

Minutes from the meeting of the Communications Strategy Group held on Thursday 1st December 2022 at 1:00pm in the Council Chamber, Buckingham.

Present: Cllr. R. Ahmed
Cllr. M. Gateley (Town Mayor)
Cllr. J. Harvey (Chair)
Cllr. M. Try (Vice-Chair)
Cllr. S. Hetherington

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

456/22 Apologies for Absence

Cllr. Harvey proposed and Cllr. Gateley seconded to welcome Cllr. Hetherington back to the committee as a member.

457/22 Declarations of Interest

There were no declarations of interest.

458/22 Meeting Notes

Members **RESOLVED** to agree notes of previous meeting Thursday 13th October 2022.

459/22 Future Newsletter – Spring 2023

Article	Authors	Max. Word Count	Page numbers
Cover – Food Fair Picture	Bethanie	n/a	1
Message from your Mayor	Margaret	300	2
Annual Town Meeting	Paula	300	3 (1 page)
Neighbourhood Plan	Sheena/Katharine	300	4 (1 page)
Trading at BTC Events	Bethanie	300	5 (1 page)
Past Events	Amanda/Sam/Louise	300	6 (1 page)
Current Events	Amanda/Bethanie	300	7 (1 page)
Future Events	Amanda/Sam/Nina/Bethanie	600	8&9 (2 pages)

Cemetery Consultation	Lee/Nina	300	10 (1 page)
Bridge Repairs Update	Nina	300	11 (1 page)
Youth Council	Louise	300	12 (1 page)
Council Tax & Precept Infographic	Louise	300	13 (1 page)
Volunteering at Events	Louise	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

459.1 Front Cover – Members **AGREED** to use a picture of a previous Food Fair for the front cover.
ACTION: ADMINISTRATOR

459.2 Future Events: Members **AGREED** to check the dates for future events and to remove the civic service from the events calendar.
ACTION: ADMINISTRATOR

459.3 Contact Details: Members **AGREED** to check the contact details section and other standard parts of each edition to ensure everything included is correct.
ACTION: ADMINISTRATOR /CSG MEMBERS

Cllr. Harvey expressed his apologies to Cllr. Davies and Cllr. Whyte on behalf of the committee, for having their contact details missed from previous editions.

459.4 Back Page: Members **AGREED** to use a spring picture for the back page.
ACTION: ADMINISTRATOR

459.5 Cemetery Consultation: Members **AGREED** to write this article as an update rather than a promotion of the consultation. Members also requested that the questions and supporting documentation required for the consultation be circulated before it is launched.
ACTION: ESTATES ADMIN/DEPUTY TOWN CLERK

459.7 Members **AGREED** to have a sentence of how to scan a QR code and to have this included on all communications going forwards.
ACTION: DEPUTY TOWN CLERK

459.8 Members **AGREED** to have a link on the back page of the newsletter directed to the volunteer page of the website and include office phone number.
ACTION: ADMINISTRATOR

459.9 Trading at BTC Events: Members **AGREED** to edit the previous version of this article to have it reflect who can trade at which events and what is needed.

460/22 Audio Newsletter

Members **AGREED** to ask the Estates Manager, Lee Phillips to record the Spring 2023 edition.

ACTION: ESTATES MANAGER

461/22 Ongoing Development of Existing Websites

The Deputy Town Clerk gave a verbal update on recent technical issues with the website that were fixed before the meeting. The Deputy Town Clerk also told members that there were still some developments to be completed with the new website before the next stage of the project. Members noted that the draft new website had an overall good design.

462/22 Communications Strategy Group Budget Review

Cllr. Jon Harvey proposed and Cllr. Try seconded to **AGREE** the recommendation as a contribution to the overall effort by committees to reduce outgoings where possible, by reducing the number of newsletters from 4 editions to 3 as a temporary reduction due to the current economic situation.

It is recommended that the Committee agree the budget changes listed and the earmarked reserves proposed, to the Resources Committee.

ACTION: DEPUTY TOWN CLERK

Cllr. Gateley left the meeting at 14:00pm.

463/22 Press Releases

Noted.

464/22 NALC Local Councils and Communications Strategies

Cllr. Harvey gave a verbal update on a recent presentation that he gave about Local Council and Communication Strategies. Cllr. Harvey reported that Buckingham Town Council is used as an example of good communications practice for other town and parish councils.

465/22 Chair's Items

Cllr. Harvey wished everyone a very Merry Christmas and a Happy New Year.

466/22 Date of Next Meeting

Thursday 19th January 2022 at 1pm via Zoom.

The meeting ended at 14:05pm.

Chair

Date