

Minutes from the meeting of the Communications Strategy Group held on Thursday 13<sup>th</sup> October 2022 at 1:00pm in the Council Chamber, Buckingham.

**Present:** Cllr. R. Ahmed  
Cllr. M. Gateley  
Cllr. M. Try (Vice-Chair)

**In Attendance:** Mrs. L. Stubbs – Deputy Town Clerk  
Ms. B. Dowden – Administrator

**318/22 Apologies for Absence**

Members **RECEIVED** and **ACCEPTED** apologies from Cllr. Jon Harvey.

**319/22 Declarations of Interest**

There were no declarations of interest.

**320/22 Meeting Notes**

Members **RESOLVED** to agree notes of previous meeting Wednesday 20<sup>th</sup> July 2022.

**321/22 Current Newsletter – Winter 2022**

321.1 Front Page – Members **AGREED** to use the picture of the Christmas tree outside The Old Gaol.

**ACTION: ADMINISTRATOR**

321.2 Christmas Card Competition – Members **AGREED** with minor amendments.

**ACTION: ADMINISTRATOR**

321.3 Swan Trail – Members **AGREED** with minor amendments.

**ACTION: ADMINISTRATOR**

321.4 Railway Walk Conservation Group Volunteers – Members **AGREED** to include better pictures of the ponds on railway walk and the conservation group volunteers.

**ACTION: ADMINISTRATOR**

321.5 Past Events – Members **AGREED** to add more information to the River Rinse 2 paragraph and have pictures of the entertainment that will attend the Bonfire & Firework event.

**ACTION: ADMINISTRATOR**

321.6 Commemorating the Queen & New King Front Cover – The Administrator explained that the University archive will be supplying some more pictures for the front cover.

**ACTION: ADMINISTRATOR**

321.7 Royal Visits to Buckingham – Members **AGREED** with minor amendments.

**ACTION: ADMINISTRATOR**

321.8 Proclamation of the Accession – Members **AGREED** to place this article on page 10.

**ACTION: ADMINISTRATOR**

321.9 Buckingham pays respects to Queen Elizabeth II – Members **AGREED** to place this article on page 9 and include a better picture of the flag at half-mast.

**ACTION: ADMINISTRATOR**

321.10 Current Events – Members **AGREED** to include a new picture of the winter fair and of the reindeer that will be attending the Christmas lights switch on.

**ACTION: ADMINISTRATOR**

321.11 Future Events – Members **AGREED** to check the dates of the upcoming events before publication.

**ACTION: ADMINISTRATOR**

321.12 What is Section 106? – Members **AGREED** to include a QR code that links to Buckinghamshire Council’s website. Members also **AGREED** to use a collage of 3-4 different images to identify types of funding given.

**ACTION: ADMINISTRATOR**

321.13 Winter Debt – Members **AGREED** to have the title appear on two lines and have a QR code that links to the Citizens Advice website.

**ACTION: ADMINISTRATOR**

321.14 Event Diary/Back Cover – Members **AGREED** to use the image of the bagpipers walking in the Christmas parade but to lighten the picture.

**ACTION: ADMINISTRATOR**

**322/22 Review of Photography Consent Form**

Members **AGREED** changes to the Photography Consent Form.

**ACTION: DEPUTY TOWN CLERK**

**323/22 Banner Policy Review**

Members **AGREED** unanimously the changes to the Banner Policy.

**ACTION: DEPUTY TOWN CLERK**

**324/22 Ongoing Development of Existing Website**

The Deputy Town Clerk gave a verbal update on the new website and explained that all content will be checked and corrected before it goes live which she hopes will be by the end of December. The Deputy Town Clerk told members that she would circulate a link to the new website for them to review.

**ACTION: DEPUTY TOWN CLERK**

**325/22 Social Media Exceptions Report**

Noted.

**326/22 Press Releases**

Noted.

The Deputy Town Clerk told members that due to the local paper print run and staffing changes, some of the press releases listed weren’t published when

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first circulated. She also explained that there are new publication deadlines and how that will affect the officers and committee chairs going forwards.

327/22

**Chair's Items**

None.

328/22

**Date of Next Meeting**

Thursday 24<sup>th</sup> November 2022 at 1pm in the Council Chamber.

**COMMITTEE IN PRIVATE SESSION**

Exclusion of Public and Press **RECOMMENDED** In terms of Schedule 12A, Local Government Act 1972, the following items will be likely to disclose exempt information relating to establishment and contractual matters and it is, therefore, **RECOMMENDED** that pursuant to the provisions of the Public Bodies (Admissions to Meetings) Act 1960 the public and press be excluded

329/22

**Tourism Leaflets**

Cllr. Gateley proposed and Cllr. Ahmed seconded to **AGREE** the recommendation of supplier and costs for the printing additional tourism leaflets.

It is **RECOMMENDED** that Members use Phillips Print to reprint 5,000 tourism leaflets using budget code Tourism Leaflets 901/9030.

Members asked officers to investigate putting QR codes on the leaflets so more people could access them.

**ACTION: DEPUTY TOWN CLERK**

Members suggested that officers investigate turning the Discover Buckingham website into an app.

**ACTION: DEPUTY TOWN CLERK**

Members asked to have a draft of the amended visitor guide before publication for their input.

**ACTION: DEPUTY TOWN CLERK**

The meeting ended at 14:55pm.

Chair

Date