

Minutes from the meeting of the Communications Strategy Group held on Thursday 30th July 2020 at 12:00pm via Zoom.

Present:

Cllr. M. Gateley Chair
Cllr. J. Harvey
Cllr. R. Newell
Cllr. Strain-Clark Vice-Chair

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

278/20 Apologies for Absence

None.

279/20 Declarations of Interest

There were no declarations of interest.

280/20 Meeting Notes

Members **RESOLVED** to agree notes of previous meeting 2nd July 2020.

281/20 Current Newsletter

281.1 Members **AGREED** that new photographs should be taken for the cover. The image requested should include a keep 2 metres distant signage, London Road Bridge, the river and play area.

ACTION: APPRENTICE OFFICE ADMINISTRATOR

281.2 Members **AGREED** that images of the children's mural should be included with the Message from your Mayor.

ACTION: APPRENTICE OFFICE ADMINISTRATOR

281.3 Members discussed whether the photography contest deadline could be extended to allow more photographs to be submitted.

ACTION: TOURIST INFORMATION CENTRE SUPERVISOR

281.4 Members noted that some articles, including Love Buckingham, Support your High Street and Grants 2020/2021 would be received closer to the publication date in September.

ACTION: COMMUNICATIONS CLERK

281.5 Members **AGREED** minor amendments to the Markets article, including the addition of the socially distanced market photograph originally suggested for the cover.

ACTION: APPRENTICE OFFICE ADMINISTRATOR

Cllr. Newell arrived.

281.6 Member **AGREED** minor amendments to the New Planters/Tourist Information Centre/Shopmobility article, including the addition of sub titles, and to

query the name for our planter volunteer with the Events Coordinator. The article is to be reduced by the Apprentice Office Administrator and Communications Clerk.

**ACTION: APPRENTICE OFFICE ADMINISTRATOR/
EVENTS COORDINATOR/ COMMUNICATIONS
CLERK**

281.7 Members **AGREED** minor amendments to the Buxplore article including the deletion of the how to download section, and the addition of the link to the FAQ.

ACTION: APPRENTICE OFFICE ADMINISTRATOR

281.8 Members **AGREED** minor amendments to the Past & Future Events article, including additional headings for the Online Buckingham Fringe and the Lace Hill Centre. The pictures of the Fiddle Group should be changed for pictures of this years online event, and an additional photo of Mikey Dyson should be included.

ACTION: APPRENTICE OFFICE ADMINISTRATOR

281.9 Members **AGREED** to ask the University for a different photograph, that is more reflective of the diversity of the town and students.

ACTION: COMMUNICATIONS CLERK

281.10 Members **AGREED** that they did not want to use the first suggested image from the Community Safety Partnership. Members agreed minor amendments to the article.

ACTION: APPRENTICE OFFICE ADMINISTRATOR

281.11 Members **AGREED** that Officers should review the use of stock images with the Mental Health article, and whether an image of Buckingham could convey the same image. Members felt that having men pictured talking to each other about their mental health was important.

**ACTION: APPRENTICE OFFICE ADMINISTRATOR/
COMMUNICATIONS CLERK**

281.12 Members **AGREED** minor amendments to the May Elections 2021 article, including the insertion of a shortened web link to access the town council YouTube page.

ACTION: APPRENTICE OFFICE ADMINISTRATOR

281.13 Members **AGREED** to remove Clearly Speaking and the Domestic Violence sections on the back cover due to repetition.

ACTION: APPRENTICE OFFICE ADMINISTRATOR

Town Clerk left the meeting.

282/20 Newsletter Review

Cllr. Strain-Clark noted that the Summer edition of the newsletter had not arrived at her home. Communications Clerk to investigate. Members were pleased that a summer edition was able to be printed and delivered as this did not originally seem likely.

ACTION: COMMUNICATIONS CLERK

283/20 Audio Newsletter

Members **AGREED** that either the new Vice Chancellor, or current Vice Chancellor of the University of Buckingham be asked to record the audio version of the Autumn Newsletter.

ACTION: COMMUNICATIONS CLERK

284/20 Online Updates

CSG/03/20

Cllr. Harvey proposed and Cllr. Strain- Clark seconded that the report recommendations be agreed. Members **AGREED** unanimously.

It is **RECOMMENDED** that the current fortnightly Councillors email updates be produced and published online via the Town Council website, as a publicly available communication, with residents encouraged to sign up to receive them.

Current recipients of the online updates should be moved onto the web based system for ease of distribution.

ACTION: COMMUNICATIONS CLERK

285/20 Social Media Management Platforms

Cllr. Harvey proposed and Cllr. Strain-Clark seconded that the report recommendations be agreed. Members **AGREED** unanimously.

It is **RECOMMENDED** that the Council pay for a Later.com paid Brand Account, to be created immediately with a cost for the remainder of 2020/2021 being £32.50 per month, approximately £260. This will be paid for from code 4041 102 Websites.

It is **RECOMMENDED** that the 2021/2022 Precept include a cost of £32.50 per month, approximately £390 per year to pay for continued use of the Later.com social media manager Brand Account.

**ACTION: COMMUNICATIONS CLERK/
TOWN CLERK**

286/20 YouTube

Members thanked the Apprentice Office Administrator for her report, and were pleased to see that the YouTube account was working effectively to allow public access to Council Meetings.

Cllr. Gateley proposed and Cllr. Harvey seconded that the report recommendations be agreed. Members **AGREED** unanimously.

It is **RECOMMENDED** that another review of YouTube statistics take place in a year's time to build on our understanding of how the Council can best utilise our YouTube account.

ACTION: COMMUNICATIONS CLERK

287/20 Annual Website Statistics Report

Members noted the report and were pleased to note that numbers of visitors to the Town Council website was increasing.

288/20 Web Content Accessibility Guidelines Review and Update

Cllr. Harvey thanked the Communications Clerk for a comprehensive report. Cllr Strain-Clark mentioned that she was intending to take a Web Content Accessibility Course, and that Town Clerk had suggested an in-house training session in September.

ACTION: COMMUNICATIONS CLERK

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CSG/03/20

Cllr. Harvey proposed and Cllr. Strain-Clark seconded that the report recommendations be agreed. Members **AGREED** unanimously.

It is **RECOMMENDED** that the web developer is required to make the following changes to the website in order to comply with Web Content Accessibility Guidelines:

- Header sections of each page changed to a plain colour with a high level of contrast.
- Calendar link on home and committee pages corrected to compliance.
- Home page reviewed for additional errors.
- Footer of each page checked for errors.
- Buckingham updates submission form checked for errors.

It is **RECOMMENDED** that in light of the developer having missed some aspects, all staff who update the website are provided with training in the relevant procedures they need to follow in order to ensure continued compliance by 23rd September 2020.

It is **RECOMMENDED** that the Notice Board page of the website be removed.

ACTION: COMMUNICATIONS CLERK

289/20 Ongoing Development of Existing Website

289.1 Communications Clerk reported that the next pages to be updated were likely to be the Grants page and the Tourist Information Centre page.

289.2 Members requested the statements about free parking on the Discover Buckingham website be removed before 1st August.

ACTION:	COMMUNICATIONS	CLERK/
TOURIST	INFORMATION	CENTRE
SUPERVISOR		

290/20 Press Releases

Noted.

291/20 Chair's Items

None.

292/20 Date of Next Meeting

Members **AGREED** to change the usual meeting time of 12 noon to 2pm. The next meeting will be Thursday 3rd September 2020 at **2pm** via zoom.

The meeting ended at 1:29pm.

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