

Minutes from the meeting of the Communications Strategy Group held on Thursday 14th January 2021 at 2:00pm via Zoom.

**Present:** Cllr. R. Ahmed  
Cllr. T. Bloomfield  
Cllr. M. Cole JP  
Cllr. M. Gateley Chair  
Cllr. J. Harvey  
Cllr. R. Newell  
Cllr. M. Smith  
Cllr. C. Strain-Clark Vice-Chair

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

**961/20 Apologies for Absence**

There were no apologies for absence.

**962/20 Declarations of Interest**

There were no declarations of interest.

**963/20 Meeting Notes**

Members **RESOLVED** to agree the notes of the previous meeting on 26<sup>th</sup> November 2020.

**964/20 Current Newsletter**

964.1 Front Cover: Members **AGREED** to use a maypole picture.

**ACTION: OFFICE APPRENTICE**

964.2 Mayor's Message: Members **AGREED** to ask the Mayor to consider making additions to this piece to reflect positive community actions from 2020.

**ACTION: CLLR. G. COLLINS/COMMUNICATIONS CLERK**

964.3 Annual Town Meeting: Members **AGREED** with minor amendments.

**ACTION: COMMUNICATIONS CLERK**

964.4 Buckingham Survey: Members **AGREED** for Cllr. Cole to work with the Town Plan Officer on revisions to the article and that the neighbourhood plan map be included.

**ACTION: CLLR. M. COLE/TOWN PLAN OFFICER**

964.5 Past Events: Members **AGREED** minor amendments. 'Remembrance Sunday' and 'Christmas Light Switch On' paragraphs to be edited by Cllr. Smith.

**ACTION: CLLR. M. SMITH**

**CSG/06/20**

964.6 Future Events: Members **AGREED** minor amendments.

**ACTION: OFFICE APPRENTICE**

964.7 Flooding: Members **AGREED** minor amendments.

**ACTION: OFFICE APPRENTICE**

964.8 Town Action Commission: Members **AGREED** minor amendments.

**ACTION: OFFICE APPRENTICE**

964.9 Homelessness and Covid-19: Members **AGREED** with minor amendments.

**ACTION: COMMUNICATIONS CLERK**

964.10 Covid-19 Update: Members **AGREED** with minor amendments.

**ACTION: COMMUNICATIONS CLERK**

964.11 Pontio: Members **AGREED** for Cllr. Harvey to edit the article to include a welcome of the new vice chancellor, and the university's refurbished laptop for schools initiative.

**ACTION: CLLR. J. HARVEY/COMMUNICATIONS CLERK**

964.12 Local Elections: Members **AGREED** that the article be rewritten by the Communications Clerk.

**ACTION: COMMUNICATIONS CLERK**

964.13 Back Cover: Members **AGREED** to use the woodland picture.

**ACTION: OFFICE APPRENTICE**

**965/20 Newsletter Review – Winter 2020**

Members noted that the Winter 2020 edition looked really nice. Cllr Cole gave feedback from local residents saying that the front cover was lovely and suggested that the image should be displayed within the council chamber if possible. Members noted that the delivery went well, with no problems reported.

*Cllr Ruth Newell left the meeting at 14:57pm*

**966/20 Social Media Content Planner**

Members received a verbal update on the upcoming social media plans. Members **AGREED** to all recommendations and the deletion of reference towards Christianity from St. Valentine's Day on the list of religious holidays. The Communications Clerk notified members that a report on the success of previous social media campaigns will be on the next agenda. Members **AGREED** that the Communications Clerk will consult Cllr. Stuchbury, Chair of Town Centre and Events Committee and the Town Clerk to clarify which committees should be involved in planning social media activities and competitions.

**ACTION: COMMUNICATIONS CLERK**

**967/20 Ongoing Development of Existing Website**

The Communications Clerk gave a verbal update on changes to the Town Council website which largely related to Coronavirus restrictions and changes to the website menus. The Communications Clerk also told members about future blog posts that will build on existing parks content. Members **AGREED** that the revised community flood plan should be added into the list of policies. The Communications Clerk notified members that this will happen once the plan is revised.

**ACTION: COMMUNICATIONS CLERK/OFFICE APPRENTICE**

**968/20 Advice for Attending a Council Meeting**

Members **AGREED** for Cllr. Harvey to draft a revised version of the advice, focusing on sections 'What to expect from a Town Council Meeting' and 'How to attend an online Town Council meeting'. The page will be written from the perspective of a member of the public.

**ACTION: CLLR. J. HARVEY/COMMUNICATIONS CLERK**

**969/20 Delivery of Welcome Packs**

Members received a verbal report from the Communications Clerk on welcome packs. Members were notified that welcome packs would be made up for residents in Buckingham moving in to new housing developments, including the Tingewick Triangle. Members **AGREED** to help deliver these directly to homes.

**ACTION: CLLR. J. HARVEY/CLLR. M. SMITH/CLLR. R. AHMED/CLLR. GATELEY**

**970/20 Press Releases**

Noted.

**971/20 Chair's Items**

None.

**972/20 Date of Next Meeting**

Thursday 11<sup>th</sup> March 2021 at 2pm via Zoom.

The meeting ended at 15:24 pm.

Chair

Date