

Minutes from the meeting of the Communications Strategy Group held on Thursday 23rd April 2020 at 12pm at the following URL:
<https://zoom.us/j/99850599191?pwd=Yv3FHxiblm4>

Present: Cllr. Gateley
 Cllr. J. Harvey
 Cllr. M. Smith
 Cllr. C. Strain-Clark
 Cllr. R. Newell

In Attendance: Mrs. L. Stubbs – Communications Clerk
 Mr Paul Hodson Town Clerk
 Mrs Nina Stockill Committee Clerk

933/19 Apologies for Absence

There were no apologies.

934/19 Declarations of Interest

There were no declarations of interest.

935/19 Meeting Notes

Members reviewed the notes from the last meeting Thursday 12th March 2020. 843/19 (Date of next meeting) Members **AGREED** to amend the date.

ACTION COMMUNICATIONS CLERK

Members discussed the procedure of viewing agenda papers whilst participating in the meeting and how to vote without video.

936/19 Current Newsletter

Members discussed how to continue with the Summer 2020 Newsletter. Proposed by Cllr. Smith and seconded by Cllr. Harvey that the publication of printed copies of the Town Council newsletters is cancelled until the restrictions on public movement due to Coronavirus are lifted. A vote was taken and the results were:

In favour: 4

Abstention: 1

Members **AGREED** to publish a digital version of the Town Council newsletter and to discuss its contents within the next agenda item.

ACTION COMMUNICATIONS CLERK

937/19 Communicating with residents

Members discussed other options for communicating with residents during the lockdown and noted the following:

- The Newsletter Designer could be asked to produce a condensed version of the key information members would like to include in a newsletter at this time, in two versions – a colour version for online use, and a black and white easy print version. This version could be downloaded and printed by neighbours to deliver to those without internet access or distributed to the Buckingham Hub, Food Banks, etc. for distribution with food parcels.
- It is likely that this approach will still miss some people.

- If information is being hand printed and delivered there is some risk of passing on contamination between households, however including this with other essential deliveries being made mitigates this.

Cllr. Strain-Clark spoke in favour of a producing a simple black and white digital edition that residents could print off a home and distribute to neighbours. Members acknowledged that not everyone was online, so the Town Council’s social media reach would not cover everyone throughout the town.

Proposed by Cllr. Smith, seconded by Cllr. Harvey and unanimously **AGREED** that ‘print at home’ options be considered as an alternative to the Summer 2020 newsletter. **ACTION COMMUNICATIONS CLERK**

Members **AGREED** that the following articles were to be included and could still go ahead (some would need to be adjusted):

- Message from your Mayor
- Corona Virus Information Page – highlighting the Council’s webpage
- How Buckingham Town Council is responding to the covid-19 pandemic
- Canal Society
- Upcoming events – explanation that the Town Council is still planning to hold events later in the year. Our plans will keep changing as further government advice is issued.
- Past Events – include photographs of The Pancake Race and the online build a dragon competition arranged to celebrate St George’s Day.
- What your local councils do
- Pontio: student interview
- Summary of the Council’s Co-option vacancy (if appropriate given timescales)
- What did the town council achieve 2019/2020
- New staff
- How to get in touch
- List of town councillors – Cllr. Smith’s mobile number to replace his landline.

ACTION COMMUNICATIONS CLERK

The Town Clerk explained that the Council’s vacancy for co-option will be advertise in the usual way and if an election is required then it would not be able to take place until May 2021. Members noted that, so long as an election was not required, then candidates would be invited to an appropriate meeting of Full Council.

Members agreed to review a draft circulated by the Communication Clerk and distributed the newsletter as soon as it was available for circulation.

938/19 Coronavirus/Covid 19 Communications

Members **AGREED** for the Communication Clerk to add a ‘click here’ to the Corona virus banner on the website’s homepage. **ACTION COMMUNICATIONS CLERK**

939/19 Current use of notice boards

Members suggested placing a printed version of the latest newsletter within the Town Council noticeboards. Cllr. Smith asked for the Greenspaces Team to remove

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any obsolete posters and replace with the latest newsletter and messages from local community groups responding to the covid-19 pandemic.

ACTION TOWN CLERK

940/19 Ongoing Development of Existing Website

See minute 938/19.

941/19 Press Releases

Members noted a summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on 12th March 2020.

Members **AGREED** to issue a press release on the Town Council’s digital newsletter.

ACTION COMMUNICATIONS CLERK

942/19 Chair’s Items

943/19 Date of Next Meeting

Thursday 11th June 2020

Meeting closed at: 1pm

Chair..... Date.....

