

Minutes from the meeting of the Communications Strategy Group held on Thursday 7<sup>th</sup> September 2023 at 1pm in the Council Chamber, Buckingham.

**Present:** Cllr. R. Ahmed  
Cllr. A. Schaefer (Town Mayor)  
Cllr. M. Try (Vice-Chair)

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

### 239/23 Apologies for Absence

**RESOLVED** to receive and accept apologies from Cllr. Harvey and Cllr. Gateley.

### 240/23 Declarations of Interest

There were no declarations of interest.

### 241/23 Meeting Notes

Members **RESOLVED** to agree the notes of the previous meeting Thursday 8<sup>th</sup> June and Thursday 20<sup>th</sup> July 2023.

### 242/23 Future Newsletter – Winter 2023

Article	Authors	Max. Word Count	Page numbers
Cover - Winter Event	Bethanie	n/a	1
Message from your Mayor	Anja	300	2
Swan Trail	Sam	300	3 (1 page)
What the Town Council Achieved 2022 – 2023	Committee Chairs / Administrator	600	4 & 5 (2 pages)
Past Events – pictures only	Amanda, Sam, Nina, Bethanie	n/a	6 (1 page)
Current Events	Sam, Louise	300	7 (1 page)
Future Events	Amanda, Bethanie	300	8 (1 page)
Christmas Card Contest	Bethanie	150	9 (1/2 page)
Annual Town Meeting	Paula	150	9 (1/2 page)

Renovated Skatepark	Louise	300	10 (1 page)
BNDP	Louise	150	11 (1/2 page)
Mowing to preserve wildflowers	Nina	150	11 (1/2 page)
Bridge Repairs Update	Nina	300	12 (1 page)
Spotlight on Lace Hill Sports & Community Centre	Sam	150	13 (1/2 page)
Cemetery Consultation	Steve	150	13 (1/2 page)
Winter safety Tips	Bethanie	200	14 (3/4 page)
Your Views Count/ Buckingham Town Councillors	Bethanie	n/a	14 & 15 (2 pages) - 1 ¼ page of content
Back Cover/Events Diary	Bethanie	n/a	16

242.1 Members **AGREED** to use a picture of the Christmas Lights Switch On for the front cover.

**ACTION: ADMINISTRATOR**

242.2 Members **AGREED** to have Swan Trail as a 1-page article instead of ½ page article.

**ACTION: TOWN CENTRE MANAGER**

242.3 Members **AGREED** to shorten the Spotlight on Lace Hill Sports & Community Centre article to ½ page.

**ACTION: TOWN CENTRE MANAGER**

242.4 Members **AGREED** to shorten the Cemetery Consultation article to ½ page.

**ACTION: COMPLIANCE & PROJECTS MANAGER**

242.5 Members **AGREED** to shorten the Mowing to Preserve Wildflowers article to ½ page.

**ACTION: ESTATES ADMINISTRATOR**

242.6 Members **AGREED** to use a picture of a winter event as the back cover.

**ACTION: ADMINISTRATOR**

### 243/23 Audio Newsletter

Members **AGREED** to ask Mace Bearer, Ruth Newall to record the audio for the Winter 2023 Newsletter. Cllr. Schaefer **AGREED** to record this edition if she is unable to. Members suggested asking Mace Bearer, Terry Bloomfield to record the audio for the Spring 2024 Newsletter.

**ACTION: ADMINISTRATOR**

**244/23 Ongoing Development of Existing Websites**

The Deputy Town Clerk asked Cllr. Try to resend his list of website corrections.

**ACTION: DEPUTY TOWN CLERK / CLLR. TRY**

Members said that the new website seems easy to use and looks inviting due to the bright colours and pictures. The Deputy Town Clerk told members that everything with the website is going well – although there are some issues with the calendar to address. Additional features such as selling tickets have now been able to be utilised and tested.

**245/23 Potential Re-Design of the Newsletter**

After reviewing some older and alternative versions of the newsletter design members decided to maintain the current design when the contracts are next considered.

Members suggested adding a QR code on the front page of future newsletters that links to the website version and or the audio version of that edition.

**ACTION: DEPUTY TOWN CLERK/ADMINISTRATOR**

**246/23 Press Releases**

Noted.

**247/23 Chair's Items**

None.

**248/23 Date of Next Meeting**

Thursday 12<sup>th</sup> October 2023 at 1pm via Zoom.

The meeting ended at 13:40pm.

Chair

Date