



FLITWICK TOWN COUNCIL

DRAFT MINUTES OF THE BUSINESS IMPROVEMENT AND DEVELOPMENT BOARD MEETING HELD ON 14th November 2023 AT 7:45 PM AT THE RUFUS CENTRE

Present

Cllr Blazeby (Chairman)

Cllr Parsons

Cllr Hodges

Cllr Roberts

Cllr Harald

Cllr Patterson

Also present:

Stacie Lockey – Town Clerk & Chief Executive

Mathew Earles – Business & Facilities Manager

Helen Glover – Senior Finance Officer

Stephanie Stanley – Deputy Town Clerk & RFO (virtual)

1482. APOLOGIES FOR ABSENCE

To receive apologies for absence. Cllr Snape was absent due to annual holiday.

1483. 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 – Cllr Robert declare a non-pecuniary interest in item12b.

1484. CHAIRMAN'S ANNOUNCEMENTS

No items.

1485. PUBLIC OPEN SESSION

There was no members of the public present.

1486. INVITED SPEAKER

There was no invited speaker.

1487. MEMBERS QUESTIONS

There was no questions from Members.

1488. MINUTES

For Members to receive and adopt the Minutes of the Business I&DB Committee held on **Tuesday 12th September 2023. (This item was moved to exempt)**

1489. MATTERS ARISING

There were no matters arising.

1490. ITEMS FOR CONSIDERATION

The Chairman explained the Members that the order of the agenda would be changed to the following; A, F, C, D, G, B, E.

a. Sharp IT Contract

Members were informed that the current contract was due to expire in May 2024 and the details within the contract needed to be reviewed. Cllrs Harald and Patterson agreed to review this with Officers to ensure it met the requirements of the Council.

The Town Clerk advised that the contract would go to tender in January 2024.

Action: Town Clerk

b. Ticket Solve

Members were advised that currently ticketing for event/activities had been administered via Eventbrite or manually via Officers, however Eventbrite had recently removed access to list events free of charge. The Business & Facilities Manager advised that with a growing events programme for 2024, implementation of a box office system would be beneficial and would reduce officer time and vastly improve the journey for users.

The proposed ticketing system, Ticket Solve, included additional opportunities such as, unlimited number of events, multiple seating layouts, multiple venues, fundraising opportunities at checkout, data capture, upsell/bolt on catering and drink options and more.

Members asked if the booking fee could be increased if required, the Business & Facilities Manager advised that this could be implemented if required. Members also asked if a marketing database could be created off the back of the ticketing system to help promote future events. The Business & Facilities Manager also advised this was possible.

It was **RESOLVED** to proceed with the implementation of Ticket Solve and where necessary subsidise the uplift in shortfall of £5,000 p/a ticket sales.

Action: Business & Facilities Manager

c. Lockyer Suite Capital Works

Members considered the report from the Business & Facilities Manager. Members were keen to understand what elements of the work would provide an income benefit and suggested Officers identifying this in the report and re- it at the next meeting. Members were keen to carry out all works but phasing it may be a financial necessity.

Action: Business & Facilities Manager

d. Office Space Refurbishment

Members considered the proposal to convert the existing Marketing Office to expand office space for MIND. Members were keen to understand how the Council would gain commitment from MIND if the conversion took place. Members also asked how much annual rental would be received for the room.

The Business & Facilities Manager advised that verbal commitment had been received and a short-term lease of an alternative room had been signed in the interim. The Town Clerk advised that the annual rental income would be approximately £7,500 per annum.

Members suggested a minimum charge of £30 per sq. ft considering the room would be refurbished in addition to the relocation of fire doors.

It was **RESOLVED** to approach MIND regarding the annual rental payment on the proposed office space and request that a signed head of terms or revised lease would be required to show commitment before the Council agree to the works.

Action: Business & Facilities Manager

e. Business Improvement & Development Board Draft Budget 2024/25

The Chairman explained that a change of internal processes meant that the budget setting for 2024/25 was far more organised and gave Members a better opportunity to scrutinise the figures before setting the overall precept. Members discussed the budget in detail and asked several questions in relation to some of the content. It was agreed for the Senior Finance Officer to make amendments with a revised version being presented to the December meeting.

The Senior Finance Officer explained that 421/1022 (rent receivable tenants) proposed budget would be increased to reflect the letting of additional office space. Members were also advised that staffing had been reviewed across all council functions and had resulted in a reallocation which has a significant impact on business area costs in the proposed budgets for 2024/25. Members requested the combined figures for catering income and related expenditure are presented to the next meeting to allow for comparison to previous years.

Action: Senior Finance Officer

f. Forward Capital Plan

Members discussed the forward capital plan and the Chairman explained that the current list included the main currently anticipated projects, as opposed to projects that could be delivered within the next financial year. Members agreed that the plan needed some prioritisation, by officers, so that Members could consider the list and agree what would be achievable in the next few financial years.

Action: Senior Management Team

g. Event Proposal

Members considered the report from the Business & Facilities Manager and raised several questions in relation to the event.

The Chairman felt that it would be better to focus on events that would take place within the Rufus Centre as opposed to large scale events on the field which posed increased risks, including adverse weather etc.

A Member asked if there were any restrictions on using the outside space and the Business & Facilities Manager advised that all outdoor events had to be finished by 9pm.

The Business & Facilities Manager did advised Members that it was the 25th anniversary of the Rufus Centre next year and this could be incorporated into some form of event.

Members asked if event 'cancellation' insurance could be obtained to help mitigate the risks associated with the event. The Town Clerk advised that this could be obtained as event insurance had recently been sourced for the Christmas Lights Events and the Family Fun Day.

It was agreed for the Business & Facilities Manager to revisit the proposal with a scaled down option to include event cancellation insurance.

Action: Business & Facilities Manager

1491. ITEMS FOR INFORMATION

There are no items for information.

1492. PUBLIC OPEN SESSION

There were no members of the public present.

1493. 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.

a. Minutes & Recommendations

It was **RESOLVED** to accept and adopt the minutes of the Business Improvement & Development Board meeting held on **Tuesday 12th September 2023**.

b. 3 Station Road Update – Members noted the 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.

Occupancy Stats - November 2023

	Lockyer Suite	Davis Suite	Woodfield	Templefield	Moorfield	Warrenfield	Stocksfield				
Opportunities per room	78	78	78	78	78	78	78	Total opportunities		546	
Mon - Sat AM/PM/EVE											
Total bookings	42	29	38	29	29	43	43	Total bookings		253	46%
	54%	37%	49%	37%	37%	55%	55%				
Total FTC bookings	3	7	5	13	4	0	2	Total FTC bookings		34	
Total excluding FTC bookings	39	22	33	16	25	43	41	Total excluding FTC bookings		219	40%
	50%	28%	42%	21%	32%	55%	53%				

Occupancy Stats - November 2022

	Lockyer Suite	Davis Suite	Woodfield	Templefield	Moorfield	Warrenfield	Stocksfield				
Opportunities per room	78	78	78	78	78	78	78	Total opportunities		546	
Mon - Sat AM/PM/EVE											
Total bookings	40	33	34	11	22	25	45	Total bookings		210	38%
	51%	42%	44%	14%	28%	32%	58%				
Total FTC bookings	4	5	2	4	0	1	9	Total FTC bookings		25	
Total excluding FTC bookings	36	28	32	7	22	24	36	Total excluding FTC bookings		185	34%
	46%	36%	41%	9%	28%	31%	46%				

Occupancy Stats - November 2021

	Lockyer Suite	Davis Suite	Woodfield	Templefield	Moorfield	Warrenfield	Stocksfield				
Opportunities per room	78	78	78	78	78	78	78	Total opportunities		546	
Mon - Sat AM/PM/EVE											
Total bookings	22	28	25	4	12	11	37	Total bookings		139	25%
	28%	36%	32%	5%	15%	14%	47%				
Total FTC bookings	1	7	1	3	1	4	8	Total FTC bookings		25	
Total excluding FTC bookings	21	21	24	1	11	7	29	Total excluding FTC bookings		114	21%
	27%	27%	31%	1%	14%	9%	37%				

Occupancy Stats - November 2020

	Lockyer Suite	Davis Suite	Woodfield	Templefield	Moorfield	Warrenfield	Stocksfield				
Opportunities per room	78	78	78	78	78	78	78	Total opportunities		546	
Mon - Sat AM/PM/EVE											
Total bookings	4	13	0	5	10	1	41	Total bookings		74	14%
	5%	17%	0%	6%	13%	1%	53%				
Total FTC bookings	0	1	0	2	0	1	0	Total FTC bookings		4	
Total excluding FTC bookings	4	12	0	3	10	0	41	Total excluding FTC bookings		70	13%
	5%	15%	0%	4%	13%	1%					

Occupancy Stats - November 2019

	Lockyer Suite	Davis Suite	Woodfield	Templefield	Moorfield	Warrenfield	Stocksfield				
Opportunities per room	78	78	78	78	78	78	78	Total opportunities		546	
Mon - Sat AM/PM/EVE											
Total bookings	46	33	30	26	37	31	37	Total bookings		240	44%
	59%	42%	38%	33%	47%	40%	47%				
Total FTC bookings	4	3	0	9	7	6	0	Total FTC bookings		29	
Total excluding FTC bookings	42	30	30	17	30	25	37	Total excluding FTC bookings		211	39%
	54%	38%	38%	22%	38%	32%	47%				

Occupancy Stats Mon - Fri - November 2023

	Lockyer Suite	Davis Suite	Woodfield	Templefield	Moorfield	Warrenfield	Stocksfield				
Opportunities per room	44	44	44	44	44	44	44	Total opportunities		308	
Mon - Fri AM/PM											
Total bookings	31	23	26	28	26	38	33	Total bookings		205	67%
	70%	52%	59%	64%	59%	86%	75%				
Total FTC bookings	2	3	5	13	4	0	1	Total FTC bookings		28	
Total excluding FTC bookings	29	20	21	15	22	38	32	Total excluding FTC bookings		177	57%
	66%	45%	48%	34%	50%	86%	73%				



Flitwick Town Council

Report to Business Improvement & Development Board

Date: Tuesday 12th December 2023

Prioritised LOCKYER SUITE REMEDIAL UPGRADES

Implications of recommendations

Corporate Strategy: A CENTRE FOR EVERYONE

Finance: RCF APPLICATION

Equality:

Environment: Takes forward policy objectives directly

Background

The Lockyer Suite (LS) is currently our premier event space responsible for generating the largest proportion of our events and function revenue. As a result of the high-capacity events and the nature of those events some attendees of The Rufus Centre may only visit The Lockyer Suite. The space itself has been hired approximately 262 times within the last 12 months and the audio-visual equipment has generated approximately £3520.00 in revenue.

This project was originally presented in the draft forward capital plan for 2024-25 to the Finance Working Group & Members suggested this project be considered by BIDB in this financial year.

Introduction

Based on feedback taken from our recently implemented Microsoft Form

<https://forms.office.com/e/GHF5NwQTqD> that is issued to the majority of hirers (post event) feedback has been good all round, however our audio visual facilities have consistently scored lower than all other areas of the business (based on 20 + responses to date).

Having worked in several roles within the entertainment industry I concur that our facilities are in urgent need of modernisation. Upgrades will ensure the AV equipment is in line with client expectations and meets the technical demands of our clients, meets the needs of our business and operates to a standard that provides peace of mind to our clients and support staff, particularly those responsible for operating the equipment. As a result of our AV not meeting our current demands added pressure is put onto our Hospitality Porters to ensure that the equipment functions to the best of its ability and looks presentable.

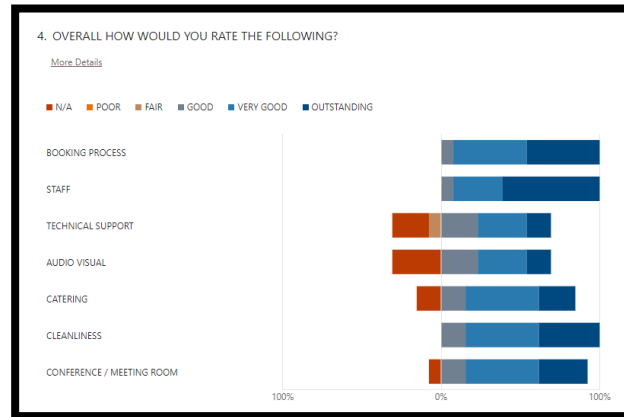


Figure 1- RUFUS FEEDBACK SURVEY

Options

Areas of particular concern include the following:

1. Audio to include radio microphones, sound system and induction loop (quote for £9,650.09)
 - a. Sub let possible at £25 per mic per day, however currently we include them FOC

The above works will include relocation and replacement of our wireless microphone rack (currently situated within the Rendezvous Café and our most comment complaint), upgrade of existing loudspeakers (& replacing with white fixtures) and improving the control of the sound system to include amalgamating the large sound system with our smaller in house sound system thus guarantee improved coverage, audio integrity and a fuller sound. In addition, these works will future proof the sound system for expansion slightly.

2. Video to include ceiling mounted projection and improved access & connections £13,161.42 or £16,419.42
 - a. Currently charged at £40 per day – Increase to £50 per day

Our current large format display projector is set up manually every time projection is required within The Lockyer and as such is time consuming for Hospitality Porters. This system looks unprofessional and in addition carries unnecessary wear and tear on the equipment, running the risk of damage and does not provide peace of mind to both our staff and visitors. The projector should be permanently mounted in a position which negates this. Access plates will be fitted to both the rear and front of the room.

3. Lighting to improved ambient lighting options and improved control - £4,810.00
 - a. Chargeable at approximately £100 per day

The existing theatrical and ambient lighting within the LS is of entry level and does not provide adequate lighting cover for the events taking place within the space. Our humble stock of LED fixtures are both dated and of low wattage. These lighting fixtures will support to enhance conferences, functions and events alike and where necessary can be utilised in other areas of the business. The quotation for these items include:

- 12 Alu HEX Par 64 (12 x 12W 6-in-1 RGBWAUV)
- 12 Combi PowerCON and XLR 3-Pin Male - Female DMX Cable - 3m
- 2 W-DMX Micro F-1 Lite G6 Transceiver
- 2 Colour Raider Lithium Battery 4-Way Uplighter Pack – Black

4. Power to include improved access to 13 Amp socket points - £2488.00

- a. **Not chargeable – These are essential to bring the space in line with demands and requirements.**

The LS is an old school hall offering limited access to floor level sockets or power to the overhead lighting bars meaning when ambient lighting throughout the room is required cabling needs to be run, most often looking unsightly and creating trip hazards (in addition to the labour time for Hospitality Porters). As our venue is multi-purpose it needs to offer the staff and hirers the flexibility to arrange the space safely and effectively in a variety of formats. Estimate will include the addition of:

- 5 x floor level 13A sockets
- 2 x advance bar sockets
- 3 x Floor recessed sockets
- 1 x 13A socket to the raked seating unit
- Replacement of all cable containment throughout (trunking)

5. Stretched fabric cladding to main rear wall - £6,957.85

- a. **Not chargeable – These are essential to bring the space in line with demands and requirements**

The gable end wall adjacent to The Rendezvous Café (shown in Fig2) is again unsightly and being the main focal point of the majority of our conferencing events requires some improvement to ensure that it is in keeping with the standard expected from our clients and the variety of our events. The windows are non operational and serve no purpose and the block work is unappealing. Options include cladding in acoustic panelling or plastering / rendering, but these processes would be wet processes and as such causing considerable mess to the space.

[Acoustic soft wall treatment | Camstage](#)



Figure 2 - Gable end wall (blockwork)

6. Black drapery / curtains to doors & improved blackout blinds to windows £3045.20

- a. **Not chargeable – These are essential to bring the space in line with demands and requirements.**

The soft furnishings within the LS are dated and jarring and in desperate need of modernisation and replacement as the colour scheme is questionable. A number of the windows could have window film vinyl in place of curtains as the blinds are seldom opened and the curtains impact the look of the room and colour choices date rapidly and do not provide the neutral backdrop required for our variety of flexible events from weddings to conferences. <https://camstage.com/curtains-drapes-and-tabs>



Figure 3 - Gable end wall (soft furnishings)

7. NEW LED star cloth - £5,284.00
 - a. Currently charge at £315 per event

As shown in Figure 2 the raked seating unit (when not in use) is stored to the gable end wall and can be found unsightly. Many of our lettings opt to bolt on our star cloth to mask the seating unit, however the star cloth in question is made from an ivory muslin and not suitable for certain styled events. We would like to invest in a black wool serge LED star cloth as an alternative option. As this star cloth is frequently hired as a bolt on to letting costs we will certainly recoup the investment.

Financial opportunities

That is a vast financial incentive to us in the bolt on of audio-visual equipment. Within the last 12 months generating approximately £3520.00 in revenue within The Lockyer Suite alone. Improving our Audio-Visual facilities will allow us to explore additional business opportunities and bring our charges in line with our competitors. There is no direct ROI for this expenditure however it will work to support return trade / repeat bookings and subsequent positive feedback which directly correlates to constructive marketing of our facilities and help to secure a foothold in this competitive market.

To attract new business from the corporate conferencing market our facilities need modernising. Venues such as Centre Parcs have that instant 'wow factor' that our venue should offer.

Additional new business opportunities could include corporate clients (a large majority of our business currently comes via CBC & NHS) and further exploring the venue for amateur dramatics.

Additional matters

We have booked a dark week for the Lockyer Suite for week beginning 01/01/2024 to sand and seal the flooring and during which time some of these works could be completed.

Costs based on the attached quotations are £ 48,654.56 based on current pricings (these may be subject to change)

Officer recommendation

For members to consider allocation £48,654.56 from the Rolling Capital for Lockyer Suite improvements. To agree works for w/c 1/1/24 which can be done alongside the already booked in flooring works (subject to availability).

These works form part of a progressive upgrade of the facilities within The Rufus Centre to bring them in line with our competitors and client expectations and is NOT a full refurbishment of the space. Further work to modernise The Lockyer Suite will be required progressively.

Mathew Earles (Business & Facilities Manager)



BRANDING REVIEW

EXAMPLES OF COMMUNICATIONS & MARKETING
MATERIALS & CONTENT



Flitwick Town Council



RENDEZVOUS
Café & Bar



FTC - POSTERS

THE MIA MAMMAS



Meryl Christine Julie

Taking on Donna & the Dynamos from the smash hit stage & screen sensation Mamma Mia!

This tribute show is a must for all Mamma Mia fans. The Mia Mammass has it all. Fabulous costumes, flawless vocals, and flamboyant choreography. Be prepared for some serious audience interaction!

Saturday 11th May

Tickets £15

Doors open 7pm
Show followed by Disco
Licensed Bar & Bar Food available

To book call: 01525 631900
The Rufus Centre, Flitwick, MK45 1AH



Organised by Flitwick Town Council

For more information: 01525 631900 or events@flitwick.gov.uk

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JOIN US FOR A NIGHT OF LIVE MUSIC

SOUL & MOTOWN

WITH THE SOUL MAN

SATURDAY 13TH JANUARY



THE RUFUS CENTRE, STEPPINGLEY ROAD, FLITWICK

7PM-11PM

DOORS OPEN 6.45PM

TICKETS: £15

BAR FOOD AVAILABLE BETWEEN 7PM & 9PM

BOOK VIA EVENTBRITE* OR CALL 01525 631900

LICENSED BAR OVER 18 ONLY



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For more information: 01525 631900 or events@flitwick.gov.uk

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Flitwick Town Council Community

JOB CLUB

Interview Support & Job Searches

CV Writing & Application Forms

VISIT US:
Wednesdays 2.30pm - 4.30pm

15th November
22nd November
29th November
6th December



VENUE: The Hub, Dunstable Road, Flitwick, MK45 1HP

Plus Free Money Skills Workshops with Bedfordshire Employment & Skills Academy



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For more information: 01525 631900 or info@flitwick.gov.uk

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Flitwick Town Council

Free Community

CHRISTMAS MOVIE DAY

Thursday 21st December

The Rufus Centre, Flitwick

FREE EVENT!

Film Showings:
Arthur Christmas (PG) 11am
Nightmare Before Christmas (PG) 2pm
Fred Clause (PG) 7pm

No need to book - just turn up!




Organised by Flitwick Town Council

For more information: 01525 631900 or events@flitwick.gov.uk

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FLITWICK PAPERS – FRONT COVERS

Flitwick Papers
Autumn 2022



Explore the colour of Manor Park this Autumn

What's Inside...	What's On...
<ul style="list-style-type: none"> Town Mayor Charity 200 Club Community Grants Poetic Flitwick Remembrance Parade 	<ul style="list-style-type: none"> An Evening with The Numbers: Friday 28th October Comedy Night: Saturday 12th November Christmas Lights Switch On: Sunday 27th November


Flitwick Town Council
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Flitwick Papers
Summer 2022



Wildflowers coming into bloom by the Station Road Play Area

What's Inside...	What's On...
<ul style="list-style-type: none"> Town Mayor Re-elected Annual Residents' Survey Results Hedgehog Friendly Town Update Flitwick Scarecrow Festival Returns 	<ul style="list-style-type: none"> Flitwick Family Fun Day: Saturday 11th June Flitwick Car Show: Sunday 21st August 90's Tribute Night: Saturday 17th September


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Flitwick Papers
Spring 2022



Bluebells & Bird Songs by Flitwick Wood in April

What's Inside...	What's On...
<ul style="list-style-type: none"> Community Grants Easter Egg Trail Resident Driven Projects Manor Park Heritage Works 	<ul style="list-style-type: none"> Lionel Richie Tribute Night: Saturday 23rd April Platinum Jubilee Afternoon Tea: Friday 3rd June Flitwick Family Fun Day: Saturday 11th June


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Flitwick Papers
Winter 2021



Christmas Lights Switch On
Photo: Ben Jemmett

What's Inside...	What's On...
<ul style="list-style-type: none"> Flitwick Festive Fun Remembrance Day Play Areas Boost Neighbourhood Plan 	<ul style="list-style-type: none"> Christmas Market: Sunday 12th December Friday Nights@Rendezvous: Quiz Night - 28th January 22 Murder Mystery Afternoon Tea: 19th March 22


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FLITWICK PAPERS – SPREADS

Educational Grants

Are you due to start your second year of university or apprenticeship this September?

Flitwick Combined Charities offer a one off support grant in the Autumn to students whose home is in Flitwick and have completed their first year at university, or in an apprenticeship and are about to enter their second year.

To apply for an educational grant please visit www.flitwickcombinedcharities.org.uk and download an application form. Deadline date for receipt of applications is **30th September**.

The charity also provides support to Flitwick residents who are in financial need and offer grants for specific items throughout the year, as well as grants around Christmas time. You can visit the website for forms and more information. Deadline date for receipt of applications for a Relief in Need Grant is **31st October**.

If you need any more information please contact Ann Lutley, Flitwick Combined Charities' Treasurer on 01525 712837.



FESTIVAL FOR OLDER PEOPLE



Friday 7 October 2022 – 10am to 2.30pm
The Rufus Centre, Steppingley Road, Flitwick MK45 1AH

Action and information for older people from local organisations, voluntary and community groups.

FREE ENTRY, LUNCH, REFRESHMENTS AND ENTERTAINMENT

For further details or if you need it all in one place

01525 631900 or info@flitwick.gov.uk or www.flitwick.gov.uk

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Flitwick Skate Jam Competition

A fantastic afternoon was had by all at the annual Flitwick Skate Jam Competition in August. Many local young people braved the hot weather and took to the ramps to show off their skateboard, scooter and BMX skills at Millennium Park! The event was funded by Flitwick Town Council and coordinated by RollBack World in Bedford. The Town Mayor presented prizes at the end of the afternoon for the 1st and 2nd place in each category.



Well done to all of the winners!

90's Throwback Evening

Get ready to dance and sing along to some of the most iconic bands of the 90's at the 'Back to the 90's Tribute Night' on **Saturday 17th September** at The Rufus Centre.

ADJ as well as live music from Duette Duo will keep you entertained with all of the classic 90's hits, come along for a fantastic evening out! Tickets can be purchased online at Eventbrite (booking fee applies), by calling us on 01525 631900 or in person at the Town Council Offices. We hope to see you there!



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Flitwick Gardeners' Association

For nearly 40 years the Flitwick Gardeners' Association (FGA) has been supporting gardeners and allotmenters in Flitwick and the surrounding villages and towns, through sales of gardening goods and provision of gardening advice to members, and running shows for members to show off their produce.

The FGA is entirely run by volunteers for the benefit of its members – it only costs £2 to join plus £2 per annum! We sell a wide range of gardening products from the 'Seed Box' located behind the old Leisure Centre on Steppingley Road, all at around cost-price. Stock range from from seeds to growbags, fertilisers to tools, garden canes to bulbs – almost everything you need to 'grow your own' or brighten up your garden. Despite the fence around the site, we still trade on Saturday afternoons (2pm-4pm).

The other big area for the FGA is the three shows we organise annually in the Flitwick Village Hall, the next is the Spring Show from 3pm on **Saturday 2nd April**. Everyone is welcome at all the shows, with afternoon tea available whilst you admire the work of those exhibiting.

For more information on the FGA and the benefits of membership, see our website www.flitwickgardeners.co.uk, visit us at the Seedbox or come along to the Spring Show on Saturday 2nd April.



Article sent in by
Flitwick Gardeners' Association

Explore the Flit Valley Walk

Explore the wonders and gems of The Flit Valley Walk with a new leaflet now available to download from our website and pick up from The Rufus Centre.

The leaflet has easy to follow directions for the 7.5 mile walk that takes you through stunning Greensand Country between Westoning and Silsoe, following the River Flit.

You'll also find information on points of interest and wildlife you might spot along the way.



01525 631900 e: info@flitwick.gov.uk w: flitwick.gov.uk

Queen's Green Canopy - Tree Grant Success

500 specimen trees, saplings and hedgerow will be planted across Flitwick for the Queen's Green Canopy this spring thanks to our successful application to Central Bedfordshire Council's Tree Planting Grant scheme.

In celebration of the Platinum Jubilee, the Queen's Green Canopy initiative will see new trees and hedgerow planted throughout the town to add to the existing tree cover and natural scrub, and create new habitat for wildlife to flourish.

Species include Rowan, Wild Cherry, Silver Birch, Lime and Beech trees as well as Hawthorn, Blackthorn and Hazel native hedgerow.

Flitwick Gardeners' Association, Bedfordshire Youth Rangers and the Parish Paths Partnership (P3) group have kindly volunteered to assist our Public Realm Team with the planting in Hinkley Recreation Ground, Station Road and Beaumont Court play areas, and on the grassed area at the bottom of Station Road.

All trees planted nationally for the Queen's Green Canopy initiative will be plotted on the website www.queensgreencanopy.org



The Great British Spring Clean

Get involved with this year's Great British Spring Clean, a nationwide initiative taking place between 25th March to 10th April.

We have teamed up once again with The Big Beds Clean Up for a special litter pick on **Sunday 3rd April**. We will be meeting at Flitwick Fisheries, Windmill Road at 12 noon to work together to help keep Flitwick tidy.

Come and join us. It is a great event for all the family to get involved with and all equipment will be provided.

Visit the Big Beds Clean Up Facebook page [@BigBedsCleanUp](https://www.facebook.com/BigBedsCleanUp) for the latest news and dates of future Flitwick litter picks.



[/FlitwickTC](https://www.facebook.com/FlitwickTC) [@NewsFTC](https://www.facebook.com/NewsFTC) [/Flitwicktowncouncil](https://www.facebook.com/Flitwicktowncouncil)

ROLLER BANNER



Flitwick Town Council

MEET YOUR LOCAL
COUNCILLORS
Sunday 31st July
10am - 1pm
Flitwick Sunday Market
(Outside Barclays Bank, Station Road)

Come and say 'Hello'
and speak to the people who
represent you in Flitwick.

*Opportunity to discuss any issues you
may have in the town!*



[www.flitwick-town-council.co.uk](#)


Flitwick Town Council

[ABOUT US](#)

[YOUR COUNCIL](#)

[FLITWICK TOWN](#)

[LIVING AND MOVING](#)



WELCOME TO FLITWICK TOWN COUNCIL

Welcome to the website of Flitwick Town Council. Here you'll find everything you need to know about the opportunities, events and services available to residents and to visitors to our community.

[FIND OUT WHAT'S ON ->](#)

[illegible]

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[Contact Us](#)
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[Terms of Service](#)

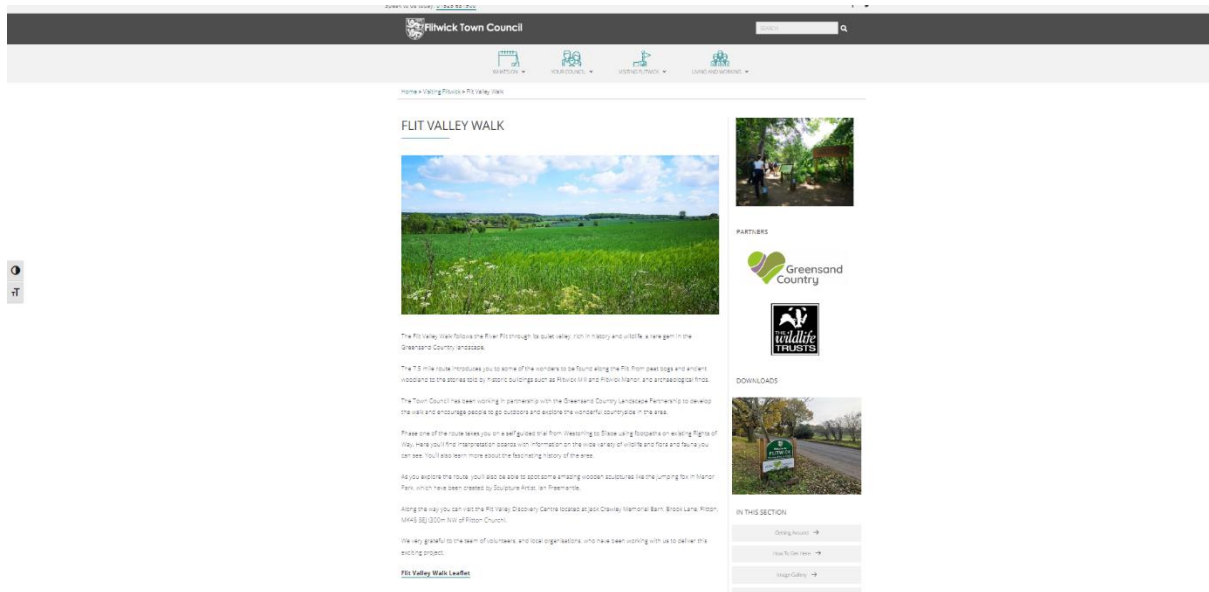
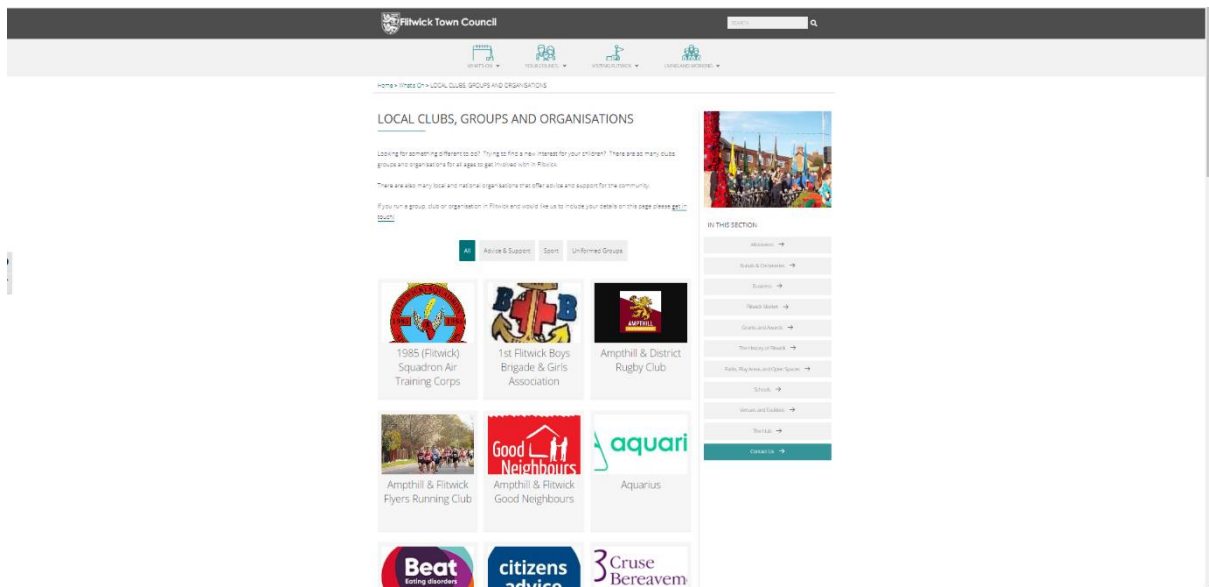
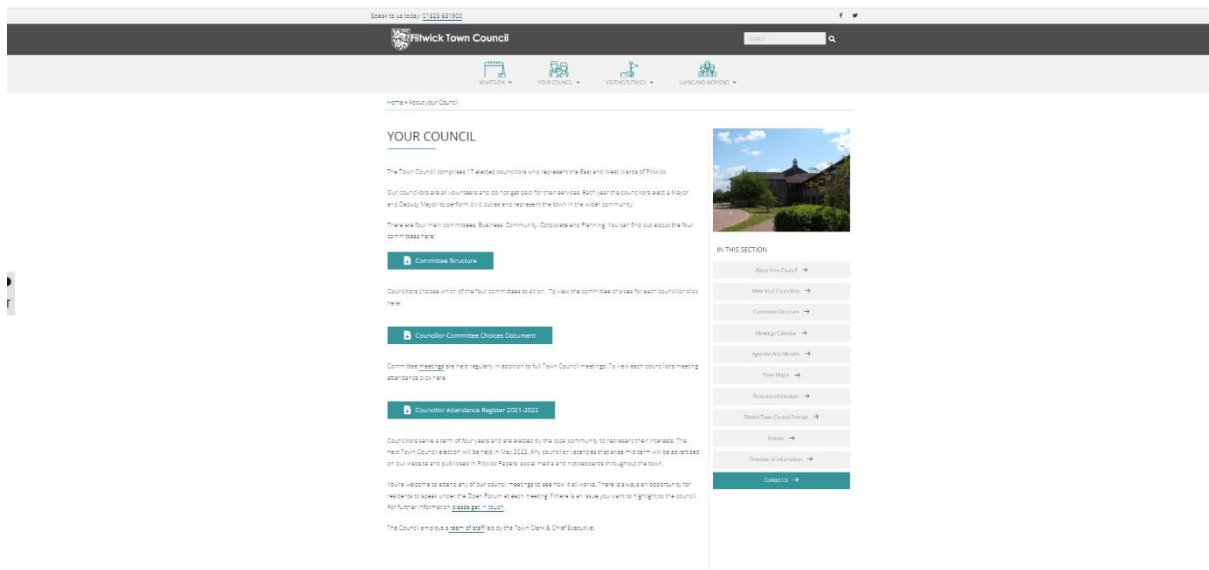
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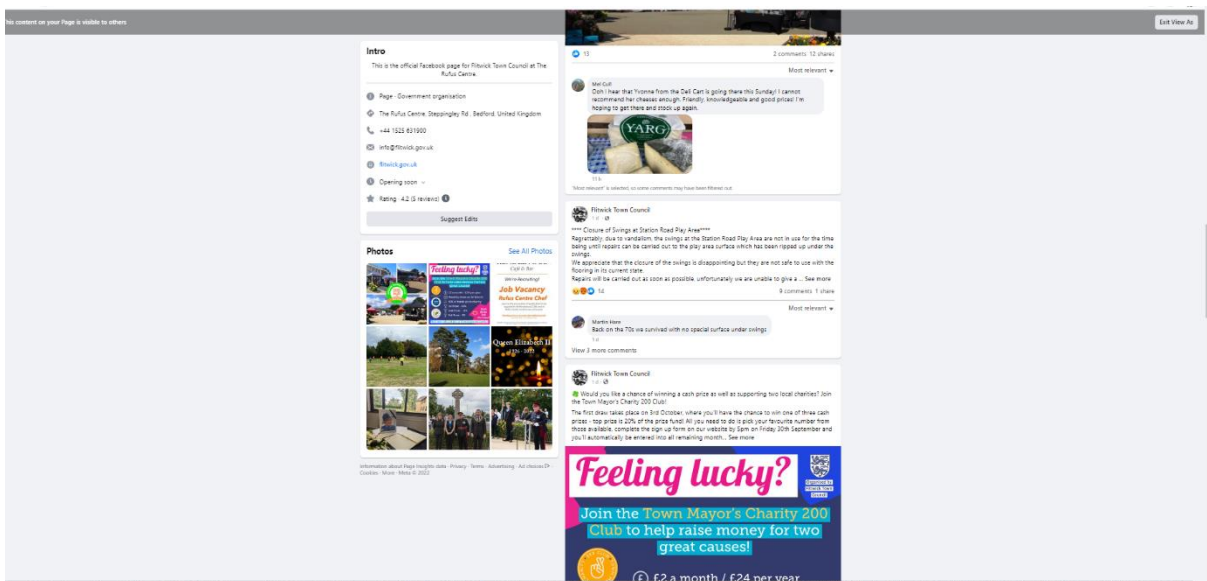
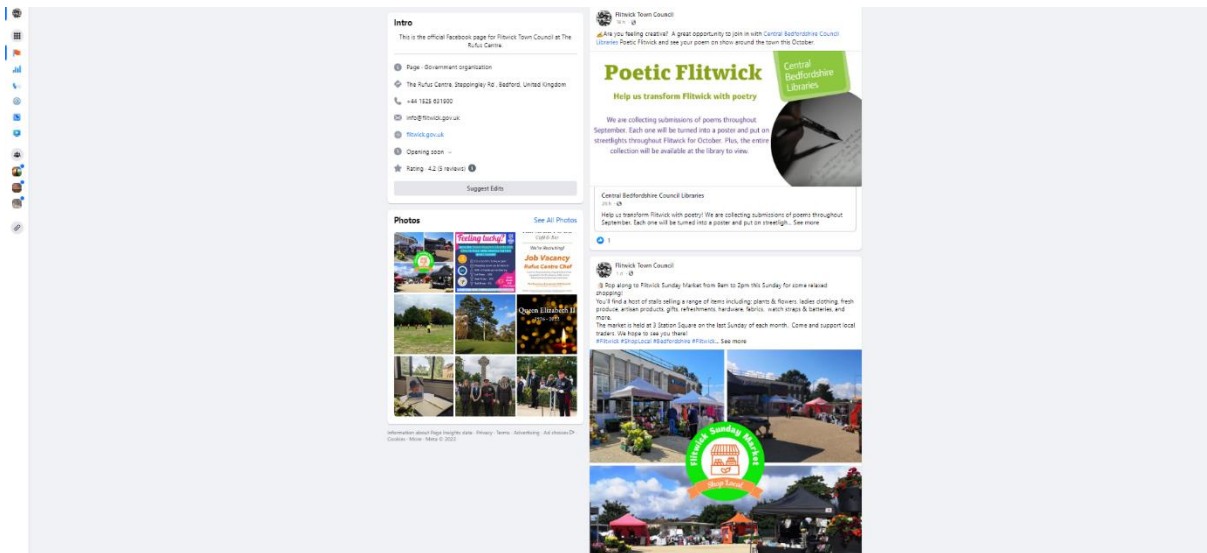
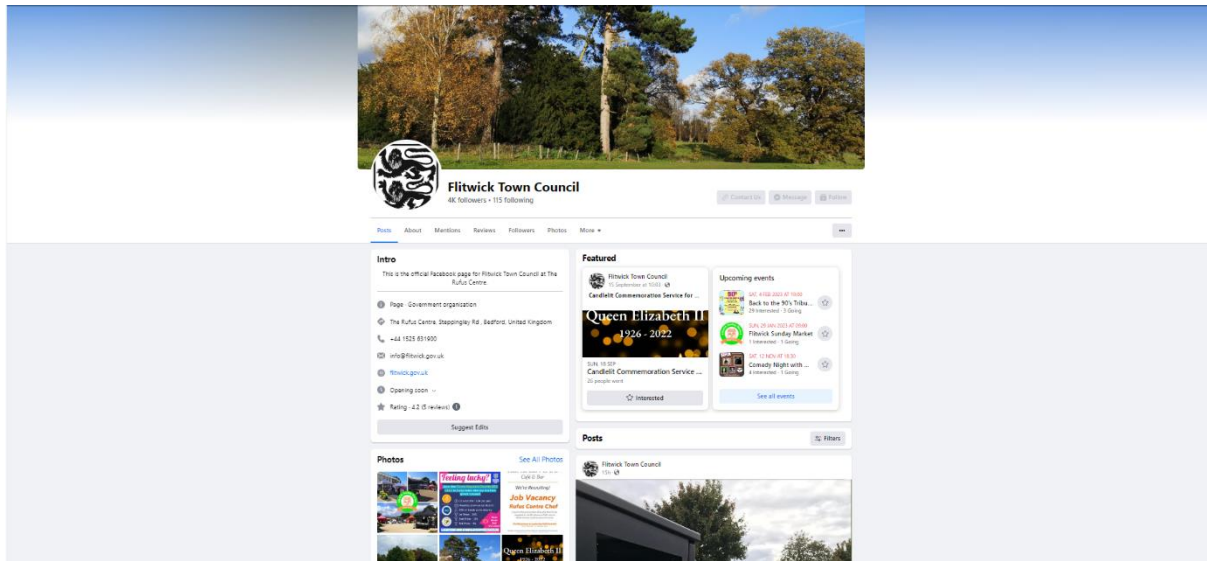
[Facebook](#)
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[View the full report and plan for this project](#) | [View and comment on planning applications in the area](#) | [Activities and fun things to do in Plaistow](#)

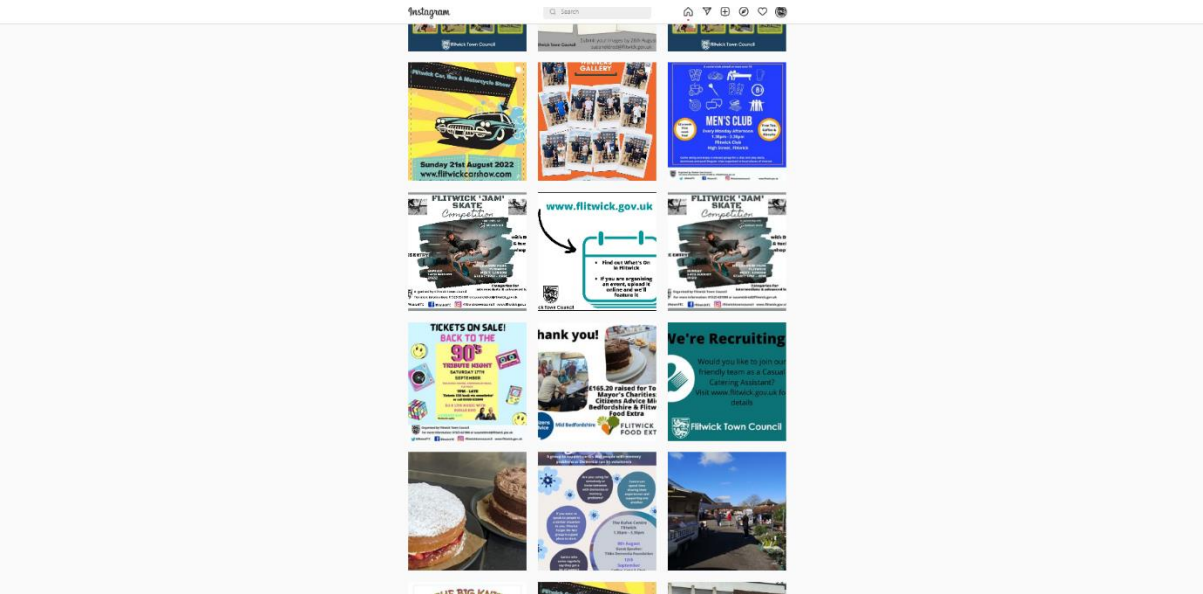
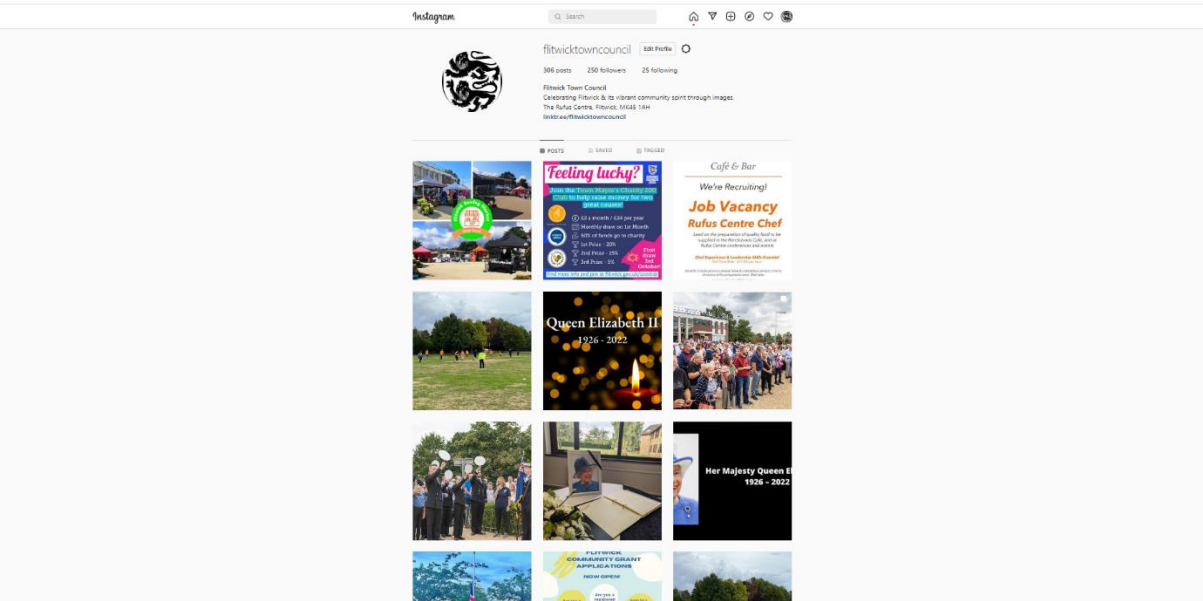
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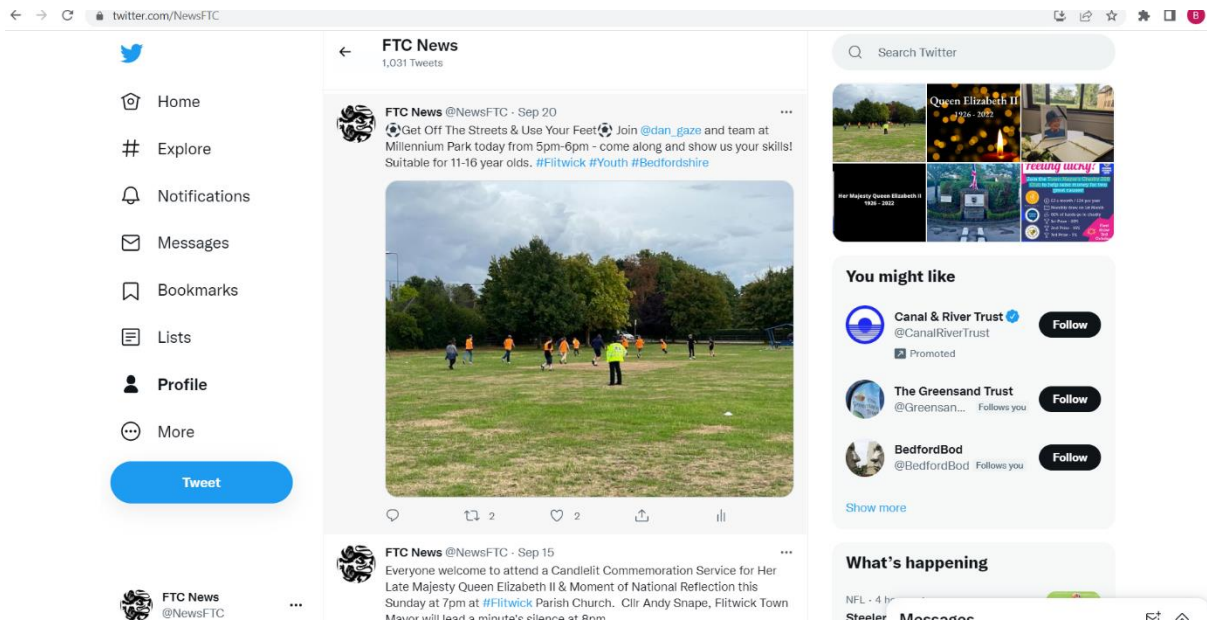
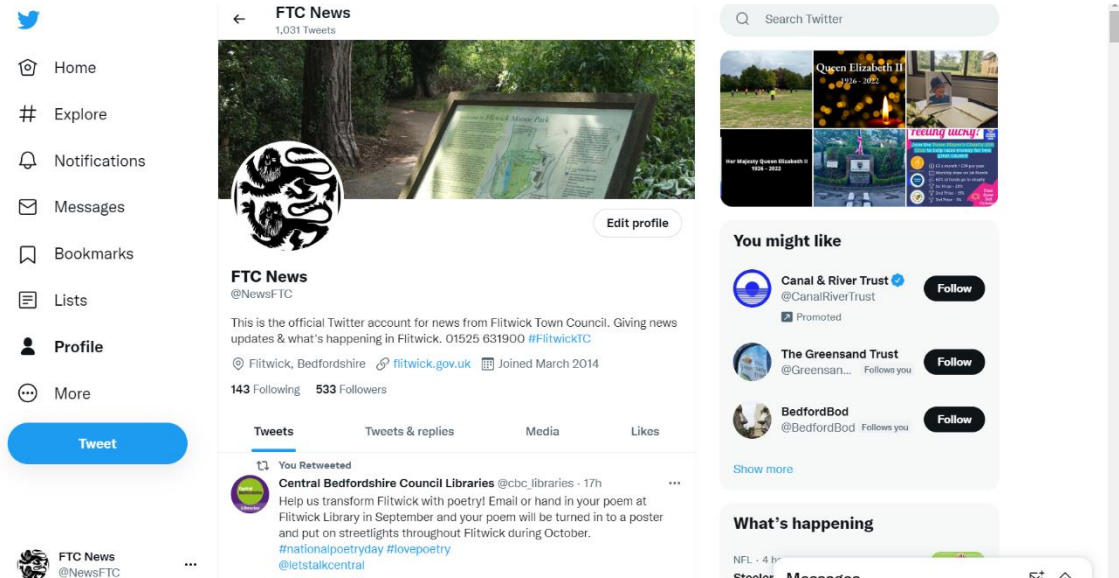
FTC FACEBOOK PAGE



FTC INSTAGRAM PAGE




FTC TWITTER PAGE



THE RUFUS CENTRE WEBSITE – HOMEPAGE

For bookings and enquiries: 01525 531051 | bookings@therufuscentre.co.uk



[Home](#) [Work](#) [Celebrate](#) [Weddings](#) [Events](#) [Wakes](#) [Our Rooms](#) [Cafe](#) [Contact](#)

OFFICE SPACE AVAILABLE

If you are looking for office space with ample car parking in a central location and minutes from Fletwell Train Station we have rooms available to rent. Our rooms are fully equipped with a fantastic on site cafe.

[Find out more](#)

The Rufus Centre is one of the most flexible conference, meeting and event venues in Bedfordshire

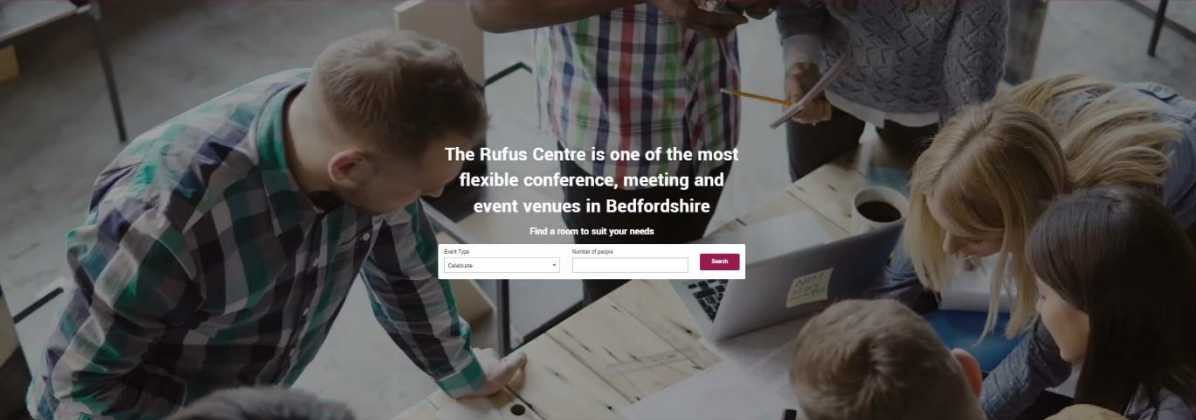
Find a room to suit your needs

Event Type

Conferences



Number of people

Search




Featured Services

For bookings and enquiries: 01525 531051 | bookings@therufuscentre.co.uk


Featured Services



Weddings

Paint a picture of your perfect wedding


[Explore](#)



Conferences

Pick the right venue for your conference

[Explore](#)



Meetings


Are you looking for a flexible meeting space?

[Explore](#)

My colleague Martyn would like to pass his personal thanks to the CSA. He was appropriately friendly and went out of his way to ensure we had a successful event. Upon arrival one of our key guests was in need of a cup of tea. Martyn spoke with the CSA, not only did he sort out a cup of tea for her but provided a biscuit too. In Martyn's words, "Superb. Wouldn't it be great if everyone went that extra mile like the CSA at the Rufus Centre."


[Read a review of 'Institution Engineers' association](#)

Our Services




Anniversaries

Celebrate your anniversary in style at The Rufus Centre.



Businesses based at the Rufus Centre

There are a wide range...



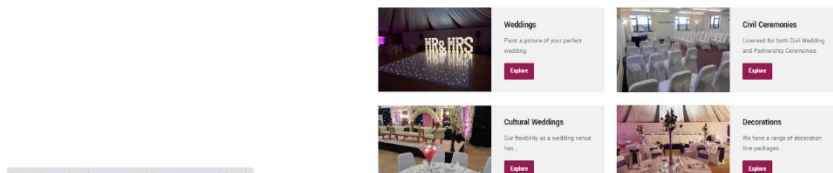
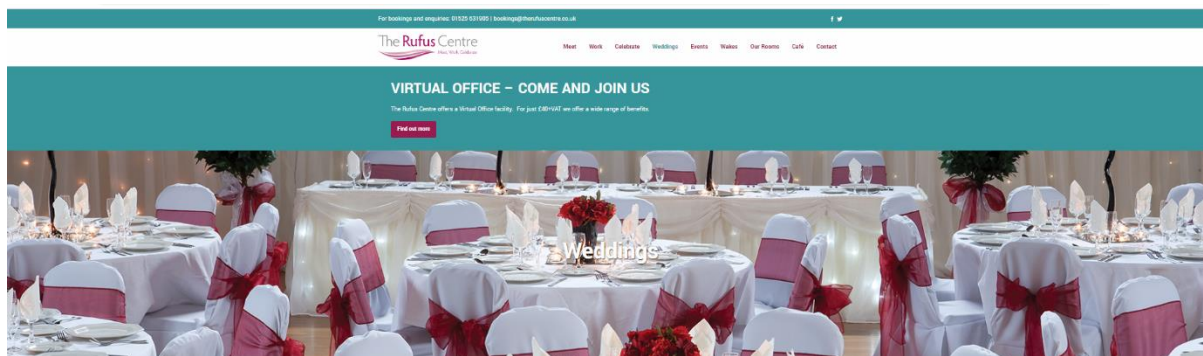
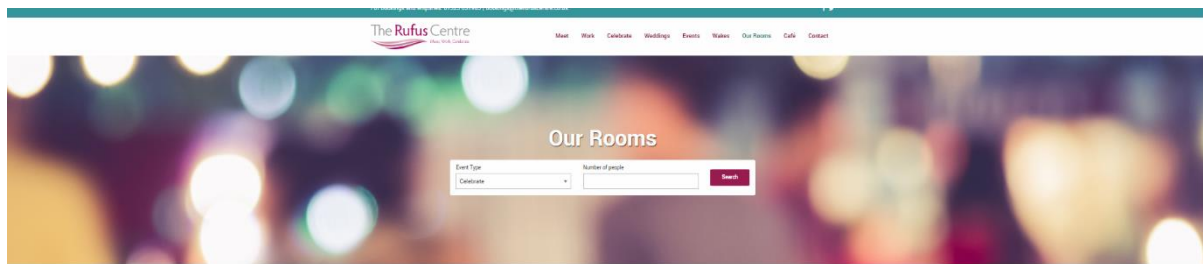
Catering & Wine Packages

To suit all budgets and tastes...

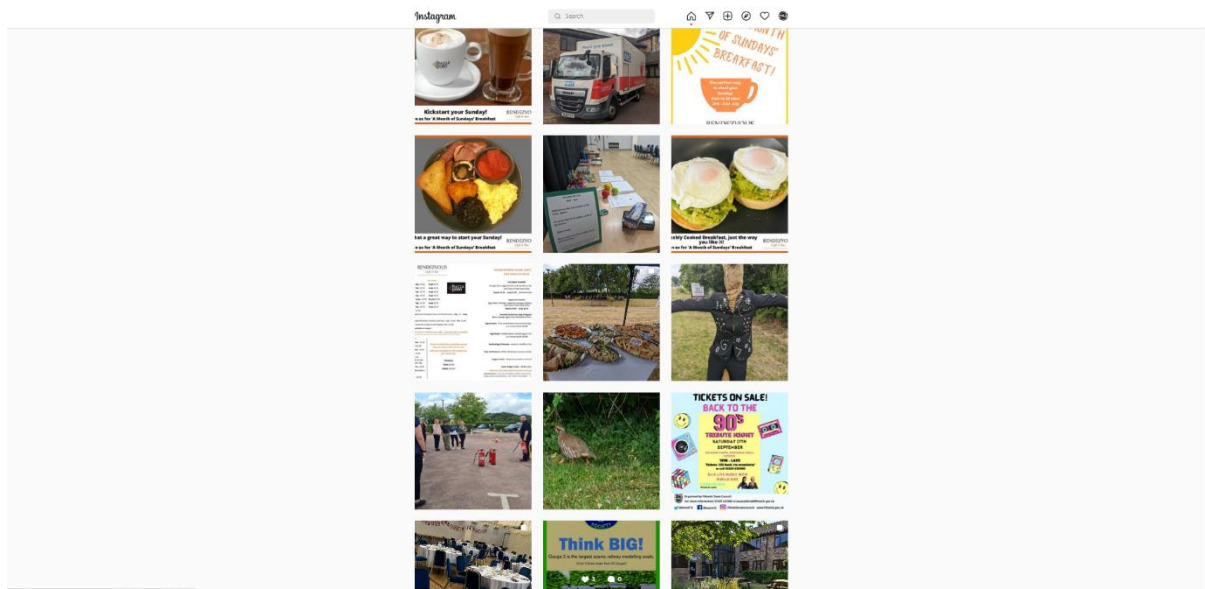
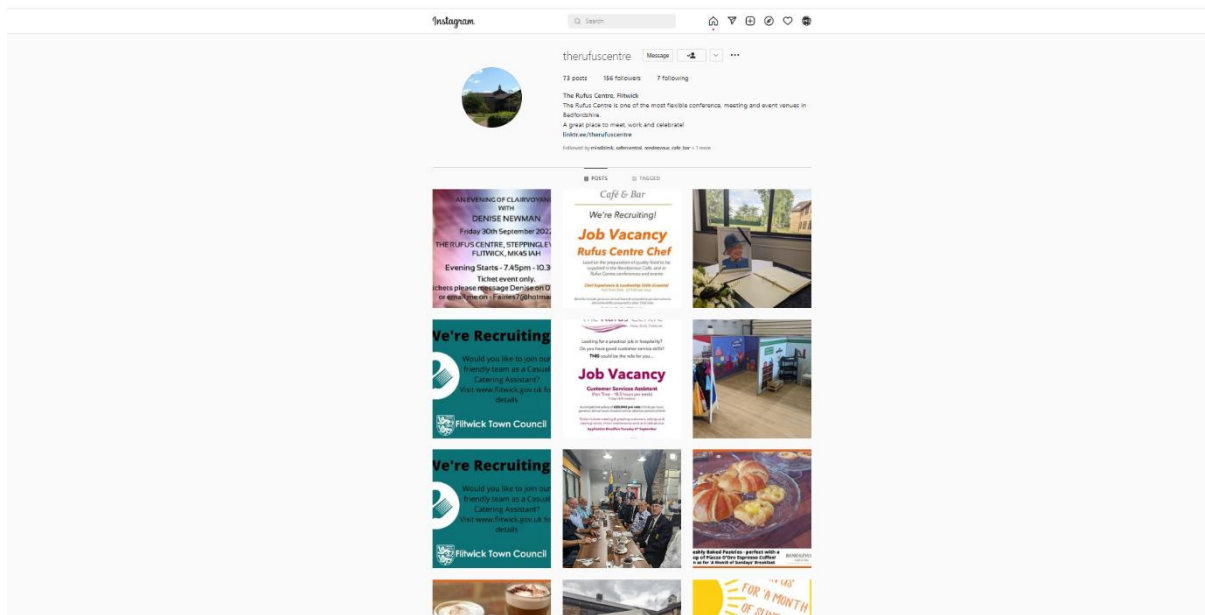
[About](#) [News](#) [Privacy Policy](#) [Terms & Conditions](#) [CSR](#)

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THE RUFUS CENTRE WEBSITE – PAGE SELECTION



THE RUFUS CENTRE INSTAGRAM PAGE



THE RUFUS CENTRE – QUARTERLY SPREADS IN FLITWICK PAPERS

The Rufus Centre

Office Space & Meeting Rooms

If you are looking for office space we currently have rooms available for new tenants. Please get in touch if you would like to come and view what we have on offer.

The Rufus Centre also provides flexible meetings rooms that can accommodate up to 200 so whether you need a small room for interviews or a large space for training we have it all! We also offer short term hire and twilight rates. Call 01525 631905 or email bookings@therufuscentre.co.uk.

It's Party Time!

We've hosted a number of party celebrations already this year for guests of all ages. The team were delighted to receive amazing feedback from a recent children's birthday party held in the Lockyer Suite:

"Great venue for a birthday party. Organising and planning was straight forward, with the local team super keen to help and support. We used one of the function rooms, for 30 4-5 year olds, two bouncy castles, set-up for food, and also space in the middle for Diddlers and a balloon guy. The party went really well, and the staff on the day were excellent."

If you're planning a party in the coming months, don't forget Flitwick residents get 10% discount on room hire for evening party bookings.

Rendezvous Café & Bar

If you've not visited us before you'll find a very warm welcome awaits you at the Rendezvous Café & Bar. Our full menu is available Monday to Saturday 8am to 2pm with delicious daily specials.

Between 2pm to 4pm, Monday to Friday, you'll find a selection of homemade cakes, freshly ground coffee and refreshments.

With spring finally here you can also take a seat in our outdoor seating area. Four legged friends are welcome to join you!

We're also busy with our plans to launch a new Sunday Brunch service in the coming months!



Tel: 01525 631905

Email: bookings@therufuscentre.co.uk

[/TheRufusCentre](https://www.facebook.com/TheRufusCentre)

[/WeddingsAtTheRufusCentre](https://www.facebook.com/WeddingsAtTheRufusCentre)

[@RufusCentreFTC](https://www.facebook.com/RufusCentreFTC)

[/therufuscentre](https://www.facebook.com/therufuscentre)

The Rufus Centre
Meet, Work, Celebrate.
www.therufuscentre.co.uk

t: 01525 631900 e: info@flitwick.gov.uk w: flitwick.gov.uk

Special Wedding Package

Celebrate in Style!

A complete package for 50 day guests and up to 100 evening guests*



Exclusive use of the Lockyer Suite

Room Decorations including ceiling canopy, sparkling aurore, chair covers & bows, table centres and lighting to suit your theme

Welcome Drink

Choice of Three Course Meal & Glass of Wine

Glass of Prosecco to Toast

Silver Cake Knife & Table

Wedding Garden - perfect for photographs

Finger Buffet for your evening guests

DJ & Disco for your evening reception

£6,395 inclusive

*Additional daytime guests £10pp, evening guests £12pp. A ceremony room may be added to the package for an additional charge.

Call our Wedding Team to discuss availability on 01525 631905 or email events@therufuscentre.co.uk

[/therufuscentre](https://www.facebook.com/therufuscentre)

The Rufus Centre
Meet, Work, Celebrate.

[/WeddingsAtTheRufusCentre](https://www.facebook.com/WeddingsAtTheRufusCentre)

f: /flitwickTC @NewsFTC /flitwicktowncouncil

The Rufus Centre

We're well into the party (and wedding!) season at The Rufus Centre, having hosted a range of celebrations including a number of birthday parties for both children and adults. The team were thrilled to receive amazing feedback from a recent 40th birthday party held in the Lockyer Suite:

"The venue looked absolutely beautiful and we had so many compliments from our guests. We just want to say thank you so much and express our appreciation and gratitude for the wonderful service that you have provided. It has been lovely working with you and you made everything so easy and stress free. You truly delivered. Thank you to everyone involved and for making my 40th party a night to remember! I'm positive you'll be hearing from us again in the near future!"



If you're planning a party in the coming months, don't forget Flitwick residents get 10% discount on room hire for evening party bookings. We also offer children's birthday parties from just £65!

Rendezvous Café & Bar

The long awaited summer is here, and you'll find a very warm welcome awaits you at the Rendezvous Café. You'll find a great selection of homemade cakes and savouries which can be enjoyed in our outdoor seating area. Iced coffees, smoothies and milkshakes are on the menu to keep you cool throughout the warmer days! We're open Monday to Friday 8am to 4pm and on Saturdays from 8am to 2pm.

Look out for news of our special Children's Menu and plans for Sunday Brunch coming soon!



Tel: 01525 631905

Email: bookings@therufuscentre.co.uk

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The Rufus Centre
Meet, Work, Celebrate.
www.therufuscentre.co.uk

t: 01525 631900 e: info@flitwick.gov.uk w: flitwick.gov.uk

BRINGING COMEDY ROYALTY TO:
FLITWICK
EDINBURGH PREVIEWS
29TH JULY

STARRING:

Seann Walsh
Star of *How to Succeed in Business Without Really Trying*, *Mr. Bean*, *The Fast Forward Show* and *The Fast Forward Show*.
"The best comedian in the business" - *The Guardian*

ALSO FEATURING:

Jake Lambert
As seen on *Comedy Central*, *Live from the Comedy Store*, *Has 112's Steve N' Jackin' Sam*, *"Bitchy Bitch"*, *"Chaos"*

Paul Revill
Known for *the show*

TICKETS £12

DOORS 7.30PM SHOW 8.15PM

THE RUFUS CENTRE, STEPPINGHILL RD, FLITWICK, BEDFORDSHIRE MK45 2AH
TICKETS: WWW.CASTLECOMEDY.CO.UK 07730 000 541

f: /flitwickTC @NewsFTC /flitwicktowncouncil

THE RUFUS CENTRE – BUSINESS FLYERS



Meet, Work, Celebrate

Flexible Meetings & Conference Space

Choice of seven meeting rooms to accommodate 2 to 200

Video conferencing available for Hybrid meetings

Free Wi-Fi in all meeting rooms

Choice of catering options from our in-house catering team

Excellent transport links by road and rail

Ample free car parking

Rendezvous Café & Bar on site

Friendly, professional staff



Tel: 01525 631905
Email: bookings@therufuscentre.co.uk
www.therufuscentre.co.uk

 /TheRufusCentre
 /therufuscentre



Meet, Work, Celebrate

Are You Looking For Office Space?

We have two flexible office spaces available

Newly refurbished offices 267sq ft or 535 sq ft

Rate inclusive of utilities

No hidden service charges

Offices cleaned daily (Monday to Friday)

Allocated car parking space

Intercom access

Ample free parking for your visitors

10% discount at the on site Rendezvous Café & Bar

25% discount on meeting room hire - choice of 7 rooms

To discuss options or have a look around the space
please give us a call on 01525 631905.



Tel: 01525 631905
Email: bookings@therufuscentre.co.uk
www.therufuscentre.co.uk

 /TheRufusCentre
 /therufuscentre

THE RUFUS CENTRE – ROLLER BANNERS



Why choose The Rufus Centre?

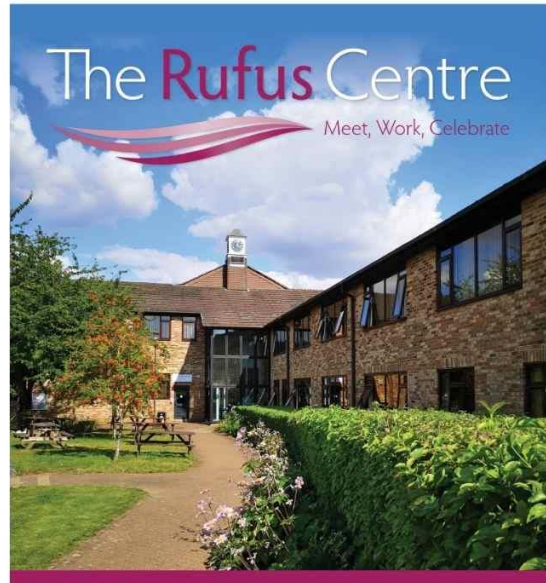
Large Function Suite for up to 200 Guests
Celebration Gardens
Rendezvous Café & Bar
5* Catering Team
Ample Free Car Parking



The perfect venue for all occasions:

Weddings • Civil Ceremonies • Christenings
Anniversaries • Birthdays • Dinners
Concerts • Award Evenings and more!

The Rufus Centre Flitwick, Bedfordshire, MK45 1AH



Why choose The Rufus Centre?

Choice of 7 Meeting Rooms
Room Capacity for 2-200 People
Hybrid Meeting Capability
Free Wi-Fi
Ample Free Car Parking
Rendezvous Café & Bar
Excellent Road and Rail Links



The perfect space for:

Conferences • Exhibitions • Training Sessions
Meetings • Seminars • Interviews
Product Launches • Presentations and more!

The Rufus Centre Flitwick, Bedfordshire, MK45 1AH

RENDEZVOUS CAFÉ & BAR – SECTION ON RUFUS CENTRE WEBSITE

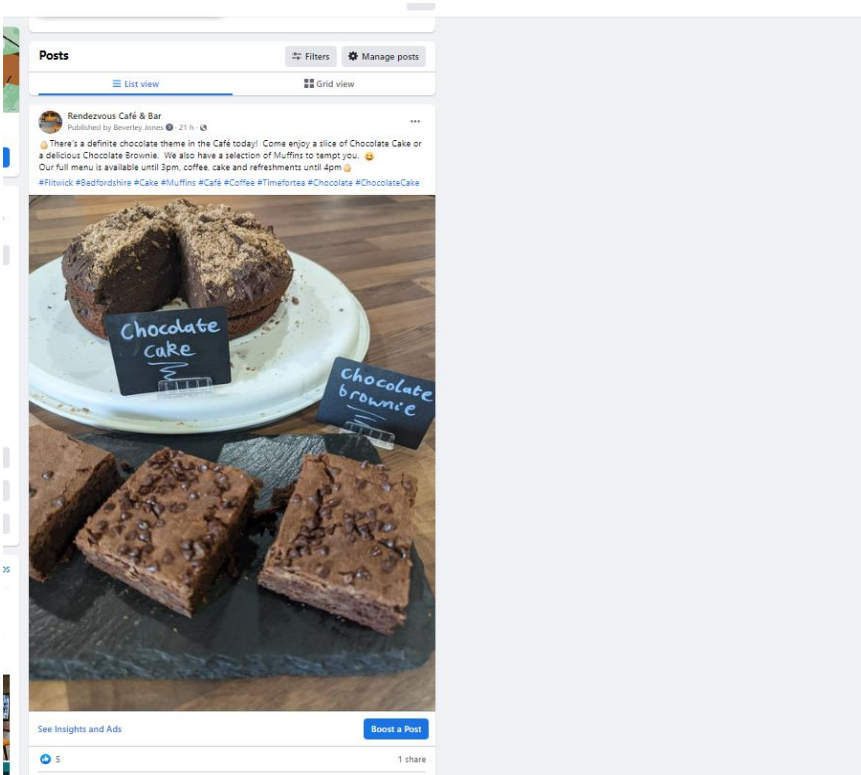
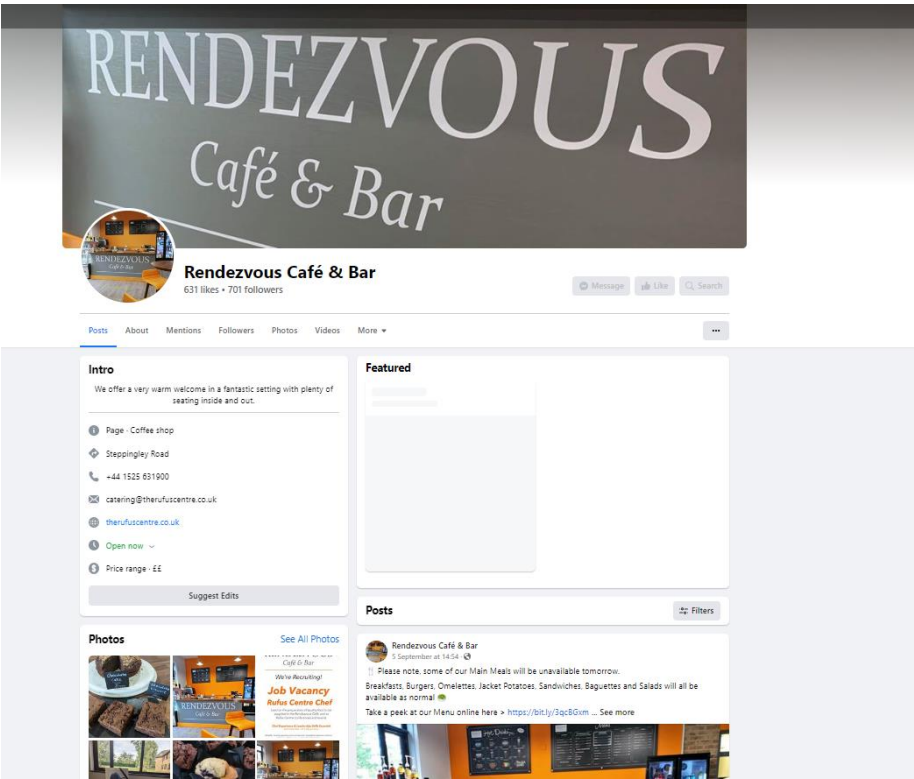


We offer a very warm welcome in a fantastic setting with plenty of seating inside and out for when the sun is shining!

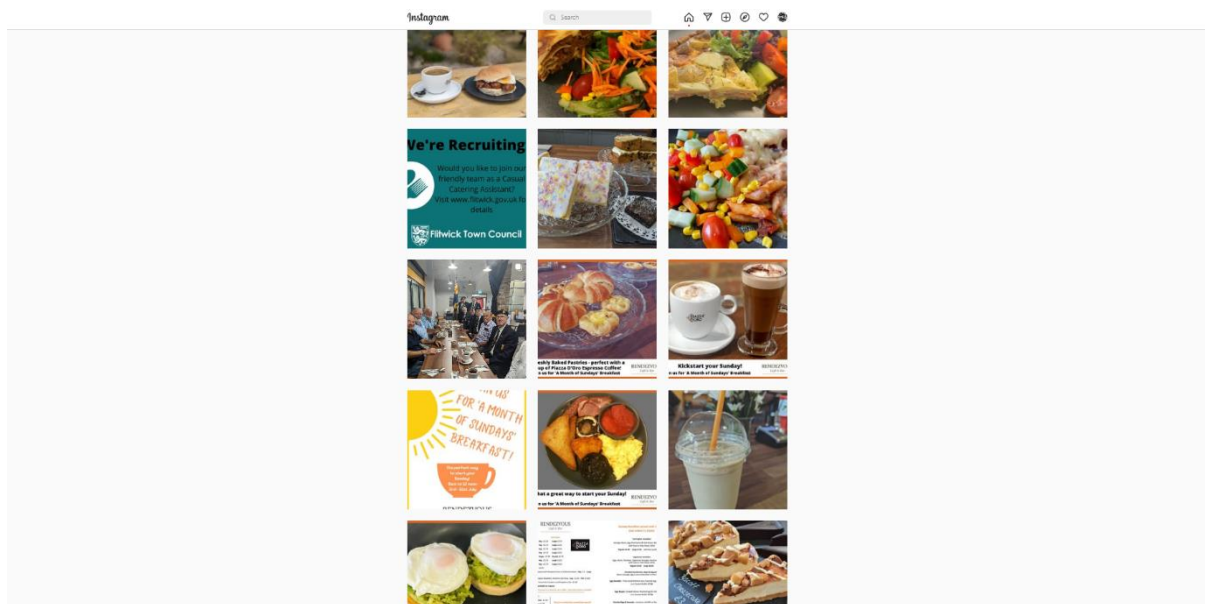
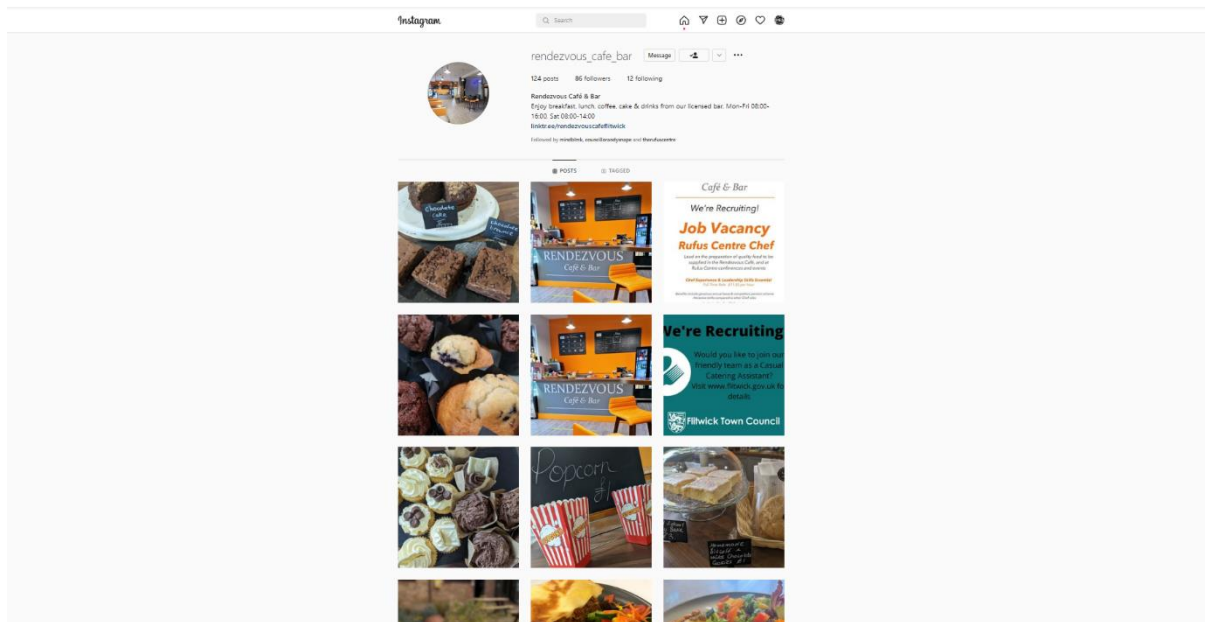
<p>Café Menus Join us for breakfast, lunch, freshly ground coffee, cakes, afternoon tea and a wide range of refreshments.</p> <p>Explore</p>	<p>Drinks Menu Join us for a selection of hot and cold drinks as well as our delicious beverages from our licensed bar.</p> <p>Explore</p>
<p>Afternoon Tea Choose from a wide selection of picnic boxes, perfect for a day out or for a special treat at home.</p> <p>Explore</p>	<p>Breakfast Start your day the right way with a freshly cooked breakfast. Join us between 8am and 11.30am, Monday to Saturday, for a heavenly breakfast with friends and family or a breakfast meeting with work colleagues.</p> <p>Explore</p>

<p>For bookings and enquiries: 01525 631905 bookings@therufuscentre.co.uk</p> <p>We cater for special dietary requirements including vegetarian, vegan, dairy free, egg free and gluten free. Please advise of any allergies.</p> <p>Well behaved dogs are welcome at our outside tables!</p> <p>Reservations in Rendezvous Café</p> <p>Usually, we encourage customers to just turn up to visit and enjoy the Rendezvous Café. However, if you are part of a group and would like to book a table for 6 or more people, our team will be happy to reserve this for you on the basis of the following terms:</p> <ul style="list-style-type: none"> A pre order is made A deposit of 50% for the order is made to secure the booking that will be non-refundable if you do not turn up <p>We assure our customers will understand why this is necessary for our busy Café. To reserve a table please contact 01525 631905. We look forward to seeing you again!</p> <p>New! Full Menu – Available until Sun Monday to Friday and until 3pm on Saturday</p> <p>New! Children's Menu</p> <p>Friday Night/Rendezvous Menu (only served on event nights)</p> <p>We also offer a range of Picnic Boxes and Afternoon Teas. For preorder.</p> <p>Follow us on Facebook for all the latest news.</p> <div data-bbox="624 1480 716 1525"> <p>Review Rendezvous Café & Bar</p> <p>Write Review</p> </div>	

RENDEZVOUS CAFÉ & BAR FACEBOOK PAGE



RENDEZVOUS CAFÉ & BAR INSTAGRAM PAGE



RENDEZVOUS CAFÉ & BAR - BREAKFAST FLYER

RENDEZVOUS

Café & Bar

Open Saturday 8am - 2pm

Monday to Friday 8am - 4pm

Join us for breakfast, lunch, freshly ground coffee and cakes.
We have a wide range of refreshments and a daily 'Specials' board.

Cooked Breakfast 8am to 11am - Vegetarian Options Available

Large Breakfast £7.50

Eggs (fried, poached or scrambled)
Two Cumberland Sausages
Two Rashers of Smoked Back Bacon
Two Hash Browns
Baked Beans
Tinned Plum Tomatoes
Mushrooms
Two Slices of Toast & Butter

Small Breakfast £5.50

Egg (fried, poached or scrambled)
Cumberland Sausage
Smoked Back Bacon
Hash Brown
Baked Beans
Tinned Plum Tomatoes
Mushrooms
Two Slices of Toast & Butter

All of our breakfast meats are supplied by local family butchers B W Deacon



The Rufus Centre, Steppingley Road, Flitwick, Bedfordshire, MK45 1AH
Tel: 01525 631905 www.therufuscentre.co.uk catering@therufuscentre.co.uk

RENDEZVOUS CAFÉ & BAR - 'Month of Sundays' Social Media



PROUD AF - Posters



PRESENTS

AN EVENING OF *Drag* ENTERTAINMENT

Not for the faint hearted!

PERFORMANCES FROM
PALMA VIOLET AND LUSHES LIPS

Plus Disco, Insult Comedy, Audience Participation, Bingo, Raffle and more!

**SATURDAY 15TH JULY | DOORS 7PM
TICKETS £13**

Over 18's only. Licensed Bar & Bar Food available
The Rufus Centre, Flitwick, MK45 1AH

Book online at Eventbrite
(booking fee applies)



Working in partnership



Working towards strengthening communities
that truly embrace LGBTQ+ people.
For more information call 01525 631900



PRESENTS

Movie Night

PRISCILLA QUEEN OF THE DESERT

CELEBRATING
**Pride
MONTH
JUNE 2023**

**FRIDAY 2ND JUNE | FILM 7.30PM
TICKETS £3.50***

TICKET INCLUDES GLASS OF WINE,
BEER OR SOFT DRINK

Licensed Bar & Bar Food available from 5pm.
The Rufus Centre, Flitwick, MK45 1AH

Book online at Eventbrite (*booking fee applies)



Working in partnership



Working towards strengthening communities
that truly embrace LGBTQ+ people.
For more information call 01525 631900



PRESENTS

Show tunes Sing-along

DO YOU HEAR THE PEOPLE SING!

With

ALEXA FOX & GAVIN ASHLEY COOPER

**SATURDAY 27TH JANUARY | DOORS 7.30PM
TICKETS £10**

Over 18's only. Licensed Bar & Bar Food available.
The Rufus Centre, Flitwick, MK45 1AH

To Book Tickets Call 01525 631900



Working in partnership



Working towards strengthening communities
that truly embrace LGBTQ+ people.
For more information call 01525 631900

FLITWICK LIVING HISTORY - Posters



JOIN US FOR A FASCINATING
TRIP DOWN MEMORY LANE....

FLH Flitwick
A living history

FLITWICK VILLAGE LIFE IN THE 1940'S & 50'S

*Hear stories about the
people and places that
shaped our town from
long-time residents
Ellis Billington and
Christina Swannell*

THURSDAY
14th September 2023



TIME
7:00PM - 9:00PM



THE RUFUS CENTRE
Steppingley Road, MK45 1AH



EVERYONE WELCOME
NO NEED TO BOOK - JUST TURN UP

BRINGING HISTORY ALIVE!

f /flitwickalivinghistory

SHARE YOUR STORY WITH US



FLH Flitwick
A living history

EVERYONE HAS A STORY TO TELL! WHAT ARE YOUR RECOLLECTIONS OF LIFE IN FLITWICK?

*Come along and bring your
photographs of Flitwick, or any
other programmes or memorabilia
of events in the town.
Find out more about 'Flitwick - A
Living History' project and the
new website.*

SATURDAY
21st October 2023



TIME
10am to 12 noon



THE HUB
Dunstable Road, MK45 1HP
Free Parking



EVERYONE WELCOME
DROP IN ANYTIME!

BRINGING HISTORY ALIVE!

f /flitwickalivinghistory

THE HUB – POSTERS

What's On at
THE HUB

FREE
Open Access
Youth Drop-In

THE HUB
Dunstable Road, Flitwick
Every Tuesday
(Term Time)
4pm - 6:30pm
11 - 16 years

Including Multi Sports

- Free Entry
- Free Snacks
- Free Games
- Free Table Tennis
- Free Air Hockey
- Free Pool
- Free Music Workshop
- and Much More!

Working in Partnership:

  Dan Gaze Support Service
01753 610000
Email: dgss@flitwick.gov.uk

What's On at
THE HUB

FREE
YOUTH CLUB

THE HUB
Dunstable Road, Flitwick
Every Monday
(Term Time Only)
4pm - 6:30pm
Years 5 & 6

Free Entry - Free Snacks - Free Pool
Free Table Tennis - Free Air Hockey
& More

To register email: dgssltd@outlook.com
Limited Spaces Available
Spaces allocated on a first come,
first served basis!

Working in Partnership:

  Dan Gaze Support Service
01753 610000
Email: dgss@flitwick.gov.uk

What's On at
THE HUB

FREE
POP-UP
BASKETBALL
MILLENNIUM PARK
FLITWICK
TUESDAY 30TH MAY
YEARS 5 & 6: 10AM TO 12PM
YEARS 7 - 11: 12:30PM TO 2:30PM
ALL WELCOME!

The Hub is
open too!

Working in Partnership:

  Dan Gaze Support Service
01753 610000
Email: dgss@flitwick.gov.uk

SIGNAGE





Ends.

FLITWICK TOWN COUNCIL

BRANDING REVIEW

DRAFT DESIGN BRIEF

BACKGROUND

Over the last four years the scope of communications and marketing responsibilities has increased to meet growing demand, both for the Council and for commercial activity for The Rufus Centre and The Rendezvous Café & Bar which are both owned and operated by Flitwick Town Council. Each of these has their own brand identity and an increasing range of marketing channels.

Key communication and marketing activities over this period in chronological order have included:

- Redesign of The Rufus Centre website in July 2019.
- Launch of The Rendezvous Café & Bar at The Rufus Centre in August 2020. The Café has a separate section on The Rufus Centre website.
- Redesign of the FTC website in September 2020.
- Refurbishment and investment in The Rufus Centre's facilities in 2020.
- Partial redesign of quarterly magazine, Flitwick Papers in June 2021. The magazine has a print run of 6,300 per issue and is delivered to every household in Flitwick and is available for pick up from key areas in the town i.e., The Rufus Centre and Flitwick Library.
- Relaunch of visual identity for The Hub, offering services for young people in October 2022. The Hub is also used as a regular meeting space for the community and available for hire.
- Launch of the Community Fridge, supporting cost of living initiative and reducing food waste, branded under the national Hubbub umbrella in January 2023.
- Focus on the wider cost of living crisis with the appointment of Community Services Officer dedicated to increase support offered to residents including weekly Community Hub, free movie events and Job Club.
- Launch of PROUD AF – a joint initiative with Ampthill Town Council, which offers a range of new services and events for the LGBTQ+ community and allies with its own visual identity in February 2023.
- Partial launch of Flitwick Living History project – dedicated website to be launched in spring 2024 volunteer led. The project Facebook page is live.
- Increase in the number of social media pages and channels across all areas. (see Marketing Communications Channels attached).

THE BRANDS

Flitwick Town Council

The Town Council has 16 Councillors who volunteer their services to act on behalf of Flitwick residents to improve the local community. This is supported by a small team of officers who deliver agreed projects and services.

The Rufus Centre

The Rufus Centre is a flexible meetings, conference, and events venue, licenced to hold weddings and civil ceremonies. with seven meeting rooms that accommodate up to 200 people. In addition, it is home to Flitwick Town Council, a range of tenants who lease office space, and The Rendezvous Café & Bar.

The Rendezvous Café & Bar

The Rendezvous Café is situated inside the Rufus Centre and prides itself on offering a friendly service in a relaxed setting using locally sourced produce where possible. It has a high percentage of repeat custom and is a popular meeting place for community groups, as well as some business customers. Outside of normal operational hours it is used as a smaller event space, available for hire.

MARKETING ASSETS REVIEW

A review of communications & marketing assets across the three brands was presented to Members at the Corporate Services meeting in September 2022. (See Branding Review attached).

Outcomes agreed at the meeting:

- There is a lack of visibility of FTC branding across the range of assets. Posters in particular include contact sign off at the bottom of page showing the event is organised by FTC, but it does not 'jump out' that it is an FTC event/initiative.
- Lack of FTC association with The Rufus Centre and Rendezvous Café & Bar. It is not clear that both are owned and managed by FTC.
- Lack of consistent approach with a mix of typefaces and graphic styles.
- Basic brand guidelines in place for FTC, The Rufus Centre and Rendezvous Café & Bar are currently restricted to use of logo and one and full colour specifications. The guidelines need to be developed further to include tone of voice, etc.
- Lack of consistency in the presentation of basic Council documentation in the public domain i.e., agendas, minutes, policies.

THE TEAM

The Communications & Marketing Team was reduced in February 2023 to one person, working part time for a total of 33 hours per week.

SOFTWARE USED

All work is currently produced in-house using Canva Pro and InDesign (predominantly for Flitwick Papers). Flitwick Papers has an established template set up on InDesign. Council documentation is produced in Word. Both FTC and The Rufus Centre websites are built with WordPress.

ADDITIONAL POINTS FOR CONSIDERATION

There is no intention to change the FTC website or the anchor colours of teal, grey and black.

The Rufus Centre logo was refreshed in March 2021. However, the introduction of this logo was put on hold.

The mix of visual identities for different FTC projects that show no association with FTC such as The Hub and the Community Fridge.

The wide variety of traditional and digital marketing channels across the three brands and sub-brands (see document attached).

Event tickets are currently sold via Eventbrite. In January 2024 tickets will be sold via ticketing platform Ticketsolve which will giving more flexibility, upselling opportunities, CRM, etc.

THE DESIGN CHALLENGES






















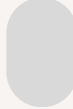






- How do we effectively position The Rufus Centre and Rendezvous Café & Bar as part of the FTC family?
- How do we increase brand recognition of FTC within all our marketing activity?
- How do we streamline the design process for marketing materials to assist the team to deliver within project timeframes and with limited staff resource?

DESIRED OUTCOMES










































- Clear visual identity of FTC as the umbrella brand of The Rufus Centre and Rendezvous Café & Bar, as well as initiatives like the Community Fridge, PROUD AF and Flitwick Living History. We want our audience to know that FTC is behind these entities, but without detracting away from their individual identities.
- A range of easy-to-use templates for marketing materials and Council documentation to ensure consistency across the board.

Ends.

FLITWICK TOWN COUNCIL MARKETING MATERIALS

ACTIVITY	FTC	RUFUS	RENDEZVOUS	THE HUB		
FLYERS						
POSTERS						
BANNERS						
NOTICEBOARDS						
MENUS						
MAGAZINE						
ADVERTS						

FLITWICK TOWN COUNCIL DIGITAL MARKETING CHANNELS

ACTIVITY	FTC	RUFUS	RENDEZVOUS	HUB	FRIDGE	WEDDING
FACEBOOK						
INSTAGRAM						
TWITTER						
LINKEDIN						
TRIPADVISOR						
EVENTBRITE						
WEBSITE			<div><div>Section on Rufus website</div></div>			

FLITWICK TOWN COUNCIL SOCIAL MEDIA FOLLOWERS

PLATFORMS	FTC	RUFUS	RENDEZVOUS	HUB	FRIDGE	WEDDING
FACEBOOK	4,437	2,158	788	264	563	576
INSTAGRAM	397	269	103	91		
TWITTER	578	645				

Note: Flitwick Living History Facebook page is not managed by FTC

Figures: 1st Dec 2023