



DRAFT MINUTES OF THE BUSINESS SERVICES MEETING
HELD ON THE 10TH MARCH 2022
AT 7.45pm AT THE RUFUS CENTRE

Present:

Cllr A Snape (Chairman)
Cllr A Lutley
Cllr J Gleave
Cllr I Blazeby (attended virtually)

Stephanie Stanley – Corporate Services Manager (CSM)
Helen Glover - Senior Finance Officer (SFO)

Members of the public – 0

1372. APOLOGIES FOR ABSENCE

Apologies were received and accepted for Cllr Mackey (family commitment), Cllr Badham (unwell) and Cllr Earles (personal commitment).

1373. 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.

1374. CHAIRMAN'S ANNOUNCEMENTS

The Chairman confirmed that there would be a staff pay increase of 1.75% which had been agreed through the national negotiation. This would be backdated to 01 April 2021 and would be applied to the March 2022 payroll.

1375. PUBLIC OPEN SESSION

There were no members of the public present.

1376. INVITED SPEAKER

There was no invited speaker.

1377. MEMBERS QUESTIONS

There were no questions.

1378. MINUTES

- a. For Members to receive and adopt the Minutes of the Business Services Committee held on 10th February 2022.

The minutes of the Business Services Committee held on 10th February 2022 were adopted.

1379. MATTERS ARISING

Minutes of the Business Services Committee 10th February 2022.

- a. A Trip Advisor account was now available for the Rendezvous Café. The Chairman highlighted that signage was required to be displayed in the café to prompt members of the public to leave ratings and comments. The CSM would follow this up with relevant Officers.

Action: CSM

- b. The Chairman noted the Reservations Policy had not been added to the FTC website as requested at the last meeting. The CSM would discuss this with the Catering & Facilities Lead.

Action: CFL

- c. It was noted that, although escalated, there was no further update on EV Charging points for the Rufus Centre or Village Hall Car Park. If no response was given when Officers asked CBC, it was suggested for Ward Councillors to also seek updates regarding timescales.

Action: TC

1380. ITEMS FOR CONSIDERATION

- a. **Standing Orders for Contracts – Review**

Members were asked to review the Standing Orders for Contracts document circulated. Members noted that an Approved Contractors List was still not available. The CSM confirmed work was ongoing. The Chairman requested for the current list to be published on SharePoint as a working document for members to access on a read-only basis.

Cllr Gleave led discussions regarding the procurement process outlined in the document. Members agreed that it should be robust, non-judgemental, and transparent to ensure options were not restricted and to achieve the best value for money. Members agreed assessments would be completed on a case-by-case basis, balancing cost with quality and service delivery.

An updated document put together with suggested amendments to make the document more explicit in terms of the procurement process would be included as an agenda item for discussion in April. This was so that the Committee could see the suggested amendments on the document before approving the revised version.

Action: CFL & CSM

1381. ITEMS FOR INFORMATION

a. Marketing & Communications Plan 2021-22

Members were asked to note the status of actions for the Marketing & Communications Plan. Cllr Blazeby requested for the results of the Resident's Survey be circulated to members when they were available.

Action: CMM

b. Marketing & Communications Forward Plan

Members noted the Marketing & Communications Forward Plan circulated.

c. Delivery Plan

Members noted the circulated Delivery Plan. The Chairman requested for the Approved Contractors list task to be altered from 'amber' to 'red' on the Plan.

Action: CSM

1382. PUBLIC OPEN SESSION

There were no members of the public present.

1383. 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) Debt Recovery Policy

It was **resolved** to adopt the Debt Recovery Policy as presented.

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.



FLITWICK TOWN COUNCIL

Report to Business Services 12th May 2022: Flitwick Business Group

Implications of recommendations

Corporate Strategy: Support of local businesses/work with local businesses – physical and virtual – to encourage networking, investment, and job creation for a speedy recovery following the impact of the pandemic.

Background

In 2019, Flitwick Business Group was set up by a panel of local businesses. The Panel was made up of:

- Michael Derosaire – Rebecca L Faret Solicitors
- Lyndon Boddey – FNS Creative (Web Company)
- Andrew Woolgar – Woolgar Electrical
- Alberto Di Lorenzo – Haines Watts Accountants
- Susan Eldred – Flitwick Town Council

The panel worked together to agree a direction for the Business Group, setting up a logo and website. Local Businesses would be able to pay for Membership packages and attend regular networking meeting. This was the first group to do this type of thing in Flitwick since 'Flitwick Business Club' ceased operations a couple of years previously. This club was run solely by FTC.

<https://flitwickbusinessgroup.co.uk/>

Unfortunately, the last three networking meetings in 2019 were cancelled due to low uptake and issues finding guest speakers.

No meetings have been held since March 2020 due to Covid-19.

Flitwick Town Council's commitment to the Business Group in its previous form is to attend panel meetings, host networking meetings free of charge and supply refreshments for the networking meetings.

FNS Creative created the logo and website.

Rebecca L Faret Solicitors often found the guest speakers and arranged panel meetings.

Introduction

In April 2022, The Community Services Manager spoke with Michael Derosaire regarding Flitwick Business Group.

The Community Services Manager suggested a panel meeting, to discuss the future of Flitwick Business Group, responsibilities and having a clear direction.

Michael agreed to ask his assistant to set up a panel meeting on Teams, with the aim of having the first network meeting at The Rufus Centre in June.

Additional Matters

Ampt Hill Chamber of Commerce run successful business networking meetings on a regular basis. The meetings are well attended by residents and business from the Ampt Hill and Flitwick area.

The Communication and Marketing Manager has been liaising with a local business owner who is hosting a networking event at The Rufus Centre, inviting all tenants and the town's businesses. Perhaps this route of providing a venue is a better option?

Recommendation

For Members to consider the direction for Flitwick Town Council within Flitwick Business Group.

Susan Eldred
Community Services Manager

[illegible]

Community/ Business	The Rufus Centre led Events	Promote events at the Rufus Centre once confirmed in the calendar i.e. Comedy Nights, Tribute Nights, Regular Friday Nights@Rendezvous	Residents/ Visitors	CMM//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	Linked to set meeting dates		Report from CSM for May Business Services
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		Good level of sponsorship support received from local businesses for Family Fun Day
Business	Destination Rendezvous	Promote opening hours, special offers, sample menus, seasonal menu changes, takeaway service, homemade specials, themed promotions i.e. Christmas specials 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	Quarterly		
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							
Business	Approved Contractor List	Create visibility of, and application to, the list of FTC Approved Contractors	Local Businesses	CMM/CFL	Annual/6 monthly		List still being finalised and will be uploaded to FTC website as soon as completed

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

MARKETING & COMMUNICATIONS MONTHLY FORWARD PROMOTIONAL PLAN

Month: **May 2022**

DATE W/C	COMMITTEE	ACTIVITY	MEDIUM
2nd May	Community	Stitchers and friends May Day display in town centre	Social media, website
	Community	Flitwick Family Fun Day – first film reveal teaser	Social media, website, notice boards
	Community	Flitwick Family Fun Day – Encanto, Jumanji & Bohemian Rhapsody reveal	Social media, website, notice boards
	Community	Round up of FTC Platinum Jubilee events in Flitwick	Social media, website, flyers, notice boards
	Community	Flitwick Market this Friday 6/5 (FTC stall not in attendance)	Social media, website,
	Community	Jubilee Laser Light Show – make a date in the diary 2/6	Social media, website, notice boards
	Community	Flitwick Street Food Heroes – first event 8/5	Social media, website, flyer
	Community	Community Committee Meeting 3rd May – any agenda highlights of public interest	Social media, website
	Community	Forget Me Not – next session 9 th May – Cake, chat and relax	Social media, website, notice boards
	Community	Over 60s Lunch Club 10/5 – book by Thursday	Social media, website, notice boards
	Community	What's on at the Youth Hub – drop ins and sessions for all ages – 4YP – Share activities that have taken place	Social media, website,
	Community	Last date for bottle caps for The Hub rainbow 6/5	Social media, website
	Community	No Mow May initiative	Social media, website
	Business	Homemade specials, cakes, national/international food days Rendezvous Café	Social media, website
	Business	Rufus – flexible venue for exhibitions & fairs – Mind & Soul Fair this weekend	Social media, website
	Corporate	Corporate Committee Meeting – 28/4 – any outcome highlights of public interest – New Heritage website – residents involvement	Social media, website
	Town	Community Safety Plan – working together – ready to view on website	Social media, website

MARKETING & COMMUNICATIONS MONTHLY FORWARD PROMOTIONAL PLAN

Month: **May 2022**

9th May	Community	Family Fun Day – what’s instore for the day	Social media, website,
	Community	Jubilee Quiz Packs – now available	Social media, website, flyers, notice board
	Community	What’s on at the Youth Hub – drop ins and sessions for all ages – 4YP – Share activities that have taken place	Social media, website,
	Planning	Planning Committee Meeting – 10/5– any agenda of public interest inc. links to agenda and supporting papers	Social media
	Business	Business Committee Meeting 12/5 – any agenda highlights of public interest inc. links to agenda and supporting papers	Social media
	Business	Homemade specials, cakes, national/international food days Rendezvous Café	Social media and website
	Business	Weddings at The Rufus - all inclusive package – some dates still available for this year	Social media, website,
16th May	Community	Men’s Club - new members welcome	Social media, website, flyers, notice board
	Community	Murder in the Chamber Dinner event – ticket push for two weeks time	Social media, website, Eventbrite
	Community	Flitwick Family Fun Day – music line up	Social media, website
	Community	What’s on at the Youth Hub – drop ins and sessions for all ages – 4YP – Share activities that have taken place	Social media, website,
	Planning	Planning Committee Meeting 10/5 – any outcome highlights of public interest	Social media
	Business	Business Committee Meeting – 12/5 – any outcome highlights of public interest	Social media
	Business	Homemade specials, cakes, national/international food days Rendezvous Café	Social media and website
	Business	Friday Nights@Rendezvous evening next week – still time to book 27/5	Social media, website, notice board, Eventbrite, What’s on Listings
	Town	Annual Statutory Meeting 17/5	Social media, website
	Town	Mayor and chairs announcement following meeting on 17/5	Social media, website

MARKETING & COMMUNICATIONS MONTHLY FORWARD PROMOTIONAL PLAN

Month: **May 2022**

23rd May	Community	Come and see us at Flitwick Market this Friday – Community Services team will be there!	Social media, website,
	Community	Jubilee Afternoon Tea – final ticket push	Social media, website, flyer
	Community	Flitwick Family Fun Day – sponsors thank you	Social media, website
	Community	Jubilee Quiz Packs – test your royal knowledge	Social media, website, flyers, notice board
	Community	Looking forward to the Murder Mystery events this weekend 28 th May	Social media, website
	Community	MacMillan Coffee Morning at Flitwick Market 27 th May	Social media, website, flyers, notice board
	Community	Big Beds Clean Up Litter Pick 29 th May	Social media, website
	Community	Stitchers – red/white/blue Jubilee displays	
	Community	What's on at the Youth Hub – drop ins and sessions for all ages – 4YP – Share activities that have taken place	Social media, website,
	Business	Homemade specials, cakes, national/international food days Rendezvous Café	Social media, website
	Business	Lockyer Suite – great versatile venue for children's birthday parties	Social media, website, flyers, notice board
	Corporate	Corporate Services Committee Meeting – any agenda highlights of public interest inc. links to agenda and supporting papers	Social media
30th May	Community	Let the Platinum Jubilee celebrations begin!	Social media, website
	Community	Laser Light Show 2/6	Social media, website, flyers, notice board
	Community	How much we raised at Macmillan Coffee Morning – thank you for your support	Social media, website
	Community	Scarecrow Festival Jubilee theme for July – get planning your display 2-10/7	Social media, website, flyers, notice board
	Community	What's on at the Youth Hub – drop ins and sessions for all ages – 4YP – Share activities that have taken place	Social media, website,
	Community	Flitwick Street Food Heroes – 12/6	Social media, website, flyer

MARKETING & COMMUNICATIONS MONTHLY FORWARD PROMOTIONAL PLAN

Month: **May 2022**

	Business	Homemade specials, cakes, national/international food days Rendezvous Café	Social media, website
	Business	Outdoor space – team building events	Social media, website
	Corporate	Corporate Services Committee Meeting – any outcome highlights of public interest	Social media

Note:

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

Community:

P3 Manor Park Footpath works – nesting season until 1st Sept

Green Wheel

Queen's Green Canopy – resident trees initiative autumn

Country/Nature Park – next steps

Allotments – when spaces become available

Wildflower areas – watch for growth

Resident Driven Projects – applications outcomes

Bottle cap rainbow at the Hub – work starts on the design at the Youth Hub

Planning:

New planning approach

Business:

Rendezvous Sunday Brunch opening

Works passes – half day/day

Sunday Play Day

Corporate:

Recruitment for residents to join the working group for the new 'Flitwick Memories' website

MARKETING & COMMUNICATIONS MONTHLY FORWARD PROMOTIONAL PLAN

Month: **May 2022**

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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