



FLITWICK TOWN COUNCIL

Ref: Agenda/Business I & D B- 25/07/2023 - 216

20th July 2023

Dear Sir/Madam

Members are hereby summoned to the **Business Improvement & Development Board meeting** that will take place on **Tuesday 25th July 2023 at The Rufus Centre**, commencing at **7.45 p.m.** in order to transact the under mentioned items of business.

Yours faithfully

S. Stanley

Stephanie Stanley

Town Clerk

Committee Members: Cllrs Blazeby, Shaw, Snape, Hodges, Roberts, Harald.

Distribution: All Town Councillors
Notice Boards
Website

Chairman to read out the following statement:

I would like to inform everyone present that this meeting is being filmed and that by joining this meeting you are consenting to being filmed. Can I also remind Councillors and members of the public not to disclose any personal information regarding an individual as this might infringe the rights of this individual and breach data protection rules. Can I also remind you when not speaking to mute your microphone.

1. **APOLOGIES FOR ABSENCE**

To receive apologies for absence.

2. **DECLARATIONS OF INTEREST**

To receive Statutory Declarations of Interests from Members in relation to:

(a) Disclosable Pecuniary interests in any agenda item.

(b) Non-Pecuniary interests in any agenda item.

3. **CHAIRMAN'S ANNOUNCEMENTS**

To receive announcements from the Chairman.

4. **PUBLIC OPEN SESSION**

To adjourn for a period of up to 15 minutes to allow members of the public to put questions or to address the Council, through the Chairman, pertaining to matters listed on the Agenda.

Click the link below to join this Teams meeting:

https://teams.microsoft.com//meetup-join/19%3ameeting_NmUyOGQwMmYtMDQyNC00NjhmLWJjODUtM2EwMzQ5M2I1MTdl%40thread.v2/0?context=%7b%22Tid%22%3a%2240e995ae-789a-4e33-95b3-c51501ea6c4a%22%2c%22Oid%22%3a%2276972dd5-3740-4336-a780-4d5f35c58269%22%7d

Each Speaker will give their name to the Chairman, prior to speaking, which will be recorded in the minutes, unless that person requests otherwise. Each Speaker will be allowed **(one) three-minute slot**.

5. **INVITED SPEAKER**

No invited speaker.

6. **MEMBERS QUESTIONS**

To receive questions from members.

7. **MINUTES**

For Members to receive and adopt the Minutes of the Business I&DB Committee held on 13th June 2023.

8. **MATTERS ARISING**

Minutes of the Business I&DB Committee 13th June 2023.

9. **ITEMS FOR CONSIDERATION**

a. **Fireworks Event**

Members to receive a report from the Business & Facilities Manegr and consider recommendations within the report.

b. **Digital Signage**

Members to receive a report from the Business & Facilities Manegr and consider recommendations within the report.

c. **Lockyer Suite Flooring**

Due to the nature of the usage of the Lockyer Suite and the heavy traffic the floor is periodically required to be sanded and sealed. It has been a number of years since this was completed.

Two quotations have been sought to have these works carried out;

Quotation 1 - £4800.00 + VAT
Quotation 2 - £4800.00 (Not VAT registered)

Officer recommendation: to proceed with quotation 2 to be funded via the Rolling Capital Fund.

10. ITEMS FOR INFORMATION

No items.

11. PUBLIC OPEN SESSION

To adjourn for a period of up to 15 minutes to allow members of the public to put questions or to address the Council, through the Chairman, in respect of any other business of the Town Council.

Each Speaker will give their name to the Chairman prior to speaking, which will be recorded in the minutes, unless that person requests otherwise. Each Speaker will be allowed **(one) three-minute slot**.

12. 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) Finance Reports

12b) Officer Update

12c) Occupancy Figures

12d) Events Profit/Loss

12e) 3 Station Road

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.



**DRAFT MINUTES OF THE BUSINESS IMPROVEMENT AND DEVELOPMENT BOARD
MEETING HELD ON 13TH JUNE 2023 AT 7:45 PM AT THE RUFUS CENTRE**

Present:

Cllr Blazeby (Chairman)
Cllr Snape
Cllr Roberts
Cllr Hodges
Cllr Harald

Stacie Lockey – Deputy Town Clerk
Mathew Earles – Business & Facilities Manager
Helen Glover – Senior Finance Officer

1445. APOLOGIES FOR ABSENCE

No apologies were received from Cllr Shaw.

1446. DECLARATIONS OF INTEREST

To receive Statutory Declarations of Interests from Members in relation to:

- (a) No Disclosable pecuniary interests were declared by members.
- (b) No Non-Pecuniary interests were declared by members.

1447. CHAIRMAN'S ANNOUNCEMENTS

The Chairman had no announcements.

1448. PUBLIC OPEN SESSION

No members of the public were present.

1449. INVITED SPEAKER

No speaker was invited to attend this meeting.

1450. MEMBERS QUESTIONS

There were no questions.

1451. MINUTES

- a. It was **RESOLVED** to adopt the minutes of the Business Improvement & Development Board meeting held on the 14th March 2023.

1452. MATTERS ARISING

Members asked why the Youth Hub would be included on the occupancy figures report as it currently sits under the Community Services Committee. The Chairman advised that the Youth Hub was a Council owned building and is available for rent therefore there was no reason why it could not be included. It was agreed that this should be included when the scheme of delegations are reviewed.

Action: Deputy Town Clerk

1453. ITEMS FOR CONSIDERATION

a. Ice Cream Freezer

Members considered the options within the report. Members were not in favour of having Walls branded parasols and bins located outside the Rufus Centre.

A Member asked if the freezer would affect access to the kitchen given the location specified within the report. The Deputy Town Clerk advised that there would be no access issues.

It was **RESOLVED** to enter into a 3-year contract with Walls for the agreement of a freezer in the Rendezvous Café & Bar.

Action: Chef

b. Foyer Carpet Replacement

The Chairman advised Members that this item would be deferred as there was potential for additional flooring replacement in other areas of the building which could be completed at the same time.

Action: Business & Facilities Manager

c. Davis Suite Equipment

Members considered the report circulated.

Cllr Snape advised Members that he had asked Officers to investigate alternative microphones to be mounted onto the ceiling due to consistent issues with the current set up. Cllr Snape also recommended fixing metal backs behind the TV screens to reduce the amount of interference with the cables. Members felt that a maintenance contract should be put in place for the equipment given the problems that have arisen recently.

A Member asked if the screen that had been damaged could be claimed through the insurance company.

Action: Deputy Town Clerk

It was **RECOMMENDED** to approve the quotation of £4487.75 for replacement equipment, to be funded via the Rolling Capital Fund, subject to contacting the supplier to discuss a maintenance contract and installation of metal backs on the TV screens.

Action: Business & Facilities Manager

Members asked if deposits are taken when customers hire equipment for conferencing. The Deputy Town Clerk advised that deposits are taken for functions and events however no deposits are taken for conference room bookings. Members asked Officers to investigate deposits for hire of equipment.

Action: Business & Facilities Manager

d. Tenant Survey

Members asked for the survey to be transferred into Microsoft Forms format as opposed to Google forms.

Action: Business & Facilities Manager

Members were happy with the content of the survey, Cllr Blazeby had some suggestions and agreed to discuss this with the Business & Facilities Officer outside of the meeting.

It was **RESOLVED** to accept the Tenant Survey in principle and to delegate finalising the survey to the Business & Facilities Manager.

1454. ITEMS FOR INFORMATION

a. Officer Update

Members were pleased to see that a refund had been received from the National Energy Discount Scheme.

Members commented on the Business Expo event that Officers attended and felt that having a scheme in place that cannot be tracked seemed pointless. The Deputy Town Clerk advised that vouchers were given out to encourage discussion as opposed to track business.

Member discussed the Rendezvous Gift Cards and decided to put this on hold to incorporate the branding review. It was agreed that Cllr Blazeby, Business & Facilities Manager and the Communications & Marketing Manager would meet to discuss taking this forward.

Action: Cllr Blazeby, Communications & Marketing Manager & Business & Facilities Manager

1455. PUBLIC OPEN SESSION

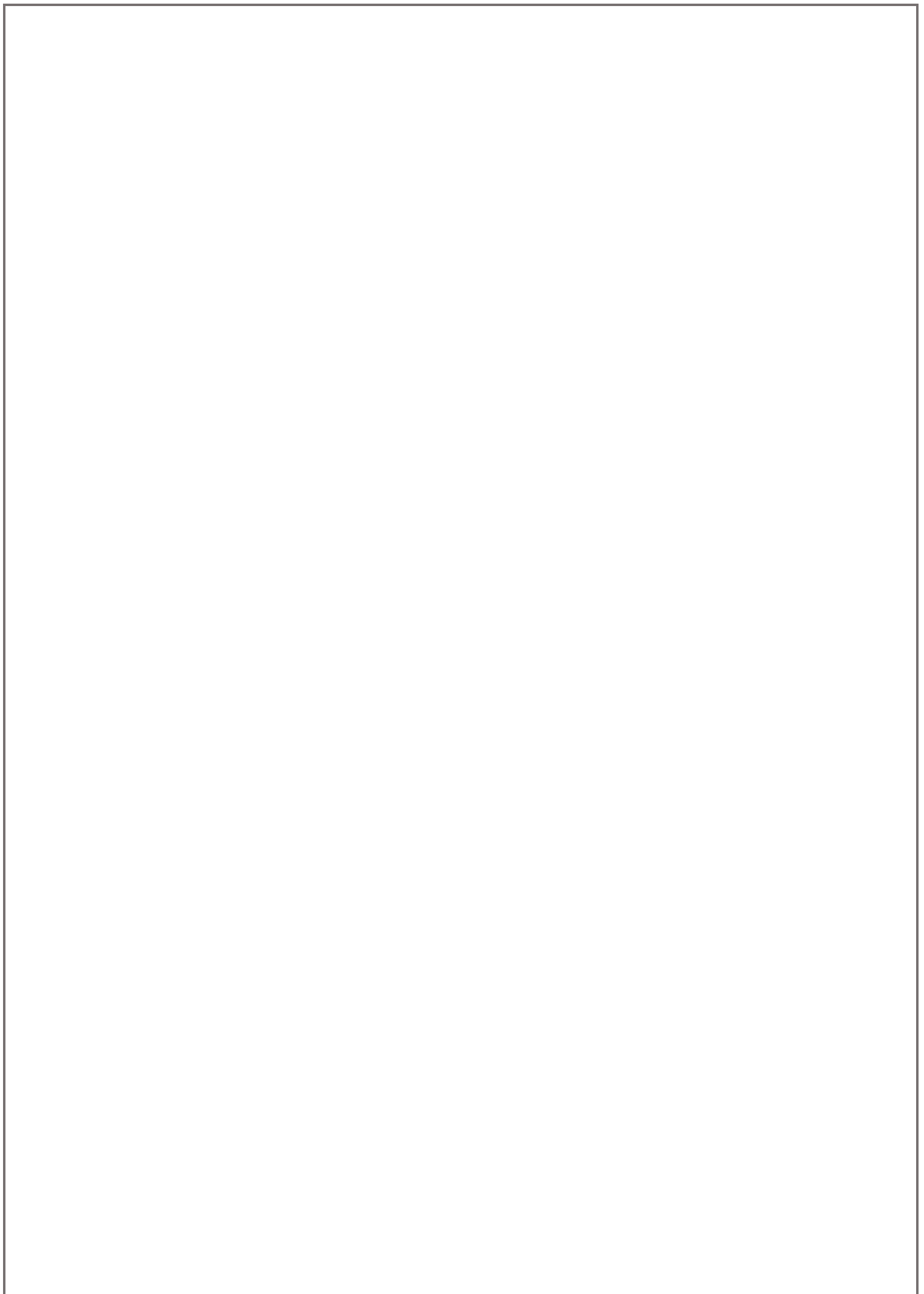
There were no members of the public present.

1456. 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.

- a. Exempt Officers Update – noted.**
- b. Year End Financial Reports – noted.**
- c. 2023/24 Finance Reports – noted.**
- d. Occupancy Starts & Forecasts – noted.**

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 Improvement & Development Board

Date: Tuesday 25th July 2023

ANNUAL FIREWORKS EVENT

Implications of recommendations

Corporate Strategy: AN ENGAGED COMMUNITY

Finance: RCF

Environment: Takes forward policy objectives directly

Background

Flitwick have not historically and do not hold an annual firework event. There are displays locally in both Westoning and Ampthill respectively and both are long-standing successful events generating great community interest and in turn revenue for community incentives and charitable causes.

Introduction

At point of interview I proposed a fireworks event as it is clear to see there is capacity to offer this within the grounds of The Rufus Centre due to the scale of the fields and secure perimeter. Having previous experience of events of this nature I am aware of the opportunity they present to generate revenue and organic marketing opportunities for our other business arms in addition to the community cohesion and civic pride they generate and reinforce.

The input required from our events and admin team is minimal and events of this nature are fairly simply marketed through word of mouth and social media.

The proposed event supplier (details omitted) have successfully delivered annual firework displays for Luton Council, St Neots, Leighton Buzzard to mention a few and their quotation includes event management / safety plans in addition to any subsequent meetings with the safety advisory group and management / councillors from Flitwick Town Council. The quotation provided includes all security and staffing necessary for the full, safe and effective delivery of said event.

There will be minimal preshow entertainment and no post fireworks entertainment and from experience of supporting these events the crowd will disperse very quickly post fireworks meaning the impact to local residents will be minimal and not sustained.

A road closure of Steppingley road from the junction of Ryder Way to the junction of Froghall Road will be essential for a safety perspective and will be manned by SIA qualified security personnel. (see Figure 1)

The proposed date for this event is Wednesday 01st November 2023. This date has been selected so it does not clash with and attempt to compete with surrounding well established events (Ampthill & Westoning) and due to the availability of specialist firework event services.

Flitwick has a population of approx. 14,000 and with a capacity of approximately 2000 for the event tickets would be sold via Eventbrite on a first come first served basis. The event will attract residents to view from outside the secure perimeter but this cannot be controlled unless we consider the section of closed road

(Steppingley Road) to be a safety zone and thus close to all traffic & pedestrians although this may alienate those unfortunate enough to not obtain tickets.

Additional Matters

Cost implications

ITEM	INCOME	SUB TOTALS	EX VAT
Entry fees	2000 x £5.50	£11,000	£8800.00
Caterers	5 x £100.00	£500	£400.00
Fair rides	1 x £300	£300	£240.00
Merchandise sales	£500	£500	£400.00
TOTALS	-	£12,300	£9840.00

- Capacity approx. 2000 entrants (last year Ampthill attracted 6000 attendees) at average of £5.50 per ticket
- Family ticket at £22 (as per Ampthill)
- Food offer at approximately £100 per vendor to allow them to trade within the footprint of the event. Long term I propose we explore a mobile Rendezvous catering option or permanent solution on the field.
- Fairground rides profit share. The community team have reported on a profit share agreement with ride operators that have attended events previously.
- Merchandising sales. Sparklers are no longer permitted at mass organised displays however the option to upsell LED merchandise adds an additional stream or a profit share with a vendor.
- Eventbrite charges & VAT.

The current cost to the buyer is 6.95% plus £0.59p per ticket. Plus, service fee tax of 20%. We do not absorb any of the fees, so we use Eventbrite at no cost to us. Example of fees for £5.50 ticket below:

Ticket price: £5.50
 Service fee: 6.95% + £0.59 per ticket = £0.97
 Service fee tax: £0.19 (20%)
 Cost to buyer: £6.66 (£1.16 addition)

With the use of Eventbrite for other FTC events the customer is always asked to absorb the fees which are added to ticket face value. An option to circumvent this would be to sell tickets from reception in turn encouraging footfall and organic marketing for The Rufus & Rendezvous Café.

- Attached is an initial quotation (£11,003 +VAT see Figure 2)

Sponsorship opportunities (Key partner).

Should FTC wish to explore the opportunities of a FREE community-based event OR to subsidise ticket costing I would recommend the exploration of a key partnership with an organisation wishing to expand their CSR work. Ampthill is partnered with Utilita who subsidise the event to allow the ticket monies to be utilised towards charitable causes. Obviously as a paid event we could demonstrate that any surplus revenue would be used to support our work and community incentives. If the event were charitable, we are not subject to VAT.

Car parking

Due to the scale and nature of the event no onsite parking would be offered to standard guests. We would offer a limited number of pre booked on site parking for disabled badge holders however they would be required to be inside the site footprint prior to fireworks commencing (strictly no late arrival access).

In discussions with Flitwick Leisure Centre their manager Gemma Garner-Higgins is happy in principle to offer support with parking for the event. We should however in my opinion not advertise this and should market as a 'non parking' event.

Recommendations

1. Proceed with fireworks event trialling for this year as a FREE event as part of our community programme to be funded via the Rolling Capital Fund.
2. Proceed with fireworks event on the basis of a paid ticketed event with a view to hosting annually at a cost of £11,003 to be funded via the Rolling Capital fund.
3. Postpone event until 2024 until opinion and more planning has been placed

Officer recommendation

2. Proceed with fireworks event on the basis of a paid ticketed event with a view to hosting annually at a cost of £11,003 to be funded via the Rolling Capital fund.

Mathew Earles



Business & Facilities Manager

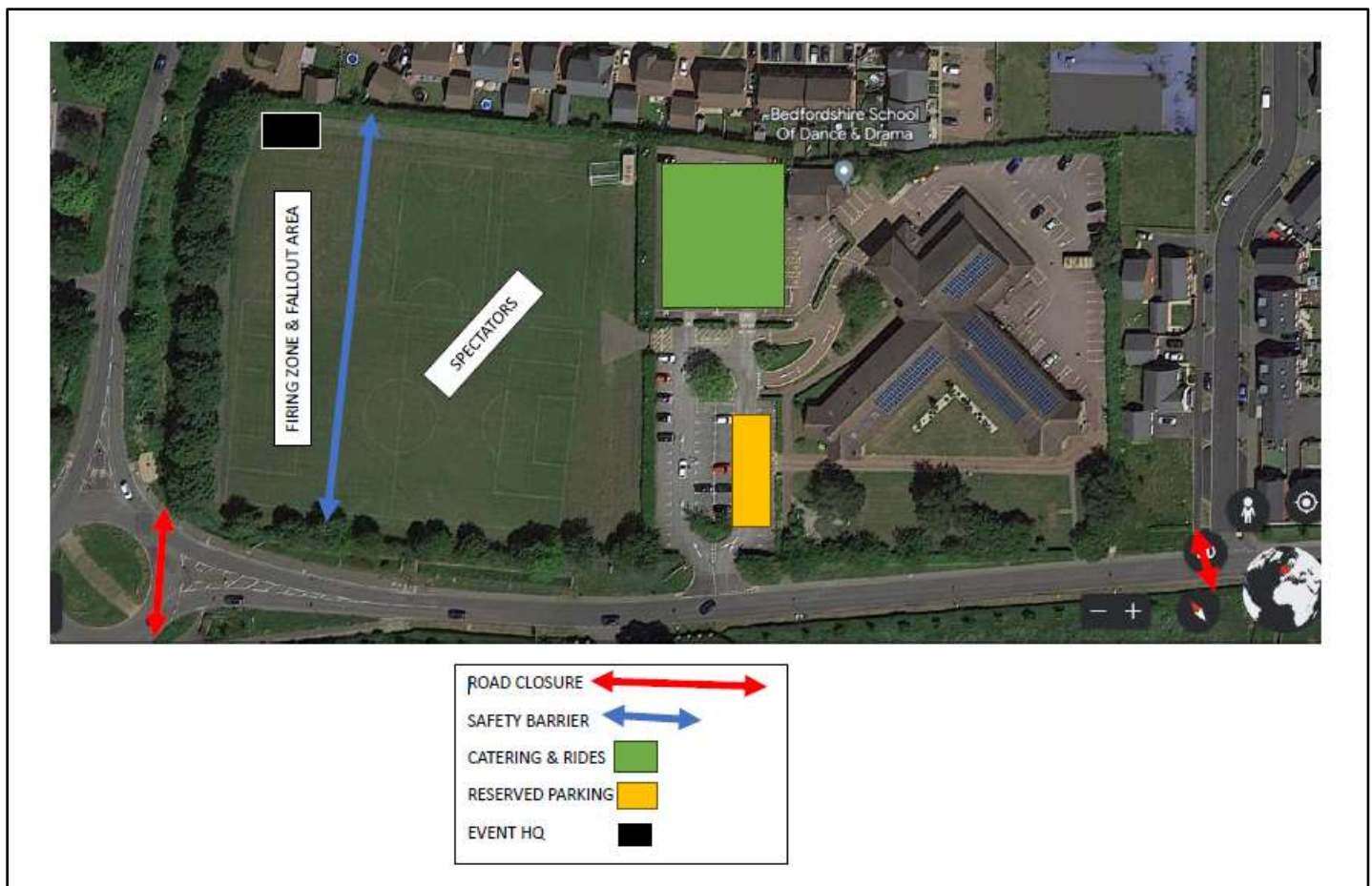


Figure 1 – Flitwick Fireworks – Event site map

Hire Quote

Job Number : 1220

Quote Date : 28 June 2023

Job Title : Halloween Firework Display

<p>NAME : Mathew Earles COMPANY : Flitwick Town Council ADDRESS : The Rufus Centre Steppingley Road Flitwick Beds MK45 1AH TELEPHONE : 01525 631900</p>	<p>DELIVER TO : Flitwick Town Council DELIVERY ADDRESS : The Rufus Centre Steppingley Road Flitwick Beds MK45 1AH TELEPHONE : 01525 631900</p>
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1 Day(s) Hire From Tuesday, 31 October 2023 until Tuesday, 31 October 2023

Collect on 31 October 2023 - 10:00 and return by 31 October 2023 - 22:00

Qty.	Description	Price
1	15min Firework Display	£5,500.00
1	PA System inc Engineer	£1,055.00
2	9m Eco Towerlight VT1	£410.00
1	Fencing & Trackway	£500.00
1	Security 12 x SIA, 1 x Manager 5hr Call	£1,308.00
1	Traffic Management Kit	£80.00
3	Production Administration (up to 10hr Day) Documentation, Pre-Planning etc.	£900.00
1	Event Safety Advisor (Show Day, up to 10hr day)	£300.00
2	General Technician (up to 10hr Day)	£500.00
1	Medical Cover 1 x Paramedic 1 x Emergency Medical Technician 1 x Emergency Care Assistant	£450.00
NET Total :		£11,003.00
VAT :		£2,200.60
TOTAL :		£13,203.60

Figure 2 – Event quotation



Flitwick Town Council

Report to Business Improvement & Development Board

Date: Tuesday 25th July 2023

DIGITAL SIGNAGE AT THE RUFUS CENTRE

Implications of recommendations

Corporate Strategy: A CENTRE FOR EVERYONE

Finance: RCF

Environment: A Sustainable Environment

Background

The Rendezvous Café is a busy offering here at The Rufus Centre inviting a variety of clientele from local residents, tenants (& their guests), conference attendees, event guests, staff & more. Previously there were hard copy foamex menu boards to the rear of the till area to demonstrate pricing and availability. Assuming due to change in menu and pricing these were removed but for some reason the fixings were left in place making it glaringly obvious of their absence. This addition of digital signage will increase the effectiveness of the existing displays and adds more marketing/ communications opportunities within the Rufus Centre.

Introduction

Presently we have no digital presence in The Rendezvous Café. The addition of digital signage and using a Content Management System (CMS) will allow us to add flexible menu and advertising options. These include timed advertising, such as breakfast menu at breakfast, bar menu in the evening, advertising events alongside this and much more and all via remote desktop or cloud-based control. No walking around with USB sticks. No out-of-date content. No having to remember to upload something new. The ability to schedule content, update it in an instant and to create better more dynamic content using the widgets within the design studio. Currently each day the admin team have to create manual PowerPoint slides daily and leave on a USB for the Hospitality porters to upload and should there be an error the process to amend is time consuming and at times not possible.

Additional Matters

Quotations for both options below have been obtained with option one offering more flexibility. Option one includes a monthly charge for the software to do so, but the ability to expand the system to every display on our network should we wish to. Should we wish to opt out of the monthly charge for CMS in future the displays could simply be utilised as standalone displays and content manually uploaded periodically (like our current foyer totems)

Option 2 is a standalone system that does not have CMS but no monthly costing or simple options for expanding to include for example our Totems within the foyer so would simply be signage for The Rendezvous and perhaps not future proofed.

Recommendations

1. 3 x 50" display with content management system allowing the addition of multiple screens at £3485.00 install costs then £17.50 per screen per month add on (Via RCF)
2. 3x 50" displays with hard wired (pico) standalone system £5187.00 but no ability to expand to other screens. (Via RCF)

Officer recommendation

1. 3 x 50" display with content management system allowing the addition of multiple screens at £3485.00 install costs then £17.50 per screen per month add on (Via RCF)

Mathew Earles



Business & Facilities Manager



DIGITAL MENU BOARDS

Do you want full control of your menu? Do you want the ability to switch seamlessly from breakfast to lunch and evening offers? Would you like to be able to change prices and dishes with just a few clicks? If the answer is 'yes', digital menu boards are what you have been searching for.

Now commonplace in fast food restaurants, cafes and coffee shops, digital menu boards are the most flexible way to present your food and beverage offers. With the ability to change instantly, menu boards can draw attention to meal deals, special offers and promotions to maximise customer interest.

Synchronising screens can turn multiple displays into a giant, ultra-wide display that will mesmerise customers at the point of sale. With research showing digital advertising displays to be 400% more engaging than the static equivalent, isn't it time your menus went digital?

With our cloud-based content management systems you can quickly and easily edit menu items or add, remove and change prices. No specialist software or training is required - we can have you up and running in a matter of minutes. Expensive re-prints will be a thing of the past with an eye-catching and easy-to-edit digital menu board display.



	NARROW BEZEL		LANDSCAPE OR PORTRAIT
	ANDROID MEDIA PLAYER		INTEGRATED SPEAKERS
	IPS PANEL		LED BACKLIGHT
	24/7 COMMERCIAL GRADE		BUILT-IN WIFI