

Minutes from the meeting of the Communications Strategy Group held on Thursday 15th October at 2:00pm via Zoom.

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

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

1. Apologies for Absence

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

In the absence of two members, this meeting was not quorate. No decisions were made; councillors provided feedback to officers on the newsletter and provided advice on minor matters.

2. Declarations of Interest

There were no declarations of interest.

3. Meeting Notes

The draft minutes of the 3rd September 2020 Communications Strategy Group meeting were **NOTED** at the Resources Committee on 21st September 2020, and will be resubmitted to the next meeting to enable formal agreement.

4. Current Newsletter

4.1 Members felt that Peter Bowtell’s ‘Buckingham Highlights’ town painting should be used on the cover, as it was colourful, positive image for the winter edition.

4.2 Members fed back minor amendments to the Mayor’s Message, Flooding, Calendars, Food Waste, Covid Update, Past Events, Future Events, Pontio and Winter Safety articles.

5. Newsletter Review

Members were happy with the design and delivery of the Autumn edition. Cllr. Gateley noted that the newsletter had arrived at her house wrapped around other local publications, unlike other local deliveries.

The Town Clerk left the meeting at this point.

6. Logo Designs

Members indicated their preference for straight line, sans serif text, not in all capitals.

7. Ongoing Development of Existing Websites

7.1 Members received a verbal update from the Communications Clerk about the redevelopment of the Buckingham Town Council grants webpages.

7.2 Members received a verbal update about the number of international visits to the Discover Buckingham webpage.

8. Press Releases

Member noted the press releases.

9. Chair's Items

Cllr. Gateley suggested that a request for new members to join the Communication Strategy Group, in order to reduce the likelihood that meetings would be inquorate. Officers undertook to ask the Town Clerk for advice on the procedure.

10. Date of Next Meeting

Thursday 26th November 2020 at 2pm.

The meeting ended at 15.19

DRAFT