



BUCKINGHAM TOWN COUNCIL

TOWN COUNCIL OFFICE, BUCKINGHAM CENTRE,
VERNEY CLOSE, BUCKINGHAM. MK18 1JP

Telephone/Fax: (01280) 816 426

Email: office@buckingham-tc.gov.uk
www.buckingham-tc.gov.uk

COMMUNICATIONS
STRATEGY GROUP

04/03/2021

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Thursday 11th March 2021 at 2pm** online via Zoom, Meeting ID 871 2899 7691.

Residents are very welcome to ask questions or speak to Councillors about any matter relevant to the meeting at the start of the meeting in the usual way. Please email office@buckingham-tc.gov.uk or call 01280 816426 for the password to take part.

Mr. P. Hodson
Town Clerk

Please note that the meeting will be preceded by a Public Session in accordance with Standing Order 3.f, which will last for a maximum of 15 minutes.

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 consideration on this agenda in accordance with the Localism Act 2011 Sections 26-34 & Schedule 4.

3. Meeting Notes

To review and agree the notes from the last meeting Thursday 14th January 2021.

Copy circulated previously

4. Newsletter Review

To review the production and delivery of the previous newsletter and identify key learning points from the production process and its look, including a discussion of:

- Quality of production & content
- Delivery
- Audio version

5. Future Newsletter

To decide what we want to achieve with our next newsletter and outline the content.

[Appendix A](#)

6. Audio Newsletter

- To make a decision over who should record the audio copy of the Summer newsletter

7. Ongoing Development of Existing Websites



Twinned with Mouvaux, France;



Neukirchen Vluyn, Germany



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.

- To discuss the maintenance and any improvements to be made to the Buckingham Town Council Website.
- To discuss the maintenance and any improvements to be made to the Tourist Information Centre Website.

8. Live streaming of Communications Strategy Group meetings

To decide whether Communication Strategy Group meetings should be live streamed to YouTube.

9. Supported by Buckingham Town Council Grant Logo Designs

To receive and discuss proposed 'Supported by Buckingham Town Council' logo designs

[CSG/129/20](#)

At the non-quoted 15th October 2020 meeting, members indicated their preference for straight line, sans serif text, not in all capitals.

10. Social Media

To receive and discuss a report from the Communications Clerk.

[CSG/130/20](#)

11. Press Releases

A summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on Thursday 14th January 2021.

[Appendix B](#)

12. Chair's Items

13. Date of Next Meeting

Thursday 22nd April 2021 at 2pm.

To:

Cllr. R. Ahmed

Cllr. T. Bloomfield

Cllr. M. Cole JP

Cllr. G. Collins

Town Mayor

Cllr. M. Gateley

Chair

Cllr. J. Harvey

Cllr. R. Newell

Cllr. M. Smith

Cllr. C. Strain-Clark Vice-Chair

Summer Newsletter 2021

Usual Pages/Pages so Far

- (1) Front Cover – suggestions for cover topic/theme (Buxplore launch)
- (1) A message from your Mayor
- (1) Round up of past events (Online Pancake recipes, Wildflower art contest, Easter activities, Commonwealth Day, Earth Day, Winter and Spring Spotter Sheets, Earth Day)
- (2) Promotion of future events (Fringe Week, Dog Show, Basketball Sessions, Play around the Parishes, VCSE Day, Band Jam, River Rinse)
- (1¼) List of Councillors and Numbers/ Your Views Count – inside back page as usual
- (1) Events Diary – Back page as usual
- (2) What did your council achieve in 2020/21? - ½ page report from each of the four committees on events/decisions of the last year.

Ideas, Suggestions and Requests (6¾ remaining pages)

(Remember one page is shared with Your Views Count (¼ page) and can only be 300 words max = a shorter 1-page article with only 300 words or ½ page article + a ¼ page article)

- **Introducing Buckingham Town Council Councillors (2 pages)** (*short introduction and picture of each Councillor*)
- **Town Centre Manager (1 page)**
- **Council Chamber Renovations (1 page)**
- **Buxplore on Google Play (1/2 page)**
- **Wildflower boards (1/2 page)**
- **Pontio (1/2 page)**
- **Community Safety Partnership (1/2 page)**
- Covid-19 Update (if necessary)
- Spotlight on green spaces, wildflower planting and Garden of Rest 3.
- Suggestion from a resident: article about not flushing wipes etc down toilets, as they cause blocked drains.
- (*possible extension to events space, if appropriate, including the Otter trail*)
- **Any other suggestions??**

Appendix A

*(Please note the **final deadline** for submission of articles to the CSG Clerk is **12 noon Monday 12th April 2021**, as they are included on the CSG agenda being sent out on 14th April 2021. Please also keep in mind that the newsletter will be distributed at the end of June 2021.)*

**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 11th March 2020**

Contact Officer: Communications Clerk

Supported by Buckingham Town Council logos for grants

1. Recommendations

It is recommended that Members give feedback on the suggested logo designs

2. Background:

The 5th October Meeting of Full Council **AGREED** that “A new ‘supported by Buckingham Town Council’ text and logo image should be created for use by successful grants applicants. This should be funded from the Publicity budget, 102/4032.”

A new shield logo was drafted for printing use when the Town Council flags at the Old Gaol were replaced in 2019. This had to be done as the images held by Officers for town Council use were not of the file type and size required for large scale printing use. Using these shield logo images as part of the ‘supported by Buckingham Town Council’ logo would mean that the resulting images should be of the correct quality to be used on large scale printing as appropriate.

At the 15th October, in quorate, meeting of the Communications Strategy Group, a preference was indicated for straight line, sans serif text, not in all capitals.

3. Draft logo options:



<p>c)</p>	 <p>Supported by Buckingham Town Council</p>	<p>d)</p>	<p>Supported by Buckingham Town Council</p> 
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**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 11th MARCH 2021**

Contact Officer: Communications Clerk

Social Media Content report December 2020 – January 2021

1. Recommendations

It is recommended that Members note this report.

2. Background

During 2020, Officers revised their approach to social media content, working together to produce content that would improve engagement and follower numbers as well as maintain engagement with residents during a time when the Town Council's physical presence was lower due to Coronavirus restrictions.

Officers plan each campaign to target a specific level of engagement:

Level of engagement:	High	Medium	Low
What defines this level:	<ul style="list-style-type: none"> - Content that appeals to all, or most residents. - Content that it is most important that residents are aware of. - The most resources are put into creating content for this. 	<ul style="list-style-type: none"> - Content that appeals to a significant proportion of residents. - A range of content is created, but less likely to use elements that are time consuming to produce like new photography or video. 	<ul style="list-style-type: none"> - Content that doesn't need to be engaged with, but presents a positive image of the town and Council. - Maintains our social media posting rates, improving our algorithm placement on users feeds.

	<ul style="list-style-type: none"> - Must include video - High expectations for reach and engagement with content. 	<ul style="list-style-type: none"> - Moderate expectations for reach and engagement. 	<ul style="list-style-type: none"> - Reach and engagement monitored only to note what performs particularly well. - If Officer commitments change and not enough resources to complete all plans, low engagement content may not take place.
Expected engagement and reach levels. (Reach as percentage of total followers per platform account)	Engagement: high Reach: 100%+	Engagement: Medium Reach: at least 33 to 55%	Engagement: low Reach: at least 10 to 20%

Outside of reach and engagement, two different approaches have been taken to assess the success of different social media campaigns, dependent on whether our presence is already well established on the platform or still growing. The assessment criteria is as follows and will be revised if necessary.

Growing platforms:

Platform	Short term targets	Long term targets
YouTube	Produce 1x video for every High level campaign	First target – more followers than typically attend Council meetings. Extended target: 250 followers (this would be at the high end for comparable YouTube Channels)
Instagram	Post content daily Increase use of photography	Reach 10k followers (allows access to features we want to use)

Established platforms:

Platform	Per Campaign targets	Long term targets
Facebook	Engagement: <ol style="list-style-type: none"> 1. Users click links or share content 2. Officers reply to comments on the content promptly 3. Comments show that the users understand the content 4. Users submit their own content if requested 	<ol style="list-style-type: none"> 5. Correctly pitch each campaign to the number of followers we are aiming to reach. 6. Steady increase in follower numbers Engagement: <ol style="list-style-type: none"> 7. Engagement with residents overwhelmingly positive.
Twitter	Engagement: <ol style="list-style-type: none"> 1. Did the content/campaign led to engagement with the public or a partner group. 2. content retweeted 	Engagement: <ol style="list-style-type: none"> 3. Is there an increase in other users tagging us in content on the same topic.

3. Per Campaign Analysis

3.1 Communications Clerk: Remembrance Sunday (online elements) (Medium)

Engagement	Several hundred people clicked through to watch the video.
Reach	Up to 2k. (Hit target) 436 video views
Facebook campaign targets	Message not to gather at the memorial was clearly communicated. There were some issues with the live stream (not by BTC)
Twitter campaign targets	Some retweets, partner engagement less relevant for this campaign
Progress towards long term targets	Significant increase in follower numbers, particularly on Facebook

3.2 Committee Clerk: Rubbish Buckingham contest (Medium)

Engagement	Entries received from the public.
Reach	Up to 620 (just missed target)
Facebook campaign targets	Competition communicated clearly, entries received.
Twitter campaign targets	Some retweets, engagement from residents supporting the entrants.

Progress towards long term targets	Good engagement.
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3.3 Communications Clerk: Christmas Lights Switch On (online elements) (High)

Engagement	Residents took part in the switch on, and submitted photographs of their own homes.
Reach	Up to 11k (5x target)
Facebook campaign targets	Message not to gather in the town centre communicated clearly. Pictures received.
Twitter campaign targets	Retweets, engagement from press
Progress towards long term targets	Very good engagement and reach, very positive interaction, high number of new followers.

3.4 Town Centre Manager: Shop Buckingham (High)

Engagement	Shops told us they received sales after being featured in the online advent calendar.
Reach	Up to 2k. (hit target) Daily advent calendar posts varied, but hit Medium targets.
Facebook campaign targets	Message to continue supporting local shops communicated clearly. Engagement between the businesses highlighted and customers also boosted.
Twitter campaign targets	High reach, retweets, engagement with economic development partners
Progress towards long term targets	Good engagement and reach, several businesses got in touch after seeing the social media we were producing. Increase in business followers. Useful lessons learned about creating engagement from business, to be applied to future #AllWrappedUp campaigns.

3.5 Lace Hill Manager: Mayor's Christmas Card Contest (Medium)

Engagement	Children submitted card entries
Reach	Up to 2k
Facebook campaign targets	Message about how to enter communicated clearly and engagingly.

Twitter campaign targets	Retweets
Progress towards long term targets	Good engagement, increase in followers.

3.6 Lace Hill Manager: Climate Change Activities: Winter Spotter Guide (Medium)

Engagement	90+ website visits to download the sheet
Reach	Up to 2.5k
Facebook campaign targets	Initial posts had low engagement on Facebook, posting style changed and high take-up after that point.
Twitter campaign targets	Some retweets, partner engagement less relevant for this campaign
Progress towards long term targets	Positive engagement with residents, useful feedback on style of promotional image to use for future campaign planning.

3.7 Office Apprentice: #WellbeingWednesday blog posts (Low)

Engagement	30-100 readers per blog
Reach	Up to 4.6k
Facebook campaign targets	Good number of clicked links, positive feedback from followers
Twitter campaign targets	Some retweets, partner engagement less relevant for this campaign
Progress towards long term targets	Much higher engagement than expected for category of content. Useful feedback on use of blogs for future campaign planning.

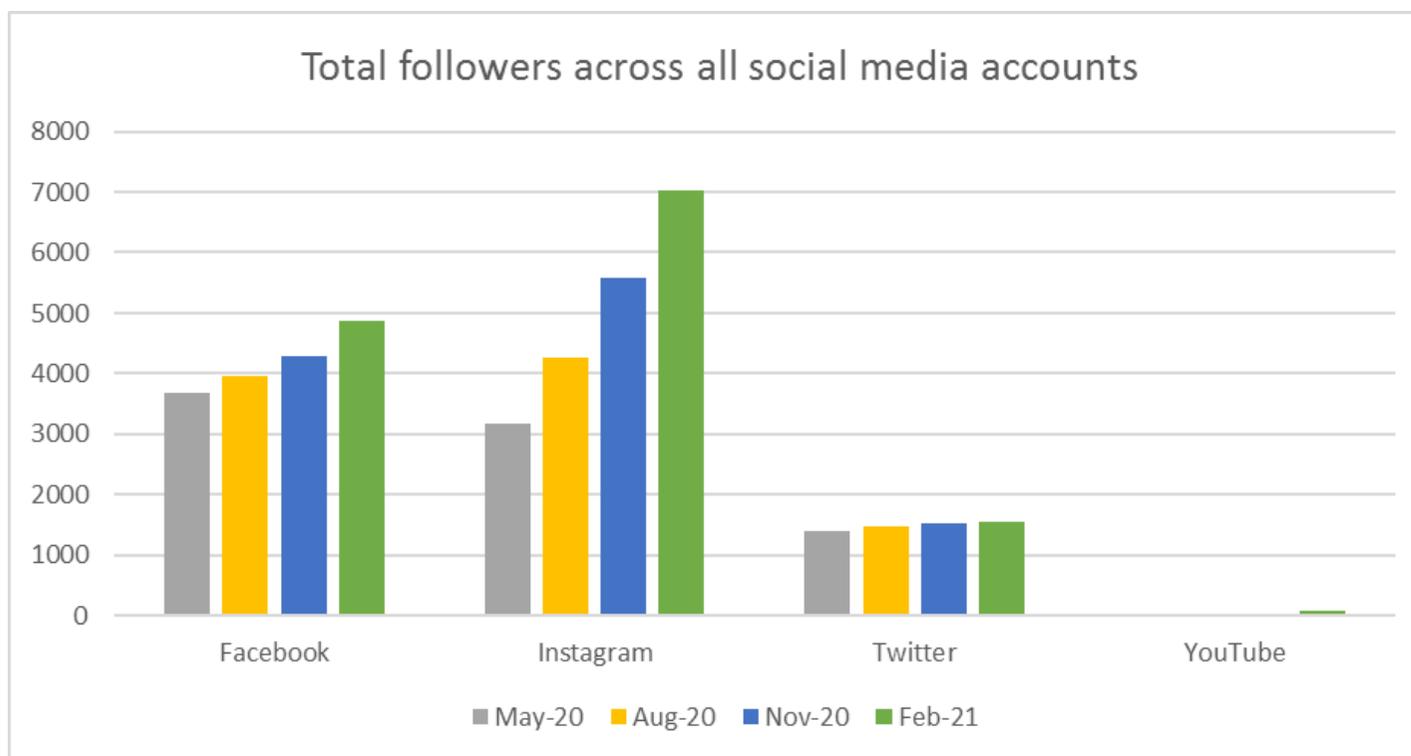
4. Long Term targets progress:

Overall, taking a new approach to planning our social media has improved the consistency of the Council's posts to social media. Content produced was better quality, more engaging and posted more regularly.

Correspondingly, there has been a positive rise in the percentage of people following almost all Town Council accounts, the rise for the main Town Council Facebook account was particularly high at 12% compared to 4% compared to the same quarter in the previous year.

Growth on some accounts slowed while the service they represent was closed, including Markets and Lace Hill, but Buxplore had its best quarter since launch, while Buckingham TIC had an 83% rise on followers on Instagram (a core platform for communication with local businesses)

Our YouTube target, to have as many subscribers as might typically attend a Council meeting, has been met in the first year with 78 followers as on 26th February 2021. The new target is to achieve 250 followers. This would be a high number compared to other Town Councils, and provide a particularly good platform for engagement with Council meetings by the public.



Buckinghamshire Council currently has 251 subscribers.

5. Future Social Media Plans:

Officers are currently planning online content for March to May 2021. As plans begin to be developed the relevant committee will be informed by email, as appropriate. These include:

High:

- Annual Online Town Meeting (delayed from March to May)

Medium:

- Wildflower drawing contest
- Earth Day poster contest
- Shops reopening streets of Buckingham celebration

Low:

- Easter activities: Where's the Chick? (online activity) and Bunny Hunt (parks activity) colouring sheets
- Buxplore on Google Play
- Commonwealth Day, St George's Day, May Day
- Outdoor sports equipment promotion
- Earth Day activities: Spring Spotter Sheet, Colouring sheet
- Buckingham in Bloom (tie in with National Gardening Week)
- #FactFriday (blog posts)

Press Releases from Buckingham Town Council

8th January 2021 to 4th March 2021

PRESS RELEASE 206 – TOWN CENTRE MANAGER

10th February 2021 – New role created to support local business and increase footfall in the town.

PRESS RELEASE 204 – WINTER WELLNESS

11th February 2021 – ideas for getting out and about in Buckingham during Winter, as well as other ways to lift your mood during lockdown.

PRESS RELEASE 205 – BUXPLORE HITS GOOGLE PLAY!

2nd March 2021 – An update on the success of Buxplore to date and how to download it from Google Play.

PRESS RELEASE 208 – OPEN SESSION FOR BUCKINGHAM TOWN COUNCILLOR CANDIDATES

2nd March 2021 – Press release about the 8th March open zoom session for potential candidates at the Town Council election.

PRESS RELEASE 209 – TOWN COUNCIL FREEZES BUDGET

3rd March 2021 – Information about the 2021/2022 precept budget and how the amount was calculated.

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