



**MINUTES OF THE BUSINESS IMPROVEMENT AND DEVELOPMENT BOARD
HELD ON THE 11th OCTOBER 2022
AT 7.45pm AT THE RUFUS CENTRE**

Present:

Cllr J Roberts (Chairman)
Cllr A Snape
Cllr H Hodges
Cllr I Blazeby
Cllr P Earles (sub for Cllr Gleave)

Rob McGregor (Town Clerk)
Mike Thorn (Community Services Manager)
Lisa Cousins (Bookings Administrator)

Members of the public - 0

1421. APOLOGIES FOR ABSENCE

Apologies were received and accepted for Councillor Mackay (attending the Police and Crime Panel) and Cllr Gleave (unwell).

1422. 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.

1423. CHAIRMAN'S ANNOUNCEMENTS

There were no announcements from the Chairman.

1424. PUBLIC OPEN SESSION

There were no members of the public present.

1425. INVITED SPEAKER

There was no invited speaker.

1426. MEMBERS QUESTIONS

Cllr Snape asked for an update on the cleaning contract. The Community Services Manager reported that there has been some further issues in the last week due to some contracted staff moving on, but that he had met with the new area manager,

new staff are being appointed, that special attention had been requested for particular issues and a further review with the area manager had been arranged for 3 weeks time.

1427. MINUTES

- a. For Members to receive and adopt the Minutes of the Business Improvement & Development Board held on 12th July 2022.

It was **RESOLVED** to adopt the Minutes of the Business Improvement & Development Board held on 12th July 2022.

1428. MATTERS ARISING

- a. Minutes of the Business Improvement & Development Board 12th July 2022.

The following matters were raised:

- 1) Was there any progress on the development of office space or refurbishment of carpets?
This has unfortunately been superseded by other priorities, however there may be an office space becoming vacant in near future so there may be opportunity to combine quotes for office refurb at the same time for better overall value.
- 2) Business Plan.
We are currently waiting on a visioning paper before being able to progress the business plan.

1429. ITEMS FOR CONSIDERATION

- a. **Young Carers Event**

Members are asked to consider a proposal from the Town Mayor on how Council may be able to assist with the Young Carers Christmas party.

Members were receptive to the idea of hosting this event in the Lockyer Suite and to request that CBC fund the cost of the DJ/music. The Town Clerk offered to cover the cost of food from his budget. It is expected that 60 Young Carers would be able to benefit from the event.

It was **RESOLVED** to offer the use of the Lockyer for the Young Carers event, and for a buffet to be funded from the Town Clerk's budget up to a cost of £300.

- b. **CIT Contract and WatchGuard Network Security**

Members are asked to consider the replacement of the current Watch Guard T35 security system as it will no longer be supported with updates. The proposal from the IT company is to replace with the T40 Network Security Appliance. (quotation attached).

Having reviewed the contract officers feel that the only applicable charge on this upgrade is the monthly cost and no set up charge should be applicable.

It was **RESOLVED** to accept the quote for the monthly cost of £141.05 for firewall protection.

c. Pay It Forward Scheme

At the Town Council meeting on 27th September 2022, it was Resolved to request that the Business Improvement and Development Board works with the Community Services Manager to investigate the viability of a Pay It Forward scheme for the Rendezvous Café.

Members considered a variety of options and schemes including offering 'rounding up' or accepting fixed donations towards a particular scheme e.g. Food Extra, or offering a token or voucher scheme for the Rendezvous Café.

It was **RESOLVED** to request officers to investigate and implement an appropriate mechanism for rounding up or a fixed donation towards the Food Extra scheme.

1430. ITEMS FOR INFORMATION

a. Communications & Marketing Monthly Forward Promotional Plan

Members noted the Communications & Marketing Forward Promotional Plan circulated.

b. Delivery Plan

Members noted the circulated Delivery Plan and suggestions were made for amendments.

1431. PUBLIC OPEN SESSION

There were no members of the public present.

1432. 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) Staff – for consideration.

12b) Business continuity and 5G.

12c) Officers update – for information.

12d) Financial reports – for information.

12e) Occupancy Stats and forecasts.

12f) Business Development.

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.



Flitwick Town Council

Report to Business Improvement and Development Board 14th March 2023: Rendezvous Gift Cards

Implications of recommendations:

Corporate Strategy: A Centre for Everyone by improving accessibility and profitability.

Finance: Cost impact of £150, plus 30 minutes staff training time to be funded as a Rendezvous cost (4147/420).

Equality: N/A

Environment: N/A

Background

Currently there is no facility available for prepayment of Rendezvous purchases.

A gift voucher system is in place; however, this is a paper-based process and records have not been effectively managed over time. This has resulted in an unknown liability for quantity and value of gift vouchers issued. It is also unknown what balance is outstanding making stock control and accurate management reporting ineffective.

Introduction

There is a function already available within the existing till system (Sum-up) which allows the issue of prepayment cards. This function is currently unused.

Cards are issued by way of scanning a Quick response (QR) code which is pre-printed on the card (please see example over page). Once the issuer returns to redeem the card, it is scanned again to debit the cost of the transaction.

Benefits:

- Gift Cards have no value before they are scanned (reducing if stolen).
- Gift cards offer the option of redeeming partial balances in each transaction, leaving a balance remaining on the card to be used at a later date. This will improve customer experience and encourage returning custom.
- Any value can be credited to a card instead of whole pounds only e.g. an afternoon tea is £12.50.
- Expiry dates are preloaded (suggest 1 year) and card becomes nil value once this date has been exceeded which will improve customer experience.
- Tenants and FTC staff can use this as a 'Top-Up' prepayment card e.g. a tenant pays £30 to a card then uses over the next month to pay for daily coffee. This will reduce the amount of cash transactions and fees to be paid for card transactions.
- Tenants and staff cards can be re-used and topped up as required, which will reduce costs and waste.

- Current unused balances will be known and up to date allowing for effective management and accurate reporting.
- Gift card printing layout can be adapted and updated to comply with Corporate branding and provide marketing opportunity. A 'mock-up of the gift card will be available at the Business Board meeting on 14/03/2023.

A TruPos representative has offered to deliver Sum-up till training free of charge to core staff, which can then be disseminated to all at no extra cost. The till function can be restricted to allow only selected staff to issue gift cards to reduce the risk of misuse.

The only costs incurred will be to purchase the physical gift cards. We can tailor and brand the cards as required and re-order when necessary. Sum-up have provided a discounted rate of £1 per card if we place a minimum order of 150.

It is anticipated that initially tenants and staff will wish to purchase a card. From here, it is expected issue of gift cards will fall to current levels of approximately 6 per month. This could be increased with targeted advertising.

Options

Option 1 – keep current paper based voucher system

Option 2 – purchase x150 gift cards at a cost of £150 (plus VAT) and deliver training to identified staff and implement gift card process.

Helen Glover
Senior Finance Officer

MARKETING & COMMUNICATIONS MONTHLY FORWARD PROMOTIONAL PLAN

Month: **MARCH 2023**

DATE W/C	COMMITTEE	ACTIVITY
27 th February	Community	Flitwick Litter Picks are back! – make a date in the diary for 12/3 Millennium Park
	Community	Street Food Heroes return for 2023 at Millennium Park – first date 12/3 will run monthly until 10/9
	Community	Warm Space at The Hub – pop in or stay all day every Monday
	Community	The Hub – open access every Tuesday evening for 11- to 16-year-olds, come along and get involved
	Business	Saturday breakfasts are back from this Saturday (4/3)
	Business	Homemade specials, cakes, themed food - Rendezvous Café
	Business	Rufus Centre exhibiting at Beds Business Expo 28/2 - Event photos on the day
	Corporate	Corporate Services meeting (28/2) – any agenda items of interest – links to agenda and supporting papers, interested in becoming a Town Councillor – find out what goes on – May elections
	Town/Business	Business & Facilities Manager position - The Rufus Centre recruitment – deadline for applications (8/3)
	Town	Chat to a Councillor – Flitwick Market inc new councillor recruitment for May elections (3/3)
	Town	Residents Survey Reminder – last chance to share your views closes 1/3
	Town	Town Council meeting (21/2) – any outcome highlights of public interest
6 th March	Community	Forget Me Not (13/3) – talk from Citizens Advice, everyone welcome
	Community	Street Food Heroes return this Sunday (12/3)
	Community	Cost of living initiatives inc. community fridge – please ask if you need our help. Thank you to local businesses for their support – link to website page for the latest information
	Community	King Charles III Coronation. Links to apply for road closures for street parties. Big Help Out – (8/5) – volunteer for litter pick and get involved with national campaign to celebrate.
	Community	Litter pick this weekend (12/3) – everyone welcome
	Community	Thank you for ward councillor grant funding for DJ equipment for The Hub
	Community/Business	King Charles III Coronation Afternoon Tea at The Rufus Centre (6/5) – bookings now open.
	Business	Homemade specials, cakes, themed food - Rendezvous Café

This is an evolving document. There will be activities/events for promotion that arise during each month, and additional promotional opportunities for sharing to support third party activities/events. In addition, some activities may move w/c allocation. The document will be updated for each committee meeting.

	Business	Looking forward to welcoming Antiques & Fine Art Fair to The Rufus Centre -perfect location for exhibitions and fairs
	Town/Business	Business & Facilities Manager position - The Rufus Centre recruitment – closing date for applications this Wednesday (8/3)
	Town	Chat to a Councillor – last session at Flitwick Market (10/3) inc new Councillor recruitment for May elections
	Town	Flitwick Papers out now – download copy – distribution door to door 10/3
	Town	New Councillor recruitment campaign for May elections inc reminder photo ID now required at polling stations
****	PRE-ELECTION PERIOD	Restrictions on what type of material and content can be publicised in place until after 4th May elections
13 th March	Community	Easter Egg Trail 6/4 – Flitwick Wood
	Community	Warm Space at The Hub – pop in or stay all day every Monday
	Community	The Hub – Exciting Plans from April – New Youth Club for Years 6 and 7 – Open Access continues for 11-16 year olds plus Pop Up Basketball
	Community	Thanks to everyone who joined the first Litter Pick of 2023 (12/3) Next Litter Pick (5/4)
	Community	March Lunch Club (21/3) reminder – booking deadline this Thursday
	Community	Easter Free Community Movie Day – Make a date for the diary (4/4)
	Community/Business	Comedy Night at The Rufus Centre (18/3) last chance to buy tickets for this Saturday’s show
	Community/Business	Afternoon tea event at The Rufus Centre for Coronation King Charles III – bookings now open(6/5)
	Business	BIDB meeting (14/3) – any agenda items of interest – links to agenda and supporting papers, interested in becoming a Town Councillor – find out what goes on – May elections
	Business	Homemade specials, cakes, themed food - Rendezvous Café
	Business	Rendezvous Saturday full menu now served – join us for breakfast or lunch
	Town	New Councillor recruitment campaign for May elections – first drop-in event 15/3 The Hub & 20/3 Rendezvous

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20 th March	Community	Flitwick Family Fun Day (10/6) – great sponsorship opportunities for local businesses
	Community	The Hub – Meet the team delivering youth services from April
	Community	Come and see the Community Services team at Flitwick Market this Friday! (24/3)
	Community	Warm Space at The Hub – pop in or stay all day every Monday (service ends at the end of March)
	Community	Stitchers – fantastic contribution to neonatal unit at L & D and Bedford Hospitals
	Community	New members for Painting Circle – term time only
	Community/Business	Drag Evening of Entertainment (15/7) tickets now on sale via Eventbrite
	Business	Homemade specials, cakes, themed food - Rendezvous Café
	Town	New Councillor recruitment campaign for May elections – second drop in 20/3 at Rendezvous
	Town	Town Council meeting (21/3) – any agenda items of interest – links to agenda and supporting papers, interested in becoming a Town Councillor – find out what goes on – May elections
27 th March	Community	Flitwick Litter Pick – 2 nd date – (5/4) Hinksley Road Recreation Ground
	Community	Street Food Heroes return for 2023 at Millennium Park – 2nd date (9/4)
	Community	Warm Space at The Hub – pop in or stay all day every Monday (reminder when service ends)
	Community	Easter Free Community Movie Day reminder – (4/4)
	Community	Easter Egg Trail Flitwick Wood reminder – eggs are ready!(6/4)
	Community	The Hub – events throughout the Easter holidays
	Community	The Hub – thanks to Octavius for sponsoring two pop up goals to use at Millennium Park when outside activities return in the spring
	Business	Homemade specials, cakes, themed food - Rendezvous Café
	Corporate	Corporate Services meeting (28/3) – any agenda items of interest – links to agenda and supporting papers, interested in becoming a Town Councillor – find out what goes on – May elections
	Town	New Councillor recruitment campaign for May elections
	Town	Town Council meeting (21/3) – any outcome highlights of public interest

Note:

Timings will be scheduled once additional information/timings confirmed for the following:

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Town

- Banking hub - any update following post on 23rd Feb
- Installation of street furniture and noticeboard – Flitwick Town Square
- Annual Assembly – May date
- Proud Ampthill & Flitwick – Picnic 4th June

Community:

- Skate Park lighting installation – announce when work completed.
- Poetry Evening with Flitwick Library
- Green Wheel
- Country/Nature Park – next steps
- Allotments – when spaces become available.
- Manor Park Parkland Management Plan
- Manor Park Heritage Works – announce when work completed. Work in progress on South Gate restoration images.
- Environmental Audit
- The Hub -new noticeboard – new place to check out what’s on at The Hub

Corporate:

- Flitwick – A Living History website – next steps, launch date

PIWG

- Announcements of FTC responses to CBC on any major planning applications when they happen and link to website page.

*Committee meeting agenda highlights/outcomes – content dependent on agenda items and feedback from committee chairs

V2

Medium: includes social media, website, flyers, noticeboards, posters, external websites

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