

Minutes from the meeting of the Communications Strategy Group held on Wednesday 24th November 2021 at 2:00pm in the Council Chamber, Buckingham.

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

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

533/21 Apologies for Absence

Members received and accepted apologies from the Communications Clerk, Cllr. Willett, Cllr. Hetherington and Cllr. Ahmed.

534/21 Declarations of Interest

There were no declarations of interest.

535/21 Meeting Notes

Members **RESOLVED** to agree the notes of the previous meeting on Wednesday 13th October 2021.

536/21 Newsletter Review – Winter 2021

Members noted that they were very happy with how the edition looked and how efficient the editing process has been.

537/21 Future Newsletter

Article	Authors	Max. Word Count	Page numbers
Cover – Spring picture from calendar	Bethanie	n/a	1
Message from your Mayor	Margaret	300	2
Annual Town Meeting	Nina	300	3 (1 page)
New Cemetery Update	Louise	300	4 (1 page)
Event Sponsorship & Stall Opportunities	Louise	300	5 (1 page)
Past Events	Amanda/Sam	600	6&7 (2 pages)
Future Events	Amanda/Sam	600	8&9 (2 pages)

Pontio (AI Outreach Program)	External	150	10 (1/2 page)
Flooding Update	Louise/Claire	150	10 (1/2 page)
Loneliness	Jon	300	11 (1 page)
Council Tax & Precept Infographic	Claire	300	12 (1 page)
Spotlight on TIC	Bethanie/Sam	300	13 (1 page)
Queens Platinum Jubilee	Bethanie	200	14 (3/4 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

537.1 It was **AGREED** to replace the one-page article on twinning with a one-page article on loneliness written by Cllr. Harvey (min.256/21). Members suggested the twinning article be included in the Summer 2022 edition as well as under future events within the Spring 2022 edition.

ACTION: COMMUNICATIONS CLERK/CLLR. J. HARVEY

537.2 Members **AGREED** to present the new cemetery in a way that generates new ideas and conversations, and that pictures of how it's going to look should be included.

ACTION: COMMUNICATIONS CLERK/TOWN CLERK

537.3 Members **AGREED** to highlight decarbonisation within the Annual Town Meeting article.

ACTION: COMMITTEE CLERK

538/21 Audio Newsletter

Members **AGREED** the Audio Newsletter should be recorded by the following people, subject to their agreement:

Cllr. Osibogun – Spring 2022

Cllr. Schaefer – Summer 2022

Cllr. Whyte – Autumn 2022

Cllr. Davies – Winter 2022

Members **AGREED** to create a list of all previous recorders of the audio newsletters.

ACTION: COMMUNICATIONS CLERK/OFFICE APPRENTICE

539/21 Ongoing Development of Existing Websites

Members discussed the new website design agreed at full council, and their desire to ensure the Town Council website remains unique, with important information easily accessible.

Members **AGREED** to make a link between the Town Council website to the Discover Buckingham website on the Visiting Buckingham page.

Members **AGREED** to review plans in January and to discuss a potential extraordinary meeting focused solely on the website redesign. Members **AGREED** that officers email all Councillors asking them to look over the website to give thoughts about what they want to be included in the redesign of the website and to use social media asking for feedback from residents about the website.

ACTION: COMMUNICATIONS CLERK/OFFICE APPRENTICE

540/21 Communications Strategy Group Budget Review

Members noted the report.

ACTION: COMMUNICATIONS CLERK

541/21 Social Media

Members noted the report.

ACTION: COMMUNICATIONS CLERK

542/21 Rebrand of the Website’s Buckingham Town Council Logo for External Communications

Members **AGREED** option 2 with the addition of micro-spacing for the ‘m’ in Buckingham to be in line with the ‘l’ in Council.

Members **AGREED** to review the use of capitals for all our internal and external communications.

ACTION: COMMUNICATIONS CLERK

543/21 Press Releases

Noted.

544/21 Chair’s Items

Include an item for the next agenda about the Climate Emergency Action Plan.

ACTION: COMMUNICATIONS CLERK

545/21 Date of Next Meeting

Wednesday 12th January 2022 at 2pm in the Council Chamber, Buckingham.

The meeting ended at 14:58 pm.

Chair

Date

CSG 24/11/21

Ratified

Initial.....