

Meeting notes from an informal meeting of the Communications Strategy Group held on Wednesday 12th January at 2:00pm in the Council Chamber, Buckingham.

Present: Cllr. M. Gateley
Cllr. J. Harvey Chair

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

Apologies for Absence

Members accepted apologies from Cllr. Willett, Cllr. Try and Cllr. Ahmed.

In the absence of three members, this meeting was not quorate. No decisions were made; councillors provided feedback to officers on the newsletter and provided advice on minor matters.

Current Newsletter – Spring 2022 – include layout change

.1 Front Cover: Members suggested the use of 'A gentle stroll on the railway walk by Anita Savage' for the front cover.

ACTION: OFFICE APPRENTICE

.2 A Message from your Mayor: Cllr. Gateley suggested that she would make some changes to this article.

ACTION: CLLR. M. GATELEY

.3 Annual Town Meeting: Members suggested minor amendments.

ACTION: OFFICE APPRENTICE

.4 Spotlight on TIC: Members suggested minor amendments.

ACTION: OFFICE APPRENTICE

.5 Trading and Sponsorship at 2022 Town Council Events: Members suggested that this article be split into sponsorship and stall opportunities via separate subheadings. The Communications Clerk suggested that she would speak to the editor to see if she would be able to do a pictorial motif for this article. If the motif is possible, members suggested that it should appear on the future events page in all editions. The Communications Clerk is to redraft this article.

ACTION: COMMUNICATIONS CLERK

.6 Past Events: Members suggested that a separate subheading of 'events happening now' be added to this article to identify the overlap in events between editions.

ACTION: OFFICE APPRENTICE

.7 Future Events: Members suggested that some real-life photographs of street parties be added to The Queen's Platinum Jubilee section of this article subject to the Communications Clerk being able to find some from Buckinghamshire archive.

ACTION: OFFICE APPRENTICE

.8 Pontio: Members suggested changing the wording in this article from 'the university' to 'our university' along with some other minor amendments.

ACTION: OFFICE APPRENTICE

.9 Tackling Loneliness: Members asked to see if 'hot links' could be used on the digital version of the newsletter.

ACTION: OFFICE APPRENTICE

.10 The Queen's Platinum Jubilee: Members suggested minor amendments.

ACTION: OFFICE APPRENTICE

.11 Events Diary: Members suggested using the picture 'Buckingham's Buttercup Meadow by Tony Gilbert' for the back cover.

ACTION: OFFICE APPRENTICE

.12 The Communications Clerk explained that there will not be a flooding article in this edition which means there will be an expanded part on the outdoor greenspaces events to be circulated to members in February.

ACTION: COMMUNICATIONS CLERK

Ongoing Development of Existing Websites

The Communications Clerk gave a verbal explanation to members about the timeline in which the proposed plans for the new website are due to be completed by. The Communications Clerk also identified opportunities for members and other councillors to take part in the process

ACTION: COMMUNICATIONS CLERK

Date of Next Meeting

Wednesday 2nd March 2022 at 2pm.

The meeting ended at 3:15 pm.