



FLITWICK TOWN COUNCIL

Ref: Agenda/Corporate-28/04/2022- 65

22nd April 2022

Dear Sir/Madam

Members are hereby summoned to the **Corporate Services Committee meeting** that will take place on **Thursday 28th April 2022 at The Rufus Centre**, commencing at **7.45 p.m.** in order to transact the under mentioned items of business. Yours faithfully

Rob McGregor

Rob McGregor
Town Clerk

Committee Members: Councillors Blazeby, Roberts, Thompson, Toinko, Shaw, Hodges

Distribution: All Town Councillors
Notice Boards
Website

Statement for Virtual Meetings

I would like to inform everyone present that this meeting is being filmed and that by joining this meeting you are consenting to being filmed. Can I also remind Councillors and members of the public not to disclose any personal information regarding an individual as this might infringe the rights of this individual and breach data protection rules. Can I also remind you when not speaking to mute your microphone.

1. APOLOGIES FOR ABSENCE

To receive apologies for absence.

2. DECLARATIONS OF INTEREST

To receive Statutory Declarations of Interests from Members in relation to:

- (a)** Disclosable Pecuniary interests in any agenda item.
- (b)** Non-Pecuniary interests in any agenda item.

3. CHAIRMAN'S ANNOUNCEMENTS

To receive announcements from the Chairman.

4. PUBLIC OPEN SESSION

To adjourn for a period of up to 15 minutes to allow members of the public to put questions or to address the Council, through the Chairman, pertaining to matters listed on the Agenda.

Click the link below to join this Teams meeting:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_MDgyYTI3NTItMTY1NC00YTk5LTlhZDMtNGMxN2VjNjdmMDBi%40thread.v2/0?context=%7b%22id%22%3a%2240e995ae-789a-4e33-95b3-c51501ea6c4a%22%2c%22oid%22%3a%221a1e83d2-fc3d-46f4-92bc-b4407aca52d1%22%7d

Each Speaker will give their name to the Chairman, prior to speaking, which will be recorded in the minutes, unless that person requests otherwise. Each Speaker will be allowed **(one) three-minute slot**.

5. **INVITED SPEAKER**

6. **MEMBERS QUESTIONS**

To receive questions from members.

7. **MINUTES**

- a. For Members to receive and adopt the minutes of the Corporate Services meeting held 25th January 2022.

8. **MATTERS ARISING**

- a. Minutes of the Corporate Services Committee Meeting 25th January 2022.

9. **ITEMS FOR CONSIDERATION**

a **Heritage Website Proposal**

Members are asked to consider the report circulated and suggested recommendations for the creation of a new heritage website for the town – ‘Creating Flitwick Memories.’

10. **ITEMS FOR INFORMATION**

a. **Budget**

Members are asked to note the budget for Corporate Committee circulated.

b. **Delivery Plan & Committee Priorities**

- i) Members are asked to note the Delivery Plan for Corporate Services.
ii) Members are asked to note the Corporate Committee priorities circulated.

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

Members are asked to note the Marketing & Communications Plan circulated.

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

Members are asked to note the Marketing & Communications Forward Promotional Plan circulated.

e. **Social Media & Website Statistics – Update**

Members are asked to note that there is no report for this meeting due to change in scheduling software and timing between meetings. Officers recommend an item be discussed at the next Corporate Services meeting with the new Committee to agree what reporting requirements are going forward.

11. **PUBLIC OPEN SESSION**

To adjourn for a period of up to 15 minutes to allow members of the public to put questions or to address the Council, through the Chairman, in respect of any other business of the Town Council.

Each Speaker will give their name to the Chairman prior to speaking, which will be recorded in the minutes, unless that person requests otherwise. Each Speaker will be allowed **(one) three-minute slot**.

12. **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 Leases Update

12b Dance Studio

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.



**DRAFT MINUTES OF THE CORPORATE SERVICES COMMITTEE MEETING
HELD ON 25th JANUARY 2022
AT 7.45PM VIA VIRTUAL ACCESS**

Present:

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

Also, Present:

Rob McGregor – Town Clerk & Chief Executive
Stephanie Stanley – Corporate Services Manager
Beverley Jones – Community Services Manager
Sally Auker-Phillips – Administration Officer

733. APOLOGIES FOR ABSENCE

None

734. DECLARATIONS OF INTEREST

To receive Statutory Declarations of Interests from Members in relation to:

- (a) Disclosable Pecuniary interests in any agenda item – None declared.
- (b) Non-Pecuniary interests in any agenda item – None declared.

735. CHAIRMAN'S ANNOUNCEMENTS

There were no Chairman's announcements.

736. PUBLIC OPEN SESSION

There were no members of the public present.

737. MEMBERS QUESTIONS

There were no members questions.

738. MINUTES

- a. Members received and approved Minutes of the Corporate Services Committee meeting held on 21st December 2021 as a true record with one amendment to item 10b – Comms Forward Plan – add look at ways of reporting.

739. MATTERS ARISING

- a. Minutes of the Corporate Services Committee Meeting 21st December 2021.

Cllr Thompson raised a point from the last meeting in relation to Twitter and duplication of followers on other social media platforms and asked the CMM for any updates. CMM reported that although there was some duplication of followers on Twitter and Facebook there was value in continuing with the Twitter account. - see Item 10e.

740. ITEMS FOR CONSIDERATION

a. Delegation Policy Review

Members were asked to review the Scheme of Delegations and make recommendations to Council relating to a call-in process and opportunities to streamline elements of Committees to reduce administration and support for Officers.

The Chairman asked the Town Clerk if he had anything more to add on the Delegation Policy Review. The Town Clerk commented that he did not and that the detailed report included recommendations and some of the points raised at the Council meeting by Cllr Mackey.

Cllr Thompson had a few questions which she would raise with Officers separately but specifically commented on the comparisons between the Scheme of Delegation and the Committee Terms of Reference that had been circulated. She sought clarification on the delegated functions that were set out in the Delegation Policy:

- As to why the Council specifically pull-out Manor Park and Millennium Park and no other spaces that fall under Community Services, such as lighting and Arts and Culture were not covered in the policy.
- The Policy also states that all community events are under the Community Services Committee and her concern was that the Civic responsibility had now been moved to the Functions and Events Co-Ordinator, but the budget for the Civic Events, including Recognition for Community Awards had been moved to Corporate. She concluded that if this were the case, it would need to be moved into the Delegation Scheme.
- In addition, as noted at the Council meeting, the Youth Panel currently does not sit anywhere in the Delegation Policy. As it required a lot of staff resources, she said it should be included in the Policy.

Cllr Snape commented on 3 things that related to planning, Business and Corporate Services and proposed looking at the distribution of tasks between the two latter committees:

- Planning -- to consider time spent on planning applications when we do not have any traction with CBC and possibly delegate the work to Officers, which would allow more time to consider strategic planning, for example the Neighbourhood Plan, which would deliver a more valuable outcome.
- Business Services- to become a meeting that focusses on the business of The Rufus Centre to generate a profit, so we can deliver a surplus every year from it.
- Corporate Services - overseeing the finance elements from Business Services, making Corporate Services a more finance and general-purpose Committee.

Cllr Roberts, agreed with Cllr Snape's comments about focusing on The Rufus Centre, as it was a key part of the Town Council's strategy. Regarding Planning and delegating to Officers, Officers should consider controversial cases that would require a Council decision. However, a lot of applications fell within permitted development which would

make it possible to delegate to Officers. Cllr Snape added that it would be a good opportunity for the Council to clarify their role in the community and the residents' expectations of the Council. Cllr Thompson commented that as the Business Services Committee were focusing on the Rufus Centre as a business, Barclays Bank should fall under the same remit.

Cllr Shaw raised a question following discussions at the Council Meeting, by mentioning the Terms of Reference, regarding the rights of non-Committee Members being able to vote. He wanted to clarify the legal position under the local Government Act. The Town clerk confirmed, as stated in the Report, that according to the Local Government Act, non-Committee Members do not have the right to vote nor attend exempt items at any Committee meeting.

It was noted that the Planning Terms of Reference had not been included in the document pack, which had been an admin error.

It was **recommended** that the Scheme of Delegation Policy Review be looked at with the addition of input from Committee Chairs', Councillors and the SMT, in order to ensure that there is an ability for the full Council to be involved in the debate of 'strategic' issues if they aren't referred by the standing Committee Chairs. Also, the whole Committee operation and responsibilities to be reviewed to see if it is possible to streamline their operation, in order to reduce the administrative burden on supporting Officers, without reducing necessary accountability. Proposals to be brought back to the next Corporate Service Committee Meeting in April 2022.

The Chairman proposed the next Corporate Services meeting be brought forward to March.

b. Residents Satisfaction Survey

The Chairman commented that the idea of the survey was to provide a benchmark on the aspects of residents' views of the services the Council provide and to track progress. He added that the two elements that qualify a survey were usage and awareness.

The CMM outlined the proposed timetable for the survey to allow time for analysis and outcomes to be presented at the Annual Assembly in April and included in the Annual Report. Timeline: February 21st Survey Open – March 20th Survey Closed.

Members discussed the draft survey circulated and various ideas/ aspects were mentioned:

1. To look at demographic information about the usage of the Town Council services.
2. Community value - a balanced look at involvement in events both commercial and community.
3. Obtain more information relating to usage for Barclays Bank & Frontage.
4. How the Council were doing against strategic aims.
5. Pose questions in a way to produce a quantifiable measurable answer.
6. Measure in different dimensions and themes (family events, comedy club) as outcomes will be different.
7. Priority ranking- provide a scale on how important it was that the Council provide the event and how well it was received to highlight any gaps.
8. Create a more 'young person friendly' survey with detailed dialog through the Youth Panel - to be used in schools and local youth groups.
9. Look at the routing and filtering of questions on Survey Monkey.

It was **resolved** that the Chairman would work in collaboration with the CMM to bring back the proposed questionnaire, looking to incorporate key points raised at the meeting, with the intention that the revised option is on the agenda for sign-off at the February Town Council Meeting.

c. Marketing Equipment

Members were asked to consider the revised options for marketing equipment as per discussions at the previous meeting.

It was **resolved** to purchase recording equipment option A (Google Pixel 6) at a cost of £650 and that video editing be undertaken on existing IT equipment. The functionality would then be reviewed at the next Council meeting.

d. Business Continuity Plan - Test

Members were asked to discuss testing the Council's Business Continuity Plan. This was highlighted as a priority at the previous meeting.

It was **resolved** to start the process of testing and reviewing the Council's Business Continuity Plan. Also, for the DTC to approach Cllr Badham, due to his previous work experience, to help with creating scenarios to test or potentially providing alternative contacts for who might be able to assist. The full process will need to decide who needs to be involved in the test, setting a date for testing, reviewing results and recommending plan improvements. It was agreed for the proposal on this to be considered at the next Corporate Services meeting in April.

741. ITEMS FOR INFORMATION

a. Budget

Members were asked to note the Corporate Services budget circulated. Cllr Snape commented that the reason why the expenditure seemed high was because of Election costs and requested that the Civic costs and Election costs be separated out. It would then highlight how much money had been raised for charities.

Cllr Hodges commented about the PWLB loan and asked if it had been recorded under the Corporate Service Summary or elsewhere. The Town Clerk said that it had been recorded under Business Services and said details needed to be put more clearly in the Summary in the future.

Members also commented that under the Barclays Bank category the rent and interest should be shown on the same page, as then two streams are linked, and it was better accounting practice.

Action: CSM

b. Delivery Plan & Committee Priorities

i) Members were asked to note the Delivery Plan for Corporate Services.

The Chairman commented on page 1, item 2 (notes) of the plan, he said that it would be useful to have a timeline on software being trialled by the Communications & Marketing Team to know whether the council should renew the subscription. On page 2, item 10 (notes) he asked for the wording to read 'target date' and for the word 'aspiration' be removed, as there had been no subsequent delays.

Action CMM

ii) Members were asked to note the consolidated list of Committee priorities.

The Chairman noted that the Committee priorities document did not include/list the priorities from the Planning and the Personnel Committees which he thought was essential when looking at allocation of revenue, capital budget and staff resources. He suggested that the Committees be asked for their priorities at their next meeting.

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

Members noted the Marketing & Communications Plan circulated.

Members commented that the proposal for the next Flitwick Papers Spring addition, due to Corporate Services being changed to quarterly, could not be reviewed in advance. The CMM said that the proposal plan could be circulated in advance to be reviewed by all the Committees for Members to input additional content prior to finalisation.

Action: CMM

d. **Marketing & Communications Forward Plan 2021-22**

Members noted the Marketing & Communications Forward Plan circulated.

e. **Social Media & Website Statistics**

Members noted the social media and website stats circulated including trend data.

Cllr Snape commented that it would be interesting to aggregate the engagement element on social media, to look at figures overall on a graph that could be included in a Report for the next Corporate Service meeting.

Action CMM

Cllr Thompson raised a point from the last meeting in relation to Twitter and duplication of social media followers across the social media platforms and asked the CMM for any updates. The CMM said Twitter had remained static and added that there was value in carrying on, but closely monitoring it for the time being. The Chairman asked that the findings be shown on a Report for the next Corporate Service meeting.

Action CMM

742. **PUBLIC OPEN SESSION**

There were no members of the public.

743. **EXEMPT ITEMS**

The following resolution was **moved** that is advisable in the public interest that the public and press are excluded whilst the following exempt item issue is discussed.

12a) Local Organisation's proposal – for consideration

It was **recommended** to reject the local organisation's proposal for several reasons.

12b) Updates – for information

Pursuant to section 1(2) of the public bodies (Admission to Meetings) Act 1960 Council **resolved** to exclude the public and press by reason of the confidential nature of the business about to be transacted.

Meeting ended at 21.28pm



FLITWICK TOWN COUNCIL

Report – Full Town Council, 19th April 2022 Creating Flitwick Memories – A heritage website for the Town

Implications of recommendations

Corporate Strategy: Ensure Flitwick's heritage is recorded and made accessible to all. Look to develop more online content on our website that captures the Town's look, memories, and history.

Finance: Appx £3800 – RCF Application

Equality: Takes forward policy objectives directly

Environment: N/A

Background

Within the adopted 'Flitwick Town Council Strategy 2021 – 2025' document the section on 'A Sustainable Environment - Recognise and build on our existing heritage' included a commitment to "Ensure Flitwick's heritage is recorded and made accessible to all. Look to develop more online content".

At the Corporate Services Meeting on the 21st Dec 2021 it was **resolved** to accept the recommendations in the Report on 'Creating an Online window on Flitwick's Heritage' and to progress with initial scoping of the project, then bring it back to Corporate Services Committee for agreement.

At the same meeting it was confirmed that creation of a Flitwick Heritage website was one of the Corporate Services Committees top five priorities for 2022/2023.

Creating a resident driven process

As the site will be driven by contributions from the public, it is appropriate the administrative burden of approving the upload of items should be borne by volunteers. So, it is proposed that a Joint Resident and Councillor Working Group is set up to approve posts. This would be appx 4 – 6 people, including volunteer Councillors who would have the authority to approve posts. They would apply a simple set of guidelines – to be created - which will need to be met for content to be uploaded.

A full range of searchable content to capture Flitwick Memories

Proposed content would be entered into an online form and would aim to categorise the information into People, Places or Events. Other information that would be included is, appx. date of the 'memory', email address and name of content proposer - to enable contact re any queries prior to publication.

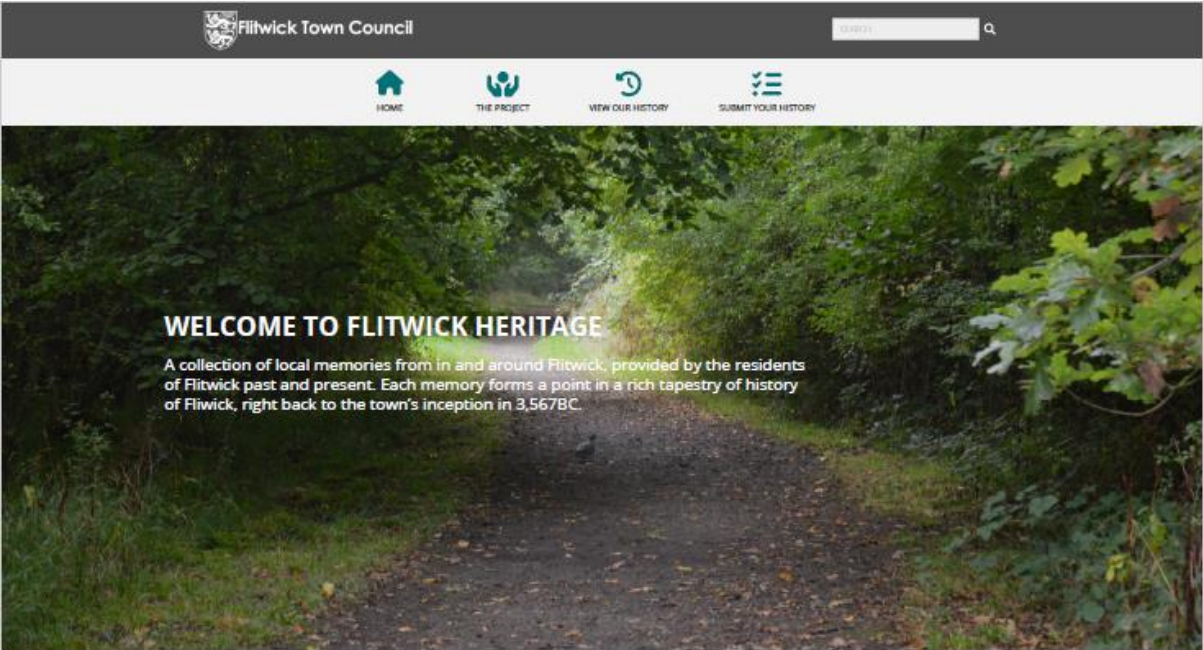
The types of files which can be added will include video, audio, images, and text. The content would also be allocated a location on map of Flitwick- using 'google look-up' and drag and dropping a map pin, so that it is searchable on a map, as well as being separately filterable by list of content type.

Authorisation would also be gathered regarding the proposers wish to have their contact details attached to the item or not.

An opportunity to share/duplicate any proposed FTC related Event content e.g. Scarecrow, Halloween Trails, Vintage Car Event is being investigated to streamline the dual use of relevant content.

Establishing a new website styled around the FTC Website

The style of the website would mirror the look of the Flitwick Town Council Website and would include council branding. See sample layout visuals below:



LATEST HISTORY ADDITIONS

			
ITEM A	ITEM B	ITEM C	ITEM D
12 March 2020	12 March 2020	12 March 2020	12 March 2020
Video	Photo	Audio File	Document

[MORE LATEST HISTORY](#)

About the Project

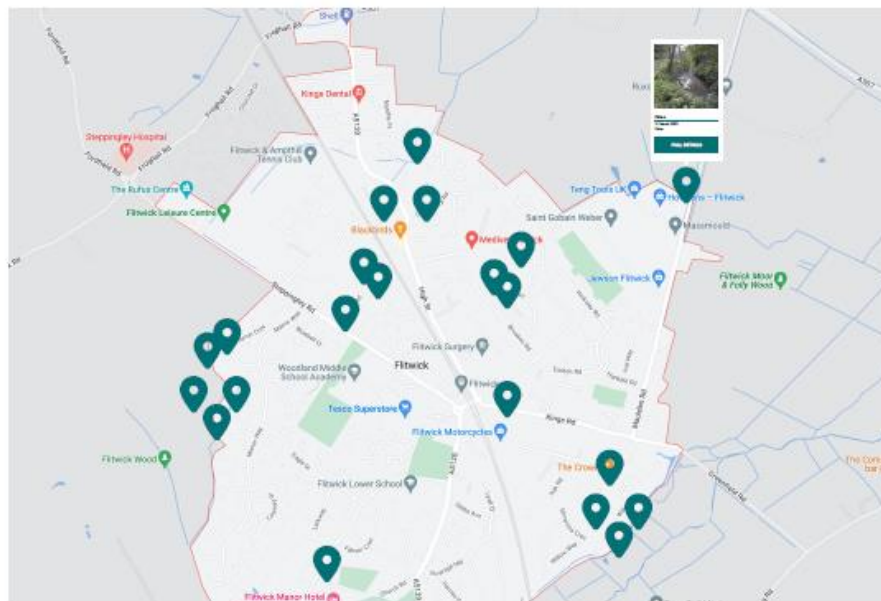
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GO ON TELL ME MORE

ADDED THIS MONTH



LIT ME SEARCH EVERYTHING

Limited Officer involvement

One concern raised regarding the development of any heritage website was the ongoing maintenance of such a site by Officers. Therefore, the proposed process only involves Officers in the one-off confirmation of the Mediator's Group admin access to the backend of the website and the ability to unpublish any items that are deemed inappropriate, following publication – as a failsafe mechanism.

Singular support and maintenance

The website would be separated from the main council site, to maintain security of each individual site. The support and maintenance would be managed by the same company as the current FTC website.

Expenditure within 2022/2023 Budget

The proposed one-off creation cost is in the region of £3,800 – see attached quote. It is proposed for this to be funded through the Rolling Capital Fund.

Whilst the Council would usually seek three quotes for this level of expenditure to follow procurement rules, on this occasion only one quote has been sought as the company are the Council's current website hosts/developers. Using this supplier means the branding and style of the heritage site would match the Council's website for continuity and linkage with each other.

Limited ongoing support and maintenance would be required, but this is estimated to be limited to appx 1 hour a month.

Recommendations:

- 1. Agree to fund the creation of the Flitwick Memories website to the quoted cost via an application to the Rolling Capital Fund.**
- 2. Create social media post/highlight in Flitwick Papers, the opportunity for interested residents to join a group of moderators administering the website.**
- 3. Include the opportunity for Councillors to put themselves forward for inclusion in the Administrative/Moderation Group**
- 4. Create a list of content guidelines for agreement by the Corporate Services Committee**
- 5. Ensure relevant Council Staff in the Marketing and Communications team are trained how to administer access to the moderation group**

Cllr Ian Blazeby
Chairman, Corporate Services Committee

QUOTE

Flitwick Town Council
Attention: Beverley Jones
The Rufus Centre
Steppingley Road
Flitwick
BEDFORD
Bedfordshire
MK45 1AH
GBR

Date
18 Mar 2022

Expiry
25 Mar 2022

Quote Number
FNSQU-0403

Reference
Flitwick Heritage

VAT Number
217636406

fnscreative
The Mansion House
Wrest Park
Silsoe
Bedfordshire
MK45 4HR
UK

Description	Quantity	Unit Price	VAT	Amount GBP
DESIGN	8.00	65.00	20%	520.00
- Overall Design				
- Element & Designs				
- Transition to Dev				
DEVELOPMENT	32.00	65.00	20%	2,080.00
- New WP Instance				
- Theme Updates for New Site				
- Form Configuration				
- Posts to Map Functionality				
- Search Functionality				
LAUNCH	8.00	65.00	20%	520.00
- Push to Live				
- Clean Up				
- GA Setup				
- Search Console Submission				
PLUGINS - YEARLY CHARGE	1.00	40.00	20%	40.00
- Google Address Form Auto Fill				
			Subtotal	3,160.00
			TOTAL VAT 20%	632.00
			TOTAL GBP	3,792.00

Terms

PAYMENT TERMS

50% Payment due on Project Commencement.
50% Final Payment due on Project Completion.
Payments due 14 days from invoice date via BACS.

GENERAL TERMS

THIS QUOTATION IS VALID FOR 14 DAYS FROM THE DATE OF QUOTATION.

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We look forward to hearing from you in due course.

fnscreative

Corporate Services Financial Summary YTD

01 April 2021 - 31 March 2022

	Income	Budget	% Budget Achieved		Expenditure	Budget	% Budget Spent	
Corporate Services	£ 895,182	£ 858,743	104%	Green	£ 372,869	£ 347,968	107%	Red

Supporting reports included alongside this report:

- Rialtas Income and Expenditure Report for Corporate Services

Narrative and Items of Note

- **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 budget pressure.
- **4056/101:** Subscriptions and Licenses budget pressure relates to annual price increases from suppliers.
- **4059/101** Sundry expenses overspend of £59 following purchase of new corporate coloured staff lanyards
- **4146/102:** Business Continuity fund for Library expenses has overspent, however no further spend expected as lease surrendered 17th November 2021.
- **4502/102** By-election held on 06/05/21 costs of £5,647 costs covered by EMR transfer (4990/102). Accounts for overspend in Civic Cost Centre 102. As requested by members, election costs are now separated within the reporting table.
- **1176/111** Full 21/22 annual precept now received.
- **PWLB Loans** Following members enquiry, it is confirmed that full breakdown of all loans are included within Business Services Committee papers.

2021/22 Year End Notes

2021/22 Corporate expenditure budgets overspent by **£24,901**

However, this is offset by the Corporate income budget which was exceeded by **£36,439**

This results in balance for Corporate Services for 2021/22 of **£11,538 in credit**

Tolerances

Income	0% to 24%	achieved against budget = RED
	25% to 74%	achieved against budget = AMBER
	75% to 100%+	achieved against budget = GREEN
Expenditure	0% to 74%	spent against budget = GREEN
	75% to 99%	spent against budget = AMBER
	100%+	spent against budget = RED

Rolling Capital Fund Balances 2021-22

31 March 2022

RCF Code		Description	Committee	Minute Ref	Budget Committed	Spend to date	Funding Received (1177)	Overspend Funded by Central RCF	RCF Commitment Remaining			2022/23 RCF Actions
4215	110	PROJ - Flit Valley Walk RCF	Corporate & Community	None	£ 2,000	£ 2,946	£ 2,405	£ -	£ 1,459	73%	Green	
4814	110	PROJ - Town Noticeboards 21/22	Corporate	718 a	£ 1,860	£ 921	£ -	£ -	£ 939	50%	Green	
4820	110	PROJ - Purchase Camera Phone	Corporate	740c	£ 650	£ -	£ -	£ -	£ 650	100%	Green	
<i>Greensands grant of £2,405 received (1177/110) in addition to stated budget</i>												Roll over RCF balance of £1,459
<i>Negotiated discount of 5% within 5% accepted variance</i>												Roll Over RCF balance of £939
												Roll Over RCF balance of £650

Please note:

All RCF spending should be in line with RCF resolution. Unspent funds will remain as annual Rolling Capital Programme (5014/110) funds.

Full review of all RCFs was completed at 31 March 2022 ensuring all spending had been captured. Part-completed RCFs will have balance only carried forward as budget set for 22/23.

It should be noted that all funding or grants received are now recorded against the relating RCF for improved clarity.

Following members enquiry, it is noted that all loan information, including the PWLB loan to facilitate the purchase of the Barclays Building, are available within the Business Services Committee papers.

All loans payments capture capital and interest payments under separate codes for transparent accounting.

Corporate Services Committee Report

01-31 March 2022

		01-31 March 2022	
		Income	Expenditure
1178/101, 4001/101, 4003/101, 4033/101	Staff Costs	£ -	£ 27,150
1177/101	Grants Received (Corp)	£ 2,963	£ -
4102/101	Office Space Rent	£ -	£ 3,133
4022/101, 4023/101, 4040/101, 4056/101	Contracts & Licenses¹	£ -	£ 1,121
1003/101, 1191/101, 4009/101, 4017/101, 4020/101, 4021/101, 4025/101, 4026/101, 4058/101, 4059/101, 4146/101	Administration Costs²	£ -	£ 1,087
1143/102, 4025/102, 4035/102, 4036/102, 4143/102, 4209/102, 4210/102, 4501/102	Civic Expenses inc TM Charities	-£ 246	£ 820
4502/102	Civic Expenses; Election/By Elections	£ -	£ -
1001/103, 4024/103, 4028/103, 4045/103, 4046/103	Communications	£ -	£ 2,573
1022/106	Barclays Bank Building Rent Received	£ 7,917	£ -
1176/111, 1190/111	Precept	£ 598	£ -

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

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

2021/22 Year to date									
Income	Budget	% Budget Achieved		Expenditure	Budget	% Budget Spent		Comments	
£ 209	£ -	N/A		£ 268,219	£ 237,228	113% Red		Annual overspend of £30,991	
£ 11,506	£ -	N/A		£ -	£ -	N/A			
£ -	£ -	N/A		£ 37,590	£ 37,590	100% Red		Annual budget achieved	
£ -	£ -	N/A		£ 35,082	£ 40,700	86% Amber		Annual underspend of £5,618	
£ 78	£ 500	16% Red		£ 15,184	£ 14,450	105% Red		Annual overspend of £734	
£ 6,035	£ -	N/A		£ 1,555	£ 3,300	47% Green		Annual underspend of £1,745	
£ -	£ -	N/A		£ 5,647	£ 2,000	282% Red		Annual overspend of £3,647: Please see narrative on Corporate Financial Summary page.	
£ 66	£ 2,000	3% Red		£ 9,593	£ 12,700	76% Amber		Annual underspend of £3,107	
£ 22,080	£ -	N/A		£ -	£ -	N/A			
£ 855,208	£ 856,243	99% Green		£ -	£ -	N/A			

Tolerances

Income	0% to 24%	achieved against budget = RED
	25% to 74%	achieved against budget = AMBER
	75% to 100%+	achieved against budget = GREEN
Expenditure	0% to 74%	spent against budget = GREEN
	75% to 99%	spent against budget = AMBER
	100%+	spent against budget = RED



Flitwick Town Council - Marketing & Communications Plan 2021/22

Status - April 2022

Committee: Corporate Services

COMMITTEE	ACTIVITY	PURPOSE	TARGET AUDIENCE	ACTIONED BY	REGULARITY	STATUS	NOTE
INFORMATIVE							
Council/ Community/ Corporate/ Business/ Planning	FTC/Committee Meeting Agenda and Minutes	Publish link to documents for each meeting - agenda, minutes, supporting papers, draft minutes	Residents/Local Organisations/ Businesses	CMM/RT	Pre and Post each meeting		
ENGAGEMENT							
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		
COLLABORATIVE							
Corporate	Flitwick Residents Survey	To initiate an annual survey to measure residents view of the Town and to understand the ways in which residents think it could be improved and understand what is important to them.	Residents	FTC/CMM/CORSM	Annual		Resident Survey completed. To be presented at the Annual Assembly 26/4

KEY

	Completed/Ongoing
	In Process
	Not started

MARKETING & COMMUNICATIONS MONTHLY FORWARD PROMOTIONAL PLAN

Month: **April 2022**

DATE W/C	COMMITTEE	ACTIVITY	MEDIUM
28 th March	Community	Lionel Richie Tribute Night 23 rd April push	Social media, website, flyers, noticeboards, What's On listings, Eventbrite
	Community	What's on at the Youth Hub – drop ins and sessions for all ages – 4YP – share activities that have taken place	Social media
	Community	Flitwick Family Fun Day – Save the date	Social media, website, noticeboards, flyers, What's On Listings
	Community	Murder Mystery Dinner 28 th May – ticket push	Social media, website, noticeboards
	Community	The Hub -new signage	Social media, website
	Community	Flitwick Market this Friday – push paper copies of Resident Survey & bottle top collection for Earth Day 22 nd April	Social media, website, noticeboards
	Community	Community Grant Applications reminder – closing date 1 st April	Social media, website, noticeboards
	Community	Great British Spring Clean Litter Pick 3 rd April – Big Beds Clean Up	Social media, website
	Community	Flitwick Family Fun Day – Evening Film Poll	Social media, website, noticeboards, voting boxes at The Rufus Centre
	Community	Next Big Knit – 1 st April	Social media, website, noticeboards, flyers
	Business	Homemade specials, cakes, national/international food days Rendezvous Café	Social media
	Business	Assistant Chef recruitment – closing date 1 st April	Social media, website, noticeboards
	Business	Action Coach Workshop on 29 th April – free event for local businesses	Social media, website
	Planning	Committee Meeting 29th March – any agenda highlights of public interest	Social Media

MARKETING & COMMUNICATIONS MONTHLY FORWARD PROMOTIONAL PLAN

Month: **April 2022**

	Town	Annual Resident Survey – online and paper – reminder to share views. Outcomes presented at Annual Assembly on 26 th April	Social media, website, noticeboards
	Town	Annual Assembly – 26 th April – everyone welcome	Social media, website, noticeboards
4th April	Community	Big Beds Clean Up Litter Pick – thank you	Social media, website
	Community	Saturday Surgery/Chat to a Councillor 29 th April – Outside Barclays	Social media, website, noticeboards
	Community	Call out for Flitwick Family Fun Day stallholders	Social media, website
	Community	Easter Egg Trail 14 th April push	Social media, website, notice boards, flyers
	Community	Wool donations request (red, white, blue) for Jubilee celebrations	Social media, website
	Community	Jubilee Laser Light Show announcement	Social media, website, noticeboards
	Community	Forget Me Not – next session 11 th April with Mind BLMK speaker	Social media, website, noticeboards, flyers
	Community	Over 60s Lunch Club 12 th April – book you place	Social media, website, noticeboards, flyers
	Community	What's on at the Youth Hub – drop ins and sessions for all ages – 4YP – Share activities that have taken place	Social media,
	Business	Homemade specials, cakes, national/international food days Rendezvous Café	Social media
	Business	Rendezvous Café vacancy – Assistant Chef (application deadline extended to 15 th April)	Social media, website, noticeboards
	Town	Annual Assembly – call for pre-registering topics/questions	Social media, website
11th April	Community	FTC Offices closed for Easter	Social media, website
	Community	Flitwick Market this Friday (FTC stall not in attendance)	Social media, website
	Community	Community Services meeting 12 th April – any agenda highlights of public interest	Social media, website

MARKETING & COMMUNICATIONS MONTHLY FORWARD PROMOTIONAL PLAN

Month: **April 2022**

	Community	What's on at the Youth Hub – drop ins and sessions for all ages – 4YP – Share activities that have taken place	Social media
	Community	Explore Flit Valley Walk in the Easter Holidays	Social media, website
	Community	Easter Egg Trail 14 th April – thanks to all who came along	Social media, website
	Community	Resident Driven Project – deadline end of the month	Social media, website, noticeboards, flyers
	Community	Flitwick Street Food Hero events – first one 8 th May	Social media, website, noticeboards
	Community	Earth Day Celebrations – bottle top collection push for rainbow at The Hub	Social media, website
	Community	Flitwick Family Fun Day – Film Vote Push	Social media, website, noticeboards, voting boxes at The Rufus Centre
	Community	Lionel Richie Tribute Night – next Saturday don't forget to book	Social media, website, flyers, noticeboards, Eventbrite
	Community	U3A Flower creations	Social media
	Business	Bring the family along to Rendezvous Café in this Easter school holidays	Social media
	Business	Action Coach Workshop on 29 th April – free event for local businesses	Social media, website
	Business	Homemade specials, cakes, national/international food days Rendezvous Café - Easter Specials?	Social media
	Business	Rendezvous Café closure for Easter	Social media, website
	Business	Friday Nights@ Rendezvous – May event	Social media, website, noticeboards, Eventbrite, What's On Listings
	Town	Admin Officer Vacancy	Social media, website, noticeboards
	Town	Chat to a Councillor session – Saturday 30 th April outside Barclays	Social media, website, noticeboards
18th April	Community	Community Services Meeting – 12 th April – any outcome highlights of public interest	Social media

MARKETING & COMMUNICATIONS MONTHLY FORWARD PROMOTIONAL PLAN

Month: **April 2022**

	Community	Painting Circle – next session 21 st April	Social media, website, flyers, noticeboards
	Community	Earth Day – 22 nd April – tips	Social media, website, flyers
	Community	What's on at the Youth Hub – drop ins and sessions for all ages – 4YP – Share activities that have taken place	Social media
	Community	Flitwick Family Fun Day – Film Voting Push deadline this week	Social media, website
	Community	Jubilee Celebrations – all events and activities poster	Social media, website, flyers, noticeboards
	Planning	Planning Committee Meeting – 21 st April – any agenda highlights of public interest	Social media
	Business	Homemade specials, cakes, national/international food days Rendezvous Café	Social media
	Business	Casual vacancies for events and functions	Social media, website
	Business	Little City Event	Social media
	Town	Admin Officer role – applications close this Friday	Social media, website
	Town	Annual Assembly – next week	Social media, website, flyers, noticeboards
	Town	Town Council Meeting 19 th April – any agenda highlights of public interest	Social media
25th April	Community	What's on at the Youth Hub – drop ins and sessions for all ages – 4YP – Share activities that have taken place	Social media
	Community	Jubilee Afternoon Tea – ticket push	Social media, website, flyers
	Community	Resident Driven Projects – deadline this week	Social media
	Community	Murder in the Chamber Dinner event – ticket reminder	Social media
	Community	May Day display at Steppingley Road roundabout (Knitters, Stitchers & Friends)	Social media, website
	Business	Action Coach Workshop at Rufus Centre – photos	Social media

MARKETING & COMMUNICATIONS MONTHLY FORWARD PROMOTIONAL PLAN

Month: **April 2022**

	Business	Homemade specials, cakes, national/international food days Rendezvous Café	Social media, website
	Business	Special inclusive wedding package	Social media, website
	Planning	Planning Committee Meeting 21 st April – any outcome highlights of public interest	Social media
	Corporate	Corporate Services Meeting 28 th April – any agenda highlights of interest	Social media
	Town	Town Council Meeting 19 th April – any outcome highlights of public interest	Social media
	Town	Annual Assembly – feedback from residents’ annual survey & Annual Report (paper copies of report available)	Social media, website
	Town	Chat to a Councillor session this Saturday	Social media, website, noticeboards

Note:

Timings to be confirmed once additional information/dates confirmed for the following:

Community:

Community Safety Plan Launch

P3 Manor Park Footpath works progress/completion

Community Grant Applications – grants awarded

Green Wheel

Queen’s Green Canopy – resident trees initiative

Planning:

Neighbourhood Plan – next steps?

Business:

Rendezvous Sunday Brunch opening

Works passes – half day/day

MARKETING & COMMUNICATIONS MONTHLY FORWARD PROMOTIONAL PLAN

Month: **April 2022**

Sunday Play Day

Committee meeting agenda highlights/outcomes – content 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.

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