regarding looking at online booking systems. Officers present were not aware but would look into this and advise. Members requested a timeline when they could expect proposals.

*Action:  
CSM/CMM*

The Chairman commented that the Rufus website did not have up-to-date photos on the website of meeting rooms and asked Officers to investigate the possibility of having professional photos taken. Officers were asked to seek quotations for this.

*Action: Communications & Marketing Manager / ABO*

Councillor Blazeby queried the label 'timing to be confirmed' on the Approved Contractor List and asked that a more specific date be applied. The CSM explained it had only just become apparent this list was not already in place and that Officers would give a timeline for when this would be actioned.

Members agreed it was beneficial to have an approved suppliers list to ensure quality of work and support local companies. This was to be prioritised.

*Action: CSM*

**b. Marketing & Communications Forward Plan**

Councillor Blazeby felt it would be useful to know which items are planned for video. He was surprised that the installation of the Christmas tree was not included or the crematorium proposal going to planning next week. The Chairman advised the Christmas tree was being put in place on Monday and that he was arranging a timelapse video of this. It was agreed the crematorium proposal should also be included in the plan.

*Action: Communications & Marketing Manager*

**1334. PUBLIC OPEN SESSION**

There were no members of the public present.

**1335. 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 Officers Update – noted

12b Financial Reports – noted

12c Occupancy Stats and Forecasts – noted

12d Tenants

It was **resolved** for the Town Clerk to have delegated responsibility to oversee rents and for reviews within lease agreements to be actioned.

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 closed: 20:50



## Flitwick Town Council

### Report to Business Services 14 December 2021 Kitchen Equipment - Freezers

#### Implications of recommendations

**Corporate Strategy:** Offer an excellent standard of hospitality

**Finance:** Catering equipment budget 4138/420

**Equality:** N/A

**Environment:** The Town Council will act both as an organisation whose business activities impact on the environment, where we will lead by example to minimise any adverse impact

#### Background

The kitchen currently has two 6ft chest freezers, which was appropriate when the Council's catering offer was limited to buffet menus. However, due to the café now being in place and the catering offer changing, Members are asked to consider purchasing two upright freezers in line with a Food Hygiene inspection recommendation.

#### Introduction

As Members are aware, the Council received a 5 Star Food Hygiene Rating following an unannounced inspection to the Rufus Centre on 27th October. One of the recommendations from the Inspector was to source upright style freezers as the chest freezers were not ideal due to the build-up of frost due to warmer air getting inside through regular opening and closing of the freezers. The current freezers are not appropriate for stock rotation, and the proposed new style will help the team source products more efficiently and reduce wastage.

#### Options

Procure 2 x POLAR CD615 upright Freezers. Please see below 3 costings:

- 1) QUOTE A **£1,491.18**
- 2) QUOTE B **£1,526.84**
- 3) QUOTE C **£1,799.80**

The make and model are the same for all quotes.

#### Additional Matters

The catering equipment budget is currently overspent by £2,753. Members should be aware that an unrealistic budget was set for the current year (at £250) and Officers have suggested the budget be set at £3,000 for the 2022-23 budget.

This purchase will mean the catering equipment budget would be further overspent by £4,244.18.

#### Recommendations

The Officer recommendation is to progress with option 1 (Quote A).

To approve the further overspend on the catering equipment budget by £1,491.18.

Tracy Lester  
Catering and Facilities Lead

[illegible]

Community/ Business	The Rufus Centre led Events	Promote events at the Rufus Centre once confirmed in the calendar i.e. Comedy Nights, Outdoor Cinema, Regular Friday Nights@Rendezvous	Residents/ Visitors	CMM/BFM*/CSM	Ongoing		
Business	Flitwick Business Group	Promote the benefits of joining the local business group and their activities and events working together with the founding group members. Provide networking opportunity for businesses in Flitwick and surrounding areas to share their knowledge and provide a platform for business partnerships	Businesses	CMM/CSM/BFM*	Linked to set meeting dates		Flitwick Business Group not currently active.
Business	Sponsorship Opportunities for Council Events	To engage with local businesses and promote sponsorship opportunities of FTC events to help promote awareness of their business in the community.	Businesses	CMM/CSM	As required		
Business	Destination Rendezvous	Promote opening hours, special offers, sample menus, seasonal menu changes, takeaway service, homemade specials, themed promotions i.e. Mother's Day, Christmas, etc., and Friday Nights@Rendezvous events	Residents/ Businesses/ Visitors	CMM/CFO/REC	Weekly		
Business	Event Space For You!	Promote council facilities available to hire including The Hub, outdoor space, 25% discount for room hire at The Rufus Centre for registered charities, free use of Stockwood Room for local clubs, groups, organisations and 10% discount for residents for room hire for event functions	Residents/Local Organisations	CMM/ESM/CSM/ BFM*	Quarterly		Event protocol published on website. Chamber of Commerce Members' Christmas Reception promotion 25% discount for new room bookings. Ad in Flitwick Papers Winter edition
<b>ENGAGEMENT</b>							
Council/ Community/ Corporate/ Business/ Planning	FTC/Committee Meeting Previews and Summaries	To promote greater awareness of the subjects being discussed at next planned meeting and post meeting to confirm recommendations. Create a better understanding of each committee's responsibility. Encourage residents to attend meeting if subject is of interest to them and make them aware of the opportunity to speak.	Residents	CMM/Committee Chair (Except Personnel)	Pre/Post each meeting		The initial attempt was not that successful - not all committees had items to promote to public. New push to highlight agenda items & post meeting outcomes of public interest. Ties in with document links on website under 'Informative'.
<b>COLLABORATIVE</b>							
Business	Approved Contractor List	Create visibility of, and application to, the list of FTC Approved Contractors	Local Businesses	BFM*/CMM	Annual/6 monthly		Timing to be confirmed

Business/ Community	Building the Business Directory	Contact local businesses (direct + virtual) to encourage them to be included in the Business Directory. Explore regular feature to spotlight individual businesses - Flitwick Papers Incentive to join Business Directory with draw for free advertising. Working with Flitwick Business Group when active again.	Businesses	CMM/CSM	Bi monthly		
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#### KEY

	Ongoing
	In process
	Not started

\*Business Manager when recruited



## MARKETING & COMMUNICATIONS MONTHLY FORWARD PROMOTIONAL PLAN

Month: **December 2021**

DATE W/C	COMMITTEE	ACTIVITY	MEDIUM
29 <sup>th</sup> Nov	Community	Christmas Lights Switch On – event round-up and image gallery FB live promo	Social media, website
	Community	Flitwick Photo Calendar – Ideal Christmas present	Social media, website, Flitwick Market, noticeboards, flyers
	Community	Over 60's Lunch Club Christmas Event – bookings for 14 <sup>th</sup> Dec	Social media, website, Flitwick Market, noticeboards, flyers
	Community	Flitwick Festive Fun Competition	Social media, website, Flitwick Market, noticeboards, flyers, school emails
	Community	Forget me Not – 13 <sup>th</sup> Dec – Christmas celebration	Social media, website, flyers, noticeboards, Flitwick Market
	Community	Christmas Craft Market – this weekend Sat 4 <sup>th</sup> Dec	Social media, website, Flitwick Market, noticeboards, flyers, What's on listings
	Community	3CR Treasure Quest Christmas Craft Market	Social media
	Community	Youth Hub – Air hockey delivery	Social media
	Community	Youth Hub – Hamper deliveries to older residents	Social media
	Community	Big Beds Clean Up event – 5/12	Social media, website
	Community	FTC at Flitwick Market – 3/12	Social media
	Community	Committee Meeting 7/12 – agenda highlights of public interest	Social media
	Business	Rendezvous Café vouchers – ideal Christmas presents	Social media, website, Flitwick Market, noticeboards
	Business	Start of pre-booked Christmas lunches at Rendezvous/menu push	Social media, website, Flitwick Market, noticeboards, flyers
	Business	Homemade specials, cakes, festive drinks at the Rendezvous Café	Social media, website

	Business	Friday Nights@Rendezvous post Christmas party event 26/11 images	Social media, website
	Business	Friday Nights@Rendezvous Quiz Night Jan 22 – Cyber Monday 29/11 offer	Social media, website
	Business	Breakfast with Santa – sneak preview of festive set-up for weekend	Social media
	Business	Chamber of Commerce Christmas Event, Lockyer Suite 2 <sup>nd</sup> Dec	Social media, exhibition stand
	Planning	Committee Meeting 8/12 – agenda highlights of public interest	Social media
	Town Council/Planning	Extraordinary meeting 7/12 – CBC Crematorium planning application preview	Social media
	Town Council	Kickstart Recruitment – one hospitality vacancy	Social media, website, Flitwick Market, noticeboards
	Town Council	Christmas Tree at Town Council offices/Rufus Centre	Social media
6 <sup>th</sup> Dec	Community	Men's Club – Christmas meal photos	Social media
	Community	Christmas Craft market this weekend – Sun 12 <sup>th</sup> Dec	Social media, website, Flitwick Market, noticeboards, flyers, What's on listings
	Community	Stitchers' Christmas Cracker photos of display	Social media, website,
	Community	Flitwick Festive Fun prize draw – new Christmas tree category	Social media, website, Flitwick Market, noticeboards, flyers school emails
	Community	Youth Panel 16 16 hashtag days support	Social media
	Community	'Take a Seat' Tesco blue token vote for us – deadline 31 <sup>st</sup> Dec	Social media, website, Flitwick Market,
	Community	Over 60's Lunch Club Christmas Event – reminder to book by 9 <sup>th</sup> Dec for 14 <sup>th</sup> Dec lunch	Social media, website, Flitwick Market, noticeboards, flyers
	Community	Youth rangers Manor Park	Social media, website

	Community	Winter planting around the town (moved from Nov) – check plants with public realm team	Social media, website
	Community	Committee Meeting 7/12 – outcome highlights of public interest	Social media
	Community	CBC HAF programme – Christmas activities and lunch for fsm children	Social media
	Business	Office space – tenants vacancies – full offering	Social media, website, flyers, Beds Chamber of Commerce
	Business	Festive drinks, homemade specials, cakes at the Rendezvous Café	Social media
	Business	Casual vacancies for Rufus Centre Hospitality Assistants & Kickstart hospitality position	Social media, website, flyer
	Business	Santa pays a visit to the Rendezvous Café – (Breakfast with Santa)	Social media
	Business	Committee Meeting 14/12 – agenda highlights of public interest	Social media
	Business	Rendezvous special Christmas lunches pre-order – photo of meal	
	Planning	Neighbourhood Plan – do you want to get involved?	Social media, website, Flitwick Market, noticeboards, flyers, school emails
	Planning	Committee Meeting 8/12 – outcome highlights of public interest	Social media
	Town Council	Flitwick Papers Winter edition out now	Social media, website
	Town Council/Planning	Outcome of decision on CBC Crematorium Planning Application from Extraordinary meeting 7/12	Social media, website
	Town Council	Town Mayor's new page on website	Social media
13 <sup>th</sup> Dec	Community	Thank you to sponsors of Over 60s Christmas Meal – veg preparation underway!	Social media, website,
	Community	Over 60s Christmas Meal – 14 <sup>th</sup> Dec – afternoon	Social media

	Community	Flitwick Festive Fun – check out the image gallery on the website and interactive map	Social media, website
	Business	Weddings at Rufus – Christmas one of the busiest times for engagements	Social media, website, flyers regional wedding magazines
	Business	Festive drinks, Homemade specials, cakes at the Rendezvous Café	Social media
	Business	Friday Nights@Rendezvous – Quiz night Jan 22	Social media, flyers, noticeboards
	Business	Party venue - planning for 2022 (resident discount)	Social media, website
	Corporate	Committee Meeting 21/12 – agenda highlights of public interest	Social media
	Town Council	Chat to a Councillor session at Flitwick Market/FTC stall – 17 <sup>th</sup> Dec (check)	Social media, website
20 <sup>th</sup> Dec	Community	Flitwick Festive Celebrations – Video round up of all the Christmas activities in the town inc. Breakfast with Santa	Social media, website, (Video)
	Community	Flitwick Festive Fun winners of prize draw – explore the town with interactive map	Social media, website
	Business	Breakfast with Santa – review of the three events	Social media
	Business	Rendezvous Café – Christmas & New Year opening times	Social media, website,
	Business	Video conferencing capability Rufus Centre Choice of meeting rooms (may move to new year)	Social media, website, flyers, client mailing, Beds Chamber of Commerce
	Business	Festive drinks, Homemade specials, cakes at the Rendezvous Café	Social media, website
	Corporate	Committee Meeting 21/12 – outcome highlights of public interest	Social media
	Town Council	Merry Christmas & Happy New Year message to residents – office opening times	Social media, website

27th Dec	Business	Come and see us in between Christmas and New Year - Homemade specials, cakes at the Rendezvous Café – Opening times reminder	Social media, website
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**Note:**

Timings to be confirmed once additional information received for the following:

Community: Youth Shelter, bins and benches – Millennium Park

Green Wheel

P3 Group Work

Committee meeting agenda highlights/outcomes – dependent on agenda items

**This an evolving document. There will be activities for promotion that arise during each month, and additional promotional opportunities for sharing to support third party activities. In addition, some activities may move w/c allocation. Each time this document is an agenda item for a committee meeting it will have the latest version.**

**V3**



## Flitwick Town Council

### Report to Business Services Committee 14<sup>th</sup> December 2021: Friday Nights @ Rendezvous - Review

#### Implications of recommendations

**Corporate Strategy:** Undertake a range of commercial events which help maximise the use of the Centre. Operate on a commercial basis, with a full cost understanding of all events and activities and the markets in which they compete.

**Finance:** 1067/420 – Rendezvous Events Income

**Equality:** Takes forward policy objectives directly

**Environment:** N/A

#### Background

At the August Business Services Meeting, Members made the following decision:

It was **resolved** to progress with Option 2 – to continue hosting Friday Nights @ Rendezvous on the last Friday of each month up until December to gather more data.

Councillors have asked the Functions & Events Co-ordinator (FEC) to review Friday Nights @ Rendezvous (FNR) at the end of the year's events and this report sets out the data and feedback gathered during the period set at the August meeting.

#### Introduction

The following events were planned:

August - Summer BBQ & Live Music

September - Cheese & Wine Night with Live Music

October - Karaoke

November - Christmas Party Night with Live Music

As Members will note from the above list, Officers have tried a varied programme of entertainment over the course of FNR to see what works and what does not, which events make profit and which primarily meet our client bases' expectations.

Out of the above events, only one event took place as planned and this was the November Christmas Party Night. A total of 63 tickets were sold for this event and it was moved from the Café into the Lockyer Suite to facilitate this. It is worth noting that this event boasted our highest ticket sales to date.

The event in August was changed to a Bingo Night, September's event was subsequently cancelled, and the October event was changed to Bingo with a Live Singer. These three events were all changed or cancelled due to a lack of ticket sales.

The income/expenditure of each event can be seen below:

<b>27th August - Bingo</b>				
<b>INCOME</b>	<b>£GROSS</b>	<b>EXPENDITURE</b>	<b>£GROSS</b>	<b>TOTAL PROFIT</b>
Ticket Sales	£185.00	Prize money	£45.00	
Bar	£269.55			
Friday Night Menu/Café	£164.50			
<b>TOTALS:</b>	<b>£619.05</b>		<b>£45.00</b>	<b>£574.05</b>

<b>STAFF</b>	<b>HOURS</b>	<b>COST</b>
Officer 1	6	£76.50
Officer 2	3	£28.80
Officer 3	6	£57.60
	<b>TOTAL</b>	<b>£162.90</b>

<b>TOTAL PROFIT</b>
<b>£411.15</b>

**September** - No income as event cancelled due to a lack of ticket sales. A nominal expenditure of £40 was paid to the singer to cover her pre-paid travel costs.

<b>29th October - Bingo &amp; Live Singer</b>				
<b>INCOME</b>	<b>£GROSS</b>	<b>EXPENDITURE</b>	<b>£GROSS</b>	<b>TOTAL PROFIT</b>
Ticket Sales	£130.00	Prize money	£60.00	
Bar	£134.12	Live Singer	£150.00	
Friday Night Menu/Café	£110.80			
<b>TOTALS:</b>	<b>£374.92</b>		<b>£210.00</b>	<b>£164.92</b>

<b>STAFF</b>	<b>HOURS</b>	<b>COST</b>
Officer 1	6	£76.50
Officer 2	3	£28.80
Officer 3	3	£28.50
Officer 4	3	£28.50
Officer 5	6	£57.60
	<b>TOTAL</b>	<b>£219.90</b>

<b>TOTAL PROFIT</b>
<b>-£54.98</b>

<b>26th November - Christmas Party Night with Sam Lewis</b>				
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INCOME	£GROSS	EXPENDITURE	£GROSS	TOTAL PROFIT
Ticket Sales	£315.00	Security	£60.00	
Bar	£402.66	Live Singer/DJ	£300.00	
Friday Night Menu/Café	£246.50	Bar stock	79.03	
<b>TOTALS:</b>	<b>£964.16</b>		<b>£439.03</b>	<b>£507.13</b>

STAFF	HOURS	COST
Officer 1	7	£89.25
Officer 2	0	£0.00
Officer 3	3	£48.75
Officer 4	3	£28.50
Officer 5	7	£67.20
	<b>TOTAL</b>	<b>£233.70</b>

<b>TOTAL PROFIT</b>
<b>£273.43</b>

## Options

**Option 1:** Continue as we started with an FNR happening every Friday Night with a mix of Live Music events, Food Nights & Bingo/Quizzes

**Option 2:** Continue with the last Friday of the month for the full calendar year.

**Option 3:** Continue with the last Friday of the month during Autumn and Winter months only.

**Option 4:** Cease the Friday nights concept

## Additional Matters

A proposed schedule for the Autumn/Winter months would be as follows:

January 28<sup>th</sup> – Quiz Night

February 25<sup>th</sup> – Bingo

March - November TBC

## Recommendations

The Functions & Events Coordinator recommendation would be Option 3: Continue with the last Friday of the month for Autumn and Winter months only. The main reason for the suggestion of Autumn and Winter only is because the Summer months were statistically lower on ticket sales and demand. There are also many other events going on within the Community, private events at the Rufus Centre and holiday season.

Sarah Dempsey  
Functions & Events Coordinator