



BUCKINGHAM TOWN COUNCIL

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Think Mask, Think Lateral Flow Test

COMMUNICATIONS
STRATEGY GROUP

17/11/2021

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Wednesday 24th November 2021 at 2pm** at the Town Council Chamber, Cornwalls Meadow, Buckingham.

Residents are very welcome to ask questions or speak to Councillors about any matter relevant to the meeting at the start of the meeting. Residents may attend in person or address the meeting virtually over Zoom. Please email committeeclerk@buckingham-tc.gov.uk or call 01280 816426 for the password to take part if you wish to speak over Zoom.

The meeting can be watched live on the Town Council's YouTube channel here:
<https://www.youtube.com/channel/UC89BUTwVpjAOEIdSlfcZC9Q/>

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 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 held on Wednesday 13th October 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



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.

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 Spring 2022 newsletter

7. Ongoing Development of Existing Websites

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

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

8. Communications Strategy Group Budget Review

To receive and discuss a report from the Communications Clerk

[CSG/71/21](#)

9. Social Media

To receive and discuss a report from the Office Apprentice

[CSG/72/21](#)

10. Rebrand of the Website's Buckingham Town Council Logo for External Communications

To agree a rebranded version of the Buckingham Town Council website logo to use for external communications.

[CSG/73/21](#)

11. Press Releases

To note and discuss a summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on Wednesday 13th October 2021.

[Appendix B](#)

12. Chair's Items

13. Date of Next Meeting

Wednesday 12th January 2022 at 2pm.

To:

Cllr. R. Ahmed

Cllr. M. Gateley

Cllr. J. Harvey

Cllr. M. Try

Cllr. R. Willett

Chair (Town Mayor)

Vice-Chair

Spring Newsletter 2022

1. Usual Pages/Pages so Far

- (1) Front Cover
- (1) Mayor's Message
- (2) Round up of past events (Christmas Lights, Christmas Parade, Community Fair, Mayors Christmas Card, Pancake Race)
- (2) Promotion of future events (Food Fair, Commonwealth Day Flag Raising, Annual Town Meeting, Spring Fair, Lacehill Easter Event, May Day, Platinum Jubilee (brief), Music in the Market, Fringe Week, Family Fun Day)
- (1¼) List of Councillors and Numbers/ Your Views Count (*Review this page layout*)
- (1) Events Diary – Back page as usual

2. Ideas, Suggestions & Previous Spring Articles (7¾ remaining pages)

- **Annual Town Meeting (1 page)** (*Annual Article – Spring*)
- **Council Tax & precept infographic (1 page)** (*Annual Article – Spring*)
- **Pontio (1/2 page)** (*AI & Community Outreach information*)
- **New Cemetery Update (1 page)** (*Update on the new cemetery and plans for the future*)
- **Events Sponsorship & Stall Opportunities (1 page)** (*Identifying how to sponsor events and opportunities for businesses and traders to be part of our events*)
- **Twinning Event (1 page)** (*Update and outcomes of the civic Twinning event and brief history*)
- **Queens Platinum Jubilee 2021 (¾ page)** (*Additional information about the plans for the Queen's Platinum Jubilee*)
- **Flooding Update (½ page)** (*Update from Environment Agency and flooding exercises – if available*)
- **Spotlight on TIC (1 page)** (*Highlight services and products TIC provide including brief history and an overview of the staff*)

3. Any other suggestions??

(Please note the **final deadline** for submission of articles to the CSG Clerk is **12 noon Tuesday 4th January 2022**, as they are included on the CSG agenda being sent out on 12th January. Please also keep in mind that the newsletter will be distributed at the end of February 2022.)

BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
WEDNESDAY 24th NOVEMBER 2020

Contact Officer: Louise Stubbs, Communications Clerk

Communications Strategy Group Annual Budget Review

1. Recommendations

1.1. It is recommended that the Committee agree the budget changes listed and the ear-marked reserves proposed.

2. Background:

1.2. This report considers significant changes to the current budget. This does not include the full five-year budget, or any RPI increases generally proposed for the Council as a whole, which will be presented to the Resources Committee in January. This enables Councillors to focus on key changes first, to enable officers to incorporate those into the final draft budget.

3. Proposed significant changes to the Communications Strategy Working Group Budget for 2022 23

Centre	Code	Item	2021 2022	2022 2023	Explanation
102	4032	PUBLICITY & NEWSLETTER	£7,598	£7,924	Additional print promotion projects Agreed min. 451/21
102	4041	WEB SITE	£5,000	£5,532	Website redesign As agreed to recommend to Full Council in report to Resources min. 505/21

4. Ear Marked Reserves

1.3. It is proposed that any underspend in the following codes is transferred to relevant ear-marked reserves. (Min. 505/21)

Centre	Code	Item
102	4041	Website redesign

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BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
WEDNESDAY 24th November 2021

Contact Officer: Office Apprentice

Social Media Content report September – November 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

Most projects have been effective and gone out on schedule during this quarter compared to recent quarters when there were still ongoing Coronavirus restrictions. There were a lot of 'medium' and 'low' level projects in this quarter along with a few 'high' level projects most of which related to our annual in person events.

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 Communications Clerk/Office Apprentice/Events Coordinator/Lacehill Centre Manager: Celebrate Buckingham Day (High)

Engagement	Good engagement from when it was first published right up until the event. Stall holders helped raise engagement levels further by posts in the run up to the day.
Reach	Up to 5.5k (hit target) 192 video views for volunteer video
Facebook campaign targets	Dates, location and content of event communicated clearly especially after it was rescheduled.
Twitter campaign targets	High number of retweets and partner engagement.
Progress towards long term targets	Even though this event was rescheduled, it still had a very positive engagement across all sites which showed from councillors and stall holders retweeting and tagging us in posts throughout. The event went very well and we

	received great feedback from the event forms and from the volunteer video. Increase in followers.
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3.2 Communications Clerk/Events Coordinator: River Rinses (Medium)

Engagement	Excellent levels of engagement, event was well attended both times and had lots of feedback.
Reach	Up to 4k (hit target)
Facebook campaign targets	Questions about location and timings were answered quickly, good amount of shares and click links on each post.
Twitter campaign targets	Most of the posts were retweeted.
Progress towards long term targets	High level of positive interactions with the public.

3.3 Communications Clerk: Bard of Buckingham Election (Medium)

Engagement	Average level of engagement pre and post event.
Reach	Up to 2.5k (hit target)
Facebook campaign targets	Good engagement and event well attended, however it didn't manage to generate a lot of participants. Great support from other bards including the previous Bard of Buckingham.
Twitter campaign targets	Each post had multiple retweets from various partners. Interest gained from outside immediate area.
Progress towards long term targets	High level of positive interactions with the public.

3.4 Communications Clerk/Events Coordinator: Charter Fair (Medium)

Engagement	Excellent engagement levels overall especially on the road closures and car removal posts.
Reach	Up to 10k (hit target)
Facebook campaign targets	Comments were dealt with quickly and posts received a high level of clicks and shares.
Twitter campaign targets	Multiple retweets and partner engagement.
Progress towards long term targets	Dates, location and content of event communicated well, could do more around parking and road closures in advance next time. However, a good level of positive interactions with the public remained.

3.5 Lace Hill Centre Manager: Hallowe'en Party (Medium)

Engagement	Residents got in touch to ask for tickets via the TIC, Lacehill and the Office. People were really excited that the event was happening online and in person.
Reach	Up to 1.5k (met target)
Facebook campaign targets	Dates, locations and fees communicated clearly. When sold out, message received by majority of people.
Twitter campaign targets	Retweets
Progress towards long term targets	Good reach.

3.6 Communications Clerk: Grant Applications (Medium)

Engagement	Applications have been submitted.
Reach	Up to 1.5k (met target)
Facebook campaign targets	Dates, process and message about grants communicated well.
Twitter campaign targets	Some retweets and partner engagement.
Progress towards long term targets	Good level of engagement and reach including positive interactions with the public.

3.7 Communications Clerk/Events Coordinator: Bonfire and Fireworks (High)

Engagement	Positive engagement with residents and lots of event feedback after the event, including pictures and videos from attendees.
Reach	Up to 4.5k (met target)
Facebook campaign targets	Lots of retweets and partner engagement.
Twitter campaign targets	Retweets.
Progress towards long term targets	Event was well attended and had a high level of positive interaction with the public throughout. Increase in followers.

3.8 Communications Clerk: Remembrance Day Parade (Medium)

Engagement	Event went very well/ had a positive feel and residents have shared some of their own pictures of the parade.
Reach	Up to 3.5k (met target)

Facebook campaign targets	Message about the new screen and how it was funded was clearly communicated. Could do more around differing style of road closure in advance next time.
Twitter campaign targets	Quite a lot of retweets and partner engagement from residents supporting the event.
Progress towards long term targets	Good engagement, increase in followers.

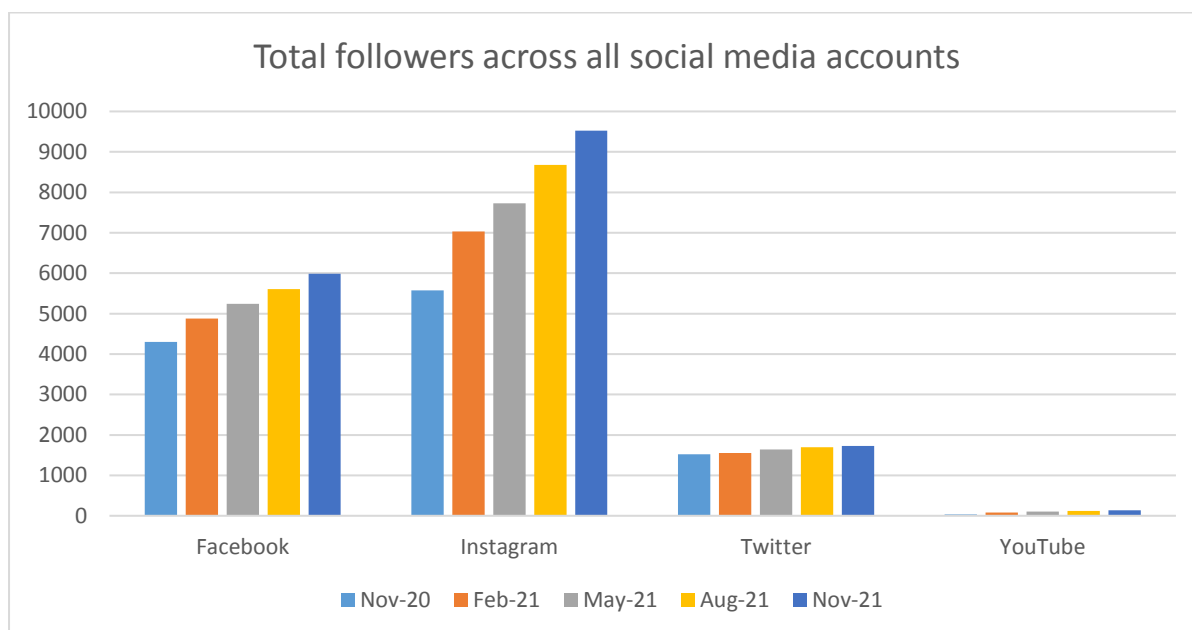
4. Long Term targets progress:

In total there are now more than 17,000 social media accounts following a Buckingham Town Council social media account, and engagement has been great throughout the Autumn quarter.

Since in person events have returned some accounts whose growth slowed over lockdown have recovered, including Lace Hill Sports and Community Centre which performed well in the Autumn quarter.

The campaign for every physical event met their targets, although there is room for growth with our most popular events. Business engagement was good particularly where their sponsorship was acknowledged online.

All Town Council accounts have seen a rise in followers. Growth through the summer was good with 7% growth on the main Town Council Facebook. This then rose another 6% from the August to the start of November.



5. Future Social Media Plans:

Officers are currently planning online content for December 2021 to March 2022. These include:

High:

Christmas Light Switch On

Food Fair

Otter Auction

Medium:

Christmas Parade

Community Fair

Pancake Race

Christmas In Buckingham Map

Mayors Christmas Card Contest

Calendar Promotion

Low:

Distributing Bunting/Shop Local

Selfie Banner

Community Wildlife Project Promotion

Weekly Updates on Committee Business

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**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
WEDNESDAY 24th NOVEMBER**

Contact Officer: Louise Stubbs, Communications Clerk

Shield and text Buckingham Town Council logo design options

1. Recommendations

1.1. It is **RECOMMENDED** that Members select their preferred shield and text logo design for the Town Council.

2. Background

2.1. There is currently no fixed version of the town Council logo (swan and shield) with text alongside it. The only version available is from the Town Council website, and is not stored in a format that means it can be easily used and adapted for banners, posters or the new website. Therefore a new version needs to be created.

2.2. As we are able to do this in house there are no budget or environmental considerations in creating a new logo and text file for these uses.

ORIGINAL



3. Options

3.1. The following three options are preferred by Town Council Officers. Members are requested to choose their preferred version for future use.

1.



2.



3.



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Press Releases from Buckingham Town Council

23rd September – November 2021

PRESS RELEASE 242 – Buckingham Charter Fair Advanced Warnings

6th October 2021 – Highlighting road closures, bus diversions and parking restrictions for the Charter Fair weekends.

PRESS RELEASE 243 – New Bard of Buckingham Chose by Public Vote

13th October 2021 – Overview of the Bardic Election event which included an introduction into the new Bard of Buckingham as their first commissioned piece.

PRESS RELEASE 244 – Solar Panels installed at Lace Hill Sports and Community Centre

20th October 2021 – Solar panels being installed at Lace Hill Sports and Community Centre.

PRESS RELEASE 245 – 30's fast enough on Tingewick Road in Buckingham

21st October 2021 – A proposal and consultation for a speed reduction on Tingewick Road, Buckingham.

PRESS RELEASE 246 – Dark streets create unnecessary car journeys in Buckingham

8th November 2021 – Safety risk to residents due to lack of street lighting in Buckingham.

PRESS RELEASE 247 – Free Bonfire and Fireworks Event

2nd November 2021 – Run-through of what to expect at the Bonfire and Fireworks Event in Bourton Park.

PRESS RELEASE 248 – New bins on Tingewick Road

3rd November 2021 – New litter and dog waste bins installed in Buckingham.

PRESS RELEASE 249 – Remembrance Parade: New Screen to Improve Accessibility

8th November 2021 – Explanation of the idea and funding behind new screen at Remembrance Parade.

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