

Minutes from the meeting of the Communications Strategy Group held on Thursday 8<sup>th</sup> June 2023 at 1pm in the Council Chamber, Buckingham.

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

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

**50/23 Election of Chair**

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

**51/23 Election of Vice-Chair**

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

**52/23 Apologies for Absence**

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

**53/23 Declarations of Interest**

There were no declarations of interest.

**54/23 Meeting Notes**

Members **RESOLVED** to agree notes of previous meeting Thursday 13<sup>th</sup> April 2023.

**55/23 Fringe Brochure 2023**

Members noted that the overall design of the Fringe Brochure was very good and looked better than previous editions. Minor errors were identified for correction.

Members **AGREED** to add more photos to the front cover of the Fringe Brochure to reflect other events such as the Swan Trail. **ACTION: ADMINISTATOR**

Members **AGREED** to include a link to the Town Council website that shows all the events happening in Fringe Week as some may not appear in the brochure due to printing deadlines. **ACTION: ADMINISTRATOR**

**56/23 Ongoing Development of Existing Websites**

56.1 Cllr. Harvey asked members to keep reviewing both websites and to email the Deputy Town Clerk or Administrator if any errors are spotted.

**ACTION: MEMBERS**

56.2 Members said the new website looks good and seems more accessible. They highlighted how user-friendly the new calendar function is compared to the previous version. The Deputy Town Clerk highlighted some issues with the archive search function. She explained that the issue is currently under review but could be rectified by removing the archive pages altogether. Members **AGREED** to ask councillors whether they would prefer using the calendar function over the search archive functions.

**ACTION: DEPUTY TOWN CLERK**

Members suggested having a description on the archive pages that directs people to the calendar function if they are trying to locate a specific item.

**ACTION: DEPUTY TOWN CLERK**

Members asked the Deputy Town Clerk to trial using special characters to exclude and or include things from the search function. The Deputy Town Clerk will check with developers.

**ACTION: DEPUTY TOWN CLERK**

56.3 The website analytics were noted.

**57/23 Future Newsletter – Autumn 2023**

Article	Authors	Max. Word Count	Page numbers
Cover – Autumn Events	Bethanie	n/a	1
Message from your Mayor	Anja	300	2
New Deputy Mayor	Ade	150	3 (1/2 page)
Mayors Charities	Bethanie	150	3 (1/2page)
Past Events	Amanda, Sam & Bethanie	900	4,5, 6 & 7 (3 ½ pages)
Swan Trail	Sam	150	7 (1/2 page)
Current Events	Amanda	300	8 (1 page)
Future Events	Amanda & Sam	600	9&10 (2 pages)
Memorial Safety Inspections	Nina	150	11 (1/2 page)
New Playground	Nina	150	11 (1/2 page)
Where the money came from & how we spent it	Louise	600	12&13 (1 ¾ pages)

Grant Applications	Louise	75	13 (1/4 page)
Mayor Making / Civic Awards	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

57.1 Members **AGREED** to use an Autumn events picture for the front cover.

**ACTION: ADMINISTRATOR**

57.2 Members **AGREED** to reduce the Memorial Safety Inspections article from 1 page to a ½ page.

**ACTION: ESTATES ADMINISTRATOR / ADMINISTRATOR**

57.3 Members **AGREED** to reduce the New Playground in Bourton Park article from 1 page to a ½ page.

**ACTION: ESTATES ADMINISTRATOR**

57.4 Members **AGREED** to increase the Past Events from 3 pages to 3 ½ pages.

**ACTION: ADMINISTRATOR**

57.5 Members **AGREED** to reduce the Swan Trail article from a ¾ page to a ½ page and for it to be positioned alongside the Past Events pages.

**ACTION: ADMINISTRATOR**

57.6 Members **AGREED** to include the Grants Applications ¼ page along the side of the 'Where the money came from and how we spent it article like usual.

**ACTION: ADMINISTRATOR/ DEPUTY TOWN CLERK**

57.7 Members **AGREED** to allow a ¾ page for the Mayor Making / Civic Awards article and that there should be a link to the detailed press release on our website.

**ACTION: ADMINISTRATOR**

57.8 Members **AGREED** to use picture of Celebrate Buckingham Day as the back cover.

**ACTION: ADMINISTRATOR**

## 58/23 Banner Policy

The Deputy Town Clerk explained that there had been a few queries from other councillors about the banner policy, because the policy excludes events outside of the parish are excluded from free use of the banner spaces. It was noted that events happening outside the parish get promoted on the Discover Buckingham website and social media. Members noted that there are other avenues of advertising available in the town for example, on lamp posts and on the roadside (with relevant permission from Buckinghamshire Council) etc. Members **AGREED** to retain the existing policy.

Cllr. Schaefer left the meeting at 13:40pm.

## 59/23 Visitor Guide Leaflet

Members noted that the overall design look good and the changes that had been made from the original copy were necessary for the brochure to remain accurate and up to date. However, members noted some minor corrections:

Members **AGREED** to include more references to Discover Buckingham via their logo and website link.

**CSG/01/23**

**ACTION: ADMINISTRATOR**

Members **AGREED** to edit the map to include all carparks in Buckingham.

**ACTION: ADMINISTRATOR**

**60/23 Press Releases**

Noted.

**61/23 Chair's Items**

None.

**62/23 Date of Next Meeting**

Thursday 20<sup>th</sup> July 2023 at 1pm via Zoom.

The meeting ended at 13:55pm.

Chair

Date