

Minutes from the meeting of the Communications Strategy Group held on Thursday 13<sup>th</sup> June 2020 at 12:01pm via zoom.

Present: Cllr. M. Gateley Chair  
Cllr. J. Harvey  
Cllr. Strain-Clark Vice-Chair

In Attendance: Mrs. L. Stubbs – Communications Clerk  
Mr. P. Hodson – Town Clerk  
Ms. B. Dowden – Apprentice Office Administrator

**108/20 Election of Chair**

Proposed by Cllr. Strain Clark, seconded by Cllr. Harvey and **AGREED** unanimously that Cllr. Gateley continue as Chair for the forthcoming year.

**109/20 Election of Vice-Chair**

Proposed by Cllr. Gateley, seconded by Cllr. Harvey and **AGREED** unanimously that Cllr. Strain-Clark continue as Vice Chair for the forthcoming year.

**110/20 Apologies for Absence**

None. Members requested that Committee Clerk clarify with Cllr. Stuchbury whether they intended to be a member of the committee.

**ACTION: COMMUNICATIONS CLERK**

**111/20 Declarations of Interest**

There were no declarations of interest.

**112/20 Terms of Reference**

Proposed by Cll. Harvey, Seconded by Cllr Gateley and unanimously agreed to change references to Chairman in the Terms of Reference with Chair.

**ACTION: COMMUNICATIONS CLERK**

Members **AGREED** that Terms of Reference 10.4 required the Tourist Information Centre website to be reviewed by the Committee. An additional meeting will be required to do this before the website’s launch.

**ACTION: TOWN CLERK**

Members **AGREED** that regular agenda item Ongoing Development of Existing Website should be amended to read websites and include Tourist Information Centre as a sub-point.

**ACTION: COMMUNICATIONS CLERK**

**113/20 Meeting Notes**

Members **RESOLVED** to agree notes of previous meeting 23<sup>rd</sup> April 2020.

**114/20 Future Newsletter**

114.1 Members noted that it had been possible to print the Summer 2020 newsletter as normal, and that the print and delivery would be reviewed at the next meeting.

Cllr. Strain-Clark briefly left the meeting.

114.2 Members AGREED that the following articles and authors be included:

Article	Authors	Max. Word Count	Page numbers
Cover – Covid related: social distancing at the market or zoom meeting	Bethanie	n/a	1
Message from your Mayor	Geraldine	350	2 (1 page)
Photography contest	Emma	350	3 (1 page)
Love Buckingham	Lauren	350	4 (1 page)
Markets	Russell/Claire	300	5 (1 page)
Support your high street, shopping safely, example shops	Paul	300	6 (1 page)
New planters/ TIC and Shopmobility reopening	Amanda/Emma	300	7 (1 page)
Buxplore launch, virtual access	Louise	300	8 (1 page)
Past and future events	Amanda/Sam	300	9 (1 page)
Pontio	University of Buckingham (Hannah)	200	10 (1/2 page)
Community Safety Partnership - Drugs	Rachel	200	10 (1/2 page)
Mental Health during crisis	Bethanie/Louise (speaking to Mind/Calm/BucksC)	350	11 (1 page)
Where the money came from and how we spent it	Claire	300	12 and 13 (1 1/2 pages)
Grants	Louise	150	13 (1/2 page)
New Councillor / May 2021 elections	Co-opted Councillor/ Louise	300	14 (3/4 page)
Your Views Count/ Buckingham Town Councillors	Bethanie	n/a	14 and 15 (1 1/3 pages)
Upcoming events/ important numbers/ best of social media images of Buckingham	Bethanie	n/a	16 (1 page)

**ACTION: COMMUNICATIONS CLERK**

## **CSG/01/20**

114.3 Members **AGREED** to group some articles under a common theme of Buckingham businesses reopening and supporting local commerce, including mention of the economic value of shopping local.

**ACTION: TOWN CLERK/COMMUNICATIONS CLERK**

114.4 Members **AGREED** that the article on mental health should include emergency numbers to call as well as different ways to access support including text and email and with reference to relevant charities including Mind, CALM and the Samaritans as well as groups supporting adult and child carers.

**ACTION: COMMUNICATIONS CLERK**

114.5 Members noted that the grants article would contain different information to usual due to changes to grants caused by Coronavirus and the grant review which will be taking place.

114.6 Members requested the Community Safety Partnership article to include information on crime to watch out for as we come out of lockdown.

114.7 Members **AGREED** that in this edition next year the newsletter should include profiles of those who had received grants.

**ACTION: COMMUNICATIONS CLERK**

## **115/20 Audio Newsletter**

Members **AGREED** to ask the Town Crier to record the Autumn 2020 Audio newsletter.

**ACTION: COMMUNICATIONS CLERK**

## **116/20 Council Meetings Online**

Members received a verbal update from the Town Clerk and discussed ways in which it might be possible to continue using online technologies after May 2021 when legislation around online Council Meetings finishes.

## **117/20 Ongoing Development of Existing Website**

Members received a verbal update from the Communications Clerk on changes to the website's coronavirus pages and the menus.

## **118/20 Social Media (Quarterly)**

Members noted the report and discussed future management of social media use, including the use of additional technology to manage multiple accounts at once.

## **119/20 Press Releases**

Members noted the report, and that most press releases were covered in the local newspaper, with some radio coverage.

## **120/20 Chair's Items**

None.

## **121/20 Date of Next Meeting**

Thursday 30<sup>th</sup> July 2020.

An interim meeting to review the TIC website will be held, date to be circulated once agreed.

The meeting ended at 1:18pm.

DRAFT