

Minutes from the meeting of the Communications Strategy Group held on Wednesday 13th October 2021 at 2:00pm in the Council Chamber, Buckingham.

Present: Cllr. M. Gateley
Cllr. J. Harvey Chair
Cllr. M. Try Vice-Chair
Cllr. R. Willett

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

445/21 Apologies for Absence

There were no apologies for absence.

446/21 Declarations of Interest

There were no declarations of interest.

447/21 Meeting Notes

Members **RESOLVED** to agree the notes of the previous meeting on Wednesday 1st September 2021.

448/21 Current Newsletter

448.1 Front Cover: Members **AGREED** to use the month of December titled 'Winter Wonderland by Vicky Dyson' from the Calendar Competition as the image for the front cover.

ACTION: OFFICE APPRENTICE

448.2 Mayor's Message: Members **AGREED** to delete paragraph four and reword the paragraph related to the health centre.

ACTION: CLLR. M. GATELEY/OFFICE APPRENTICE

448.3 New Bard of Buckingham: Members **AGREED** to mention the other contestants who took part in the Bardic Election event.

ACTION: COMMUNICATIONS CLERK

448.4 Water Pollution: Members **AGREED** with no amendments.

ACTION: COMMITTEE CLERK/OFFICE APPRENTICE

448.5 Neighbourhood Plan Survey: Members **AGREED** to add a ½ page article on Lacehill Solar Panels in place of the Neighbourhood Plan Survey. It was suggested that the new article should include the economics of the solar panels.

ACTION: COMMUNICATIONS CLERK

448.6 Christmas Card Competition: Members **AGREED** to add a ½ page article on the Mayors Christmas Card Competition on the same page as the Lacehill Solar Panels article.

ACTION: COMMUNICATIONS CLERK

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448.7 Past Events: Members **AGREED** with minor amendments.

ACTION: OFFICE APPRENTICE

448.8 Future Events: Members **AGREED** with minor amendments.

ACTION: OFFICE APPRENTICE

448.9 Shopmobility: Members **AGREED** with minor amendments.

ACTION: OFFICE APPRENTICE

448.10 Buckingham Community Wildlife Project: Members **AGREED** with minor amendments.

ACTION: COMMITTEE CLERK/OFFICE APPRENTICE

414.11 Adult Learning: Members **AGREED** with no amendments.

ACTION: OFFICE APPRENTICE

448.12 Back Cover: Members **AGREED** to use a Christmas card from the Mayor's Christmas card competition as the picture on the back cover. Members also **AGREED** to have a small image of the Christmas Cards and 2022 Calendar, along with some text, on the front and back covers.

ACTION: OFFICE APPRENTICE

449/21 Newsletter Review – Autumn 2021

Members noted that the Autumn newsletter looked great and that the delivery went smoothly whilst using our new suppliers, Sure2Door. Members asked officers to add the PDF and audio version on to the publications page on the website.

Thanks was recorded to Cllr. Willett for recording the Autumn Newsletter.

ACTION: COMMUNICATIONS CLERK

450/21 Ongoing Development of Existing Website

Members said that both the Buckingham Town Council and Discover Buckingham websites look good. Members noted the Communications Clerks verbal explanation about the website contract and the change in schedule.

ACTION: COMMUNICATIONS CLERK

451/21 Summary Posters of Events Report

Members **AGREED** the following report recommendation:

It is **RECOMMENDED** that Members allow use of the **4032/102 Publicity** budget for additional events signage, at the discretion of the office staff, and that the 2022/2023 budget includes £400 for this purpose.

Cllr. M. Try proposed to purchase premade labels that can be put on the signs if events get cancelled. Members asked for out of date signs to be removed and suggested to make a list of locations in the town of where they have been put up so they can be removed when necessary. It was suggested that the boards should be recycled accordingly and to look into the cost of single poster noticeboards.

ACTION: COMMUNICATIONS CLERK

CSG/02/21

452/21 Website Accessibility Statement

Members **AGREED** the statement with minor amendments.

ACTION: COMMUNICATIONS CLERK

453/21 Communications Policy

After discussion, members **AGREED** to defer the decision on this policy until some minor changes are made.

ACTION: COMMUNICATIONS CLERK

454/21 Meeting Dates

Members **AGREED** the future meeting dates:

- Wednesday 12th January 2022 at 2pm
- Wednesday 2nd March 2022 at 2pm
- Wednesday 6th April 2022 at 2pm
- Wednesday 8th June 2022 at 2pm
- Wednesday 20th July 2022 at 2pm
- Wednesday 7th September 2022 at 2pm
- Wednesday 12th October 2022 at 2pm
- Wednesday 23rd November 2022 at 2pm

ACTION: COMMUNICATIONS CLERK

455/21 Press Releases

Noted.

456/21 Chair's Items

None.

457/21 Date of Next Meeting

Wednesday 24th November 2021 at 2pm in the Council Chamber, Buckingham.

The meeting ended at 15:05 pm.

Chair

Date

CSG 13/10/21

Ratified

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