

Minutes from the meeting of the Communications Strategy Group held on Thursday 9<sup>th</sup> March 2023 at 1:15pm in the Council Chamber, Buckingham.

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

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

**698/22 Apologies for Absence**

Members **RECEIVED** and **ACCEPTED** apologies from Cllr. Sue Hetherington.

**699/22 Declarations of Interest**

There were no declarations of interest.

**700/22 Meeting Notes**

Members **RESOLVED** to agree notes of previous meeting Thursday 1<sup>st</sup> December 2022.

**701/22 Newsletter Review – Spring 2023**

Members felt that the Spring 2023 newsletter looked good, was laid out well and included lots of nice pictures and graphics throughout. The Deputy Town Clerk informed members that there had been a few small errors within the edition that weren't identified until after it went to print.

**702/22 Ongoing Development of Existing Websites**

The Deputy Town Clerk told members that it was hoped that the new website would be live by the end of March. She explained that officers will trial the new website first to ensure they know how it works. A link to the new website will then be circulated to councillors so they can proofread and give feedback.

**ACTION: DEPUTY TOWN CLERK**

Members highlighted several errors on the current website such as the Autumn / Winter 2022 events being highlighted on the main page under the Our Services tab, incorrectly listed chairs of committees, dates of the Annual Town Meeting and the cemetery consultation link.

**ACTION: DEPUTY TOWN CLERK / ADMINISTRATOR**

**703/22 Annual Town Meeting Topics**

Members suggested the following questions for the Annual Town Meeting:

**CSG/08/22**

1. If I could change one thing about Health Provision in Buckingham, what would that be?
2. How can we make walking, cycling and driving around the town easier and safer?
3. What more can be done to reduce the fear of crime and crime in general?
4. What more can be done in the town to help with the cost of living?
5. How could we improve the town's parks and greenspaces? OR What ideas do you have that would improve our parks and greenspaces?

**ACTION: COMMITTEE CLERK**

**704/22 Future Newsletters**

Members noted the report on the Schedule for 2023 – 2024.

Members asked that the Fringe Brochure be of a similar design of the previous brochures and the usual newsletters for uniformity. Members requested including 'A Message from your Mayor' and 'Councillors Contact Details' in the Fringe Brochure.

Members suggested looking at different design options for the front page i.e. placing the title and dates at top and then Fringe Week underneath. Members asked officers to produce three different layout options.

**ACTION: DEPUTY TOWN CLERK / ADMINISTRATOR**

Proposed by Cllr. Harvey, seconded by Cllr. Try and **AGREED** unanimously for officers to investigate the feasibility and costs of having the Fringe Brochure as an A3 Trifold Leaflet and as an A3 folded into A5 leaflet.

**ACTION: DEPUTY TOWN CLERK / ADMINISTRATOR**

Robina left the meeting briefly at 14:05pm and returned at 14:10pm.

**705/22 Newsletter Costs**

Noted.

**706/22 Social Media**

Noted.

Members requested that a report, be brought back to the next Communications Strategy Group Meeting, on the location and strategy for use of noticeboards within the town.

**ACTION: ADMINISTRATOR**

**707/22 Cemetery Consultation**

Cllr. Harvey asked members for their thoughts on the cemetery consultation to highlight improvements for future consultations. Members suggested the use of longer timescales which would allow longer to prepare and having detailed context given in consultations for any financial matters.

The Deputy Town Clerk explained that the question asked during the consultation could not be varied due to the PWLB requirements. Officers speaking to the public at pop up events reported that the extreme financial picture nationally during the consultation period was a main factor in many respondents' decisions. This was reflected in the results that were received to the consultation and it is very unlikely that this would have changed with a different package of consultation materials.

Members asked the Deputy Town Clerk to review the Terms of Reference to see if they committee's remit included agreeing documentation for future consultations.

**ACTION: DEPUTY TOWN CLERK**

Proposed by Cllr. Harvey, seconded by Cllr. Ahmed and **AGREED** unanimously to investigate creating a policy on consultation communications.

**ACTION: DEPUTY TOWN CLERK**

**708/22 Press Releases**

Noted.

**709/22 Chair's Items**

None.

**710/22 Date of Next Meeting**

Thursday 13<sup>th</sup> April at 1pm via Zoom.

Members suggested reviewing how the meetings are held, via Zoom or in person, in March 2024.

The meeting ended at 2:45pm.

Chair

Date