



**MINUTES OF THE CORPORATE SERVICES COMMITTEE MEETING HELD
ON 30th AUGUST 2022
AT 7.45PM AT THE RUFUS CENTRE**

Present:

Cllr I Blazeby (Chairman)
Cllr A Snape
Cllr D Toinko
Cllr J Gleave
Cllr M Platt
Cllr J Daly (Sub for Cllr J Roberts)

Also, Present:

Stephanie Stanley – CSM
Helen Glover - SFO
Mike Thorn – ESO (remotely)

780. APOLOGIES FOR ABSENCE

It was **RESOLVED** to accept apologies from Cllr Roberts (on holiday).
No apologies received from Cllr Lutley.

781. 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.

782. CHAIRMAN'S ANNOUNCEMENTS

There were no Chairman's announcements.

783. PUBLIC OPEN SESSION

There were no members of the public present.

784. INVITED SPEAKER

No invited Speaker.

785. MEMBERS QUESTIONS

None

786. MINUTES

- a. It was **RESOLVED** to adopt the Minutes of the Corporate Services Committee meeting held on 26th July 2022

787. MATTERS ARISING

- a. The Chairman confirmed the development of the Heritage Website was now in the 'design and amend' stage. The project would continue to be reviewed until the end of September by the Working Panel, which included members of the public. At this point the project would move to final development with an intended launch date of 31st October.
- b. The Chairman confirmed he had held discussions with a resident who had a drone, who had offered his services free of charge to assist with the website. Various locations to capture images of Flitwick had been discussed and a proposal would be presented at the next Community Services Committee meeting for consideration for approval to fly a drone over Council land.
- c. Cllr Snape had met with members of the Scouts to address concerns and maintain open channels of communication following their presentation to Committee last month. There were some amendments to the proposal and plans which includes further detail for access ramps, more detailed options for consideration. The updated proposal would be presented at the Town Council Meeting on 20th September 2022.

788. ITEMS FOR CONSIDERATION

a. Corporate Branding Review

Members agreed a full review of branding would be beneficial to ensure strong, clear and consistent branding across all medias and communications with a view to streamlining FTC, Rendezvous and Rufus communications. Cllr Daly identified the need for a corporate branding strategy with Members suggesting the review included up clear guidelines for branding application, corporate colours, logo placement, font usage etc. which could be applied by all Officers.

It was agreed that members would complete the review in consultation with the Communications and Marketing Manager to provide clear direction and detailed actions. Cllr Snape also identified that signage at The Rufus Centre requires updating.

Members agreed that the current promotions lacked continuity And Members felt the Council Crest would be better used in material alongside Rufus and Rendezvous logos. Cllr Shaw felt the Flitwick Papers did this well.

Cllr Blazeby confirmed he would brief the Communications and Marketing Manager directly when she returns from leave.

It was **RESOLVED** to progress with the first stage of the branding review by pulling together an overview of communications currently produced by the Council.

Action: CMM

b. Policy and Code of Practice for Handling Cash

Following consideration of the Cash Handling Policy, The Chairman identified some grammatical errors for correction. Cllr Snape highlighted that Member frequently took payments at events as cash, Sum Up and till transactions and therefore should be included within the policy listing. Cllr Snape advised that some of the infographics being used did not meet accessibility guidelines and for there to be a distinction between poster and social media graphics/promotions. He also believed the Rufus Centre required a re-branding exercise and asked for signage for the building to be refreshed.

It was **RESOLVED** to adopt the Cash Handling Policy with the inclusion of members suggestions and with the amendments to the wording on the Policy.

Action: TC

789. ITEMS FOR INFORMATION

a. Finance Reports Part 1

- i) Whole Business Summary, Investments & Loans

Members requested that a year-to-date loan summary was included in all financial reports going forward.

Action: SFO

Members were pleased with the CCLA dividends.

- ii) Corporate Services Summary – noted.
It was confirmed that admin income included Kickstart Grants
- iii) Civic Expenses Summary – noted.
The Town Mayor was content with how this was presented.
- iv) RCF Summary

Members requested the RCF for Country Park was renamed Nature Park and includes funding previously agreed. SFO to liaise with CSM to confirm funding allocated.

Action: CSM

Following discussion, members agreed to leave completed RCF on the summary in grey boxes to provide an overview of the annual RCF spend as the year progressed.

Members also requested 'Barclays Defibrillator' is referred as '3 Station Rd Defibrillator' in future reports. Members requested also requested a progress update for this installation for the next meeting.

Action: SFO

Members request a report is provided to the next Community Services Committee Meeting by the Community Services Manager detailing remaining spend and expected timescales for the Hub Refurbishments RCF.

Action: CSM

OMEGA Reports:

- v) Income & Expenditure (Corporate & Community) – noted.
- vi) Cashbook (CB1 & CB2) Transactions – noted.
- vii) Bank Reconciliations (CB1 & CB2) – noted.

It was requested for the town Clerk to reconcile the CIT contract and current spending. Members discussed the Tesco Spending and asked for investigations into a Clubcard be done. The Café team were trialling new suppliers to reduce Tesco spending.

b. Delivery Plan & Committee Priorities

- i) Members discussed the Delivery Plan for Corporate Services.
The Delivery Plan would be brought up to date by the Corporate Services Manager prior to commencing maternity leave in mid-September. After this date, responsibility for the Deliver Plan would be taken by Mike Thorn, the Caretaker Corporate Services Manager to maintain continuity.

- ii) Members discussed the consolidated list of Committee priorities. Cllr Blazeby had reviewed all commentary received on the Residents Survey. The Corporate Service Manager is currently working through the feedback and allocating each action to the relevant Committee for consideration. These actions would inform future priorities. There would be an item regarding this on the Council agenda.

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

Members noted the Marketing & Communications Forward Promotional Plan circulated. It was confirmed that Flitwick Papers would be published next week with Cllr Snape providing input and content.

Cllr Gleave confirmed that all planning applications now appeared on the Planning Webpage but there was further information to be uploaded.

790. PUBLIC OPEN SESSION

There were no members of the public present.

791. 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

12b) Finance Reports Part 2 – For information

Meeting ended at 20.51hrs