

Minutes from the meeting of the Communications Strategy Working Group held on Thursday 10th June 2021 at 2:00pm via Zoom.

**Present:** Cllr. M. Gateley  
Cllr. J. Harvey Chair  
Cllr. S. Hetherington  
Cllr. M. Try Vice-Chair

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

#### 95/21 Election of Chair

Proposed by Cllr. Gateley, seconded by Cllr. Hetherington and **AGREED** unanimously that Cllr. Harvey be appointed Chair for the forthcoming year.

#### 96/21 Election of Vice-Chair

Proposed by Cllr. Harvey, seconded by Cllr. Gateley and **AGREED** unanimously that Cllr. Try be appointed Vice-Chair for the forthcoming year.

#### 97/21 Clarification of the Status of the Meeting

The Town Clerk clarified to members that the meeting was a working group and not a committee which means any proposals or actions made will be delegated to the Town Clerk in order to agree or recommend to Full Council.

#### 98/21 Apologies for Absence

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

#### 99/21 Declarations of Interest

There were no declarations of interest.

#### 100/21 Meeting Notes

Members **RESOLVED** to agree the notes of the previous meeting on 22<sup>nd</sup> April 2021.

#### 101/21 Newsletter Review – Summer 2021

Members discussed the need to reduce the number of proofs of the newsletter circulated for proofing in the future. Due to the election and an unusually fluid events calendar, there had been more proofs than usual for the summer edition.

Members **AGREED TO RECOMMEND** that when a new proof is circulated, the email should contain a list of any new content so that proofing can take place in a more focused manner.

CSG/06/20

Members **AGREED TO RECOMMEND** a press release about Countess Howe recording the audio edition of the summer newsletter, if possible.

**ACTION: COMMUNICATIONS CLERK/OFFICE APPRENTICE**

**102/21 Future Newsletter – Autumn 2021**

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

Cover – Sumer Event Crowd	Bethanie	n/a	1
Message from your Mayor	Cllr. Gateley	300	2 (1 Page)
New Deputy Mayor	Cllr. Whyte	200	3 (½ Page)
Mayors Charities	Cllr. Gateley	200	3 (½ Page)
Thank you to the Cllrs who are no longer representing the council	Louise/Bethanie/ Katharine/Nina	300	4 (1 Page)
TIC Calendar	Emma	200	5 (½ Page)
Chamber Bookings	Claire	200	5 (½ page)
Where the money came from and how we spent it	Claire	450	6/7 (1 ½ Page)
Grant Applications 2022/23	Louise	200	7( ½ Page)
Buckingham Volunteers	Cllr. Harvey	300	8 (1 Page)
Past/Future/Bounce Back Events	Amanda/Sam/Emma	1500	9 – 13 (5 Pages)
Anti-Littering Campaign	Louise	300	14 (1 Page)
Spotlight On Lacehill	Sam	300	15 (1 Page)
Civic Awards	Bethanie	450	16/17 (1 ½ page)
Bard Election /Thanks to current Bard	Paul	200	17(½ page)
Garden of Rest	Lee	n/a carried over from last edition	18/19 (¾ Page)
Your Views Count/Buckingham Town Councillors	Bethanie	n/a	19 (1 ¼ Page)
Back Cover/Events Diary	Bethanie	n/a	20

102.1 Members **AGREED TO RECOMMEND** that the Mayors Message article should include the Mayors Charities, 'post Covid' and any positives of the pandemic

CSG/06/20

for example, Zoom and changes to the town council, and events such as celebrate Buckingham and Covid Bounce Back.

**ACTION: CLL.GATELEY**

102.2 Members **AGREED TO RECOMMEND** adding a description of each Councillor to the 'Thank you to the councillors who are no longer representing the council' article and consult them on what details they would like to be included.

**ACTION: COMMUNICATIONS CLERK**

102.3 Members **AGREED TO RECOMMEND** having an additional 4 pages for the next edition in order to cover events that were funded by the Covid 'Bounce Back' budget.

**ACTION: COMMUNICATIONS CLERK**

102.4 Members **AGREED** to recommend creating a section, with a border around the text, identifying events that were funded by the Covid 'Bounce Back' budget. Including the Otter Trail and the Celebrate Buckingham Day. The Covid 'Bounce Back' events should be placed in the middle of the events section.

**ACTION: COMMUNICATIONS CLERK**

102.5 Members **AGREED** to recommend an article on volunteering. This should encourage people to carry on with the hard community work throughout the pandemic, this could link to the Celebrate Buckingham Day, and a link to a website page that includes details of all the local volunteer groups.

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

### 103/21 Audio Newsletter

Members **AGREED** to recommend asking Cllr. Ryan Willet to record the audio edition of the Autumn Newsletter.

**ACTION: CLLR. WILLETT/ COMMUNICATIONS CLERK**

### 104/21 Publication of Councillor contact details

Members **AGREED** to recommend to continue publishing councillor's phone numbers and addresses if they are happy to do so but if they are not, the office number and address should be given as a substitute. There should also be a section added to the councillors contact details page of the newsletter that notifies readers of the councillor's email addresses.

**ACTION: COMMUNICATIONS CLERK**

### 105/21 Newsletter style guide

Members **AGREED** to recommend the following amendments to the style guide:

- Add to section 2.2, 'semi colons should be used sparingly'.
- Change section 3, Point 2 to say '12 and higher to be written as digits.'
- Incorporate Cllr. Harvey's plain English writing guidelines to section 6 such as; *prefer the familiar word, put action in your verbs, write like you talk, use terms your reader can picture, tie in with your reader's experiences, make full use of variety and write to express not to impress.*

Members asked the Communications Clerk to check the policy behind the difference between the terms print and all media.

**ACTION: COMMUNICATIONS CLERK**

3

CSG 11/03/2021

Ratified minutes

Initial.....

**106/21 Ongoing Development of Existing Website**

Members noted the report, the impact of Coronavirus and the clear change in focus regarding the issues most important to residents in 2020.

Members **AGREED** to recommend changes to the Committee webpage, to include all sub committees alongside the four main committees.

Members **AGREED** to recommend giving all councillors until Monday 21<sup>st</sup> June to respond to the Communications Clerk with suggestions of improvements to the website for the retender process.

**107/21 Social Media**

Members received and noted the reports.

**108/21 Additional Signage**

Members **AGREED** to recommend the proposal however, it was suggested to attach the signs to the side of the lamp post instead of covering the middle of the lamp post to ensure safety and better visibility. Members also **AGREED** to recommend including tips on how to use QR codes to ensure people know how to access the additional information.

**ACTION: COMMUNICATIONS CLERK**

**109/21 Press Releases**

Noted.

**110/21 Chair's Items**

None.

**111/21 Date of Next Meeting**

Thursday 29<sup>th</sup> July at 2pm via Zoom.

**112/21 COMMITTEE IN PRIVATE SESSION**

Exclusion of Public and Press

**113/21 RECOMMENDED** In terms of Schedule 12A, Local Government Act 1972, the following items will be likely to disclose exempt information relating to establishment and contractual matters and it is, therefore, **RECOMMENDED** that pursuant to the provisions of the Public Bodies (Admissions to Meetings) Act 1960 the public and press be excluded. **AGREED**

**114/21 Change of Newsletter Printer**

Members **AGREED** to recommend the change of newsletter printer.

It is **RECOMMENDED** that members agree to use **BCQ** for the print and delivery of the newsletter for the next three-year period (Autumn 2021 – Summer 2023), at £652 per edition, to be paid for from budget **Publicity (102/4032)**

**CSG/06/20**

Members asked if the newsletter was recyclable, and recommended that if it was, a note should be added to all editions going forwards advising that the edition should be recycled once no longer of use.

**ACTION: COMMUNICATIONS CLERK**

The meeting ended at 3:51 pm.

Chair

Date

CSG 11/03/2021

Ratified minutes

Initial.....

5

*PUBLIC SECTOR EQUALITY DUTY 2010/CRIME AND DISORDER ACT, 1988: the decisions made during the course of the meeting were duly considered and it was decided that there were no resulting direct or indirect implications in respect of crime and disorder, or equalities considerations, other than those stated in the minutes.*