

Minutes from the meeting of the Communications Strategy Sub Committee held on Thursday 6th June 2024 at 12:30pm in the Council Chamber.

Present: Cllr. R. Ahmed
Cllr. M. Gateley
Cllr. J. Harvey (Chair)
Cllr. J. Mordue
Cllr. M Try
Cllr. A Osibogun

In Attendance: Mrs. L. Stubbs – Deputy Town Clerk
Mr. A. Hinds - Administrator

1. Election of Chair

Cllr. J. Harvey was re-elected as Chair of the Committee for 2024 - 2025 by unanimous vote

2. Election of Vice-Chair

Cllr. M. Try was re-elected as Vice-Chair of the Committee for 2024 - 2025 by unanimous vote

3. Apologies for Absence

Members **RECEIVED** and **ACCEPTED** apologies from Cllr. Anja Schaefer

4. Declarations of Interest

None.

5. Meeting Notes

Members reviewed and agreed as accurate the minutes of the last formal meeting held on Thursday 7th March 2024

6. Terms of Reference

The following corrections were noted:

- References to CSG need to be removed and updated to CSSC

ACTION: ADMINISTRATOR

7. Future Newsletter – Autumn 2024

The following changes were noted:

- Cllr J Mordue confirmed she would supply a picture taken by or of the students for the Front Cover
- Mayor Making/Civic awards – $\frac{3}{4}$ of a page is only just enough. Could move the Grant Holders to Spring Edition to free up more space in this issue and give suitable coverage to Grant Holders
- Mayors Charities could become new DTC/Staff changes
- Changes to grass cutting reduced to half a page, to include encourage the use of Fix my Street and bullet points for what we maintain and for roundabouts

- A whole page for health, incl. Swan Practice update, and info on flu jabs, Age Concern advice for the elderly etc
- Half a page for BNDP, Cllr. Mordue raised the question: What will our message be in Sept. for BNDP?
- Half a page on volunteering at events. A register of volunteers to call on was discussed.

Town Fairtrade status, promoting fairtrade, and fairtrade status to be added to next meeting agenda.

ACTION: ADMINISTRATOR

8. Ongoing Development of Existing Websites

- Press Releases page needs to be setup as a new page
- Make Events and similar pages easier to find
- Update to page layout for events to include events calendar

ACTION: ADMINISTRATOR

9. Social Media

Members received an update from DTC on annual social media statistics.

- It was noted by the chair that we do very well and are in the top percentile of parishes.
- Tik Tok was raised, its importance as the SM platform to reach young people. It was noted that Tik Tok is extremely resource heavy to set-up and manage
- Cllr Ahmed suggested we investigate established Social Media accounts that could create content jointly especially for Tik Tok for mutual benefit
- Cllr Harvey asked members to look into Tik Tok further and DTC suggested Tik Tok is added to the Next meeting Agenda. Both were agreed.
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ACTION: Members and Administrator

10. Website Analytics and budget update

Members received an update from DTC on website analytics and budget update

- BTC office to call sure2door about delivery for Osier Way when Phase 1 of Osier Way will not be within the Parish of Buckingham

- **ACTION: Administrator**

11. Press Releases

- Press releases and subsequent inclusion in the local papers are receiving good coverage. The second quarter of 2024 is looking good compared to the first quarter

12. Chair's Items

- Huge thanks to our outgoing DTC Louise Stubbs. Her time with CSG and lately CSSC has seen so much overall improvement, especially noting the quality and the flow of the information provided to members of the subcommittee. The Newsletter continues to improve thanks to her contributions to the design and content. Great thanks to Louise.
- Also noting thanks to Ms Bethanie Dowden for her contributions.

CSSC/01/24

13. Date of Next Meeting

Thursday 18th July 2024 at 1pm (Online informal meeting)

The meeting ended at 13:00pm.

Chair

Date