



**MINUTES OF THE CORPORATE SERVICES COMMITTEE MEETING
HELD ON 21st DECEMBER 2021
AT 7.30PM AT THE RUFUS CENTRE & VIA VIRTUAL ACCESS**

Present:

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

Also, Present:

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

722. APOLOGIES FOR ABSENCE

Apologies were received and accepted from Cllr J Roberts (Vice Chairman) – work commitments

723. 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 – Cllr Toinko and Cllr Blazeby declared an interest for agenda item 12c.

Cllr Toinko is a member of Flitwick Gardeners Association, as is Cllr Blazeby's wife.

724. CHAIRMAN'S ANNOUNCEMENTS

There were no Chairman's announcements.

725. PUBLIC OPEN SESSION

There were no members of the public present.

726. MEMBERS QUESTIONS

There were no members questions.

727. MINUTES

- a. Members received and approved as a true record; the Minutes of the Corporate Services Committee meeting held on 26th October 2021.

728. MATTERS ARISING

- a. Minutes of the Corporate Services Committee Meeting 26th October 2021.

There were no matters arising.

729. ITEMS FOR CONSIDERATION

a. Corporate Services Priorities for 2022/23

The Chairman commented that he had identified 5 elements from the Strategy that needed prioritising and asked Members for comments.

Members raised some questions about the potential need for additional technology to develop interactive maps for new segments on the website, such as the War Memorial map pin that would enable website visitors' access to information on individuals listed on the War Memorial and other heritage sites.

It was **recommended** that the Corporate Services top five priorities would be as follows:

1. Environmental Audit – creating costed plan with prioritisation.
2. Flitwick Heritage – content for website.
3. Business Contingency Plan – test through scenarios.
4. Finalise local organisation leases.
5. Make use the Dance Studio space.

The Chairman added that although not mentioned on the list he considered 'business as usual' that all Committees would have to review the strategy deliverables for next year.

b. Corporate Services Budget 2022-23

The Chairman asked the Town Clerk to comment on the Corporate Services Budget Report. The Town Clerk commented that it was worth noting that we were arranging a Chairman's meeting in January, with a view to receiving some feedback. Following on from that the proposal will go to the Business Services Committee in January listing 3 options, in the hope that Business recommends one of the options to the January Council meeting. He added that Members had a better understanding of the financial position than what we had previously had from the new style budget reports.

Members raised questions about item 106 on the Budget, relating to Barclays Bank building purchase and the previous issue reported regarding a survey maintenance report to protect the integrity of the building. In addition, it was mentioned that the Budget Report should include Barclays Bank's finance costs of the additional loan interest that was paid on the balance on the report. The Town Clerk, in response to maintenance said that Barclays Bank had a full repair and maintenance lease and anything that needed to be done would be a matter for us to chase up with Barclays.

c. Website Initiative

Members were asked to consider a proposal from Councillor Blazeby relating to a website map that included content explaining the Town's history (which would include images, video, and audio etc.)

The Chairman proposed to bring forward item 9c - Website Initiative -prior to discussing Corporate Services Priorities and he asked Members for commentary on the report.

Cllr Thompson commented that some of the tree and heritage trails that were mentioned in the report would currently sit with the Community Services Committee plan. Her concern was that there would be a conflict of interest in terms of which Committee would deliver the said items and which staff would be expected to carry out the work. It had not

been identified as a priority for the Community Services Committee. The Chairman explained that the reason behind the name checking of the 'tree trail' was that the proposal had not been allocated to a Committee. It was one of the identified items in the delivery plan, in terms of developing the website, testing its capabilities and the process of how information can be sent in and uploaded. He added that the report was to raise it as a strategy proposal, that could be further developed by Flitwick residents and interested parties.

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 further discussion.

d. Marketing Equipment

Members were asked to consider a proposal from the Comms & Marketing Manager for purchasing video and photography equipment.

Members discussed the proposal and options outlined in the report and it was decided that further investigation on equipment was needed which could be discussed at the next Corporate Services Meeting.

Action: CMM

730. ITEMS FOR INFORMATION

a. Marketing & Communications Plan 2021-22

Members noted the Marketing & Communications Plan circulated.

The Chairman wanted to draw Members' attention to the Flitwick Residents Survey that needed to be completed before the Full Town Council Meeting in May. The Survey would be available to residents in various ways such as, FTC website link, noticeboards and an article in the Flitwick Papers pinpointing different locations for hard copies.

Cllr Thompson suggested that QR codes would be worth looking into by way of accessing the survey. The CMM commented that QR codes had already been used for other FTC events, that had proved to be successful in the magazine for residents to scan and access the links. The Comms & Marketing Manager would draft the Survey for the Committee to consider at the next meeting.

Action: CMM

b. Marketing & Communications Forward Plan

Members noted the Communications and Marketing Forward plan.

The Chairman commented that the purpose of the plan was to give the Committees a view of the forward planning for news of stories and for Members to put forward other ideas. Cllr Thompson commented on a question raised at Community Services regarding sharing various community group activities. She added that information about shared posts on Social Media would be preferred as a report rather than incorporated into the forward planner.

Action: CMM

c. **Social Media Report**

Members noted the Social Media report circulated.
Members raised some questions on the report relating to Twitter and Instagram and the number of followers FTC had and whether people followed more than one social media channel. CMM said she would check overlap and report back at next meeting.

Action: CMM

d. **Corporate Services budget**

Members noted the Corporate Services Budget circulated.

731. **PUBLIC OPEN SESSION**

There were no members of the public.

732. **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) Car Park Agreement Update – for information

12b) Leases Update – for information

12c) Lease – for consideration

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 9.09pm