

Minutes from the meeting of the Communications Strategy Group held on Thursday 7<sup>th</sup> March 2024 at 1pm in the Council Chamber, Buckingham.

**Present:** Cllr. R. Ahmed  
Cllr. M. Gateley  
Cllr. J. Harvey (Chair)  
Cllr. J. Mordue  
Cllr. A. Schaefer (Town Mayor)

**In Attendance:** Mrs. Louise Stubbs – Deputy Town Clerk  
Ms. Bethanie Dowden – Administrator  
Mr. Adam Hinds – Temporary Administrator

**678/23 Apologies for Absence**  
None.

**679/23 Declarations of Interest**  
None.

**680/23 Meeting Notes**  
Members **RESOLVED** to agree notes of a previous meeting held on Thursday 23<sup>rd</sup> November 2023.

**681/23 Newsletter Review – Spring 2024**  
Members suggested moving the newsletter review for the Spring 2024 edition to the next meeting as the extra copies have not been delivered to the office yet.

**ACTION: ADMINISTRATOR**

Members queried who will be recording the audio version of the Spring 2024 newsletter. The administrator told members that Cllr. Try has offered to record this edition and Ruth Newell, Mace Bearer will be recording the audio for the Autumn 2024 edition.

**682/23 Future Newsletter – Fringe Brochure 2024**  
The Deputy Town Clerk told members that the Fringe Brochure/Summer 2024 edition will be like the previous year. She noted that there had been lots of positive feedback received from the Town Centre and Events Committee as well as members of the public on the design. Members didn't have any changes to make to the proposed layout and content.

**ACTION: ADMINISTRATOR**

**683/23 Ongoing Development of Existing Website**  
Members highlighted the ongoing issue with security warnings when accessing the Discover Buckingham website and asked for an update following the investigation. It was noted that the issues could be down to individual security settings on member's devices. The Deputy Town Clerk asked members who are having trouble accessing the Discover Buckingham website to send information about the warning and the device they are using to her so she can investigate further.

**ACTION: DEPUTY TOWN CLERK/MEMBERS**

**684/23 Annual Town Meeting topics**

Members recommended the following five questions be used for the Annual Town Meeting online consultation:

Shop & Tourism

Question: How can we make Buckingham an even better place to shop and visit?

Accessibility & Diversity

Question: How can we make Buckingham more accessible for everybody?

Planning and Transport and Buckingham Neighbourhood Development Plan  
Members agreed to merge these topics.

Question: What are your special places and buildings in Buckingham and why?

Eco Matters: What more can be done to reduce Buckingham's Carbon Footprint individually as well as collectively?

The River and Greenspaces

Members agreed not to submit a question for this topic.

Members wanted to recommend a general question to cover most topics.

What are your hopes for the future of Buckingham?

**ACTION: COMMITTEE CLERK**

**685/23 Newsletter Costs (annual)**

Members noted the report.

**686/23 Future Newsletters (amended)**

The Deputy Town Clerk explained the different options available to members and noted that officers need a clear indication of how the 'What your Town Council Achieved?' article should be placed.

Cllr. Harvey suggested asking Committee Chairs to write their usual 'What your Town Council Achieved' reports for the Annual Town Meeting with a shortened version included in the Autumn edition. Due to the timing of the article and the election of Committee Chairs, it may sometimes be necessary to include the names of the past and present Committee Chairs. Members unanimously **AGREED** Cllr. Harvey's suggestion.

**ACTION: DEPUTY TOWN CLERK/ADMINISTRATOR**

**687/23 Press Releases**

Members noted the report.

**688/23 Chair's Items**

None.

**489/23 Date of Next Meeting**

Thursday 11<sup>th</sup> April 2024 at 1pm via Zoom.

**CSG/07/23**

The Administrator said she would email members regarding the next meeting to ensure quoracy.

**ACTION: ADMINISTRATOR**

**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.

**690/23          Review of Suppliers for Newsletter Contracts**

Members agreed the report recommendations.

**ACTION: DEPUTY TOWN CLERK**

The meeting ended at 13:54pm

Chair

Date