

Minutes from the meeting of the Communications Strategy Group held on Thursday 3rd September 2020 at 2:00pm via Zoom.

Present: Cllr. M. Gateley Chair
Cllr. C. Strain-Clark Vice Chair
Cllr. R. Newell

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

311/20 Apologies for Absence

Members **RESOLVED** to receive and accept apologies from Cllr. Harvey.

312/20 Declarations of Interest

There were no declarations of interest.

313/20 Meeting Notes

Members **RESOLVED** to agree the notes of the previous meeting held on 30th July 2020.

314/20 Future Newsletter

The following articles and authors were **AGREED**:

Article	Authors	Max. Word Count	Page numbers
Front Cover – photography contest	Bethanie	n/a	1 (1 page)
Message from your Mayor	Geraldine	300	2 (1 page)
Art on Display	Louise/Bethanie	300	3 (1 page)
Flooding Group	Annabel (TRCT)	300	4 (1 page)
TIC Calendars for Sale	Emma	300	5 (1 page)
Climate Emergency – Food Waste	Andrew (BC)/Nina/Ruth	350	6 (1 page)
Covid-19 Update	Louise/Bethanie	175	7 (1/2 page)
Past Events	Amanda	450	7 and 8 (1 1/2 page)
Promotion of Future Events	Amanda/Sam	300	9 (1 page)
Pontio	Hannah (UoB)	175	10 (1/2 page)
Bard of Buckingham	Dean	175	10 (1/2 page)
Long Term Grants Holders	Zoe (CAB)/Louise	300	11 (1 page)
Standing for Election	Louise	350	12 (1 page)
Community Safety	Rachel (CSP)	300	13 (1 page)

Partnership – Keep safe from crime			
Winter safety tips snow/road/gritting/covid-19 & Your Views Count	Louise/Bethanie	300	14 (3/4 page)
Town Councillors Contact Information	Bethanie	n/a	14 & 15 (1 & 1/4 page)
Back Cover - Important Covid-19 Numbers	Bethanie	200	16 (1 page)

Front cover **AGREED** to be a photo from the photography contest.

ACTION: COMMUNICATIONS CLERK, TIC SUPERVISOR

Art on Display article **AGREED** to have a variety of pictures of both the children's mural once it has been moved to a more permanent location and of the Lacehill rock snake.

ACTION: COMMUNICATIONS CLERK

Community Safety Partnership article **AGREED** to be completed with advice from the CSP over current issues.

ACTION: COMMUNICATIONS CLERK

Winter Safety Tips article content to be **AGREED** at the October meeting of the Communications Strategy Group.

ACTION: COMMUNICATIONS CLERK

Climate Emergency article **AGREED** to include different ways to prevent food waste with advise from outside organisations.

ACTION: COMMITTEE CLERK

Members **AGREED** that Long Term Grants holders article to focus on Citizens Advice and include some information about the new grants process.

ACTION: COMMUNICATIONS CLERK

315/20 Audio Newsletter

The autumn edition will be recorded by James Tooley, the Vice Chancellor Designate of Buckingham University. It was suggested that Cllr. Geraldine Collins, Mayor of Buckingham, records the winter edition.

ACTION: COMMUNICATIONS CLERK

316/20 Ongoing Development of Existing Website

The Communications Clerk updated members on the progress made correcting parts of the website that failed Web Content Accessibility Guidelines spot checks. The office is on track to have all website pages compliant by the 23rd September deadline. Officers will be having an internal refresher accessibility session before the 23rd September.

ACTION: COMMUNICATIONS CLERK

317/20 Social Media

The Communications Clerk gave a verbal update on product pricing for the Later.com Brand account purchase (min 285/20), which changed before purchase could be arranged. Members **AGREED** with the updated product price of £46.98 per month.

ACTION: COMMUNICATIONS CLERK

318/20 Press Releases

Noted.

CSG/04/20

319/20 Chair's Items

None.

320/20 Date of Next Meeting

Thursday 15th October 2020 via Zoom.

The meeting ended at 2:40 pm.

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

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