



# RAUNDS TOWN COUNCIL

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10 November 2022

Dear Councillor,

You are summoned to attend an Extraordinary meeting of the **Raunds Town Council** to be held in **The Council Chamber, The Hall, Thorpe Street, Raunds, on Tuesday 15<sup>th</sup> November 2022 at 6.30pm.**

***Press and Public welcome.***

*Mr Steve Tucker*

Mr Steve Tucker  
Interim Clerk to the Council.

## AGENDA

- 388.22 To receive apologies for absence.**
- 389.22 Notification of requests from members of the public to address the meeting in compliance with adopted protocol.**
- 390.22 Notification of members questions in compliance with the council's standing orders.**
- 391.22 Declarations of Interest.**  
COUNCILLORS ARE REMINDED THAT IF THEY HAVE EITHER A DISCLOSABLE PECUNIARY INTEREST OR OTHER INTEREST IN ANY ITEM THEN THEY SHOULD DECLARE THE INTEREST AND LEAVE THE MEETING FOR THAT ITEM.
- 392.22 Minutes:** To confirm the minutes of the Full Council Meeting held on 8 November 2022. (To Follow.)
- 393.22 Raunds Town App:** To review the renewal of the Raunds Town App.
- 394.22 *The press and public will be excluded from the following agenda items due to the confidential nature of the business under the Public Bodies (Admission to Meetings) Act 1960.***
- 395.22 Minutes:** To confirm the confidential minutes of the Full Council Meeting held on 8 November 2022. (To Follow.)
- 396.22 Establishment Staffing Changes:** To receive a confidential report from the Clerk. (Report herewith.)
- 397.22 Staff Training:** To receive a confidential update from the Clerk. (Verbal update.)

**398.22 Monitoring Officer Decision Notices:** To receive a confidential report from the Clerk. (Report herewith.)



## RAUNDS TOWN COUNCIL

Report to: Full Council  
15<sup>th</sup> November 2022

Raunds Town App  
Agenda item: 393.22

### Summary:

To review the renewal of the Raunds Town App.

### Attachments:

Raunds Town App graph for Total Users.

#### 1.0

#### Background:

The Raunds Town App was launched in January 2021, after three months of collating all the information for the app. The app currently has 1,700 total users, 898 of which are subscribers who receive push notifications direct to their mobile phones. The attached graph illustrates the increase in users over the past year, and indicates there are 171 people actively using the app each month.

There are approximately 260 businesses and organisations on the app, with businesses continuing to request to be a part of the app through the online form on the Raunds Town Council Website.

Benefits of the Raunds Town App:

1. Find all local businesses, organisations, events, job vacancies, Spotlight newsletter, local information, weather and walking trails;
2. Push notifications sent directly to the user's mobile device to promote events and send out important information such as road closures;
3. Offers page for businesses to promote special offers.

Due to staff shortages the app has not been utilised to its full potential. The app could be promoted more regularly and a staff member could speak with local businesses in the High Street to encourage them to add special offers to the app. Regular usage of the special offers facility would prompt customers to check their app on a more frequent basis and encourage more visitors to the High Street. A leaflet could also be printed and distributed to estate agents, new build sales offices, the library and businesses in the High Street to increase user numbers.

Through the app there is access to a database of businesses which is regularly used to source up-to-date contact details, to send information out regarding sponsorship for events and to invite businesses to support events such as Remembrance Sunday.

The licence for the Raunds Town App is paid up until December 2022. To switch the app off would require one months' notice in writing by the beginning of November 2022.

There is now a NN App which covers all of Northamptonshire. If the decision were taken not to renew the Raunds Town App, there is no migration system from app to app. Each business or organisation would need to contact the NN App to be included on the app.

#### 2.0

#### Financial Implications:

To continue the Raunds Town App for one year would incur a cost of £3000.00. There is no remaining funding available in the subscriptions budget for the current financial year,

<b>3.0</b>	therefore any decision to renew would have to be funded by underspends elsewhere in the Administration cost centre.
	To use the NN App would have no cost implications.
	<b>Recommendation:</b>
	That Full Council approve the renewal of the Raunds Town App for £3000 and increase the level of promotional activity as per the suggestions in the report.
<b>Implications:</b>	
Council objectives:	Compliance with legislative requirements and good risk assessment <b>X</b>
Equalities & Human Rights	There are equalities and human rights issues
Financial	There are no financial implications at this stage
	There will be financial implications – see paragraph 2.0 <b>X</b>
	There is provision within the budget
	Decisions may give rise to additional expenditure
	Decisions may have potential for income generation
Legal	Power: Health and Safety Act & Disability Discrimination Act
	Other considerations: None
Risk Management	Material risks exist and these are currently being assessed.
	- Inherent risk score: - Residual risk score:
<b>Person originating this report:</b> Nicola Barker, Administrative Officer	
<b>Date:</b> 1 <sup>st</sup> November 2022, updated 10 November 2022	

Subscribed Users **898** ?

Monthly Active Users **171** ?

Total Users **1.7k** ?

