

Minutes from the meeting of the Communications Strategy Group held on Wednesday 20th July 2022 at 2:00pm in the Council Chamber, Buckingham.

Present: Cllr. M. Gateley
Cllr. J. Harvey (Chair)
Cllr. R. Ahmed

Via Zoom: Cllr. M. Try (Vice Chair)

In Attendance: Mrs. L. Stubbs – Communications Clerk
Ms. B. Dowden – Office Apprentice
Ms. C. Molyneux – Deputy Town Clerk

188/22 Election of Chair

Proposed by Cllr. Gateley, seconded by Cllr. Ahmed and **AGREED** unanimously that Cllr. Harvey be appointed Chair for the forthcoming year.

189/22 Election of Vice-Chair

Proposed by Cllr. Ahmed, seconded by Cllr. Gateley and **AGREED** unanimously that Cllr. Try be appointed Vice-Chair for the forthcoming year.

190/22 Apologies for Absence

None.

191/22 Declarations of Interest

There were no declarations of interest.

192/22 Meeting Notes

Members **RESOLVED** to agree the notes of previous meetings on 22nd April 2021 & 2nd March 2022.

193/22 Newsletter Review

Members gave positive feedback on the Summer 2022 edition and mentioned that the front cover, which featured archive photographs of a royal visit, received lots of appreciation from members of the public. They also said that the layout was clear and worked well.

ACTION: COMMUNICATIONS CLERK

194/22 Future Newsletter

| Article | Authors | Max. Word Count | Page numbers |
|--------------------------|----------|-----------------|--------------|
| Cover – Autumnal Picture | Bethanie | n/a | 1 |
| Message from your Mayor | Margaret | 300 | 2 |
| New Deputy Mayor | Anja | 150 | 3 (1/2 page) |

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Initial.....

| | | | |
|---|-----------------|-----|---|
| New Town Clerk | Claire | 150 | 3 (1/2 page) |
| Mayors Charities | Margaret | 150 | 4 (1/2 page) |
| Equality & Inclusion Working Group | Robina | 150 | 4 (1/2 page) |
| Past Events | Amanda & Sam | 600 | 5&6 (2 pages) |
| Current Events | Amanda | 300 | 7 (1 page) |
| Future Events | Amanda & Sam | 600 | 8&9 (2 pages) |
| Spotlight on Buckingham Market & Flea Market | Russell | 150 | 10 (1/2 page) |
| Litter Picking Projects | Nina | 150 | 10 (1/2 page) |
| Memorial Testing | Nina | 150 | 11 (1/2 page) |
| Fire Service | External/Louise | 150 | 11 (1/2 page) |
| Where the money came from & how we spent it | Claire | 600 | 12&13 (2 pages) |
| Mayor Making/Civic Awards | Bethanie | 250 | 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 |

194.1 Members **AGREED** to use an autumnal picture.

ACTION: OFFICE APPRENTICE

194.2 Members **AGREED** to have the New Deputy Mayor and New Town Clerk articles on the same page.

ACTION: OFFICE APPRENTICE

194.3 Members **AGREED** to have an introductory ½ page article on the Equality, Community Diversity & Inclusion Working Group to introduce the new group.

ACTION: CLLR. AHMED

194.4 Members **AGREED** to shorten the Market & Flea Market article to ½ page.

ACTION: MARKETS MANAGER

194.5 Members **AGREED** to add an article on any update on the new skatepark to the Winter 2022 edition.

ACTION: COMMUNICATIONS CLERK

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194.6 Members **AGREED** to have an article defining what S106 is for the Winter 2022 edition.

ACTION: COMMUNICATIONS CLERK

195/22 Review of the distribution of the Welcome Pack

Members unanimously **AGREED** to continue to supply welcome packs to new residents of Buckingham through local estate agents.

ACTION: OFFICE APPRENTICE

196/22 Banner Policy

Members **AGREED** the proposed Banner Policy. Members suggested the following changes: rephrase the attachment of banners to be inclusive of a variety of options, emphasise reasoning for securely fastening the banners to the railings, an indication of the parish boundary, and removal of all fixings when taking down a banner. Change of title from Banner Policy to Banner and Noticeboard Policy. Addition of suggestion to donate to Mayor's Charities when booking a banner slot.

Policy amendments to be discussed at the next meeting of the Communications Strategy Group.

Members suggested creating a sign to be placed at each banner location, explaining how to contact the Town Council about booking banner slot.

Members suggested writing to any current banner slot users who will no longer be eligible to explain the new policy and how it will affect them.

ACTION: COMMUNICATIONS CLERK

197/22 Online Updates

Noted.

ACTION: COMMUNICATIONS CLERK

198/22 Ongoing Development of Existing Websites

Members **AGREED** to look at the website draft in detail and contact the Communications Clerk with any comments they may have. From a first glance, members noted that the new website seemed to have a clearer layout on the front page, making it easier to navigate.

ACTION: COMMUNICATIONS CLERK

199/22 Social Media (exceptions report)

Noted.

ACTION: COMMUNICATIONS CLERK

200/22 Review of YouTube usage

Members suggested that officers investigate how the analytics data is produced about users accounts i.e. age.

ACTION: COMMUNICATIONS CLERK/OFFICE APPRENTICE

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201/22 Press Releases

Members noted the report and **AGREED** that future reports would include the headline of the press releases and whether they were published, with descriptions removed.

ACTION: OFFICE APPRENTICE

202/22 Change of Meeting Dates/Days

Members **AGREED** to the suggested future meeting dates and pattern of online and in person meetings. Members requested that the dates and types of meetings for next year be added to the committee calendar.

Members **AGREED** the suggested meeting dates for the rest of the year. Meetings will start at 1pm instead of 2pm. Members asked to review the change in meeting dates/days at the end of 2022.

ACTION: COMMUNICATIONS CLERK/OFFICE APPRENTICE

203/22 Chair's Items

Congratulations to Officers on their new job roles.

204/22 Date of Next Meetings

Thursday 8th September at 1pm – in person at Council Chamber

The meeting ended at 15:28 pm.

Chair

Date

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Initial.....

PUBLIC SECTOR EQUALITY DUTY 2010/CRIME AND DISORDER ACT, 1988: the decisions made during the course of the meeting were duly considered and it was decided that there were no resulting direct or indirect implications in respect of crime and disorder, or equalities considerations, other than those stated in the minutes.