

BUCKINGHAM TOWN COUNCIL

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COMMUNICATIONS
STRATEGY GROUP

02/06/2021

Councillor,

You are summoned to a meeting of the **Communications Strategy Working Group** of Buckingham Town Council to be held on **Thursday 10th June 2021 at 2pm** online via Zoom, **Meeting ID 874 8268 4895**

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. Election of Chair

To elect a Chair of the Committee for 2021 – 2022.

2. Election of Vice-Chair

To elect a Vice-Chair of the Committee for 2021 – 2022.

3. Clarification of the Status of the Meeting

To receive a verbal report from the Town Clerk.

4. Apologies for Absence

Members are asked to receive apologies from Members.

5. 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.

6. Meeting Notes

To review and agree the notes from the last meeting Thursday 22nd April 2021.

Copy circulated previously

7. 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



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.

8. Future Newsletter

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

[Appendix A](#)

9. Audio Newsletter

To make a decision over who should record the audio copy of the Autumn 2021 newsletter.

10. Publication of Councillor contact details

To make a decision over whether to continue publishing address and phone numbers of Councillors in the website and newsletter.

11. Newsletter style guide

To discuss the suggested style guide for Buckingham Town Council newsletter articles

[Appendix B](#)

12. Ongoing Development of Existing Websites

- Website analytics update for 2020 to 2021
- To discuss the maintenance of websites and any improvements to be made.
 - www.buckingham-tc.gov.uk
 - www.discoverbuckingham.uk
- To discuss the approach for retender of the website design and maintenance contract.

[CSG/06/21](#)

13. Social Media

- To receive and discuss the February to April 2021 quarterly social media update [CSG/07/21](#)
- To receive and discuss the 2021 YouTube statistic update [Appendix D](#)

14. Additional signage

To receive and discuss an additional signage proposal.

[CSG/08/21](#)

15. Press Releases

A summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on Thursday 22nd April 2021.

[Appendix E](#)

16. Chair's Items

17. Date of Next Meeting

Thursday 29th July 2021.

18. Committee in Private Session

Exclusion of Public and Press

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.

19. Change of Newsletter Printer

To agree a new printer for the Buckingham Town Matter Newsletter.

[CSG/09/21](#)

To:

Cllr. R. Ahmed

Cllr. M. Gateley (Town Mayor)

Cllr. J. Harvey

Cllr. S. Hetherington

Cllr. M. Try

Cllr. R. Willett

Autumn Newsletter 2021

Usual Pages/Pages so Far

- (1) Front Cover – suggestions for cover topic/theme: summer event crowd, large group
- (1) A message from your Mayor
- (4) Round up of past & future events (Celebrate Buckingham Day, Fringe, Family Fun Day, Play Around the Parishes, Alice in Wonderland, Summer Market Entertainment, River Rinse, Dog Show, Remembrance Parade, Charter Fair, Christmas Parade, Christmas Light Switch On, Community Fair)
- (1¼) List of Councillors and Numbers/ Your Views Count – inside back page as usual
- (1) Events Calendar – back page

Ideas, Suggestions and Requests (7 ¾ remaining pages)

(Remember one page is shared with Your Views Count (¼ page) and can only be 300 words max)

- **Where the money came from and how we spent it 2020/2021 (1½)** (*Annual article - Autumn*)
- **Grant Applications 2022/23 (½)** (*Annual article - Autumn*)
- **New Deputy Mayor (1/2 page)**
- **Garden of Rest 3 (3/4 page)** *delayed from summer edition*
- Civic award recipients (1 page)
- Mayor's Charities (1/2 page)
- Bard of Buckingham election 4th October (1/2 page)
- Spotlight on Lace Hill Sports and Community Centre (1 page)
- TIC Calendar art and photography contest (1/2 page)
- Spotlight on summer anti-littering campaigns (1 page) – wildflower art contest, banners, litter picking groups, #quicklitterpick
- Chamber bookings (1 page)
- Thank you to Councillors who are no longer representing the Council (1 page)
- **Any other suggestions??**

(please note the **final deadline** for submission of articles to the CSG Clerk is **12 noon Monday 19th July 2021**, as they are included on the CSG agenda being sent out on 2st July. Please also keep in mind that the newsletter will be distributed at the end of September 2021.)

Buckingham Town Council Style Guide: Newsletter articles

1. Capital letters:

- For proper nouns and names only: Mary Smith, Newport, Weetabix, Monday, Buckingham Town Council, Resources Committee.
- When you are speaking in general about the Council, use lower case letters: "Each committee meets on a Monday night."
- If you are unsure you could try an online grammar checker like [Grammarly](#).
- Subtitles should have the first word only capitalised, while titles are in all capitals

2. Punctuation:

2.1. Exclamation points

- Use exclamation points very sparingly and for exceptionally exciting information only.

2.2. Colons and Semi-colons

- Colons should be used before a complete sentence quote or at the beginning of a list. They can be used for dramatic emphasis. Usually, there should be no capital letter after the colon, however capitals should be used at the beginning of complete sentence quotes.
- Semi-colons are used where a comma might go, but a connective word after the comma is being removed: "Some reporters were brilliant; others were less so."

2.3. Quotes

- Use double quote marks " ". Where quote marks are used at the end of a complete sentence the full stop should be placed inside the closing quote mark. A quote that only fills part of the sentence might not need a full stop. Italics should be used to emphasise that a quote is being made.

2.4. Parentheses

- Different parentheses can be used but be aware that your choice will have differing impacts on the reader. All should be used to contain additional information that could be lifted out of the final sentence.
 - Dashes - - have an urgent feel
 - Ellipses () spoken aside to the reader
 - Square brackets [] to add explanatory information, for example "the VALP Inspector spent a whole morning hearing representations on site MMO [Maids Moreton] 006". This is particularly useful when using a quote in which the speaker used it/that/this instead of clearly identifying the matter they are speaking about.

3. Numbers:

- Numbers one to eleven to be written as words
- 12 and higher to be written as digits
- Use commas to delineate large numbers eg £1,000, 45,000

4. Paragraphs

- Paragraphs should be around three sentences long to sit well on an A5 sized page. Lots of short paragraphs wastes page space unnecessarily, while very long paragraphs can be difficult to read.
- Vary sentence length throughout a paragraph.

5. Captions

- Captions should be used with pictures to identify competition winners, local businesses and artists at events.
- They can be used to identify images and locations that are less likely to be common knowledge. For example, what kind of flower is shown in a picture, or where a playground shown is located.
- They should also be used to credit photographers from outside the Council.

6. Plain English:

- Use simple clear speech.
- Avoid using council specific vocabulary such as members, officers or quorate without explaining what these terms mean.
- Any acronyms must be explained. Eg “Emma is the new Town Centre Manager as well as a member of our team at the Tourist Information Centre (TIC). The TIC is an active service, promoting local events and transport as well as offering advice to tourists.”
- Do not use ie, eg etc and other similar contractions that may be confusing to some. However if their use is unavoidable, do not use full stops after the abbreviated letters.
- Avoid tautology, this is using two words in close succession that mean the same thing, for example “This attractive and beautiful house...”
- Equally, try not to use the same word repeatedly throughout a paragraph. For example: “The distinctive character of Buckingham is shown by the use of the distinctive red bricks.”

7. Grammar

- Long sentences can sometimes run on. Consider whether they can be split with a full stop.
- Watch out for sentence fragments: these are sentences that are missing an essential part, for example the subject or verb.
- The noun and pronoun in a sentence must both either be singular or plural: “Every girl must bring her own lunch.”
- Gender neutral words are preferred where the subject could be male or female, for example using police officer rather than police man. Another example would be the use of resident; “A resident contacted the Council...” rather than “A woman contacted the Council...”

8. Collective nouns

- Companies, clubs, societies, committees are expressed as a singular – the council is, the hospital is, the staff is, the society is, the Post Office is, the government is.
- Although you should use – ‘members of staff are’ and police and sports teams take the plural, e.g. ‘the police are hunting a man’.

9. American and UK English

- Use UK English spelling and grammar. For example, use 'organise' not 'organize', 'modelling' not 'modeling', and 'fill in a form', not 'fill out a form'.

10. Submitting copy and photographs

- Copy should be emailed as word documents to admin@buckingham-tc.gov.uk
- Photographs should be supplied separately: as PNG, JPEG or similar picture file types. Photographs should be a minimum of 1MB in size (not including logos) and good quality. Appropriate permissions for use in print and media **MUST** be confirmed.

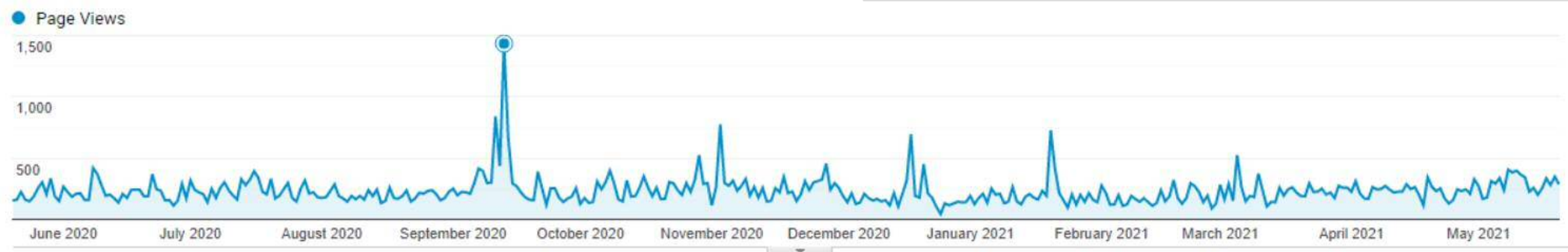
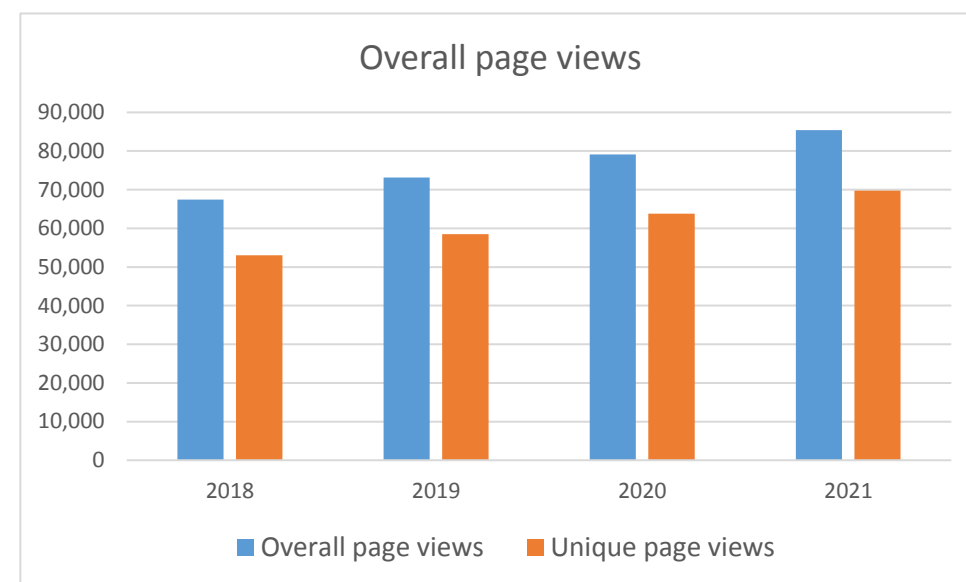
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BUCKINGHAM TOWN COUNCIL
BUCKINGHAM TOWN COUNCIL WEBSITE ANALYTICS
20th May 2020 – 20th May 2021 (Year 6)
COMMUNICATIONS STRATEGY GROUP

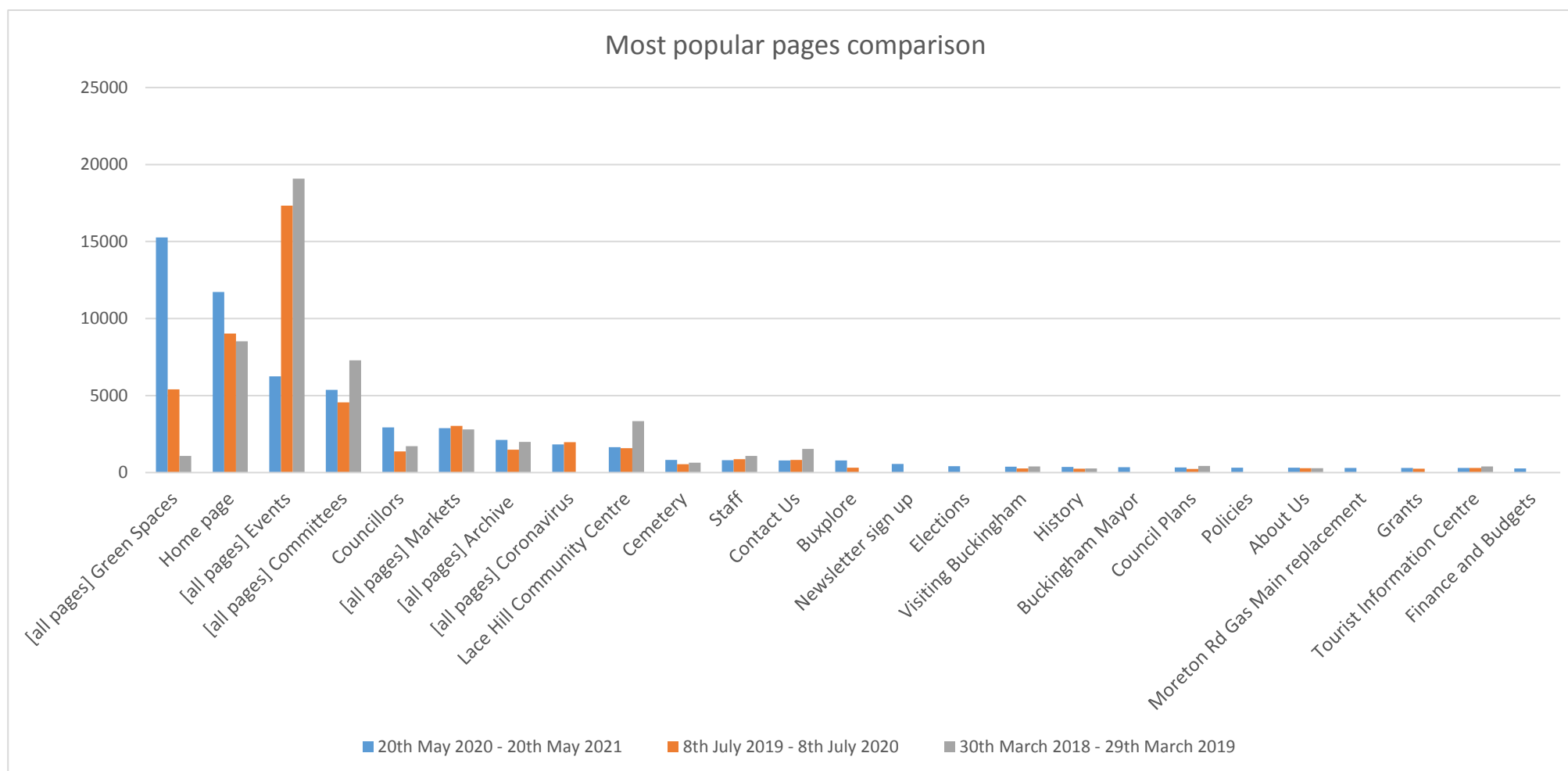
Contact Officer: Mrs Louise Stubbs, Communications Clerk

Page Views (overall and unique) have risen 9% since the 2019-2020 period. Users are now spending an average of 1 minute 52 seconds on each page, an increase of 13 seconds on last year.

The most popular days to visit the website did not follow the patterns of previous years, due to Coronavirus and the cancellation of all in person events during the year. The highest peak was shown on 13th September 2020 (cancellation of winter events) with smaller peaks related to specific news items, including at the end of November (Christmas activities including card contest), December (due to Buckingham 2020 flooding), January and March.

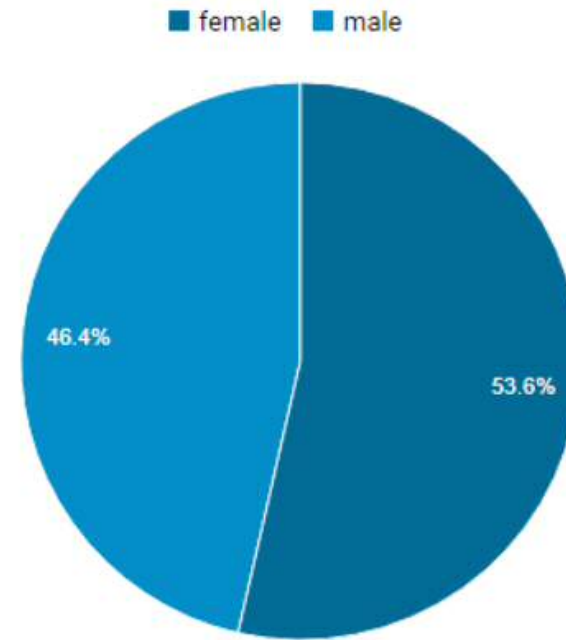
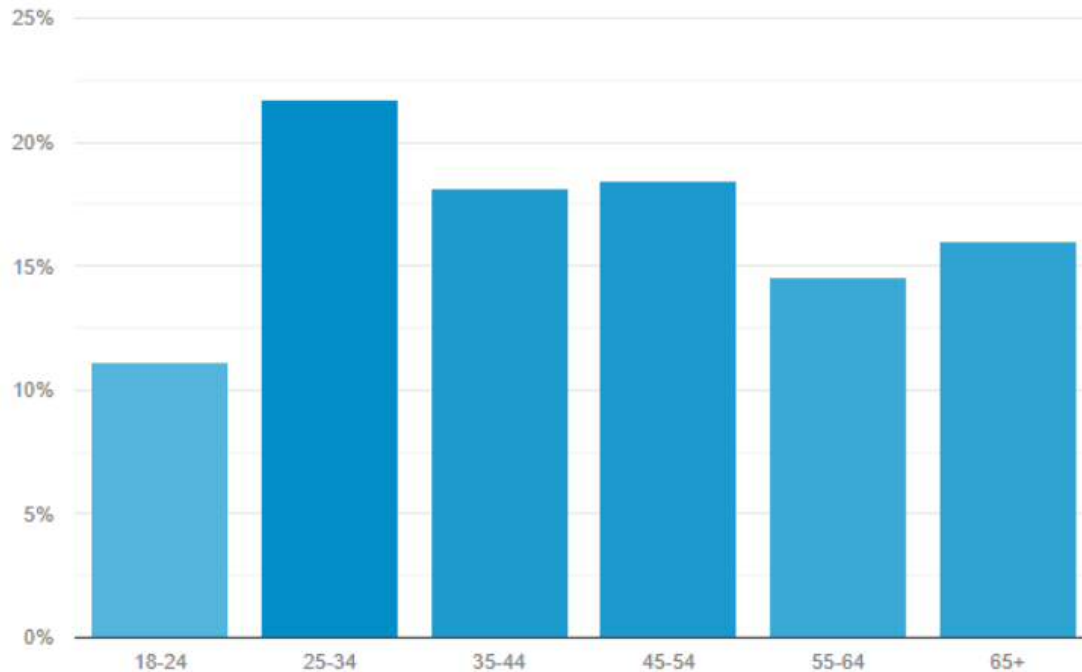


Most popular pages comparison



The analysis of top 25 pages over the last three years shows a wildly changing picture. Much of this is due to coronavirus. Events pages has 64% fewer views than a usual year, while the parks and green spaces pages had 183% more. This is particularly good news as the parks pages were redesigned in 2019, and the high increase in visits and low number of additional queries received at the office about the information of these pages shows that the search engine optimisation of the pages works well. Anyone searching for Buckingham parks information has been able to find it easily.

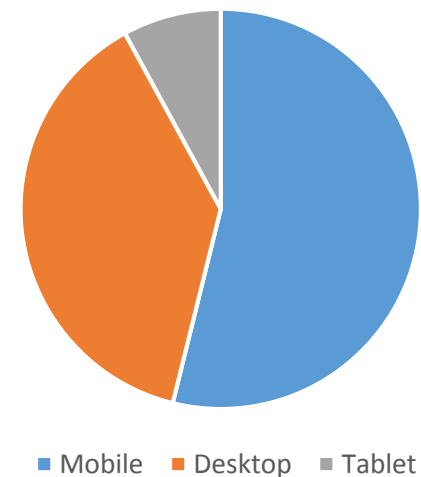
Local elections likely also had an impact, with increased interest in committee pages (18%) archive of minutes and agendas (43%) council plans (34%) councillors (114%) and the elections, co-option and Mayor of Buckingham pages visible.



The number of users sharing demographic information with us has improved from the 11% low of last year, and is currently around 26%. This is still much lower than the 56% rate we were receiving before changes in General Data Protection Regulations came into force. Gender of user trends are largely the same as the previous two years, while age of user is showing distinct rises in young people age 18-24, tripling from 4% to 12% in the last two years.

Technology used to access the website has also stayed broadly the same, with 62% of users accessing the site from mobile devices. It's particularly relevant that this has stayed the same despite many residents spending much of the year at home. Indicating a choice to access the website through a mobile device even when we might expect them to have desktop options with larger screen sizes. This might indicate that a significant number of residents don't have desktops, or chose not to use them to access our site. Designing the website to work well on mobile first is a continuing priority.

Technology used to access website



Discover Buckingham Website Analytics: June 2020 to June 2021 (year one)

The Discover Buckingham Website has been live for a year, as such we now have the first year of baseline data available. The website has achieved 17,000 visits (5,800 unique visits) in its first year.

Country of website visitors: top ten June 2020 - June 2021

■ United Kingdom ■ United States ■ Canada ■ China ■ Ireland ■ Republic of Korea ■ Germany ■ India ■ France ■ Belgium



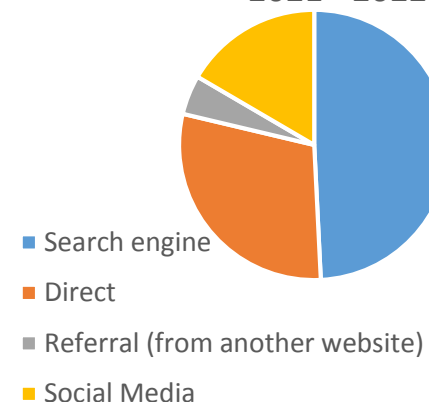
The majority of site visits were from users in the UK, with dozens of countries visiting the website, however 18.3% of site visits came from abroad. There are early indications that this figure is increasing, however difficulty travelling abroad due to Coronavirus will be a factor in this result.

There is good evidence that the search engine optimisation of the website works well, with 49% of site visits coming from searches on Google, Bing and similar search engines. This is an excellent indication that visitors searching for information about Buckingham are successfully finding the Discover Buckingham website, and not being redirected to information about Buckingham Palace, which has been an issue previously.

Within the website, the most frequently visited page is 'Shop' and the page with the most time spent looking at it by users is 'Attractions'.

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How visitors found Discover Buckingham 2021 - 2022



**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 10th JUNE 2021**

Contact Officer: Communications Clerk

Review of website maintenance contract: schedule of process

1. Recommendation

It is recommended that Members submit any ideas they have to improve the Buckingham Town Council website to the Communications Clerk by Thursday 17th June.

2. Research period

As part of a thorough internal review of the technology in use by Buckingham Town Council, Officers have reviewed the website and identified the following areas for improvement:

- A more up to date home page design.
- A more responsive accessibility compliance tool, for example using widgets that check what accessible features a website visitor is already using on their device and automatically turning those features on in our website.
- Online update/newsletter sign up for differing topics.
- Direct donation to Mayor's Charities (could be linked to by QR code for cashless donations at events).
- Facility to create connections between our website and our booking/finance system for room booking and/or event ticket purchases.
- Improvements to the maintenance program of the website.
- A visually appealing events calendar that also synchronises well with Google and Apple calendars, including automatically pushing updates as events change.

3. Tender drafted

The contract for some of our IT services comes to an end this summer. On the basis of the research period, Deputy Town Clerk and Communications Clerk will draft a tender document that includes detailed specifications the contact must fulfil in order to maintain or improving the existing systems.

The website redesign may be one single contract, or included in a larger IT services tender.

4. Contract goes to tender

Companies wishing to make a bid will be invited to apply for the contract in anticipation of new contracts. The Communications Strategy Working Group will

be able to scrutinise these bids and decide on a supplier at the Thursday 2nd September 2021 meeting. Contracts will begin in September 2021 after the meeting of the Resources committee.

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**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 10th June 2021**

Contact Officer: Communications Clerk

Social Media Content report February - April 2021

1. Recommendations

It is recommended that Members note this report.

2. Background

During 2020, Officers revised their approach to social media content. All campaigns are now categorised as high, low or medium importance, with differing targets for each. The full details of how progress with our social media is assessed are available in report **CSG/120/20**.

3. Per Campaign Analysis

All high priority campaigns during this three month period (apart from promotion of local shopping areas) were delayed due to changing Coronavirus restrictions or Purdah.

3.1 Town Centre Manager: retail streets promotion (High – still in progress)

Engagement	Excellent, high numbers of interaction and watches on each video
Reach	4x videos with up to 5,644 reach each (2x target)
Facebook campaign targets	Communicated clearly, engagement from local business and residents
Twitter campaign targets	Some engagement, twitter less relevant for this campaign.
Progress towards long term targets	Growth of followers on the Tourist Information Centre social media pages, particularly Instagram (32% rise this quarter) and Facebook (19%)

3.2 Lace Hill Centre Manager and Office Apprentice: Pancake Day pancake contest (Medium)

Engagement	Excellent, high numbers of interaction and watches
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	on each video
Reach	Up to 2k (met target)
Facebook campaign targets	Communicated clearly, engagement from local business and residents
Twitter campaign targets	Some retweets and engagement
Progress towards long term targets	Great engagement with local businesses

3.3 Communications Clerk: standing for election promotion (Medium)

Engagement	Excellent, high numbers of shares and interactions
Reach	Up to 2.7k (met target)
Facebook campaign targets	Communicated clearly, engagement from residents interested in becoming Councillors, drop in meeting was attended.
Twitter campaign targets	Lots of engagement including with key partners (Jackie Weaver)
Progress towards long term targets	16 out of 17 seats filled by election.

3.4 Lace Hill Centre Manager and Office Apprentice: spring and Easter activities promoting parks – spring spotter sheet, where's the chick?, parks bunny hunt (low)

Engagement	Good numbers of interaction, eg, guesses at chick location and click through to download spotter sheet.
Reach	Up to 1.7k (met target)
Facebook campaign targets	Communicated clearly, engagement from residents
Twitter campaign targets	Some engagement, twitter less relevant for this campaign.
Progress towards long term targets	Consistent engagement with residents

3.5 Communications Clerk: National Day of Remembrance for victims of Coronavirus

Engagement	Good engagement, particularly with short notice.
Reach	Up to 2.6k (no specific target)
Facebook campaign targets	Communicated clearly, engagement from residents who attended the memorial for the minute's silence or left ribbons and messages at other times.
Twitter campaign targets	Good engagement, twitter less relevant for this campaign.
Progress towards long term targets	Appropriate messaging and engagement from those impacted and who wanted to take part

3.6 Communications Clerk: Death of HRH Prince Philip

Engagement	Original plans for the death of a member of the Royal Family were not possible due to Coronavirus restrictions. Guidance from the Palace was followed closely, this led to a more muted response than they may otherwise have been. Banding targets for engagement was not appropriate
Reach	Up to 650 (no specific target)
Facebook campaign targets	Communicated clearly, engagement from residents who wanted further information was good, overall there was a low number of enquiries as the Royal Family led communications.
Twitter campaign targets	Good engagement, twitter less relevant for this campaign.
Progress towards long term targets	Appropriate messaging and engagement from those who wanted to take part

3.7 Communications Clerk and Committee Clerk: parks anti-littering campaigns (medium – this project is ongoing)

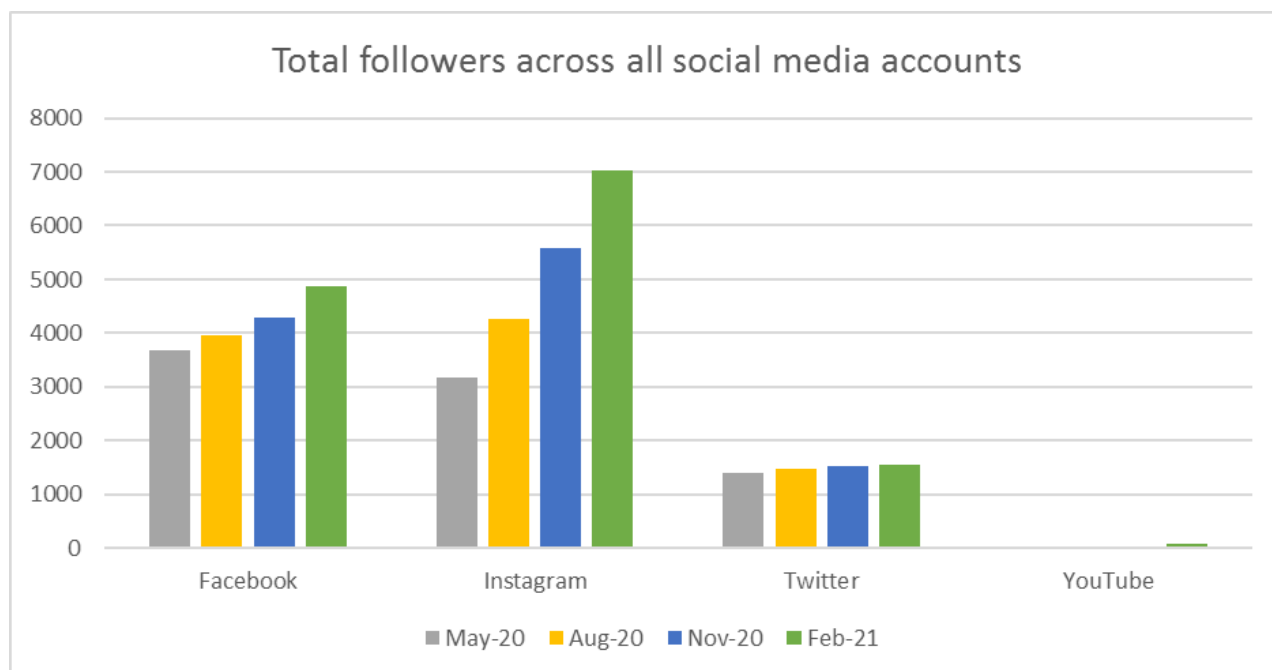
Engagement	Very good engagement, including with Bourton Meadow Primary School for a poster contest.
Reach	Up to 6.3k (6x target)
Facebook campaign targets	Communicated clearly, engagement from residents who feel strongly about littering. Requests to take part in litter picking events from individuals and

	community groups.
Twitter campaign targets	Good engagement and partner engagement with Buckinghamshire Recycles who provided prizes for the school poster contest.
Progress towards long term targets	Great engagement on this issue and rise in follower numbers.

4. Long Term targets progress:

Overall, purdah had a significant impact on this quarter as new campaigns and projects could not be introduced during this time. The new content planning approach continues to work well, with plenty of medium impact content running when high level content (including the Annual Town Meeting) were delayed due to Coronavirus restrictions.

The best growth through this quarter has been through the Tourist Information Centre, who ran the only high level, video based campaign. The campaign achieved reached ten times more accounts than actively follow the pages and



led to a 20% rise in followers on Facebook and 32% on Instagram.

Our YouTube account has more than 100 followers and is still performing strongly compared to similar accounts. Continuing to stream meetings, once the restrictions around meetings have changed and it is possible to do so, will be important in continuing this growth.

5. Future Social Media Plans:

Officers are currently planning or producing online content for May to July 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)
- Celebrate Buckingham Day (in progress)
- Fringe Week
- #AllWrappedUp local shopping raffle (delayed from February, will now coincide with Fringe Week)

Medium:

- Wildflower art contest (now completed, but some project extension possible)
- Introduction of New Council and all Councillors (completed)
- Spotlight on reopened services including Lace Hill Sports and Community Centre, Tourist Information Centre and Shopmobility
- Pre-sale of Alice in Wonderland open air play tickets
- Saturday market entertainment
- Play around the parishes
- Pre-sale of circus tickets
- Buckingham Town Council/Buckinghamshire Council responsibilities

Low:

- Buckingham in Bloom (in progress)
- May Day, VE Day (completed) Queen Elizabeth II's birthday
- #FactFriday blogs (focusing on Council services)
- Summer planters
- Walking month, history month
- English Tourism Week
- Volunteers week 1- 6th June
- Love parks week 12th – 21st July

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**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 10TH JULY 2021**

Contact Officer: Ms Bethanie Dowden, Apprentice

YouTube Report 2021

1. Recommendation

It is **RECOMMENDED** that members note the report.

2. Background

The Buckingham Town Council's YouTube channel has been primarily used to live stream and retain the Council's Committee meetings as part of maintaining public access during Coronavirus. The YouTube channel has now been live for a year and exceeded expectations regarding numbers of content and subscribers. As a comparison, Bicester Town Council have a similar amount of videos on their YouTube channel (40) as us but very few subscribers (8).

The table below shows the average views and subscribers gained on the different committee meeting videos from the end of July 2020 till present.

Committee Meetings	Average Views	Subscribers Gained
Planning	59	4
Town Centre & Events	176	2
Resources	53	0
Environment	65	0
Full Council	73	0
Interim Full Council	42	0
Economic Working Group	55	0
Communications Strategy Group	26	0

The channel has also been the platform to advertise many virtual events during the pandemic such as the Remembrance Sunday Service, Christmas Lights Switch On, Commonwealth Day and poems created and recited by the Bard of Buckingham, Dean Jones.

Type of Event	Overall Views	Likes	Subscribers Gained
Message from the Mayor for VJ Day 15 th August 2020	27	0	0
Remembrance Service 8 th November 2020	439	6	1

Buckingham's Big Christmas Lights Switch On 19 th November 2020	701	4	1
Grants Interview with Swan Community Hub 23 rd November 2020	46	0	0
Turn the Lights On – Bard of Buckingham Introduction 25 th November 2020	617	5	0
Santa's Christmas Message	197	2	1
Mayor of Buckingham Christmas Message 28 th November 2020	132	1	0
Sneak Peek of Buckingham Christmas Lights 28 th November 2020	152	2	0
Full video of Buckingham's Christmas Lights 29 th November 2020	359	9	0
Commonwealth Day Affirmation 8 th March	33	1	1
The Golden Swan by Dean Jones 21 st March	40	1	1

Top 5 Videos	Views	Watch Time (hrs)	Subscribers Gained	Impressions
Sunset Bugle Call 15 th August 2020	7,628	52.6	23	62,542
Town Centre & Events Committee 20 th October 2020	753	78.6	0	53,671
Buckingham's Big Christmas Light Switch On 19 th November 2020	701	4.3	1	2,613
Turn the Lights On – Bard of Buckingham Introduction 25 th November 2020	617	11.8	0	5,108
Remembrance Sunday 8 th November 2020	439	26.2	1	604

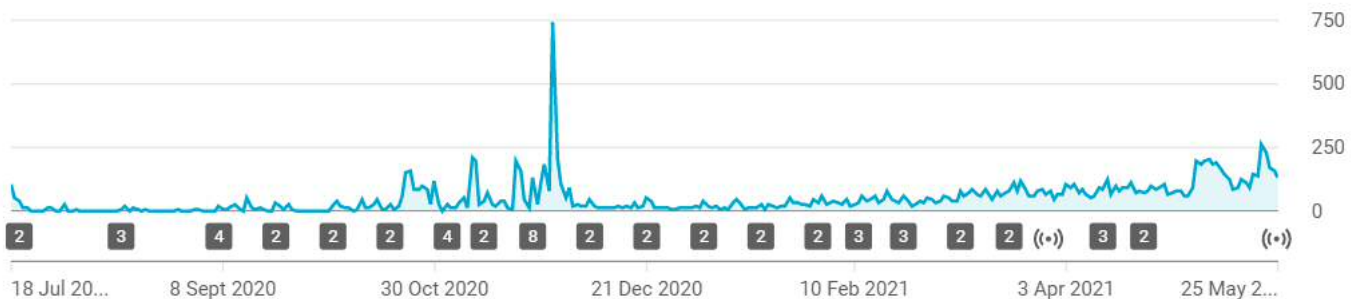
3. Analysis

The following chart shows the amount of channel views, watch time and subscribers over the last year. Over time, this can help us to spot high performing videos, anticipate changes and determine when to upload new videos. As well as understand what type of content made people subscribe or unsubscribe from our channel. Over the year the number of views has risen, however prior to this there were clear rises related to online events, including the Christmas Lights Switch On.

Views
15.5K

Watch time (hours)
703.7

Subscribers
+81



104

Subscribers

[SEE LIVE COUNT](#)

279

Views · Last 48 hours



Top videos

Views



Sunset Bugle Call

258



Buckingham Town Council ...

18



Buckingham Town Council M...

1

The Town Centre and Events Committee meetings have had the highest amount of views during this period with an average of 176 views. The Environment Committee has changed from the least viewed to the second most viewed with an average of 65 views. The Planning Committee remain steady with an average of 59 views however, the Resources Committee now have the least amount of views resulting in an average of only 53 views.

Videos of events and other event related content are some of our most popular videos. Particular committee meetings have very high viewer numbers due to the content of the meeting, for example meetings where equality and diversity were discussed. The top video on our channel is the Sunset Bugle Call with 7,628 views, that took place as part of the VE Day 2020 celebrations. This video has also had the most

subscribers gained (23) and most impressions made (62,542).

The majority of our current audience are aged between 25-34 at 71.9% which has increased since the last period. The next age group was people aged 35-44 at 17.4% and then in third place, people aged 65+ are at 10.7%.

Overall, the analysis shows that males account for 86.0% of the audience for our videos whereas only 14.0% of females tune in.

No comments and only a small amount of likes are apparent across all videos.

There are currently 104 subscribers to our YouTube channel. The rate of new subscribers being acquired throughout the year has remained steady and we hope to continue this moving forwards. After a full year of YouTube use we now have base data for analysis in the coming year.

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**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 10th June 2020**

Contact Officer: Communications Clerk

Additional Signage Report

1. Recommendations

It is **RECOMMENDED** that Members allow use of the **4032/102 Publicity** budget for additional printed summer events signage in 2021, up to a maximum of £150.

2. Background

The return to normal services through 2021 has presented additional communications challenges. While many of these can be addressed through good use of social media and newsletters, a mixture of different communication approaches is beneficial.



Figure 1 Example corrugated plastic signage

One such area is Summer 2021 events. 15 events are scheduled to take place during July and August, many of which are new or not being held in the usual way/place. It has been extremely difficult to finalise the details of some of these events in good time to meet print deadlines for newsletters, due to uncertainty over Coronavirus restrictions. This means our events communications with residents who are not internet users will be limited.

The corrugated plastic signage used by Buckinghamshire Council in the town centre during 2021 has been effective. The corrugated plastic used gives a more professional and much longer lasting finish than the laminated posters the Town Council normally uses to advertise events.

It would not be cost effective to create corrugated or vinyl banners for every event. However we could work on designs for specific purposes.

- a) To advertise the full July and August events schedule, with a QR code that links to our website for the most up to date event details. These would be corrugated plastic, to be used in the town centre.
- b) To advertise out of the way events spaces. For example, we could create banners to put up at the entrance to the Bourton Park Paddock and advertise the fact that Celebrate Buckingham Day, the Family Circus, the Dog Show and Bonfire & Fireworks all take place there.

3. Costs

PRODUCT	QUANTITY	TOTAL COST (WITHOUT VAT)
SUMMER EVENTS IN BUCKINGHAM CORRUGATED PLASTIC SIGNAGE FOR LAMP POSTS (DIN A1 SIZE)	25	£84.85
EVENT LOCATION VINYL BANNERS	3	£48.23
POSTAGE	2	Up to £10
TOTAL		£143.08

Please note that prices are not exact due to variable discounts and products available through the relevant suppliers at the time of purchase.

Having secured contracts for the newsletter design, print and delivery for the following three years, there is a predicted £1,058.52 underspend in the **4032/102 Publicity** budget that could be used for this purpose.

It is **RECOMMENDED** that Members allow use of the **4032/102 Publicity** budget for additional printed summer events signage in 2021, up to a maximum of £150.

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Press Releases from Buckingham Town Council

15th April to 3rd June 2021

Note: Purdah began 22nd March 2021.

PRESS RELEASE 216 – STOP LITTERING POSTER CONTEST

30th April 2021 – Winners of the anti-littering poster contest, with their Buckinghamshire Recycles prizes.

PRESS RELEASE 218 – BUCKINGHAM IN BLOOM

11th May 2021 – Details of the garden contest.

PRESS RELEASE 217 – ACCESS 4 ALL

12th May 2021 – Progress to improve accessibility so far, and future plans.

PRESS RELEASE 219 – NEW COUNCILLORS

12th May 2021 – An introduction to Buckingham Town Council and the Councillors.

PRESS RELEASE 220 – MAYOR AND DEPUTY MAYOR OF BUCKINGHAM

19th May 2021 – An Introduction to Cllr. Margaret Gateley and Cllr. Warren Whyte

PRESS RELEASE 221 – WILDFLOWER ART CONTEST WINNERS

19th May 2021 – Winners of the wildflower art contest and their art.

PRESS RELEASE 223 – MUSIC NOT IN THE MARKET

25th May 2021 – New location announced.

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