

Minutes from the meeting of the Communications Strategy Group held on Thursday 23rd November 2023 at 1pm in the Council Chamber, Buckingham.

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

In Attendance: Ms. Claire Molyneux – Town Clerk
Ms. Bethanie Dowden – Administrator

447/23 Apologies for Absence

There were no apologies.

448/23 Declarations of Interest

There were no declarations of interest.

449/23 Meeting Notes

Members **RESOLVED** to agree notes of a previous meeting held on Thursday 7th September and Thursday 12th October 2023.

450/23 Newsletter Review – Winter 2023

Members said that the Winter 2023 newsletter looked good, professional, and had lots of nice pictures throughout. Cllr. Gateley said that she hasn't received a copy of the Winter 2023 newsletter. The administrator told members that she would check the delivery trackers once distribution had finished and would contact the delivery company if necessary. Cllr. Harvey suggested having a link to each audio newsletter on the publications page of the Town Council website.

ACTION: ADMINISTRATOR

451/23 Future Newsletter - Spring 2024

Article	Author/s	Max. Word Count	Page numbers
Cover - Spring Picture	Bethanie	n/a	1
Message from your Mayor	Anja	300	2 (1 page)
Annual Town Meeting	Paula	300	3 (1 page)
BNDP Update	Louise	300	4 (1 page)
Trade at Buckingham Town Council Events	Bethanie	300	5 (1 page)
Past Events - Pictures Only	Bethanie	n/a	6 (1 page)

Current Events	Bethanie/Sam	300	7 (1 page)
Future Events	Amanda/Bethanie	600	8&9 (2 pages)
Renovated Skatepark	Louise	300	10 (1 page)
Pontio	External	300	11 (1 page)
Waste Busters	External	150	12 (1/2 page)
Council Tax & Precept Infographic	Louise	n/a	13 (1 page)
Swan Trail Auction	Sam	175	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 – Spring Picture	Bethanie	n/a	16

451.1 Members **AGREED** to use a Spring picture for the front cover.

ACTION: ADMINISTRATOR

451.2 Members **AGREED** to promote the Annual Town Meeting article as an invitation.

ACTION: ADMINISTRATOR

451.3 Members **AGREED** to include the site's history in the Renovated Skatepark article. Cllr. Harvey suggested contacting Buckinghamshire Archive to enquire about the land having certain requirements i.e. site only for children playing.

ACTION: DEPUTY TOWN CLERK

451.4 Members **AGREED** to move the Volunteer at Events article to the Autumn 2024 edition.

ACTION: ADMINISTRATOR

451.5 Members **AGREED** to ask the Buckinghamshire Waste Busters Coordinator to write a ½ page article promoting the aims of their programme.

ACTION: ADMINISTRATOR

451.6 Members **AGREED** to ask The University of Buckingham (Pontio) to write a 1-page article on ways to sign up for talks and or promotion of any upcoming events.

ACTION: ADMINISTRATOR

451.7 Members **AGREED** to leave ½ page of space in case any issues arise before publication.

ACTION: ADMINISTRATOR

451.8 Members **AGREED** to use another Spring picture as the back cover.

ACTION: ADMINISTRATOR

Members suggested putting the print and distribution dates on all future 'Article Ideas' appendixes to identify if articles are appropriate to be included in the edition.

ACTION: ADMINISTRATOR

Members **AGREED** to move the print date back a week for the Spring 2024 newsletter to allow enough time to create the precept infographic.

ACTION: ADMINISTRATOR

Members were confused as to why it was suggested to have another article from the Committee Chairs regarding what had been achieved in the previous year. The Administrator explained that the article should be included in the Spring edition as per the CSG-162-22 report which was agreed. However, due to other articles taking priority during the year, it was left until the Winter edition to be published. Members **AGREED** to not include this article in the Spring 2024 edition and suggested moving it to the Winter edition as standard. **ACTION: ADMINISTRATOR**

Members **AGREED** that the plans for what articles should be included in each edition should be reviewed and brought back to the next formal meeting. **ACTION: ADMINISTRATOR**

452/23 Ongoing Development of Existing Website

Cllr. Harvey explained that at the Environment Committee meeting held on Monday 20th November 2023, they discussed who is responsible for cutting the grass in Buckingham and when the various green areas are scheduled to be cut. He noted that all this information can be found on the Maintenance of Parks and Greenspaces page of the website but suggested informing all councillors of this so they can deal with any enquiries.

The Town Clerk told members that security measures for the Discover Buckingham website will be checked following issues identified by members during the meeting. **ACTION: TOWN CLERK/TOWN CENTRE MANAGER**

Anja left the meeting at 13:55pm.

453/23 Budget Reviews (annual)

Members unanimously **AGREED** the report's recommendation:

It is recommended that the Committee recommend the budget changes listed to the Resources Committee. **ACTION: DEPUTY TOWN CLERK**

454/23 Meeting Dates

Cllr. Try gave his apologies for the meeting on Thursday 18th January 2024 and Cllr. Harvey gave his apologies for the meeting on Thursday 11th April 2024.

455/23 Press Releases

Members were surprised that many of the press releases hadn't been published in the Buckingham, Winslow, and Villages Advertiser. They understand that the process of distributing press releases has changed and that other factors might be affecting this but wondered if there was anything else that could be done to ensure our press releases are included. The Town Clerk explained that the Deputy Town Clerk is in regular contact with the editor and raises concerns where necessary. Members asked if The Deputy Town Clerk could update them on discussions she's had with them to gain a better understanding as to what can be done in the future, to be put on the next agenda.

ACTION: DEPUTY TOWN CLERK

456/23 Chair's Items

None.

CSG/06/23

457/23 Date of Next Meeting

Thursday 18th January 2024 at 1pm via Zoom.

COMMITTEE IN PRIVATE SESSION

Exclusion of public and press

RECOMMENDED In terms of Schedule 12A, Local Government Act 1972, the following items will be likely to disclose exempt information relating to establishment and contractual matters and it is, therefore, **RECOMMENDED** that pursuant to the provisions of the Public Bodies (Admissions to Meetings) Act 1960 the public and press be excluded.

458/23 Newsletter Contracts

It was **AGREED** to plan to work with the three suppliers as per the recommendation subject to review at the next formal meeting which will be held on Thursday 7th March 2023.

ACTION: DEPUTY TOWN CLERK

The meeting ended at 14:30pm.

Chair

Date