

Minutes from a meeting of the Communications Strategy Sub Committee held on Thursday 6<sup>th</sup> March 2025 at 2pm in the Council Chamber.

**Present:**

Cllr. R. Ahmed	
Cllr. M. Gateley	
Cllr. J. Harvey	Chair
Cllr. J. Mordue	(via Zoom)
Cllr. A. Osibogun	(via Zoom)
Cllr. M Try	Vice Chair

**Also present:**

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

**Absent:** 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 Cllr. Schaefer

### **2. Declarations of Interest**

To receive declarations of any personal or prejudicial interest under consideration on this agenda in accordance with the Localism Act 2011 Sections 26-34 & Schedule 4.

### **3. Meeting Notes**

Members received and **AGREED** the notes from the meeting held on Thursday 21st November 2024.

### **4. Future Newsletter - Fringe 2025**

The members reviewed the outline structure of the Fringe brochure. It was noted that, as in previous years, the brochure would be designed in-house. The framework of the brochure was **AGREED**.

### **5. Audio Newsletter**

Members **AGREED** that the spring edition would be narrated by the work experience student, and the summer edition would be narrated by Nina Stockill.

### **6. Ongoing Development of Existing Websites**

Members discussed the maintenance of the websites:

[www.buckingham-tc.gov.uk](http://www.buckingham-tc.gov.uk)

[www.discoverbuckingham.uk](http://www.discoverbuckingham.uk)

The following improvements were suggested:

The Town Council's website's search facility was not accurate and is an issue to be taken up with the Zonkey web provider.

Cllr. Gately informed Members that Buckingham no longer held the status of a Fairtrade Town, as this designation was dissolved in 2025. Members **AGREED** to edit the Fairtrade Town page from the main website and update the volunteer page to

include information stating that those interested in the opportunity should contact the national office of the Fairtrade Association. **ACTION: ESTATES ADMIN**

## **7. Newsletter Cost Annual Review**

Members received and noted a report from the Estates Administrator (CSG/10/24)

## **8. Future Newsletters**

Members received and discussed the report from the Estates Administrator (CSG/11/24). It was **AGREED** that the Annual Town Meeting committee chair reports and newsletter articles detailing the Council's achievements would become separate entities. Committee chairs will be asked to write a full report for the Annual Town Meeting, which will then be added to the website and shared on social media as usual. This will be included in the Autumn newsletter, which will be summarised by the Council officer. **ACTION: ESTATES ADMIN**

## **9. The Town Council Gold Standard Criteria**

Members received a report from the Town Clerk (CSG/12/24) It was noted that Buckingham Town Council already undertake the majority of the required criteria. However, the evidencing of this and the application process, was very time consuming particularly around the more subjective criteria. At this stage while there are major projects underway officer resources are engaged elsewhere. The Deputy town Clerk reiterated that there was not currently spare resource capacity within the office to assist with this project.

Cllr. Try **AGREED** to look into the criteria for Bronze Standard accreditation and will report the findings at the next meeting on 5th June. The aim is to decide whether the sub-committee will recommend to the Resources Committee to consider allocating a budget for applying for the Bronze Award. **ACTION: Cllr. TRY**

## **10. Chair's Items**

## **11. Date of Next Meeting**

- 10th April @ 1pm Online via Zoom (informal)
- 5th June @ 1pm in person at Council Chamber (formal)

The meeting closed at 13.40pm

Chair .....

Date .....