

Minutes from the meeting of the Communications Strategy Group held on Thursday 12th March 2020 at 12:20pm in the Committee Room, Lace Hill Sports and Community Centre, Buckingham.

Present: Cllr. Gateley
Cllr. J. Harvey
Cllr. M. Smith
Cllr. C. Strain-Clark
Cllr. R. Newell

In Attendance: Mrs. L. Stubbs – Communications Clerk

831/19 Communications Strategy Group Agendas and Minutes

The Communications Clerk gave a verbal update that as of 2nd March 2020: “future dates, agendas and minutes of the Communications Strategy Group and Economic Development Working Group are published on the Town Council’s website.”
min.820/19

832/19 Apologies for Absence

Members accepted apologies from the Communications Clerk for unavoidable lateness and the Town Clerk.

833/19 Declarations of Interest

There were no declarations of interest.

834/19 Meeting Notes

AGREED notes of previous meeting 16th January 2020, which were received by the Resources Committee on 11th November 2019.

835/19 Spring 2020 Newsletter Review

835.1 Members were pleased overall with the quality of production and content.

835.2 Delivery has almost been completed, with most editions arriving very promptly. Communications Clerk to follow up a duplicate delivery.

ACTION: COMMUNICATIONS CLERK

835.3 The audio edition of the newsletter has not been recorded yet.

ACTION: TOWN CLERK

Members agreed to move on to item 7 on the agenda.

836/19 Audio Newsletter

836.1 Numbers of listeners to the most recent audio newsletters are low. Members

AGREED that this should be advertised more widely. The option of a cover QR code on the printed edition that links straight to the audio version was discussed, Communications Clerk to investigate how to create this in a way that suits users of text reading software.

ACTION: COMMUNICATIONS CLERK

836.2 Members **AGREED** to ask the Business and Administration Apprentice to record the Summer 2020 edition of the newsletter.

837/19 Future Newsletter

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

Article	Authors	Max. Word Count	Page numbers
Cover – Buxplore launch cake, back up Spring trough planter cattlepens	Louise	n/a	1
Message from your Mayor	TBC	350	2 (1 page)
Canal Society	Ruth	350	3 (1 page)
The new Town Council and all Councillors	Louise/Bethanie	600	4 and 5 (2 pages)
What your local Councils do	Louise/Bethanie	600	6 and 7 (2 pages)
Upcoming events	Amanda/Sam	600	8 and 9 (2 pages)
Past events	Amanda/Sam	300	10 (1 page)
Pontio – student interview	Bethanie	200	11 (1/2 page)
Community Safety Partnership	Rachel	200	11 (1/2 page)
What did the Town Council achieve 2019/2020	Committee Chairs	300	12 and 13 (2 pages)
New Staff	Louise/Bethanie	300	14 (3/4 page)
Your Views Count/ Buckingham Town Councillors	Louise/Bethanie	n/a	14 and 15 (1 1/3 pages)
Events diary	Louise	n/a	16 (1 page)

ACTION: COMMUNICATIONS CLERK**838/19 Ongoing Development of Existing Website**

Members discussed the online events ticketing system.

Cllr. Strain-Clark left the meeting at 13.12pm.

839/19 Social Media

Communications clerk clarified the presentation of some data in the report.

840/19 Press Releases

Communications Clerk confirmed that an additional press release had been sent out that day about the Coronavirus and events.

841/19 Town Flags

Members discussed the need for new digital images of the town flag and logo so that new flags could be made. It was recommended that a retaining ring be added

CSG/07/19

to the bottom of the Old Gaol flag to keep the flag more secure and increase longevity. Members **AGREED** that they were happy for the CSG budget to be used for the design of the new flag and logo.

ACTION: TOWN CLERK

842/19 Chair's Items

None.

843/19 Date of Next Meeting

Thursday 23rd April 12 noon.

The meeting ended at 1:20pm.

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

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