



BUCKINGHAM TOWN COUNCIL

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COMMUNICATIONS
STRATEGY GROUP

24/05/2019

You are invited to a meeting of the Communications Strategy Group which will be held on **Thursday 23rd April 2020 at 12pm** at the following URL:

<https://zoom.us/j/99850599191?pwd=Yv3FHxiblm4>

Meeting ID: 998 5059 9191

Password: 004997

Paul Hodson

Mr. P. Hodson
Town Clerk

1. Apologies for Absence

Members are asked to receive apologies from Members.

2. Declarations of Interest

To receive declarations of any personal or prejudicial interest under matters for consideration on this agenda in accordance with the Parish Councils (Model Code of Conduct) Order 2001.

3. Meeting Notes

To review and agree the notes from the last meeting Thursday 12th March 2020.

Copy circulated previously

4. Current Newsletter

To decide how to continue with the Summer 2020 Newsletter:

CSG/195/19

5. Communicating with residents

To discuss other options for communicating with residents during the lockdown.

CSG/196/19

6. Coronavirus/Covid 19 Communications

- Council messages
- Support for local groups and services

7. Current use of notice boards

8. Ongoing Development of Existing Website

To discuss the maintenance of the website and any improvements to be made.

9. Press Releases

A summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on 12th March 2020.

Appendix A



Twinned with Mouvaux, France

Members are reminded when making decisions that the Public Sector Equality Duty 2010 requires Members to have due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct that is prohibited by the Act, advance equality of opportunity between people who share a characteristic and those who don't, and to foster good relations between people who share a characteristic and those who don't.

All Committee documents can be found on the Buckingham Town Council's website. Alternatively, the Clerk can send you a copy of any minutes, reports or other information. To do this, send a request using the contact details set out above.

10. Chair's Items

11. Date of Next Meeting

Thursday 11th June 2020

To:

Cllr. M. Gateley

Cllr. J. Harvey

Cllr. R. Newell

Cllr. M. Smith

Cllr. C. Strain-Clark

**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 23rd March 2020**

Contact Officer: Communications Clerk

Summer 2020 Newsletter

1. Recommendations

1.1 It is RECOMMENDED that the publication of the Town Council newsletters is cancelled until the restrictions on public movement due to Coronavirus are lifted.

2. Background

2.1 The summer newsletter was scheduled to be printed and distributed at the end of June. The following articles were to be included:

- Cover
- Message from your Mayor (1 page)
- Canal Society (1 page)
- New Town Council and Councillors (2 pages)
- What your local councils do (2 pages)
- Upcoming events (2 pages)
- Past events (1 page)
- Pontio: student interview (1/2 page)
- Community Safety Partnership (1/2 page)
- What did the town council achieve 2019/2020 (2 pages)
- New staff (3/4 page)
- Your views count/Buckingham town councillors (1 ¼ page)
- Back cover/Events Diary (1 page)

2.2 Of those articles the following will not be able, or are unlikely to be able to be produced due to decisions made nationally since the last meeting, leaving the summer edition about 5 ½ to 6 ½ pages short of the usual 16 page edition:

- New Town Council and Councillors (2 pages)
- Past Events (1 page)
- Upcoming Events (2 pages)
- Community Safety Partnership (1/2 page)
- Events Diary (1 page)

Some of the articles might not be ones we would choose at this stage.

2.3 Discussions with our newsletter designer, printer and distributor have revealed that both the printing and distribution company have currently shut down due to

the restrictions in place on work and movement. It's not known whether they will be able to operate in May or June.

3. Online newsletter

3.1 One option going forward would be to continue with the summer edition but reselect articles, and then publish as a digital only output. Unfortunately, this would only be accessible online, and at this time we are producing a lot of digital content already.

3.2 Some residents don't have online access, and we know that these people are more likely to read the print newsletter. We may be better to focus our attention on a print media that could be distributed.

3.3 We would also need to be aware of seeming insensitive with our choice of articles.

3.4 The current situation is changing very quickly. The Communications Clerk has been updating the 'coronavirus' pages of the website every day. Including amendments, corrections and additions as advice from the government is clarified or changes. If we commit to a structured 'newsletter' that can't be edited, even digitally, it runs the risk of becoming out of date quickly and having to be removed.

3.5 If an online newsletter is produced, it is RECOMMENDED that alternative formats are considered.

**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 23rd March 2020**

Contact Officer: Communications Clerk

Communicating with Residents: Alternatives

1. Recommendations

1.1 It is recommended that **option 2: print at home** options be considered as an alternative to the Summer 2020 newsletter.

2. Background

2.1 The summer newsletter was scheduled to be printed and distributed at the end of June. The following articles were to be included and could still go ahead (some would need to be adjusted):

- Message from your Mayor (1 page)
- Canal Society (1 page)
- What your local councils do (2 pages)
- Pontio: student interview (1/2 page)
- What did the town council achieve 2019/2020 (2 pages)
- New staff (3/4 page)

2.2 If report **CSG/195/19** has been agreed and there will be no Summer newsletter edition, members must decide what information they feel must still be circulated to all residents and how that can be done.

2.3 For all the options below content would need to be carefully chosen, judging the mood and need of the community. A Mayor's Message seems appropriate, while other articles might not be needed now.

3. Option 1: online only

3.1 Some of these articles could be added to the website and advertised on social media if needed.

3.2 However not everyone is online, our social media reach would not cover everyone throughout the town.

3. Option 2: print at home options

3.1 The Newsletter Designer could be asked to produce a condensed version of the key information members would like to include in a newsletter at this time, in two versions – a colour version for online use, and a black and white easy print version. This version could be downloaded and printed by neighbours to deliver to

those without internet access or distributed to the Buckingham Hub, Food Banks, etc for distribution with food parcels.

3.2 It is likely that this approach will still miss some people.

3.3 If information is being hand printed and delivered there is some risk of passing on contamination between households, however including this with other essential deliveries being made mitigates this.

4. Option 3: commercial print and distribution

4.1 Royal Mail offer personalised mailing options. This could be used to print and distributed information to residents at 6,083 addresses in the parish whilst postal workers are going about their normal delivery routes.

4.2 The cost for delivery is £500+VAT compared to the usual £425.81, with the product likely to be flyer sized compared to the usual 16-page booklet.

4.3 Printing costs are currently unknown.

4.3 A physical print run of this kind would need to be very carefully written to be accurate for as long as possible. Information and advice has changed rapidly over the last three weeks and the risk of printing something that was contradicted by a change in advice from the government is significant.

Press Releases from Buckingham Town Council

4th March 2020 to 15th April 2020

PRESS RELEASE 148 – CORONAVIRUS UPDATE

12th March 2020 Statement about the cancellation of civic events due to Coronavirus.

PRESS RELEASE 149 – TREE PLANTING BOURTON PARK

16th March 2020 Pictures and information about the black poplar trees planted in Bourton Park with volunteers from the Buckingham Table.

PRESS RELEASE 150 – ELECTIONS

19th March 2020 Vacancies at the Town Council now to be filled by co-option.

PRESS RELEASE 151 – TOWN COUNCIL WORKING WITH LOCAL GROUPS TO SUPPORT ISOLATED RESIDENTS

19th March 2020 Launch of the Town Council Coronavirus help pages, and opportunities for community groups and the town council to work together.

PRESS RELEASE 153 – IMPACT OF CORONAVIRUS ON TOWN COUNCIL SERVICES

19th March 2020 Closures and new social distant working approaches to Events, Lace Hill, Town Council office, Markets, Shopmobility, Tourist Information Centre and Green Spaces

PRESS RELEASE 152 – CLIMATE EMERGENCY

19th March 2020 Detailed information about the objectives set by the Town Council

PRESS RELEASE 154 – PLAY AREA CLOSURES

24th March 2020 Play areas across the town were closed following advice from the government.

PRESS RELEASE 155 – TOURIST INFORMATION CENTRE MOVES ONLINE

26th March 2020 New information service by phone and online by the Tourist Information Centre.

PRESS RELEASE 156 and 157 – EASTER ACTIVITIES AND UPDATE

7th and 8th April 2020 Easter Bonnet activity and update on Council Services.

PRESS RELEASE 158 – ONLINE COUNCIL MEETINGS

16th April 2020 Updated information on how to access online council meetings for the public.