

Minutes from the meeting of the Communications Strategy Group held on Thursday 11th March 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

**1133/20 Apologies for Absence**

There were no apologies for absence.

**1134/20 Declarations of Interest**

There were no declarations of interest.

**1135/20 Meeting Notes**

Members agreed to amend minute 967/20 'policies' to Policies.

It was suggested and **AGREED** that Neukirchen-Vluyn needs to be hyphenated, on all future agendas and other office stationery.

**ACTION: COMMITTEE CLERK/OFFICE APPRENTICE**

**1136/20 Newsletter Review – Spring 2021**

Cllr. Smith highlighted that page 13 was difficult to read due to having white writing against a yellow background. It was suggested and **AGREED** that the contrast in colours for the text and backgrounds be looked at when proof reading to ensure the articles are readable.

**ACTION: ALL MEMBERS**

Members felt that the Spring 2021 edition was outstanding and of great quality.

Members noted the prompt timing of receiving their newsletters. It was however suggested that the size of newsletters be reviewed to ensure that they don't get lost amongst other posted materials. It was previously agreed to review this when the supply of printed welcome packs run low – there is a good supply still in stock.

**ACTION: COMMUNICATIONS CLERK**

**CSG/06/20**

Members felt that the audio version had been well read by Cllr. Smith. It was suggested and **AGREED** that the next person who is chosen to record the audio, records the Councillors contact details section that is at the back of the newsletter, which then can be reused for each edition.

Members **AGREED** that the support available from the office to the person recording the audio version of the newsletter be reviewed, including the option to record from the office once restrictions allow and the use of 'WE Transfer' for file transfers.

**ACTION: COMMUNICATIONS CLERK/OFFICE APPRENTICE**

**1137/20 Future Newsletter – Summer 2021**

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

| Article   | Authors                       | Max. Word Count | Page numbers        |
|---|-------------------------------|-----------------|---------------------|
| Cover – Wildflower Art Contest Winner/s         | Bethanie                      | n/a             | 1                   |
| Message from your Mayor                         | TBC                           | 350             | 2 (1 page)          |
| Town Centre Manager                             | Emma                          | 350             | 3 (1 page)          |
| Introducing the New Buckingham Town Councillors | Louise                        | 600             | 4 and 5 (2 pages)   |
| What your Town Council Achieved 2020/2021       | Chairs of Committees/Bethanie | 600             | 6 and 7 (2 pages)   |
| Wildflower Boards/Spotlight on Greenspaces      | Nina                          | 350             | 8 (1 page)          |
| Land Grabs/Tree Damage                          | Katharine                     | 350             | 9 (1page)           |
| Climate Emergency Action Plan                   | Nina                          | 350             | 10 (1 page)         |
| Garden of Rest 3                                | Lee                           | 350             | 11 (1 page)         |
| Dog Fouling                                     | Sam                           | 350             | 12 (1 page)         |
| Past Events                                     | Amanda/Sam                    | 350             | 13 (1 page)         |
| Future Events                                   | Amanda/Sam                    | 600             | 14 and 15 (2 pages) |
| Council Chamber Renovations                     | Claire                        | 200             | 16 (1/2 page)       |
| Buxplore on Google Play                         | Louise                        | 200             | 16 (1/2 page)       |
| Pontio  | External                      | 200             | 17 (1/2 page)       |

|   |                |     |   |
|---|----------------|-----|---|
| Equality & Diversity Working Group            | Cllr. R. Ahmed | 200 | 17 (1/2 page)                             |
| New Grants Awarded                            | Louise         | 300 | 18 (3/4 page)                             |
| Your Views Count/ Buckingham Town Councillors | Bethanie       | n/a | 18 and 19 (2 pages) - 1 ¼ page of content |
| Back Cover/Events Diary                       | Bethanie       | n/a | 20 (1 page)                               |

1137.1 Members **AGREED** that the Pontio article be written by the University's Student Union representative about their experience of Buckingham.

**ACTION: BUCKINGHAM UNIVERSITY STUDENT**

1137.2 Members **AGREED** a separate article about the Council's work with the Equality & Diversity Working Group, Cllr. Ahmed to write this.

**ACTION: CLLR. AHMED**

1137.3 It was **AGREED** to give the new mayor suggestions as to what to include in their first Message from the Mayor article of the new Council. Examples include: A welcome to the new Buckingham Town Council and Buckinghamshire Council and Councillors, and encouragement to continue following the Covid-19 government guidelines.

**ACTION: OFFICE APPRENTICE**

1137.4 It was **AGREED** to shorten the Chamber Renovations article and for the article to highlight public benefit of the space going forward, i.e. public coming to meetings.

**ACTION: DEPUTY TOWN CLERK**

1137.5 It was **AGREED** to have the wildflower boards and the spotlight on greenspaces together in one article.

**ACTION: COMMITTEE CLERK**

1137.6 It was suggested and **AGREED** to have four additional pages in the middle of the newsletter to highlight environmental issues, including land grabs, tree damage, dog fouling, garden of rest three and the Climate Emergency Action Plan.

**ACTION: COMMUNICATIONS CLERK**

#### 1138/20 Audio Newsletter

Members **AGREED** to ask the new Lord Lieutenant, Lady Howe of Buckinghamshire to record the next edition of the newsletter.

**ACTION: COMMUNICATIONS CLERK**

**1139/20 Ongoing Development of Existing Website**

The Communications Clerk informed members of all the work that the Town Centre Manager has been carrying out to develop the Discover Buckingham website. These included a new page for the annual Buckingham Fringe Week which features a new unified design scheme.

The Communications Clerk informed members that she has added a new page to the Buckingham Town Council website about preparation for flooding and made other minor changes throughout.

**1140/20 Live Streaming of Communications Strategy Group Meetings**

Members **AGREED** that future meetings of this committee should be lived streamed on YouTube.

**ACTION: TOWN CLERK**

**1141/20 Supported by Buckingham Town Council Grant Logo Designs**

Members **AGREED** to have option H as the new Supported by Buckingham Town Council Grant Logo Design.

**ACTION: COMMUNICATIONS CLERK**

**1142/20 Social Media**

Members received and noted the report.

**1143/20 Press Releases**

Noted.

**1144/20 Chair's Items**

None.

**1145/20 Date of Next Meeting**

Thursday 22<sup>nd</sup> April 2021 at 2pm via Zoom.

The meeting ended at 3:19pm.

Chair

Date