



**MINUTES OF THE CORPORATE SERVICES COMMITTEE MEETING
HELD ON 28th JUNE 2022
AT 7.45PM AT THE RUFUS CENTRE**

Present:

Cllr I Blazeby (Chairman)
Cllr J Roberts
Cllr A Snape
Cllr D Toinko
Cllr A Lutley

Also, Present:

Rob McGregor – Town Clerk (TC) (remotely)
Stephanie Stanley – Corporate Services Manager (CSM) (remotely)
Beverley Jones – Communications & Marketing Manager (CMM)
Helen Glover – Senior Finance Officer (SFO)

756. APOLOGIES FOR ABSENCE

It was **resolved** to accept apologies from Cllr Gleave (dental appointment).

757. 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.

758. CHAIRMAN'S ANNOUNCEMENTS

The Chairman was sad to note the recent death of former Councillor Mark Banner.

759. PUBLIC OPEN SESSION

There were no members of the public present.

760. INVITED SPEAKER

No invited speaker.

761. MEMBERS QUESTIONS

There were no members questions.

762. MINUTES

- a. It was **resolved** to adopt the Minutes of the Corporate Services Committee meeting held on 28th April 2022.

763. MATTERS ARISING

- a. There were no matters arising.

764. ITEMS FOR CONSIDERATION

a Heritage Website Working Group

Following the allocation of the budget for the Working Group at the Council Meeting in June, its membership was discussed to actively manage the website from an administration/moderation point of view.

Members noted that the CMM would promote the opportunity for residents to join the Working Group via Flitwick Papers and social media posts. An initial social media post had already generated some interest.

The CMM confirmed that contact had been made to confirm the project was to go ahead with the website developers and they were now working to produce an outline for timescales of delivery.

Councillor Blazeby would meet with the CMM to produce a list of content guidelines to present at the next Corporate Services Committee Meeting.

The CMM confirmed that training on how to administer the website would be delivered to the Marketing and Communications team once the first build of the website was complete.

It was **resolved** to elect Councillors Blazeby, Platt and Toinko as members of the Heritage Website Working Group.

Action: CMM

b. Annual Residents Satisfaction Survey

Members discussed the best route to summarise the findings of the survey.

It was **resolved** for the Chairman of the Corporate Services Committee to liaise with the Corporate Services Manager to compile a delegated list of outcomes to be discussed at relevant Committees and Council, which would be reviewed by the SMT.

Action: CSM

c. December Meeting

It was **resolved** for the meeting previously scheduled for 20th December to be moved to 14th December.

d. Social Media & Website Statistics

The CMM provided an overview of current reports produced detailing social media and FTC website performance which looked at different factors, such as growth of followers, reach, engagement of top 10 social media posts, as well as page views, average time on a page and top 10 pages visited on the FTC website.

Members discussed the future requirements of social media and website reporting at meetings, particularly engagement and sentiment.

A discussion took place regarding accessibility standards and how Officers could make the social media accounts more accessible. The CMM confirmed training had taken place regarding accessibility for websites and that the team would look at what action could be taken for social media channels.

A discussion took place regarding social media and points were raised regarding the sharing of third-party posts and the required consistency of branding, which would be discussed with the Chairman as part of the report review. The CMM confirmed that FTC did not directly share FTC content on the other community group pages on social media. This was a conscious decision to encourage people to follow the official FTC page and to increase direct engagement.

The Chairman and CMM would explore the points and ideas discussed, and report suggestions for content and frequency of future social media and website reports to the next Corporate Services Committee Meeting.

Action: CMM

765. ITEMS FOR INFORMATION

a. Financial Reports

The SFO provided an overview of financial reporting, which was followed by a Members' discussion on the content of the financial reports. Members noted that reports needed to be understandable and fit for purpose while fulfilling the reporting requirements of the Financial Regulations. Members noted:

- the requirement for narratives on reports to provide context and further descriptions where necessary.
- improved monitoring of expenditure to ensure spending is within agreed budgets and in line with the Financial Regulations.
- amend terminology for 'Barclays Bank Building' is replaced with '3 Station Road' on all reports.
- provide last year's spending and income trendlines within the Rendezvous and Rufus reports for comparison against current year.

Action: SFO

b. Marketing & Communications Forward Promotional Plan

Members noted the Marketing & Communications Forward Promotional Plan circulated. The CMM reported that this is an evolving document, updated for each committee in liaison with the relevant Officers and provided an outline plan for upcoming activity.

c. Delivery Plan & Priorities

Members noted the Delivery Plan for Corporate Services. Following a question from Councillor Toinko, the CSM confirmed the Environmental Audit would be transferred to the Council Delivery Plan with individual Committees receiving delegated actions from Council. Members requested for deliverables to be removed or replaced on the plan once they were complete.

Action: CSM

766. PUBLIC OPEN SESSION

There were no members of the public present.

Members discussed that perhaps item 12a – CCLA/Business Reserves – did not need to be itemised under exempt. After seeking advice from the Town Clerk, it was confirmed that this could be a public item and there was no reason for it to be under exempt.

It was **resolved** to move item 12a – CCLA/Business Reserves – to the public section of the meeting

12a. Counsellor Snape requested clarification on CCLA balances. The SFO confirmed monies retained from CCLA were calculated at two month's precept, equating to approximately £140,000 working balance at the start of each month. The process of transferring monies from CCLA took up to 2 working days and required participation from the SFO, TC and CSM. The current working balance avoided the risk of non-payment from lack of funds leading to late fees and bank charges if the account becomes overdrawn.

767. 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) CCLA/Business Reserves

12b) Local Organisation Proposal

12c) Leases Update

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.