



FLITWICK TOWN COUNCIL
DRAFT MINUTES OF THE BUSINESS IMPROVEMENT AND DEVELOPMENT BOARD
MEETING HELD ON TUESDAY 10TH SEPTEMBER 2024 AT 7:45 PM AT THE RUFUS
CENTRE

Present:

Cllr Blazeby

Cllr Hodges

Cllr Harald

Stacie Lockey – Town Clerk & Chief Executive

Mat Earles – Business & Facilities Manager

Beverley Jones – Communications & Marketing Manager

1554. APOLOGIES FOR ABSENCE

Apologies for absence were received and accepted from Cllr Snape – unwell, Cllr Roberts – work commitment, Parsons – work commitment.

1555. 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 – none.

1556. CHAIRMAN'S ANNOUNCEMENTS

No items.

1557. PUBLIC OPEN SESSION

None.

1558. INVITED SPEAKER

None.

1559. MEMBERS QUESTIONS

Cllr Hodges asked for clarification on the elderly people's Christmas Lunch and how the decision was made. Cllr Hodges recalled that the BIDB was tasked with evaluating the event and costings only at this stage.

Cllr Blazeby explained that the BIDB reviewed the P&L for the event. However, the Community Services Committee reviewed the event more thoroughly, and the decision was sent to Council for ratification.

1560. MINUTES

For Members to receive and adopt the Minutes of the Business I&DB Committee held on **Tuesday 30th July 2024**.

It was **RESOLVED** to adopt the minutes of the Business Improvement & Development Board meeting held on **Tuesday 30th July 2024**, as an accurate record.

1561. MATTERS ARISING

Minutes of the BI&DB Committee **Tuesday 30th July 2024**.

No matters arising.

1562. ITEMS FOR CONSIDERATION

a. Branding Project

Cllr Blazeby gave an overview of the updated branding templates. Members were happy with the revised designs and tasked Officers to finalise the finer details to complete the designs.

It was **RESOLVED** to approve the revised designs subject to Officers working with the agency on the factual information relating to each template.

1563. ITEMS FOR INFORMATION

a. Planner Demonstration

The CMM demonstrated the planner software currently being used internally to market events and activities across the Community Services and Rufus Centre.

Members were pleased to see a plan in place that different departments were utilising.

The Chairman suggested a short demonstration of the plan at the next Town Council meeting.

Action: CMM

1564. PUBLIC OPEN SESSION

No items.

1565. 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.

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.

a) **Confidential Report**

Members noted the report.

b) **Officer Update**

Members noted the Officer update.

c) Potential Projects Discussion

Members discussed the office space that was no longer being used for the Community fridge and asked Officers to get a breakdown of costings before agreeing to any work taking place to upgrade the space.

d) Finance Reports

Members noted the finance reports.

e) Occupancy Stats

Members noted the occupancy stats.

Chairmans signature.....

Meeting closed 21.20



Flitwick Town Council

Business Development Improvement Board Marketing Update 12th November 2024

1. **Branding Update**

The eight individual templates have been updated with the relevant contact information relating to each brand.

We are now working with Treacle to finalise a prescriptive design style for key poster content to ensure consistency across all marketing activity.

Once this has been agreed, the agency will provide templates in all formats that can be customised in-house, and the brand guidelines.

The current plan is to switch to using the new branding from January 2025 to allow time for the relevant teams to become familiar with the new process of creating designs. Meetings will be arranged with those involved to talk through the process.

2. **Flitwick Papers**

The first distribution of Flitwick Papers via the Oracle worked well with no issues highlighted with delivery of the magazine. Staff members who live in Flitwick reported receiving a magazine, some for the first time in several months.

The Oracle will be distributing the winter edition at the end of November. Timings of production of the winter issue had to be brought forward by two weeks to fit in with the timings of the Oracle distribution as they only distribute at the end of the month and do not produce an issue in January.

The winter edition of Flitwick Papers will be distributed between 29th November to 1st December.

Now that we have confirmed the switch to the Oracle, and we have clear deadline dates to follow, a schedule of the copy dates and distribution dates for next year will be distributed to all Members.

3. Welcome Signage

We are investigating replacing the existing signage at the entrance to The Rufus Centre which will allow us to include the Rendezvous Café in the signage. There is currently no external sign visible from the roadside to advertise the Café which is a real disadvantage in trying to attract new customers who may be unaware that we have the facility on site.

The intention is to extend the size of the sign vertically to the ground within the current frame as there is open space at the bottom of the existing sign we can utilise.

Signage has been looked at in the past but has not moved forward due to issues with planning permission. We have checked with CBC and there is no requirement to submit a planning application for this change to the sign as it is within the existing frame, not moving location and will not be illuminated.

A selection of designs will be created inhouse and once agreed will be produced professionally by the appointed design agency.

There is available funds within the existing Rufus Centre promotions and advertising budget for this signage.

4. Marketing Intern

The marketing intern has settled in well to the department and has been focusing on increasing creative content for The Rufus Centre and Rendezvous Café social media accounts, website and digital signage, and increasing visibility of the programme of events through local magazines and websites such as Experience Bedfordshire.

Promotional opportunities such as the new Rufus Centre Gift Vouchers, Black Friday offer, and themed Christmas offers in the Café, will be maximised in the coming weeks.

They are currently working on customer relationship marketing utilising the Ticketsolve customer database who have opted to receive regular updates from The Rufus Centre. This currently stands at 317 customers.

To build on this database we are also exploring other marketing initiatives to encourage people who have not used the Ticketsolve system to sign up via other methods to receiving regular news of what events we have coming up.

The newsletter will be created via email and marketing automations platform Mailchimp. Ticketsolve is also looking at integrating its own email marketing system within its programme but this is still in development stage. We will investigate the Ticketsolve offer when it becomes available.