

Minutes from the meeting of the Communications Strategy Group held on Wednesday 1st September 2021 at 2:00pm in the Council Chamber, Buckingham.

Present: Cllr. M. Gateley Town Mayor
Cllr. J. Harvey Chair
Cllr. M. Try Vice-Chair

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

351/21 Apologies for Absence

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

352/21 Declarations of Interest

Cllr. Harvey declared that he had taken a lateral flow test before attending the meeting and tested negative, and suggested that all members consider doing the same as well as wearing masks during meetings when not speaking. Members noted that Covid-19 measures during council meetings will be discussed at Interim Council on 13th September 2021.

There were no other declarations of interest.

ACTION: COMMITTEE CLERK/TOWN CLERK

353/21 Meeting Notes

Members **RESOLVED** to agree the minutes of the previous meeting held on Thursday 10th June 2021.

354/21 Legislation Surrounding Town and Parish Council Newsletters

The Town Clerk introduced the legislation as a reminder to committee members of the legislation surrounding the publication of newsletters by town and parish councils.

Members **AGREED** for Town Clerk to contact Buckinghamshire Council to confirm any differences in the legislation about advertisements in newsletters for principal councils.

ACTION: TOWN CLERK

355/21 Newsletter Review – Autumn 2021

Members suggested minor amendments to page 14 before the Autumn Newsletter goes to print.

Members **AGREED** that newsletters should be displayed in the Chamber window alongside other items of interest.

ACTION: COMMUNICATIONS CLERK

356/21 Future Newsletter

Article	Authors	Max. Word Count	Page numbers
Cover – Buckingham Art & Photography Contest Winner	Bethanie	n/a	1
Message from your Mayor	Margaret	300	2 (1 page)
New Bard of Buckingham	New Bard	300	3 (1 page)
Flooding Promotion	Louise	600	4 & 5 (2 pages)
Water Pollution	Nina	300	6 (1 page)
Neighbourhood Plan Survey Promotion	Paul	300	7 (1 page)
Past Events	Amanda/Sam/Emma	600	8 & 9 (2 pages)
Future Events	Amanda/Sam/Emma	300	10 (1 page)
Shopmobility	Emma/Claire	200	11 (½ page)
Bourton Park Bridge Repairs	Louise	200	11 (½ page)
Buckingham Community Wildlife Project	Nina/Louise	600	12 & 13 (2 pages)
Adult Learning	External	250	14 (¾ page)
Your Views Count/ Buckingham Town Councillors	Bethanie	n/a	14 and 15 (2 pages) - 1 ¼ page of content
Back Cover/Events Diary	Bethanie	n/a	16

356.1 On the 'your views count' page, add that all council meetings are recorded and live streamed on Zoom.

ACTION: OFFICE APPRENTICE

356.2 The water pollution article should be re-written to focus on the most practical advice, particular bullet point one. The background government agencies quoted should also be included as sources.

ACTION: COMMITTEE CLERK

CSG/02/21

356.3 The Neighbourhood Plan Promotion article should use the same branding as past and future neighbourhood plan articles.

ACTION: OFFICE APPRENTICE

356.4 Members **AGREED** to ask Buckinghamshire Council to highlight news from the parishes in their next newsletter in reciprocation for the including of Buckinghamshire Council news in the Town Council Newsletter, including the adult learning article in this edition. Members asked for minor changes to the article text.

ACTION: BUCKINGHAMSHIRE COUNCIL/TOWN CLERK

356.5 Use 'Winter Safety Tips' as a backup article if needed.

ACTION: OFFICE APPRENTICE

356.6 The Mayor's Message will acknowledge the current situation of Covid-19 and health care in Buckingham.

ACTION: CLLR. GATELEY

356.7 An article on loneliness will be written by Cllr. Harvey to be included in the next Spring edition.

ACTION: CLLR. HARVEY

357/21 Audio Newsletter

Members agreed to ask Cllr. Hetherington if she would record the audio version of the winter 2021 newsletter.

ACTION: CLLR. HETHERINGTON/COMMUNICATIONS CLERK

358/21 Ongoing Development of Existing Website

Members asked the Communications Clerk to investigate ways to recover misaddressed emails to the Mayor. Members **AGREED** to add the Mayor of Buckingham's website page under the Town Council drop down tab on the website.

ACTION: COMMUNICATIONS CLERK

On the discover Buckingham website, 'scroll down for more' text on the header image should be added to all pages. The 'Drink & Dine' page should be reviewed to assess whether it is practical to continue updating opening time in the future and if alternative options would be suitable.

ACTION: TOWN CENTRE MANAGER

359/21 Social Media

Members noted the report and were pleased with the progress and growth of the Town's social media.

360/21 Google Reviews

Members **AGREED** to include the Council Office and the Tourist Information Centre to the report and to make accounts for any locations that aren't listed, where possible.

ACTION: OFFICE APPRENTICE

361/21 Press Releases

Noted.

Members **AGREED** the report recommendations:

It is **RECOMMENDED** that Members **AGREE** to distribute welcome packs via local estate agents.

It is **RECOMMENDED** that Members **AGREE** to set up a separate “Welcome pack” page on the website to make this information easily available to residents online.

It was **AGREED** to review the new process in six months. Members also **AGREED** that the inclusion of the welcome pack on the website should be under the title ‘New to Buckingham?’.

ACTION: OFFICE APPRENTICE

363/21 Chair’s Items

None.

364/21 Date of Next Meeting

Wednesday 13th October 2021 at 2pm.

The meeting ended at 15:20pm.

Chair

Date:

DRAFT