



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

27/08/2021

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Wednesday 1st September 2021 at 2pm** at the Town Council Chamber, Cornwalls Meadow, Buckingham.

Mr. P. Hodson
Town Clerk

Please note that the meeting will be preceded by a Public Session in accordance with Standing Orders 3.e and 3.f, which will last for a maximum of 15 minutes. Members of the public can attend this session in person. The Council is trialling the use of video conferencing to enable the public and guests to address Council meetings virtually. If you would like to address the meeting in this way please email office@buckingham-tc.gov.uk or call 01280 816426 for details.

1. Apologies for Absence

Members are asked to receive and accept 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 10th June 2021.

Copy circulated previously

4. Legislation Surrounding Town and Parish Council Newsletters

To receive for information the most recent advice on Town Council newsletters from NALC.

[Appendix A](#)

5. Newsletter Review Autumn 2021

To review the content of the Autumn 2021 newsletter and request any changes before publication.

Copy circulated previously

6. Future Newsletter

To decide what we want to achieve with our Winter 2021 newsletter and outline the content.

[Appendix B](#)

7. Audio Newsletter

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



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. Ongoing Development of Existing Websites

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

- www.buckingham-tc.gov.uk
- www.discoverbuckingham.uk

9. Social Media

To discuss the August 2021 Social Media update

[CSG/31/21](#)

10. Google Reviews

To receive and discuss a review of Google analytics and reviews of Buckingham Town Council locations from the Office Apprentice.

[Appendix C](#)

11. Press Releases

A summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on 10th June 2021.

[Appendix D](#)

12. Welcome Pack

To receive and discuss a written report from the Office Apprentice

[CSG/32/21](#)

13. Chair's Items

14. Date of Next Meeting

Wednesday 13th October 2021 at 2pm.

To:

Cllr. R. Ahmed

Cllr. M. Gateley (Town Mayor)

Cllr. J. Harvey (Chair)

Cllr. M. Try (Vice Chair)

Cllr. R. Willett

10 MARCH 2021

L01-21 | CODE OF RECOMENDED PRACTICE ON LOCAL AUTHORITY PUBLICITY (ENGLAND) / PUBLICITY DURING THE PRE-ELECTION PERIOD

A code of recommended practice on local authority publicity ('the Code') was issued on 31 March 2011. By virtue of s.6 of the Local Government Act 1986, the Code applies to parish councils.

It is recommended that parish councils follow the Code, which is available via the following link: <https://www.gov.uk/government/publications/recommended/code-of-practice-for-local-authority-publicity>

Paragraph 28 of the Code says:

"Local authorities should not publish or incur expenditure in commissioning in hard copy or on any website, newsletters, newssheets or similar communications which seek to emulate commercial newspapers in style or content. Where local authorities do commission or publish newsletters, newssheets or similar communications, they should not issue them more frequently than quarterly, apart from parish councils which should not issue them more frequently than monthly. Such communications should not include material other than information for the public about the business, services and amenities of the council or other local service providers".

Paragraphs 34 and 35 of the Code are set out below:

"During the period between the notice of an election and the election itself, local authorities should not publish any publicity on controversial issues or report views or proposals in such a way that identifies them with any individual members or groups of members. Publicity relating to individuals involved directly in the election should not be published by local authorities during this period unless expressly authorised by or under statute. It is permissible for local authorities to publish factual information which identifies the names, wards and parties of candidates at elections.

In general, local authorities should not issue any publicity which seeks to influence voters. However this general principle is subject to any statutory provision which authorises expenditure being incurred on the publication of material designed to influence the public as to whether to support or oppose a question put at a referendum. It is acceptable to publish material relating to the subject matter of a referendum, for example to correct any factual inaccuracies which have appeared in publicity produced by third parties, so long as this is even-handed and objective and does not support or oppose any of the options which are the subject of the vote".

The Local Government Association has published a short guide to publicity during the pre-election period. The guide is available via the following link: <https://www.local.gov.uk/our-support/purdah>.

Last published in November 2019 as L01-19.

© NALC 202

[Back to AGENDA](#)

Winter Newsletter 2021

Usual Pages/Pages so Far

- (1) Front Cover – one of the photography contest winner
- (1) A message from your Mayor
- (2) Round up of past events (Celebrate Buckingham Day, River Rinses, Charter Fair, Bonfire & Fireworks)
- (1) Promotion of future events (Christmas Parade, Community Fair, Pancake Races, Food Fair)
- (1¼) List of Councillors and Numbers/ Your Views Count – inside back page as usual
- (1) Events Diary – Back page as usual

Ideas, Suggestions and Requests (8¾ remaining pages)

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

- Shopmobility promotion (**1/2 page**)
- New Bard of Buckingham (**1 page**)
- Bourton Park Bridge Repairs (**1/2 page**)
- Water pollution (**1 page**) (Min. 1186/20 Environment Committee, draft article follows below)
- Neighbourhood Plan Survey Promotion (**1 page**)
- Town Council's response during the December 2020 floods and promotion of the Community Flood Plan, Flood Wardens (include the flooding exercise) (**2 pages**) (Min. 137/21 Environment Committee)
- Article publicising the work of Buckingham Community Wildlife Project. (**2 pages**) (Min. 285/21 Environment Committee)
- Buckinghamshire Adult Learning have requested that an article about their courses be included (**3/4 page**) (draft article follows below)
- Winter Safety Tips (**3/4 page**)

Any other suggestions??

*(please note the **final deadline** for submission of articles to the CSG Clerk is **12 noon Monday 4th October 2021**, as they are included on the CSG agenda being sent out on 6th October 2021. Please also keep in mind that the newsletter will be distributed at the beginning of December 2021.)*

Only Rain Down the Drain!

We've recently updated the Climate Emergency section of our website with water saving advice and how to help protect our waterways.

When most people think of river pollution they think of sources like factories, farms and industry. Yet in many cases, the pollution comes from a much less obvious place - our homes and lifestyles. Misconnections, car washing, pouring oils or chemicals down road grids, wasting water and littering all have impacts.

Unfortunately, over time, the clean sewers in many areas have become polluted by misconnected wastewater. With more housing development, extensions and DIY improvements over the last twenty years these misconnections have become more common. Pollution comes from surface water sewers because run-off from our towns is not always clean. Atmospheric fallout from traffic, spillages and road accidents, illegal discharges, vehicle washing and foul sewer failures all end up discharging to our rivers and beaches.

Visit [Connect Right](#) to find out how you can check to see if your property is likely to have misconnected drains.

If you want to help keep our waters clean, there are many things you can do to help. You can prevent water pollution of nearby rivers and lakes as well as groundwater and drinking water by following some simple guidelines in your everyday life. Here's a few tips on how you can do your bit to help:

- Wash your car or outdoor equipment where soap and chemicals can flow into the drains. Use a drive-in carwash or clean your vehicle on gravel or grassed area instead.
- Don't pour any oils, chemicals or paints down the sink or storm drain. Take them to the local recycling centre instead.
- Pick up litter and throw it in the bin! Litter can harm wildlife and create blockages in the drain that can lead to flooding.
- Don't use toilets as a bin! Place wet wipes, nappies and sanitary products in the bin to help avoid any unnecessary blockages.



Buckinghamshire Adult Learning

Inspiring learning, changing lives

Have you heard about Buckinghamshire Adult Learning? We offer over 1,500 part-time courses across the county including the Buckingham Centre, next to the Library on Verney Close, Sir Thomas Fremantle School in Winslow and Waddesdon Manor.

Courses range from one-day to one-year and we cover beginner through to advanced levels, offering daytime and evening flexibility.

Our tutors are dedicated and passionate about their subjects. Classes allow you to develop your skills, knowledge and confidence, in an environment where both tutors and learners offer support and encouragement.

We are offering the following courses in and near to Buckingham from September 2021:

- Apprenticeships
- Creative Writing
- Digital Photography
- Digital Skills
- Drawing and Painting
- English, maths and ESOL
- Family Learning
- Floristry and Flower Arranging
- French
- German
- Italian
- Pottery
- Sign Language
- Spanish
- Stained Glass – Buckingham Centre
- Yoga

To find out more or book a course, please visit www.adultlearningbc.ac.uk or call 01296 382403.

To find out how you can get help with the cost of your course, together with information on applying for a course loan, visit our website or call us to discuss in person. English and maths courses are fully funded for adults who do not already have A*- C or 9-4 grade at GCSE.

Photo caption

Alyson Eglese, Winner of the Learning for Personal Development Adult Learning Award 2021

Alyson attends the Stained Glass course at the Buckingham Centre



BUCKINGHAMSHIRE ADULT LEARNING

[Back to AGENDA](#)

**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
WEDNESDAY 1st SEPTEMBER 2021**

Contact Officer: Communications Clerk

Social Media Content report May – August 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

Some projects were delayed or impacted due to ongoing Coronavirus restrictions. There were many more 'high' and 'medium' level projects in this quarter than previous quarters, most of them related to in person events requiring large amounts of officer time. This meant that some targets, including a YouTube video for every high level project simply weren't possible.

Officers involved in creating the content this quarter were: Communications Clerk, Committee Clerk, Office Apprentice, Events Coordinator, Lace Hill Centre Manager, Town Centre Manager and Markets Manager

3.1 Wildflower art contest (Medium)

Engagement	Entries received from the public.
Reach	Up to 1,200 (target met) - best reach on Twitter
Facebook campaign targets	Competition communicated clearly, entries received.
Twitter campaign targets	Good level of engagement from partners, extended project in place with partner around anti-littering
Progress towards long term targets	Good engagement particularly with schools, great quality artwork received.

3.2 Annual Town Meeting (High)

Engagement	Multiple social media posts
Reach	Up to 2,500 (just missed target)
Facebook campaign	Options to attend the Town Meeting virtually

targets	communicated clearly, engagement from the public
Twitter campaign targets	Some retweets, twitter engagement less relevant for this project.
Progress towards long term targets	Made good use of 3-second video to drive interest in Council business.

3.3 Fringe Week (High)

Engagement	Excellent engagement across the week, the highest interest was in Music Not In the Market, but other events also performed well online – most notably those where we worked with partners who also engaged with promoting the event online. Eg, Otter Trail, UK Astronomy.
Reach	Up to 8,800 (target met)
Facebook campaign targets	Dates, venues and content of events communicated clearly. Feedback received post events.
Twitter campaign targets	Excellent partner engagement for events.
Progress towards long term targets	Significant rise in social media followers in the run up to and immediately after events.

During the course of the Fringe Week and the Otter Trail we have experimented with using Instagram Reels (this is similar to TikTok and had some excellent success – particularly with the Reel of the Town Crier. We will continue to use these for high level projects in the future as it is a good way of reaching accounts that do not already follow us.)

3.4 Otter Trail (Medium)

Engagement	Excellent engagement online throughout July and August.
Reach	Up to 5,600 (target met)
Facebook campaign targets	Great engagement, high level of user submitted images to the Council. Excellent support from all including local businesses who weren't directly involved.
Twitter campaign targets	Great engagement including with partners, lots of interest from outside the immediate area.
Progress towards long term targets	Significant rise in social media followers and engagement related to the otter trail.

3.5 All Wrapped Up Raffle (delayed from January/February) (High)

Engagement	Good levels of engagement from promotion posts, competition entries received from all participating shops.
Reach	Up to 1,400 (just missed target)
Facebook campaign targets	High engagement, particularly from partner businesses.
Twitter campaign targets	High number of retweets
Progress towards long term targets	Much of the success of this event was dependent on local businesses engagement, the event was received very positively and engagement between the Town Centre Manager and businesses was good.

3.6 Alice in Wonderland Tickets (Medium)

Engagement	Great levels of engagement, event greeted very positively and both shows sold out.
Reach	Up to 3,200 (met target)
Facebook campaign targets	Both shows sold out, queries answered promptly and used for updates on the day.
Twitter campaign targets	Retweets and engagement with updates
Progress towards long term targets	Excellent level of positive interactions with the public

3.7 Play Around the parishes (Medium)

Engagement	Good attendance at the three event dates
Reach	Up to 2,500 (target met)
Facebook campaign targets	High numbers of shares and interaction with residents
Twitter campaign targets	High numbers of retweets
Progress towards long term targets	Excellent level of positive interactions with the public

3.8 Saturday Market Entertainment (Medium)

Engagement	While results varied week to week, there was an excellent response to many of the events including the Princess Anna and Elsa visit and local musician Amelia Barnard.
------------	--

Reach	Up to 4,600 (target met)
Facebook campaign targets	Excellent engagement, high numbers of comments and shares
Twitter campaign targets	Good engagement, including retweets
Progress towards long term targets	Excellent level of positive interactions with the public, noticeable increase in follower numbers, reaching new accounts.

3.9 New Council introduction (Medium)

Engagement	While news of those who were elected had already been announced in most cases, engagement was still good.
Reach	Up to 1,600 (target met)
Facebook and Twitter campaign targets	Facebook and Twitter had equal levels of engagement.
Progress towards long term targets	Introduction to new Councillors, Mayor and Deputy Mayor were well received, improving local knowledge. Most details had already been posted online by other individuals before the Town Council was able to gather photographs and post official messages. This is not a negative, and meets our target for increased posts about Town Council business by those outside the Council.

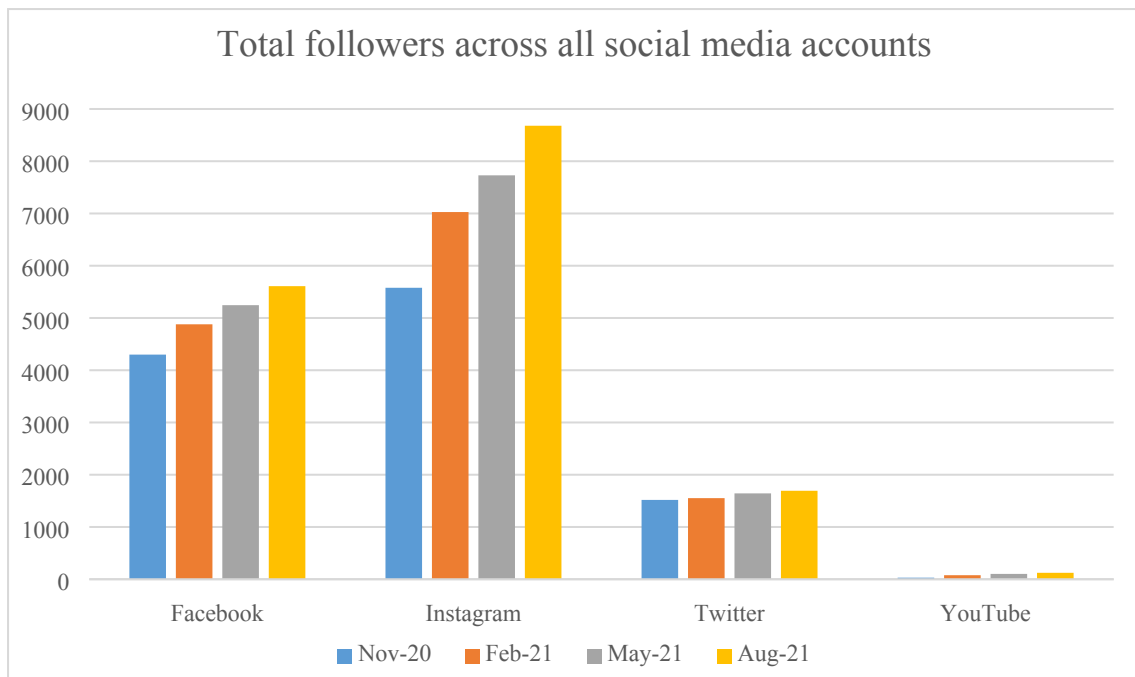
4. Long Term targets progress:

Overall, the return of in person events has both helped our social media presence and our social media presence has helped our events to be better known about and more successful. In total there are now more than 16,000 social media accounts following a Buckingham Town Council social media account, and engagement has been excellent throughout the summer quarter.

All Town Council accounts have seen a rise in followers. Growth through the spring was slow with 4% growth on the main Town Council Facebook account, this rose to 7% but in August.

Other accounts numbers also bounced back with the addition of events, including the Buckingham Markets accounts performing strongly again during the summer quarter. Buckingham Market's Instagram followers rose 26% compared to 9% in the previous quarter.

This is a good indication that the additional bounce back events planned by the Town Centre & Events Committee, including market entertainment and the otter trail, did drive additional interest in the town and town centre.



However, due to the volume of events some targets were not realistic and these need reviewing in the future.

5. Future Social Media Plans:

Officers are currently planning online content for September to November 2021. These include:

High:

- Celebrate Buckingham Day
- Flooding preparedness
- Christmas Lights Switch On

Medium:

- River Rinses
- Bard of Buckingham election – bardic trial
- Remembrance Day Parade
- Christmas Parade
- Winter Fair
- Bonfire and Fireworks
- Dog Show
- Charter Fair
- Grants applications
- New Buxplore trail: Buxbot
- Christmas Card Contest (October?)
- Calendar photo contest (end of September)

- Otter auction – online. Website page to submit contact details and bid, end date – highest bid will win.

Low:

- Reposting older newsletter articles as weekly blog posts
- Press releases
- Community Fair
- Weekly updates on Committee business
- Parks work updates including bridge repairs
- Shop local
- Buckingham Environment Group Promotions
- Hallowe'en

[Back to AGENDA](#)

**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 29th JULY 2021**

Contact Officer: Bethanie Dowden, Office Apprentice

Google Reviews

1. Background

Profiles have been made for all council facilities via Google Business. This allows officers to update opening/closing times, services offered, location images and contact details. Using Google Business listings fully will improve Search Engine Optimisation (SEO) for the Council.

Any person can add a location on Google, and if set to public, these locations are viewable to anyone, included where Google Maps are embedded on websites. There are several Google Maps embedded on the Town Council Website. A disclaimer has recently been added to the website to explain that the content of these maps is not controlled by the Council.

2. Locations and verification

The locations listed on Google are:

- Council Chamber
- Shopmobility
- Brackley Road Cemetery
- Lacehill Sports & Community Centre
- Bourton Park
- Chandos Park

Accounts can only be verified if the location has a post box that Google can send a postcard with a verification code on to in order to confirm the location is real. This means that the Bourton Park, Chandos Park and Brackley Road Cemetery cannot be verified because a postcard cannot be received.

3. Statistics for Verified Accounts

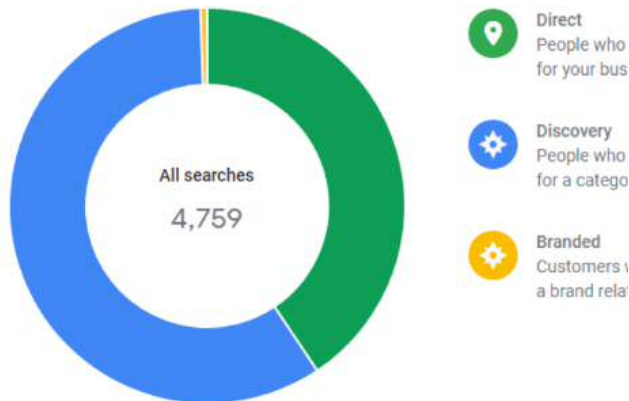
3.1. Council Chamber:

Over the last quarter, the Council Chamber has been found by Google Search users 4,759 times of which 1,933 are direct searches, 2,800 are discovered and 26 are branded.

Direct searches are when people find a business by using Google to search for the business by name or address, Discovery searches are when people find a business when they search for a particular product or service and Branded searches are when people find a listing by searching for a brand related to the business.

How customers search for your business

1 quarter ▾



Over 7,000 views have been received in the last quarter of which 1,960 are listed as viewed via Search and 5,270 are listed as viewed via Maps.

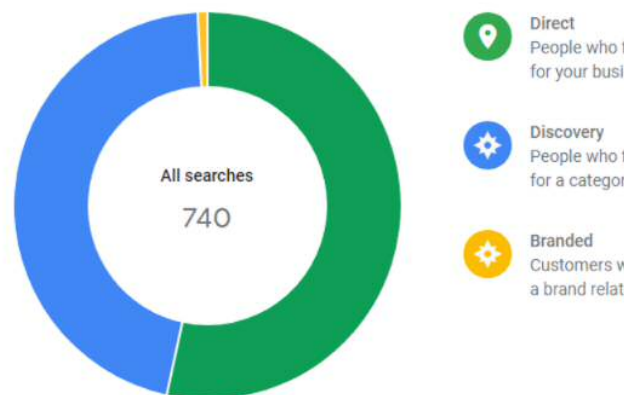
A high number of people found the Council Chamber via maps. This could be because of users searching for the community centre as a site for Covid-19 vaccines.

3.2. Shopmobility

Over the last quarter, 740 users have searched for Shopmobility of which 395 were direct, 339 discovered and 6 branded. The location has been viewed over 1,500 times in the last quarter of which 267 were via Search and 1,340 were via Maps.

How customers search for your business

1 quarter ▾



A clear interest can be seen in the Shopmobility service. There have been some

spikes in the data starting from Friday 14th May until 8th July which is likely to be related to the easing of covid-19 restrictions encouraging more people to want to travel to Buckingham to use the shops and facilities.

Where customers view your business on Google

The Google services that customers use to find your business

1 quarter ▾

Total views 2.26K



4. Ratings and Reviews on Unverified Accounts

Brackley Road Cemetery has no google reviews or ratings at this current time but has a 4/5-star rating via TripAdvisor based on Cemetery Lodge.

Bourton Park has a 4.5/5-star rating and receives lots of positive reviews such as *'Great play area for kid's lots of wildlife & flowers', 'Pleasant place to walk', 'Awesome playgrounds for the kids, safe paths for walking, great wide open areas to exercise your dogs', 'Beautiful well-kept free park with lots to do with 3 playgrounds, adult fitness equipment, lovely streams and lots of places to sit and the town centre a 20 min walk'*. A recent negative comment was *'very muddy, not nice!'*.

Chandos Park has a 4.4/5-star rating and also receives lots of positive reviews such as *'Small town park with some children's play equipment. Good place to have a picnic.'*, *'Lovely walk by the river with play area for kids, basketball court, bowls green and tennis courts'*, *'Great for families, our grandchildren loved the playground & paddling in the shallow water in the river'*, *'Beautiful place in very unexpected hideaway'*. A recent negative comment was *'If you're lucky you might spot an egret or a king fisher. If you're unlucky you might tread in dog poo.'*

All positive and negative comments are passed on to the greenspaces team to be acknowledged or rectified.

[Back to Agenda](#)

Press Releases from Buckingham Town Council

4th June – 25th August 2021

PRESS RELEASE 225 – NEW COUNCILLOR FRAN DAVIES

9th June 2021 – An additional introduction and background information on Cllr. Fran Davies after co-option.

PRESS RELEASE 224 – #QUICKLITTERPICK

9th June 2021 – How to use the #QuickLitterPick points in Bourton Park.

PRESS RELEASE 226 – COMMUNITY SPEEDWATCH

9th June 2021 – Request for new volunteers to take over Buckingham Community Speedwatch.

PRESS RELEASE 222 – GRANTS 2021 - 2022

16th June 2021 – Photos from the first grant awards cheque day and details of the projects awarded funding.

PRESS RELEASE 231 – CELEBRATE BUCKINGHAM DAY POSTPONED

7th July 2021 – More details about why the event was postponed and the new date.

PRESS RELEASE 228 – BOURTON PARK BRIDGE CLOSURES

7th July 2021 – Full details of the schedule for repairs on four Bourton Park bridges.

PRESS RELEASE 227 – SHOP LOCAL RAFFLE PRESS RELEASE

7th July 2021 – Full details of how to take part, prizes on offer and partner organisations.

PRESS RELEASE 230 – NHS, SOCIAL CARE AND FRONTLINE WORKERS DAY

7th July 2021 – Statement from Mayor Cllr. Margaret Gateley.

PRESS RELEASE 229 – NEW LORD-LIEUTENANT VOICES AUDIO VERISON OF BUCKINGHAM NEWSLETTER

13th July 2021 – Co-written with the Lieutenancy Office

PRESS RELEASE 230 – BUCKINGHAM FRINGE WEEK

21st July 2021 – Detailed information about the events on offer during Buckingham Fringe Week.

PRESS RELEASE 234 – BUCKINGHAM RIVERFLY MONITORING

27th July 2021 – Written by Ruth Coxon, including details of how River Wardens have been involved in the monitoring project.

PRESS RELEASE 233 – BUCKINGHAM FRINGE ROUND UP

28th July 2021 – After Fringe events report and photographs

PRESS RELEASE 232 – FOLLOW THE BUCKINGHAM OTTER TRAIL

28th July 2021 – Full details about how to take part in the otter trail, the sponsors and artists.

PRESS RELEASE 235 – ALICE IN WONDERLAND

18th August 2021 – Post event report and photographs

[Back to AGENDA](#)

**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
WEDNESDAY 1st SEPTEMBER 2021**

Contact Officer: Bethanie Dowden, Office Apprentice

Welcome Pack

1. Recommendations

- 1.1. It is **RECOMMENDED** that Members **AGREE** to distribute welcome packs via local estate agents.
- 1.2. It is **RECOMMENDED** that Members **AGREE** to set up a separate “Welcome pack” page on the website to make this information easily available to residents online.

2. Background

- 2.1. We currently distribute welcome packs by post and hand. This is a manual process using data not designed for this purpose, which means it is not accurate enough, and errors can and do happen. The information doesn't show us who has moved in and out of Buckingham, resulting in welcome packs getting sent to people who don't require them.

3. Welcome Pack Distribution

- 3.1. As businesses are opening up and becoming more willing to handle flyers and other items post-lockdown, staff have approached estate agents and asked them if they would be willing to distribute the welcome packs on our behalf. The local estate agents who agreed to help with the distribution of the welcome packs are; Connells, Russell & Butler, Alexander & Co and Leaders.
- 3.2. It is **RECOMMENDED** that Members **AGREE** to distribute welcome packs via estate agents as this is easier and more efficient. Officers will retain a stock for distribution to those who request one from the office or Tourist Information Centre.

4. Online Welcome Pack

- 4.1. Most of the information available in the welcome pack is currently available online under the Just Moved Here? section on the website. It is proposed to create a page called Welcome Pack with the relevant links to make this information more obviously available to new residents.