

Minutes from a meeting of the Communications Strategy Sub Committee held on Thursday 21st November 2024 at 1pm in the Council Chamber.

Present:

Cllr. R. Ahmed	
Cllr. M. Gateley	
Cllr. J. Harvey	Chair
Cllr. J. Mordue	
Cllr. M Try	Vice Chair

Also present:

Ms. Z. Taylor	Deputy Town Clerk
Mrs. N. Stockill	Estates Administrator

Absent:

Cllr. A. Osibogun
Cllr. A. Schaefer

No members of the public attended and so there was no public session.

- 1. Apologies for Absence**
Members received and accepted apologies from Cllrs. Osibogun and Schaefer.
- 2. Declarations of Interest**
There were none.
- 3. Meeting Notes**
Members reviewed and **AGREED** the notes from the last meetings held on Thursday 5th September and Thursday 15th October 2024.

The meeting entered into a confidential setting at 13:05 to review and discuss the details of the report. All public and non-essential attendees were requested to leave the meeting during this period and the live recording was suspended.

COMMITTEE IN PRIVATE SESSION

Exclusion of public and press

- 4. 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. **AGREED**
- 5. Newsletter Contracts**
It was **AGREED** to plan to work with the three suppliers as per the recommendation.
Cllr. Try joined the meeting at 13:11
The public meeting recommenced at 13:15.

- 6. 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

Proposed by Cllr. Harvey, seconded by Cllr. Try and unanimously **AGREED** for the Estates Administrator to prepare a briefing report on the Gold Standard for town Councils to the formal CSSG meeting on the 6th March 2025

ACTION: ESTATES ADMINISTRATOR

7. Future Newsletter

Members discussed the upcoming Spring 2025 newsletter and the importance of being mindful of the purdah period when drafting articles. It was noted that purdah will be in effect at the time the newsletter is distributed to residents, which begins on the 18th March 2025.

During the purdah period, the Town Council must adhere to restrictions on political campaigning, including ensuring that content is neutral and does not promote any individual candidate or party. Members were reminded to carefully review all proposed articles and photographs to avoid content that could be perceived as politically biased.

Members **AGREED** to incorporate these guidelines when preparing and approving content for the Spring 2025 newsletter.

Article	Author/s	Max. Word Count	Page numbers
Cover - Spring Picture		n/a	1
Message from your Mayor		300	2 (1 page)
Hello – Robert Doris GST	Paula	150	3 (1/2 page)
BNDP Updates	Nina	150	3 (1/2 page)
Our Town Events	Nina/Paula	1050	4-6 (3 pages)
Council Tax and Precept Infographic	Zo	700	7-8 (2 pages)
May elections	Paula	150	9 (1/2 page)
Embracing Spring in Buckingham: A Season of Renewal and Celebration	Nina/Paula	150	9 (1/2 page)
Community Grants Awarded	Zo/Jodie	350	10 (1 page)
Update on new cemetery and allotments	Nina/Lee	350	11 (1 page)

Town Centre Regeneration	Sam/Zo	700	12-13 (2 pages)
Enjoy Spring with Shopmobility Scooters	Sam/Zo	150	14 (1/2 page)
Your Views Count	Nina	150	14 (1/2 page)
List of councillors Names and Numbers, including Directory of useful numbers	Nina	350	15 (1 page)
Back Cover/Events Diary – Spring Picture	Paula	350	16

8. Audio Newsletter

Members **AGREED** for the Estates Administrator to record the audio copy of the Spring 2025 newsletter. **ACTION ESTATES ADMINISTRATOR**

9. TikTok

A discussion was held on whether the Town Council should utilise the social media platform TikTok. Members **AGREED** for an agenda item on the 5th June 2025 to allow time for Officers to gather data on other Town Councils that are utilising TikTok and to revisit the Council's the overall social media strategy. **ACTION: ESTATES ADMINISTRATOR**

10. Chair's Items

There were none.

11. Date of Next Meeting

16th January 2025 (informal) @ 1pm via Zoom
6th March (formal) @ 1pm in Chamber

Meeting finished 14:13

The meeting closed at 14:13

Chair

Date