



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

Present:

Cllr Blazeby

Cllr Hodges

Cllr Parsons

1578. APOLOGIES FOR ABSENCE

Apologies were received and accepted from Cllr Snape – holiday, Cllr Roberts – work commitment and Cllr Harald – unwell.

1579. 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.

1580. CHAIRMAN'S ANNOUNCEMENTS

There were no chairman's announcements.

1581. PUBLIC OPEN SESSION

There were no members of the public in attendance.

1582. INVITED SPEAKER

There was no invited speaker.

1583. MEMBERS QUESTIONS

No questions.

1584. MINUTES

For Members to receive and adopt the Minutes of the Business I&DB Committee held on **Tuesday 12th November 2024.**

It was **resolved** to adopt the minutes of the Business Improvement & Development Board meeting held on Tuesday 12th November 2024, as an accurate record.

1585. MATTERS ARISING

Minutes of the Business I&DB Committee **Tuesday 12th November 2024.**

There were no matters arising.

1586. ITEMS FOR CONSIDERATION

a. Projects Report

Members asked what items were being covered under the insurance claim following the flooding. The BFM advised that the following would be covered; ceilings to the former Christmas cupboard and Warrenfield room, acoustic panelling in the Lockyer Suite, and the foyer carpet.

Members were in favour of all projects listed, but concern was raised with the frontage of the Rufus Centre due to the current financial situation and Station Road refurbishment project.

Members felt that item 2 – frontage to the Rufus Centre, should be deferred to the February meeting, at which point the financial situation would be clearer.

It was **resolved** to go ahead with the following works, which will be funded via the £40,000 EMR – Rufus Surplus;

1. Item 1 – Lockyer Suite Lighting – Quote 1 - £8,500
2. Item 3 – Fire Alarm Panel – Quote 1 £2,229
3. Item 4 – Guttering Replacement – Quote 1 £3,945

1587. ITEMS FOR INFORMATION

No items.

1588. PUBLIC OPEN SESSION

No members of the public.

1589. 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) Confidential Report

Members noted the report.

b) Officer Update

Members noted the officer update.

c) Draft Business Budget 2025/2026

It was **recommended** to accept the draft Business budget 2025/26.

d) Business Rates

It was **resolved** to proceed with option b at a cost of £3,000;

- i) Apply to the Valuation Office for 3 Station Road to benefit from any entitled relief from business rates during the refurbishment project.
- ii) Progress with a revaluation via the Valuation Office for the Rufus Centre in line with the Retail, Hospitality & Leisure Relief Scheme if there is deemed to be a benefit in doing so based on recommendations from the advisors.
- iii) Progress with challenging the size of the rateable value of all FTC properties to align with other valuations in the local area.

e) Dance Studio

Members noted the response from the legal team at NALC.

f) Potential Projects Discussion

No items.

g) Occupancy Stats

Members noted the occupancy stats.

Meeting closed – 20.47

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.

Chairman's Signature



Flitwick Town Council

Report to Business Improvement & Development Board

Date: Tuesday 11th February 2025
Rufus field & overflow parking issues

Background

The Rufus Centre has a growing demand for parking, currently employing approximately 29 staff, 30 tenanted offices, a busy public facing café and conferencing facilities. In addition, SHARE and the Community Fridge are both becoming increasingly popular and as such resulting in increased footfall to The Rufus Centre. Until recently the Rufus Centre was considered to have 'ample parking' and whilst we are located within a 15 minute walk of Flitwick train station, the majority of our users visit the centre by car.

<https://earth.google.com/web/search/the+rufus+centre/@52.0100043,-0.51114618,76.25809358a,620.35197411d,35y,0.00000001h,0t,0r/data=CiwiJgokCXu8QnV2AUpAEbyY8fAwAUpAGTZTuj2UQ-C IUAsnjIYfOC QgIIAToDCgEwQgIIAEoNCP wEQAA>

<https://my.matterport.com/show/?m=qytCwrENzLt&ss=271&sr=-.6,-.72>

Members discussed the car parking issues at the December BIDB meeting and tasked Officers with investigating options to be presented at a future meeting.

Introduction

Due to the increase in demand for parking, our 'overflow' parking/playing fields are becoming used more frequently. Adverse weather conditions created an unsurpassable surface on our field and Officers took the decision in December 2023 to close the field and was sadly faced with this decision again in 2024.

Officers opted for this decision based on two factors:

1. *Health & Safety for our visitors (many of whom have reduced mobility)*
2. *Long term damage to our playing fields / football pitches and interior soft furnishings (with foyer carpets replaced in January)*

Throughout December 2023, we were able to redirect overflow parking to our neighbouring sports centre however due to issues they are experiencing with parking (due to near completion of the retirement village) they were unable to accommodate this for 2024.

Existing parking is shown tubulised below. With a total provision for 172 vehicles.

Table 1- EXISTING PARKING

FRONT CAR PARK

ROW NO	CAR PARK	INFO	NO OF SPACES	DISABLED
Row 1	Main	nearest field	20	0
Row 2	Main	Centre 1	13	1
Row 3	Main	Centre 2	13	1
Row 4	Main	nearest wedding garden	13	4
Row 1	Lower	nearest field	17	0
Row 2	Lower	Centre 1	14	0
Row 3	Lower	Centre 2	14	0
Row 4	Lower	Nearest dance studio	9	5
Row 5	Lower	Dance studio corner	5	0
Row 1	FTC	Mayor side	7	3
Row 2	FTC	Town clerk	3	0

TOTAL SPACES (FRONT)	128
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REAR CAR PARK				
ROW NO	CAR PARK	INFO	NO OF SPACES	DISABLED
1	REAR	Outside Stocksfield	3	0
2	REAR	By Denel wing	7	1
3	REAR	Room 33	1	0
4	REAR	Middle	7	0
5	REAR	Perimeter	26	0

TOTAL SPACES (REAR)	44
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TOTAL SPACES:	172
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Following internal conversations by members of SMT, although the current car parking on busier days is not sufficient, it is highly likely that the compound on the field will be relocated to the Tractor Store by winter 2025. This means that the surface where the current compound is located will be returned to its original state with reinforced grass mesh, this will help with additional parking. Officers feel that the options of a temporary solution seem particularly costly (see below options) given additional parking will be available once the tractor store is relocated.

Members need to be aware that a longer-term solution does need to be investigated and the BFM has started this (see below – further information).

Temporary Options:

- 1) Installation of heavy duty temporary track way to provide a roadway for overflow parking;

Quote 1: £32,000.00 + VAT

Quote 2: £31,725.40 + VAT

Quote 3: £36,720.00 + VAT

Quotation No 2 includes a line highlighting hire costs should hire be an option to consider however at a cost of £1440.00 per week (for the initial week) followed by £540.00 per week (for each consecutive week) officers did not consider this to be a viable solution.

2) Installation of GrassCrete to provide a roadway for overflow parking;

Option 1 – GRASSCRETE @ £56.62 p/sq/m x 450 = £25,479

Option 2 - GRASSBOLCK @ £37.00 p/sq/m x 450 = £16,650

Option 3 - GRASSROAD @ £16.00 p/sq/m x 450 = £7,200

Officer Recommendations

Not to pursue a temporary solution at this current time and review once the compound is relocated to the Tractor Store. Members do need to be made aware that there is a source of frustration for users of the centre during busier periods and this could have a negative impact however Officers will manage this as effectively as possible.

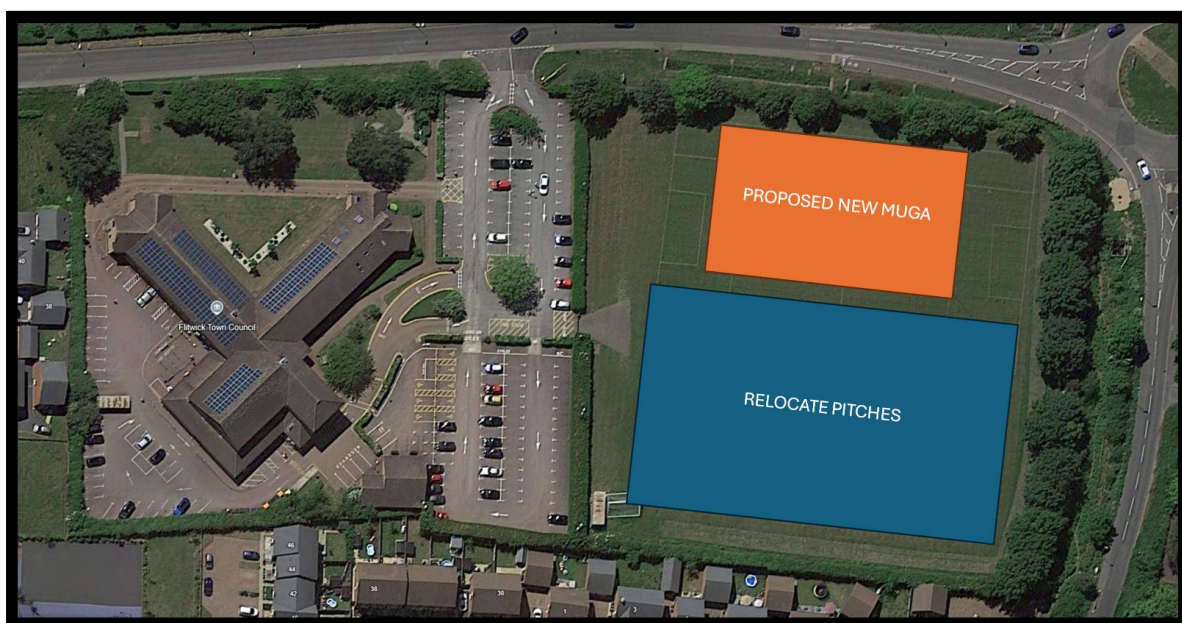
FURTHER INFORMATION

The BFM has began conversations with S&C Slatter to explore if there were a suitable MUGA Surface (Multi Use Gaming Area) that could double as a parking facility and additionally as an income generating facility however it would seem this is not the case.

If we were to “develop” the field for this purpose it would be prudent to remove the bush line and add some kind of permanent roadway for both access to and increased parking. By this time the grounds team compound will hopefully have returned to the tractor store behind the retirement village thus allowing us to utilising the footprint currently used by their compound.

The below would require substantial investment. Conversations are ongoing.

Alternative options are also being explored such as utilising other grassed areas on site.





Flitwick Town Council

Business Development Improvement Board New Branding Application Update February 2025

The new branding has been introduced on all posters created from January 2025.

There are currently two in the public domain for The Hub February half term activities and the Town Mayor's Charity event with Linus Udofia.

Key elements such as 'scan to book' and 'scan for more details' have been created for consistency across all brands. Depending on the poster design these may be in neutral black or grey, or in the brand colour.

Different templates have been created with set positioning for third party logos (when required) to be added for sponsors of events, charities supported by the Town Mayor, and organisations working in partnership.


A brand guidelines document is in the final stages which includes example layouts for direction, plus guidance as to fonts, points size, graphical element positioning and colour specification.

New posters are being created within Canva by the marketing department until the brand guidelines document is fully complete to ensure consistency, with brand assets uploaded into the Canva programme.

Posters and visuals of key elements including bottom 'swoosh' are attached for reference with the new branding clearly highlighting FTC as the umbrella brand across the board.

Bottom 'Swoosh' for different brands with versions for adding logos of sponsors, charities, etc

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The Rufus Centre
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RENDEZVOUS
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FLH Flitwick
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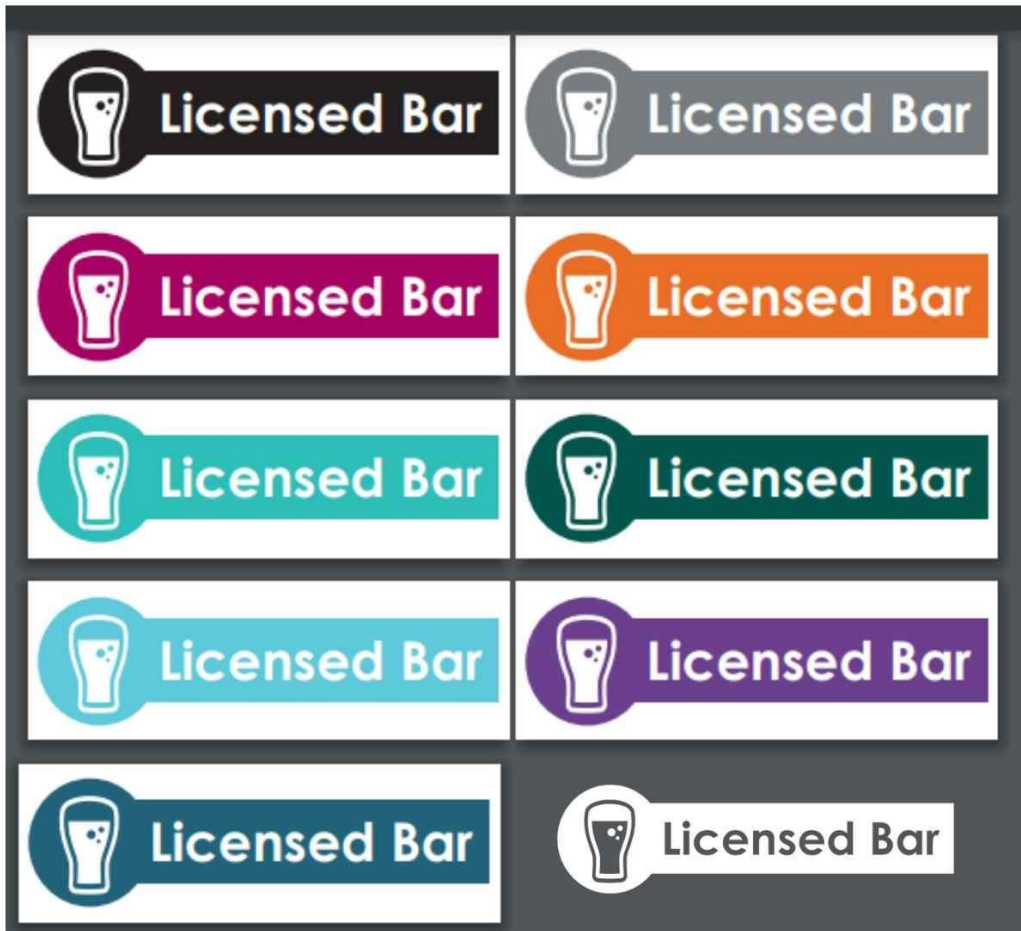


**FLITWICK
COMMUNITY
FRIDGE**

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**Licensed Bar icons
plus white reversed
out for laying direct
on background**



**Flitwick
Black**

C 0 M 0 Y 0 K 100
R 29 G 29 B 27

Hex: 1d1d1b

Pantone: Process Black



**Flitwick
Grey**

C 50 M 38 Y 36 K 18
R 128 G 131 B 134

Hex: 808386

Pantone: Cool Grey 8C



**Rufus
Mauve**

C 0 M 100 Y 0 K 35
R 169 G 0 B 93

Hex: a9005d

Pantone: 675C



**Rendezvous
Orange**

C 5 M 70 Y 100 K 0
R 228 G 101 B 14

Hex: e4650e

Pantone: 021C



**Hub
Turquoise**

C 68 M 0 Y 32 K 0
R 65 G 185 B 185

Hex: 41b9b9

Pantone: 7472C



**Living History
Green**

C 89 M 38 Y 61 K 40
R 3 G 87 B 80

Hex: 035750

Pantone: 7476C



**Fridge
Blue**

C 56 M 0 Y 14 K 0
R 111 G 199 B 220

Hex: 6fc7dc

Pantone: 305C



**Proud
Purple**

C 71 M 90 Y 8 K 1
R 108 G 54 B 132

Hex: 6c3684

Pantone: 2603C



**Mayor's
Teal**

C 88 M 53 Y 38 K 14
R 34 G 96 B 122

Hex: 22607a

Pantone: 7705C