



BUCKINGHAM TOWN COUNCIL

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COMMUNICATIONS
STRATEGY GROUP

20/07/2020

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Thursday 30th July 2020 at 12pm** online via Zoom, Meeting ID 871 2899 7691.

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.

Residents are very welcome to ask questions or speak to Councillors 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.

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

1. Apologies for Absence

Members are asked to receive apologies from Members.

2. Declarations of Interest

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

3. Meeting Notes

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

Copy circulated previously

4. Current Newsletter

To review the current newsletter articles:

- Cover – Socially Distanced Market
- Message from your Mayor
- Photography Contest
- Love Buckingham
- Markets
- Support your high street
- New Planters/ Re-opening of TIC & Shopmobility
- Buxplore Launch/Virtual Access
- Past & Future Events
- Pontio

[Appendix A](#)

[Appendix B](#)

[Appendix C](#)

[Appendix D](#)

[Appendix E](#)

[Appendix F](#)

[Appendix G](#)



Twinned with Mouvaux, France

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

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

- Community Safety Partnership
- Mental Health During Crisis
- Where the money came from & how we spent it?
- Grants 20/21
- Cllr. Ahmed/May Elections 2021
- Your views count
- Important numbers/best social media images of Buckingham

[Appendix H](#)

[Appendix I](#)

[Appendix J](#)

[Appendix K](#)

[Appendix L](#)

5. 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

6. Audio Newsletter

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

7. Online Updates

To receive a report from the Communications Clerk

[CSG/27/20](#)

8. Social media management platforms

To receive a report from the Communications Clerk

[CSG/28/20](#)

9. YouTube

To receive a report from the Office Apprentice

[CSG/29/20](#)

10. Annual Website Statistics Report

To receive a report from the Communications Clerk

[CSG/30/20](#)

11. Web Content Accessibility Guidelines Review and Update

To receive a report from the Communications Clerk

[CSG/31/20](#)

12. Ongoing Development of Existing Websites

- To discuss the maintenance of the website and any improvements to be made.
- Tourist Information Centre Website

13. Press Releases

A summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on 11th June 2020.

[Appendix M](#)

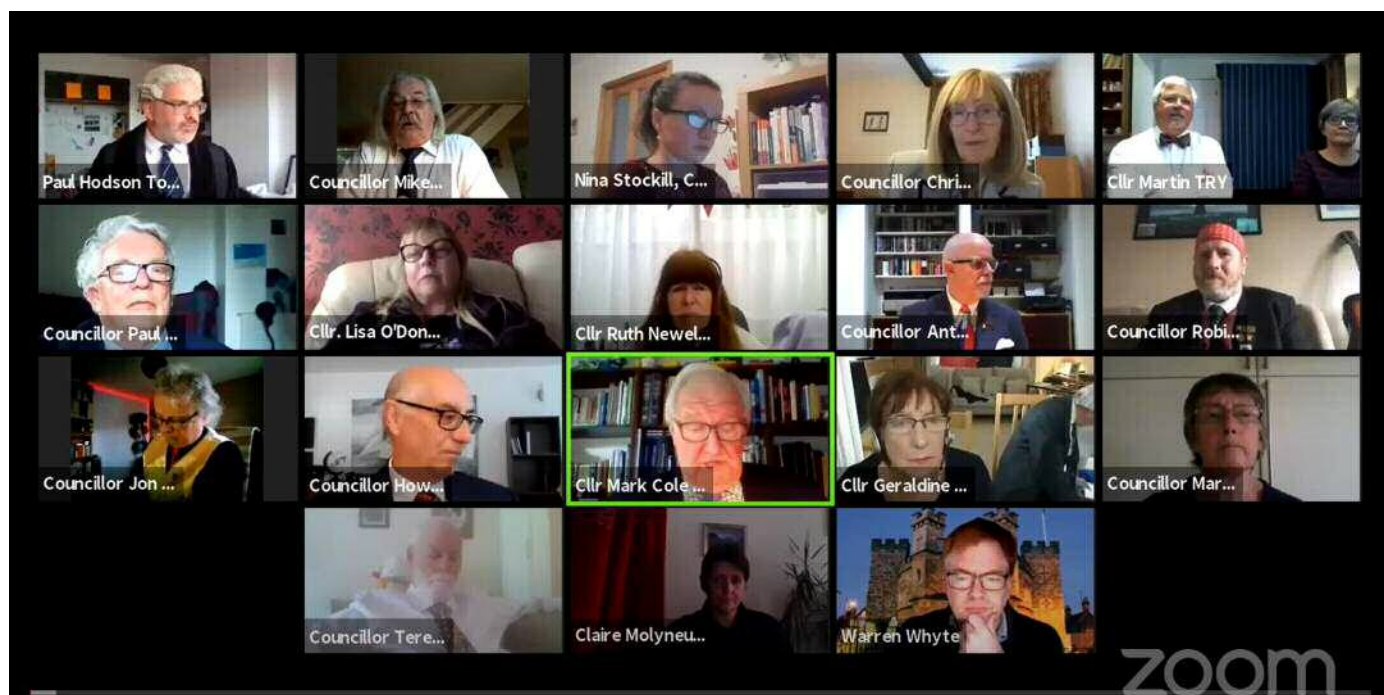
14. Chair's Items

15. Date of Next Meeting

Thursday 3rd September 2020

To:

Cllr. G. Collins	Town Mayor
Cllr. M. Gateley	Chair
Cllr. J. Harvey	
Cllr. R. Newell	
Cllr. C. Strain-Clark	Vice-Chair



We have all faced a challenging time this summer and during this time the people of Buckingham have shown how resilient, how wonderfully community spirited and how caring they all are, so many of you have helped each other in so many ways. I would like to say thank you to you all. I feel very privileged to live in a community like ours.

My hope as we move into Autumn is to see the recovery of our town and business continue and go from strength to strength. The town council will endeavour to help and promote our traders in any way we can.

Whilst many of our summer events have been cancelled due to the Covid-19 pandemic there have been some excellent online events to take part in. I look forward to the time when we can again see our events in town take place. One highlight for me has been looking at all the drawings submitted by our children for the mural competition, thank you all for taking part.

We continue to face challenges with climate change, the disruption of HS2 and local housing development and we must continue to work on the issues surrounding these.

The Covid-19 infection is still present and with the coming flu season our local health workers will still be facing the challenge to keep us all protected, we can all help by having our flu vaccine and maintaining any other measures in place, such as masks and distancing.

Stay safe and well everyone.

Best wishes

Cllr Geraldine Collins. RGN

Mayor of Buckingham

Autumn 2020

(265 Words)

Residents of Buckingham and the surrounding villages, were able to access essentials, throughout the lockdown period on Buckingham's street market which managed to stay trading through the crisis.

With restrictions easing, the market has seen a gradual increase in stalls, whilst still maintaining a safe environment, in line with government guidelines. This has included the reintroduction of the popular Saturday flea market.

The flea market, in the lime tree lined cattle pens, offers shoppers unique goods and there are many homes in Buckingham and the surrounding villages that contain interesting, eclectic artefacts purchased from the Buckingham flea market!

Markets Manager, Russell Cross, credited the residents of the town for keeping the market going through challenging times.

"All this success comes down to the marvellous support we receive each week from our customers! Thank you all, for your co-operation, support and loyalty during this challenging period".

"We take great pride in our long history of being a market town and the support it brings to our local economy".

"It has been delightful to welcome new traders to our markets and we are in discussions for further stalls to be introduced over the weeks ahead. In a time of recession, it is wonderful to see such a bright future ahead for Buckingham's Markets".

If you would like to attend Buckingham's markets as a trader, or would like some advice on how to get started as a market trader please call Russell on 07587 775552 or by email him at markets@buckingham-tc.gov.uk

The street market takes place all-day Tuesdays and Saturdays in the Bull Ring and you will find the flea market in the Cattle Pens on a Saturday until around 2pm.

The markets are very active across social media. You can follow them on Instagram (#buckinghammarkets) and Facebook (buckinghamtownmarkets).

(296 words)



A little bit of colour was added to Buckingham Town Centre this summer by the Town Council.

The Town Centre & Events Committee had decided that there would not be the usual summer hanging baskets and planters this year due to the Coronavirus outbreak because they need to be watered daily. The Green Spaces Team have only been carrying out priority work since the outbreak.

The planters in the town centre were set with geraniums which needed less maintenance and the flower beds outside the Sorting Office planted with Canna lilies along with geraniums.

The Town Council would like to thank Dave, a member of the public who has planted up the old cattle trough in the cattle pens with summer bedding plants.

If in the future you would like to sponsor a new flower bed or any of the existing planters, please contact Events Coordinator, Amanda Brubaker by e-mail events@buckingham-tc.gov.uk.

Buckingham Tourist Information Centre reopened on the 4th July with safety precautions in place to help you feel safe. Hand sanitizer is available on entry, a Perspex screen has been installed and staff will be on hand to help you while wearing PPE.

The Town Council is proud to continue its tradition of being the first point of call for Tourism and promoting the Buckingham Economy and attractions in the surrounding areas. Although the TIC is open, the Museum has been unable to open yet due to the size of the cells and corridors.

This year Buckingham will have had a Tourist Information Centre in the town for 25 years. A Knowledgeable team are on hand to discuss everything that you can do locally. The TIC is open 7 days a week, but will only allow one person or family group in the room at any time. The opening times are; Mon – Sun, 10.00am to 4.00pm.

If you have any enquiries regarding the Tourist Information Centre, call 01280 823 020 or email tic@buckingham-tc.gov.uk.

Shopmobility

Unfortunately, Shopmobility is still closed. If you would like more information contact them on 07738 314027 or tic@buckingham-tc.gov.uk.

Services the TIC provide:

- Information on local restaurants, attractions and events
- Accommodation information
- A range of visitor guides and leaflets for local, regional and national destinations
- Local Bus and Coach timetables
- Buckingham souvenirs, gifts and local products
- Locally made face coverings
- Tickets for The Film Place

-Bookings for the tennis courts located in Chandos park

(398 words)



Buxplore Launch

Since the app launched during Lockdown, hundreds of residents have given our Buxplore heritage exploration app a go!

Want to try it out? we've popped a few of the most frequent questions and our answers down below.

How do I download the app? Do I have to download it?

On Android devices download Buxplore by visiting **buxplore.web.app**, tap the white box that appears at the bottom of the screen. For information about apple devices check on online FAQ: www.buckingham-tc.gov.uk/buxplore-faq You don't have to download the app if you don't want to.

Can I access Buxplore from home?

Yes! Visit **Buxplore.web.app** on your phone or computers internet browser. Press let's explore to view the routes available. Then:

1. Tap the three lines in the top right of your screen
2. Open the **settings**
3. Turn **virtual mode** on

You can now access all of the information on the app, click on the flags to 'visit' each location on a trail.

What route should I choose?

There are six routes available at the moment:

Heritage for Kids – a whistle stop tour of Historic Buckingham town centre for kids and adults, answer questions correctly to unlock the next location.

Green – hidden green spaces you might not know about, with kid friendly activities to try in each location.

Stowe – turn on the virtual mode to avoid low signal spots and explore the intertwined history of Buckingham and Stowe House.

Murder Mystery – Explore the criminal underside of Buckingham and solve a murder! Solve puzzles to unlock the next location and complete the story.

History - This trail tells you curious historic details about the town centre.

Industrial – See the impact of the industrial revolution and unusual local inventions on Buckingham.

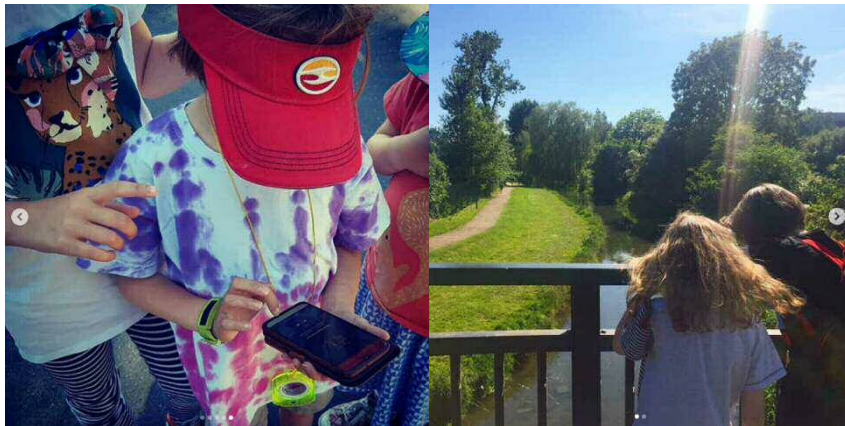
Do I have to visit all of the stops on a route in one trip?

Absolutely not! Buxplore saves your progress, so feel free to take as much time as you like over each route.

Some of the routes cover large areas of Buckingham, and are designed to be completed a little at a time. Other routes can easily be completed in an hour or two.

Buckingham Town Council thanks lottery players, who helped fund the Buxplore project via a £10,000 grant from the National Lottery Heritage Fund.

377 words



This year's Buckingham Fringe Week took place mainly on line between 11th - 19th July.

Children's Colouring Competition – This was organised by Gilroy Steel Solicitors and ran from 1st July until 20th July. Children aged 10yrs and under were able to download a colouring sheet from Gilroy Steels website and then send it back to them. The winner received £20.

Children's Mural Design Challenge – Working with the Children's Workshop, children were asked to submit a drawing of something you would see when out for a walk such as bugs, flowers, bees or even a picture of themselves out for a walk. Fifty drawings were required for the Children's Workshop to produce an 8ft x 4ft mural which will be displayed at the Lace Hill Community Centre.

Star Gazing from Your Back Garden – Saturday 13th July Ross Hockman, from the Charity UK Astronomy gave a live presentation on Zoom. Ross talked about the different planets and what you can see in the night sky during July. 20 people took part in this.

Isolation Examination Fringe Week Special Quiz Night – Organised by Mikey Dyson who has been running a Quiz Night all through Lockdown put on a special Quiz Night for the event live on Facebook and 400 people took part.

The Oxford Fiddle Group – The Fringe Week would not be the same without the Oxford Fiddle Group who have performed at the Fringe for over 10 years. Their pre-recorded set consisted of only 6 members who performed using social distancing. This performance was shown on Buckingham Town Council's You Tube channel over the weekend.

Rock Hunt – A rock hunt was organised for Saturday 18th July. Eight rocks were decorated and hidden around the town by the Events Coordinator. The clues were posted on social media. £10 book tokens were purchased from the University Book Shop who were very pleased to be included in the Fringe Week. Winners notified the Events Coordinator to claim their prize. Four rocks were found over the weekend.

Update from Lace Hill Sports & Community Centre

The Lace Hill Centre is now open for Government permitted bookings. It is hoped that most long term activity providers will be back up and running from September onwards. As much as we would love to welcome everybody in, please be informed that indoor facilities will only be made available to hirers and their class participants for the time being. Keeping our community safe is the number one priority. We hope to welcome you all into the Centre to use the facilities very soon.

Unsurprisingly, the annual Family Fun Day was cancelled - we have missed our Fundayer's! Hopefully, we will be back bigger and better in 2021. We are keeping our fingers crossed that we will be able to run our Halloween event and Winter Fair later this year. However, that information will be published nearer the time on the webpage or if you want to stay up to date, you can follow us our social media pages @LaceHillCentre.

(499 Words)



University of Buckingham continues its support for the community

As a civic university, Buckingham has always had strong links to its community. During the pandemic the University maintained its broader work to help support residents and initiatives. This included:

- Staff and students supporting local food banks
- Making regular 'check-in' phone calls to those who were shielding
- Providing support to school pupils through online outreach activity
- Creating and donating personal protective equipment
- Medical students and staff volunteering in GP surgeries and hospitals

Welcoming new students throughout September, the University has introduced staggered arrival times to lessen the pressure on the town and transport networks, and make it easier for students to do the things they would normally do while still socially distancing. The student welcome packs include a note from the Town Mayor and links to town websites and information sources to help promote the importance of supporting the community while studying at the University.

The Students' Union has also arranged events to help support local businesses such as walking tours of the town and facilities, nights out at local eateries, and nights in with takeaways from independent businesses.

(193 Words)



Domestic abuse support in Buckinghamshire during coronavirus

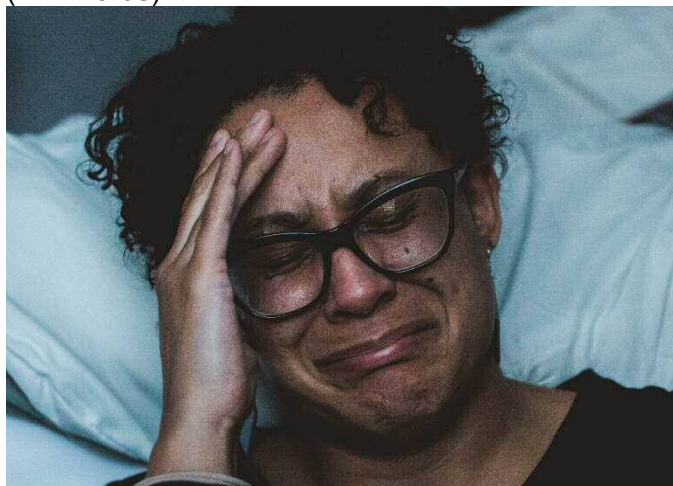
The ongoing coronavirus crisis is putting a strain on many families and individuals, and Buckinghamshire Council is sharing advice to help support people who may be experiencing domestic abuse. It is more important than ever that everyone is aware of the signs of domestic abuse so we can help to protect each other.

Cllr Isobel Darby, Cabinet Member for Communities, said: "There is no excuse for abuse and it is never your fault. Existing abuse can escalate because of stress and anxiety, whilst widespread health concerns and job losses may mean some people experience domestic abuse for the first time. It can happen to anyone, no matter your gender, ethnicity, sexuality, age or background. It is really important for everyone to know that you can get help, you can leave your home to access support which is still available despite the challenging times. Please report your concerns; someone's life may depend on it."

How and where to get help and support:

- Anyone in immediate danger should phone **999**.
- Or if in danger and unable to talk on the phone, dial **999** from your mobile and then press **55**. This will transfer the call to police, who will assist without the caller having to speak.
- Call the 24-hour National Domestic Abuse Helpline - **0808 2000 247**.
- Young People affected by domestic abuse can get support through Childline - 0800 1111 or SAFE - 0800 133 7938
- Local domestic abuse organisations:
 - Aylesbury Women's Aid - 01296 437777
 - Aylesbury Vale & Milton Keynes Sexual Assault and Abuse Support - 01296 719772
 - Victims First - 0300 1234 148

(274 words)



Don't suffer in silence.

The National Domestic Abuse helpline is available 24 hours a day.

Call 0808 2000247 to speak to someone.



Buckinghamshire
Council



#YouAreNotAlone



**1 in 4 women and 1 in 6 men
will be a victim of domestic
abuse in their lifetime.**

**There's no excuse for abuse
and it's not your fault.**



**Buckinghamshire
Council**



#YouAreNotAlone

Mental wellbeing while staying at home

Taking care of your mind as well as your body is really important if Coronavirus means you are still spending a lot of time at home. You may feel bored, frustrated or lonely. You may also feel low or anxious, or concerned about your finances, your health or those close to you but it's important to remember that it's okay to feel this way and that everyone reacts differently. The tips and advice here come from the **Department of Public Health** and **Mind**, and are things you can do to help you keep on top of your mental wellbeing.

Stay connected with others

Maintaining healthy relationships with people you trust is important for your mental wellbeing. Think about how you can stay in touch with friends and family.

Talk about your worries

Remember that it is okay to share your concerns with others you trust. If you cannot speak to someone you know or if doing so has not helped, there are plenty of helplines you can try instead.

Call CALM on 0800 58 58 58

Call Samaritans on 0330 094 5717 or text 116 123.

Mind Infoline on 0300 123 3393

Text SHOUT on 85258 to reach crisis volunteers 24/7. Texts are free.

Look after your body

Our physical health can also impact how we feel. Try to eat healthy, well-balanced meals, stay hydrated and exercise regularly. Going for a walk, run or bike ride is a great way to lift your mood and clear your head.

Carry on doing things you enjoy

Make an effort to focus on your favourite hobby. If not, picking something new to learn at home might help to stop feeling anxious or worried.

Keep your mind active

Read, write, play games, do crosswords, complete Sudoku puzzles, finish jigsaws, or try drawing and painting. Whatever it is, find something that works for you.

Get as much sunlight, fresh air and nature as you can

Bringing nature into your everyday life can benefit both your mental and physical wellbeing. It can improve your mood, reduce feelings of stress, and make you feel more relaxed. Bored of your usual routes? Ask for recommendations from a neighbour, or you could try Buxplore.

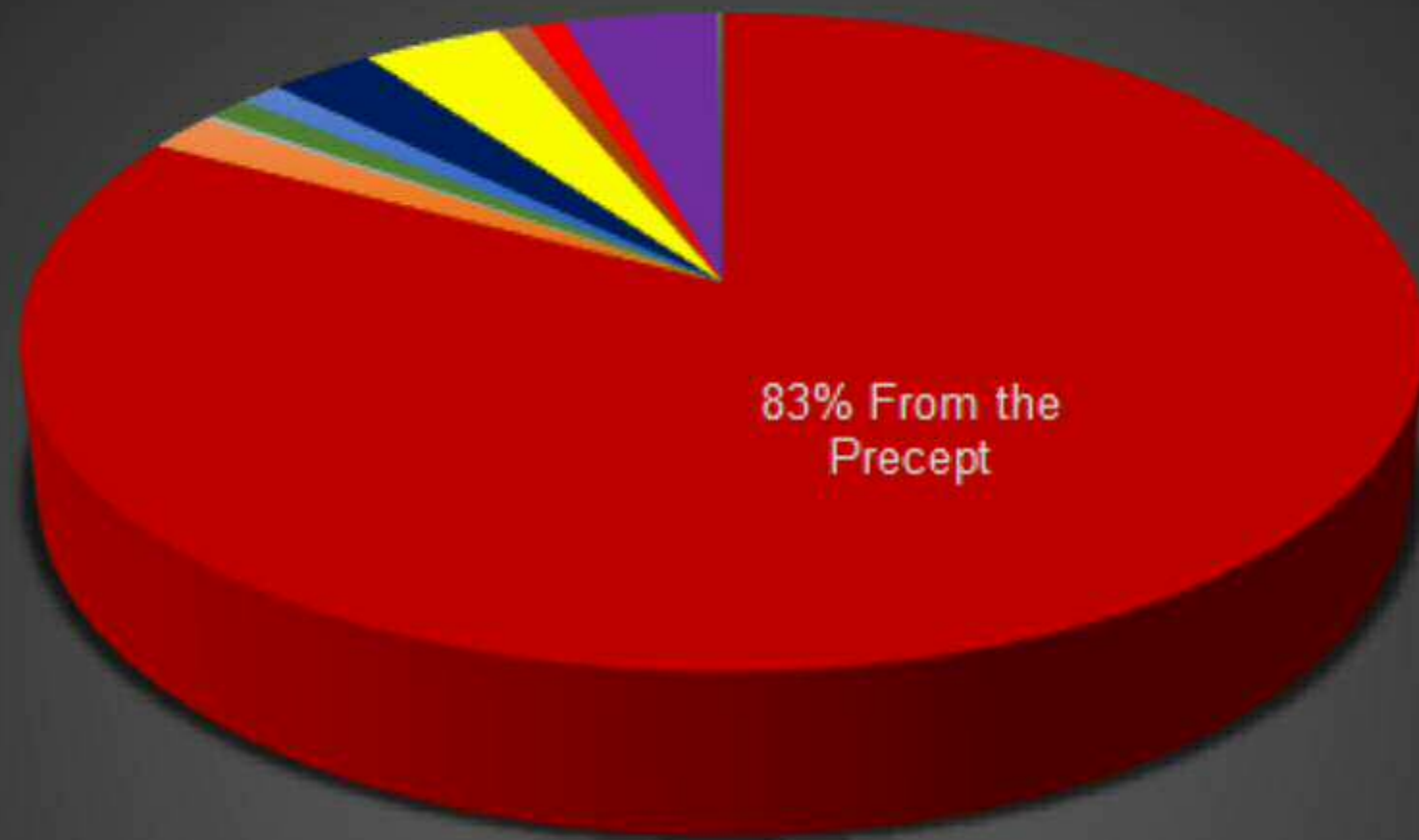
(371 words)



BUCKINGHAM TOWN COUNCIL

WHERE OUR MONEY COMES FROM

2019-2020



- Precept
- Markets
- Interest
- Burial Income
- Sponsorship
- Devolved Services
- Community Centre income
- Property Rental
- Council Tax Top Up Grant
- Other
- Grants
- Tourist Information Centre



TOTAL

£1,070,752

AND HOW WE SPENT IT



**PARKS, CEMETERY AND
LACE HILL CENTRE**

£457,819

**PARTNERSHIPS AND
TOURIST INFORMATION**

£152,774



**EVENTS AND
ENTERTAINMENTS**

£54,736

NEWSLETTER

£5,995



COMMUNITY GRANTS

£30,511

**LEGAL AND
ADMINISTRATION**

£262,942



MARKET EXPENSES

£3,405

TRANSFER TO RESERVES

£108,565



TOTAL EXPENDITURE

£962,187

New Councillor Robina Ahmed

Councillor Ahmed was co-opted to Buckingham Town Council in July. Cllr. Ahmed told us:

I applied for the role of Councillor so I could help make our town a better place for its residents and balance its history and culture with the modern world. I also want to hear more about the issues that local people face and bring some diversity to the Council. I am particularly interested in hearing about issues faced by younger and minority residents of Buckingham. I am keen to look into the impact of climate change and how we as community can do our part to save our planet. And during these difficult times, I think it is vitally important to help our local businesses and industry. My areas of interest are not just limited to the aforementioned, but also many other issues which affect our residents. I am very grateful for this opportunity and will do my best for the people of Buckingham.

Elections in May 2020

A full election for all 17 Town Council seats will take place in May 2021 as well as for Buckinghamshire Council. This election was delayed from May 2020 due to Coronavirus restrictions on public gatherings. Any local resident over the age of 18 can stand (with a few exceptions) speak to Buckinghamshire Council's electoral office to find out more.

If you might be interested in standing, why not come along to one of our meetings? All the council's meetings and committee meetings are open to the public to attend, as well as watch online. 15 minutes is set aside at the start of every meeting for questions from the public. Details of meetings, including times and agendas, and links to the Council YouTube page are available on the Council's website.

299 words



Further Support and Help

The Buckingham Support Network has been set up by volunteers to help Buckingham residents and those in close surrounding areas to get food supplies, prescriptions delivered and any other general assistance to those in need. The Group operates via a Facebook page which includes phone numbers to for different areas in Buckingham to access all support workers telephone numbers.

<https://www.facebook.com/groups/buckinghamsupportnetwork>

Buckinghamshire Council are still here to help with vulnerable people dealing with coronavirus. Call 01296 383204. This is a 24-hour phone line.

Buckinghamshire Adult Social Care are continuing to support adults, families and carers who might need their help during this time. Call: 01296 383 402

For advice on how to manage money, debts, benefits, housing, employment issues and information on how anyone can access government provided food boxes; Citizens Advice can help. Call: 01280 816787

If you are concerned that you or someone else has been a victim of fraud, contact Action Fraud. Call: 0300 123 2040 as well as your bank.

Samaritans is aimed at providing emotional support to anyone in emotional distress, struggling to cope, or at risk of suicide throughout the United Kingdom and Ireland. There is a 24-hour helpline number you can access 365 days a year. Call: 116 123

Call 111 if or when you need advice or medical treatment quickly and you cannot wait for an appointment to see your doctor. However, if you need emergency medical help, call 999

If you need to report non-emergency incidents such as criminal damage, anti-social behaviour or stolen vehicles, please contact Thames valley police. Call: 101.

Buckinghamshire Social Services have a statutory obligation to safeguard and promote the welfare of vulnerable children and adults and can provide a wide range of services to children and their parents. Call: 01296 395000.

Clearly Speaking is a registered charity in Buckinghamshire who work with children and young people that struggle with a wide range of disabilities and their associated difficulties. They welcome clinician and self-based referrals in order for those in need to be able to access their services care free. Call: 01280 824 871 to register.

1 in 4 Women and 1 in 6 Men will be the victim to domestic abuse in their lifetime. There is no excuse for abuse and It's not your fault. The National Domestic Abuse helpline is available 24 hours a day. Don't suffer in silence. Call: 0808 2000 247.

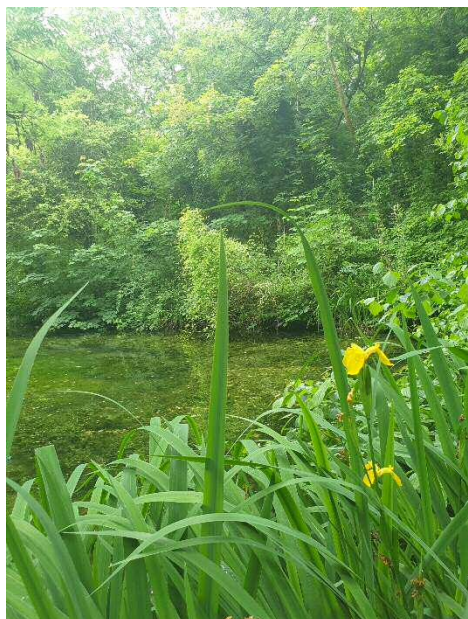
For more information, visit our website at <https://www.buckingham-tc.gov.uk/>

(409 words)

Best Social Media Images (so far)



Appendix L



**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 30th July 2020**

Contact Officer: Mrs Louise Stubbs, Communications Clerk

Online Updates

1. Recommendations

It is **RECOMMENDED** that the current fortnightly Councillors email updates be produced and published online via the Town Council website, as a publically available communication, with residents encouraged to sign up to receive them.

Current recipients of the online updates should be moved onto the web based system for ease of distribution.

2. Background

The Town Council has been sending out an update email to Councillors and partners fortnightly for over a year. These are sent through Outlook.

The email update is a useful way to promote and update councillors, residents and partners on Town Council news. This could also be an ideal way to reach residents of Buckingham who would like more frequent news from the Town Council than the quarterly update but are not on social media. From experience, we know that many people that don't use social media do use email.

Using Outlook was not ideal for a number of reasons.

- Each update needed to be constructed and emailed to an appropriate list of Councillors and partners manually.
- The final product did not look as professional as a e-update could using other platforms.
- It could not be expanded to allow the public to sign up, as we did not have a suitable GDPR compliant contact details management system in place for use with email addresses in this context.

In June, it was established that the Town Council website could have a Newsletter Plugin enabled that would allow us to produce an update that members of the public could sign up to on our website. To test the feature, the Town Council completed a pilot run of the website updates plugin. After advertising the update sign up on social media 24 people signed up to receive them, showing public demand.

3. Proposed Content

Content would include:

- Recent press releases, creating a second opportunity to circulate important news to residents and partners.
- Upcoming Planning meetings, including date and time and how to find out which planning applications will be discussed.
- Upcoming town council events
- Green spaces activities

4. Using the website as a platform

By using the website as a platform, it allows the Town Council to hold resident's data securely and in compliance with GDPR, without using a separate platform. The pilot worked well, with officers able to test and amend the update several times before distributing successfully to users by email. This is a significant improvement on a previous officer trial with MailChimp in January which was labour intensive and stored data incorrectly, causing errors in the distribution process.

The update plugin allows many officers to produce a cleaner and more visually appealing product, in line with the style of updates users are used to receiving.

5. Resources implications

The update plugin is free to use, with no cost implications. Officer time was already used to create and distribute the fortnightly update for Councillors and partners. The website based updates are slightly more time consuming to produce, but this would likely be improved with time, and they could be distributed less frequently.

It is **RECOMMENDED** that with a less frequent distribution model, they are produced as a priority in advance of planning meetings.

Where items are only suitable for councillors – such as staffing updates, the Town Clerk would continue to email these directly to Town Councillors only.

**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 30th JULY 2020**

Contact Officer: Mrs Louise Stubbs, Communications Clerk

Social Media Managers

1. Recommendations

It is **RECOMMENDED** that the Council pay for a Later.com paid Brand Account, to be created immediately with a cost for the remainder of 2020/2021 being £32.50 per month, approximately £260. This will be paid for from code 4041 102 Websites.

It is **RECOMMENDED** that the 2021/2022 Precept include a cost of £32.50 per month, approximately £390 per year to pay for continued use of the Later.com social media manager Brand Account.

2. Background: Social Media History

2.1 The Town Council has 15 different social media accounts across 4 platforms. More than 9000 personal, business and community social media accounts follow a Buckingham Town Council social media account.

		Facebook Followers	Instagram followers	Twitter followers	YouTube Followers
Buckingham Town Council	@buckinghamtc	2290	1029	1172	18
Buckingham Tourist Info.	@discoverbuckingham @discover.buckingham @buckinghamTIC	291	169	242	
Plastic Free	@plasticfreebuckingham	359			
Lace Hill Centre	@lacehillcentre	336	155		
Markets	@buckinghammarkets	518	2185		
Buxplore	@buxplore	65	145	28	
Total followers: 9002		3859	3683	1442	18

Social media is one of the main communication methods the town council uses to send new information as quickly as possible to the public. Seven council officers regularly use social media as part of their job role.

2.2 Background: Practical Considerations

Creating and posting content to these accounts can be time consuming for officers. Social media traffic has a strong correlation to time of day, meaning that to ensure as many users as possible see a post it has to be posted live at a time of day that Officers are usually busy with other tasks.

Facebook, Twitter and Instagram all have slightly different posting requirements, and time is spent recreating similar content manually each time a post is made.

As many officers produce social media as part of their role, a lot of content can be posted at the same time. This can confuse messages and reduce post reach.

Fifteen social media pages also mean fifteen different additional 'inboxes' which need to be checked frequently to ensure private messages, comments on posts, reposts and more are responded to as appropriate in a timely manner.

In the past, the Council has sought to reduce resources spent on producing social media content by deleting social media accounts that were no longer needed and by prioritising some social media platforms over others. However, at this stage, all 3 platforms and 15 accounts are important in allowing the Council to communicate to different local Buckingham communities, including local businesses and younger residents.

3. Social Media Manager Trial

3.1 Social media managers are third party websites that would allow officers to post to multiple different social media accounts at once, scheduling posts in advance.

Most social media managers offer similar features:

- Compatible with multiple social media platforms including Facebook, Instagram and Twitter
- Schedule posts in advance via a social media calendar
- Tailor posts to each social media platform
- Hashtags and user tagging
- Free accounts that allow only 1-3 social media accounts to be connected to the manager, and paid accounts that can accommodate many more.
- Paid accounts also offer additional features including combined inboxes; these gather all comments, private messages and interactions in one place.

Negatives:

- Free accounts generally limit features that the Council would benefit from having access to, for example having more accounts linked to the manager and being able to post more than one image at once.

3.2 The following social media manager free products have been investigated and trialled by officers in the last four months:

Buffer: 25 social media accounts, £78 per month

Advantages	Disadvantages
<ul style="list-style-type: none"> – Custom video thumbnails – Instagram first comment – Scheduled posts a month ranges from 10-2000 	<ul style="list-style-type: none"> – No Instagram hashtag manager – No Instagram stories – Unable to create or manage draft posts – Significantly more expensive than other options.

Sendible: 12 social media accounts, £25 a month

Advantages	Disadvantages
<ul style="list-style-type: none"> – Compatible with YouTube – Custom video thumbnails – Instagram first comment – Draft posts <p>Paid accounts offer:</p> <ul style="list-style-type: none"> – Post approval – Combined social media inbox – Best time of day posting data 	<ul style="list-style-type: none"> – No Instagram stories – Officers testing the platform had scheduled posts fail multiple times due to image size or dimensions, which could not be solved easily within the website. – Twitter character counter was inaccurate, which caused other failed scheduled posts. – No free account after 14 day trial ends.

Hoot Suite: 10 social media accounts, £25 a month

Advantages	Disadvantages
<ul style="list-style-type: none"> – Compatible with YouTube – Draft posts – Large range of available add ons. 	<ul style="list-style-type: none"> – No free trial so couldn't test functionality.

Later: 15 social media accounts max. 5 per platform, £32 per month

Advantages	Disadvantages
<ul style="list-style-type: none"> – Draft posts – Can edit images within the manager. – Media library counts how frequently images have been used. – No technical errors during trial, very clear interface, simple to use with high quality results. 	<ul style="list-style-type: none"> – Maximum numbers of social media accounts per platform, even on paid accounts. – No YouTube – Free version can only connect 3 accounts at a time.

<p>Paid accounts offer:</p> <ul style="list-style-type: none"> – compile analytics from different platforms in one place – hashtag support – post more than one image at once, and video – Instagram stories – large number of social media accounts on one calendar – location tagging 	
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Based on Officers feedback from the trial, **Later** is the preferred platform, and all officers are now actively using the free version of the website to schedule posts for social media.

3.3 A paid **Brand Account** with Later would allow significantly more support for officers than the **Free Account**:

- 13 of the town council's social media accounts could be managed by Later in one account and one social media calendar.
 - This means it would be possible to set a fixed the media plan for each week, with all officers able to view and engage with the calendar, and ensure posts are suitably spaced and timed. The need for this kind of system is greater now that staff are working from home as well as from several Town Council venues.
- 5 login accounts
- Posting multiple images at once
- Posting video
- Hashtag support eg suggested hashtags
- Additional image edit tools within Later, reducing the need to edit images elsewhere before posting to social media.
- Unlimited posts
 - In busy months, for example during Fringe week, the limited number of posts allowed on a free account are likely to run out before the end of the month.
- Unlimited media storage
- Combined social media inbox.
 - Having one inbox to check instead of fifteen would save large amounts of time, and significantly reduce the chance of public comments and queries being missed.
- Instagram stories
- Tag locations and users
- Best time of day posting data
- Detailed analytics

3.4 Which accounts should be linked to Later:

- Facebook and Instagram: Buckingham Town Council, Tourist Information Centre, Lace Hill Centre, Markets, Buxplore

- Twitter: Buckingham Town Council, Tourist Information Centre, Buxplore

4. Resources Implications

Using Later with a **Brand Account** would save significant amounts of officer time, and allow officers to cover when a colleague is away more effectively. It would cost £32.50 per month, approximately £390 per year.

To create an account in August to cover the remainder of 2020/2021 would cost £260, which can be paid for within the website budget, code 4041 102.

BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP

THURSDAY 30TH JULY 2020

Contact Officer: Ms Bethanie Dowden, Apprentice

YouTube Report 2020

1. Recommendation

It is **RECOMMENDED** that another review of YouTube statistics take place in a year's time to build on our understanding of how the Council can best utilise our YouTube account.

2. Background

The Buckingham Town Council's YouTube channel is primarily used to live stream and retain the Council's Committee meetings as part of maintaining public access during Coronavirus. The YouTube channel was launched in May 2020 leading up to the first online mayoral election which took place on 8th May 2020. The YouTube channel has only been live for a matter of months, from May 2020 till July 2020 (present) and will continue indefinitely.

The Council has also used their YouTube channel to upload videos regarding the virtual events that took place during Covid-19 for example, the VE Day Celebrations. The table below shows the types of videos that are on the YouTube channel the overall views on each video and the likes for each type of video.

Type of Video	Overall Views	Likes
Mayoral Election May 11 th	240	3
Planning May 19 th	51	0
EDWG May 26 th	8	0
Full Council June 1 st	11	0
Planning June 1 st	24	0
TC&E June 8 th	14	0
CSG June 11 th	7	0
Environment June 15 th	8	0
Interim Full Council June 22 nd	91	1
Planning June 22 nd	11	0
Resources June 29 th	16	0

EDWG July 1st	7	0
Planning July 6 th	16	0
Full Council July 14 th	316	2
Planning July 20 th	16	0

Type of Event	Overall Views	Likes
Town Crier's Cry For Peace (VE Day) May 11th	21	1
Rendition of Reveille (VE Day) May 11th	4	0
Piper (VE Day) May 11th	6	0
Star Gazing Presentation (Fringe Week) July 12th	105	5
Oxford Fiddle Group Online Concert (Fringe Week) July 17 th	136	12

3. Conclusion

Out of the four main council committees, the committee to receive the most views was Planning and the committee to receive the least amount of views has been Environment. The Planning Committee has had five videos streamed to YouTube during its current term, one of which was an extraordinary meeting that had 11 views. The other four scheduled meetings had an average of 26.75 views, higher than the other three main committees average views. All three of these figures are higher than the typical number of members of the public who attend Planning Committee meetings in person.

The Resources, Town Centre & Events, Communications Strategy Group and Economic Development Working Group committees all received broadly equal similar views across their videos. None of the above committee meeting videos received any likes or comments.

The three most watched videos have been the Mayoral Election with 240 views, Full Council with 316 views and Interim Full Council with 91 views. They were also the only videos to receive any likes (3),(2) & (1).

It is likely that viewer numbers will fluctuate due to the level of public interest in the topics being discussed at individual committee meetings.

BUCKINGHAM TOWN COUNCIL
BUCKINGHAM TOWN COUNCIL WEBSITE ANALYTICS

8th July 2019 – 8th July 2020 (Year 5)

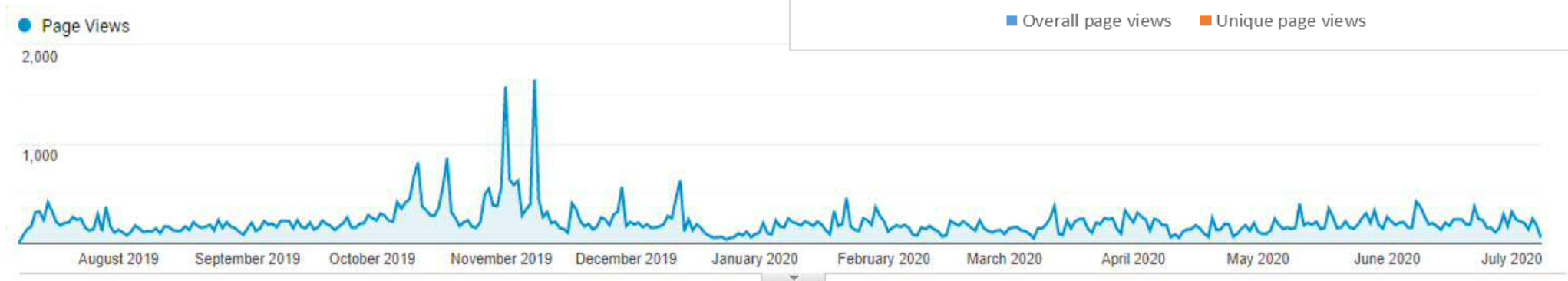
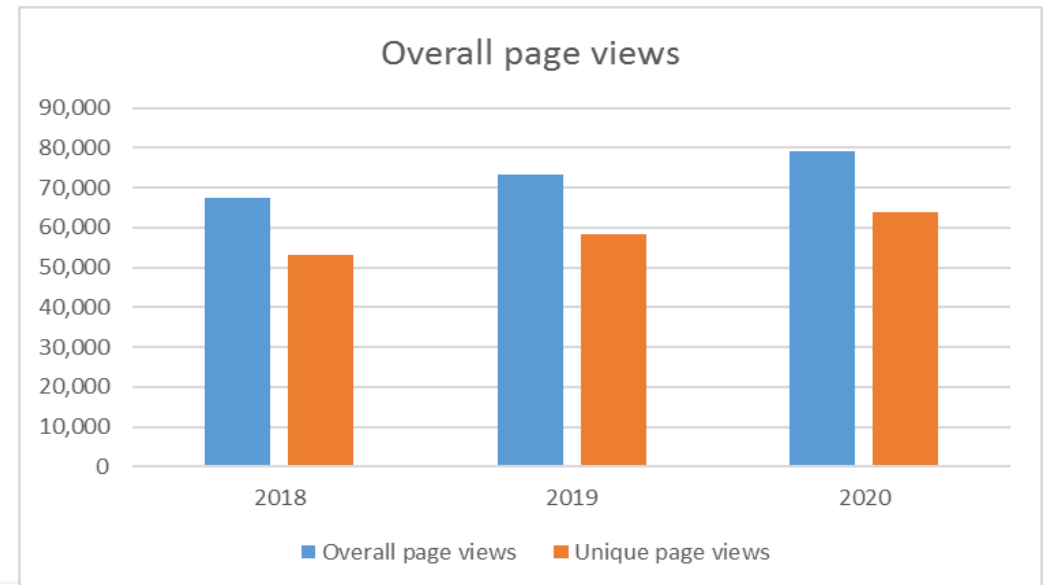
COMMUNICATIONS STRATEGY GROUP

8th July 2020

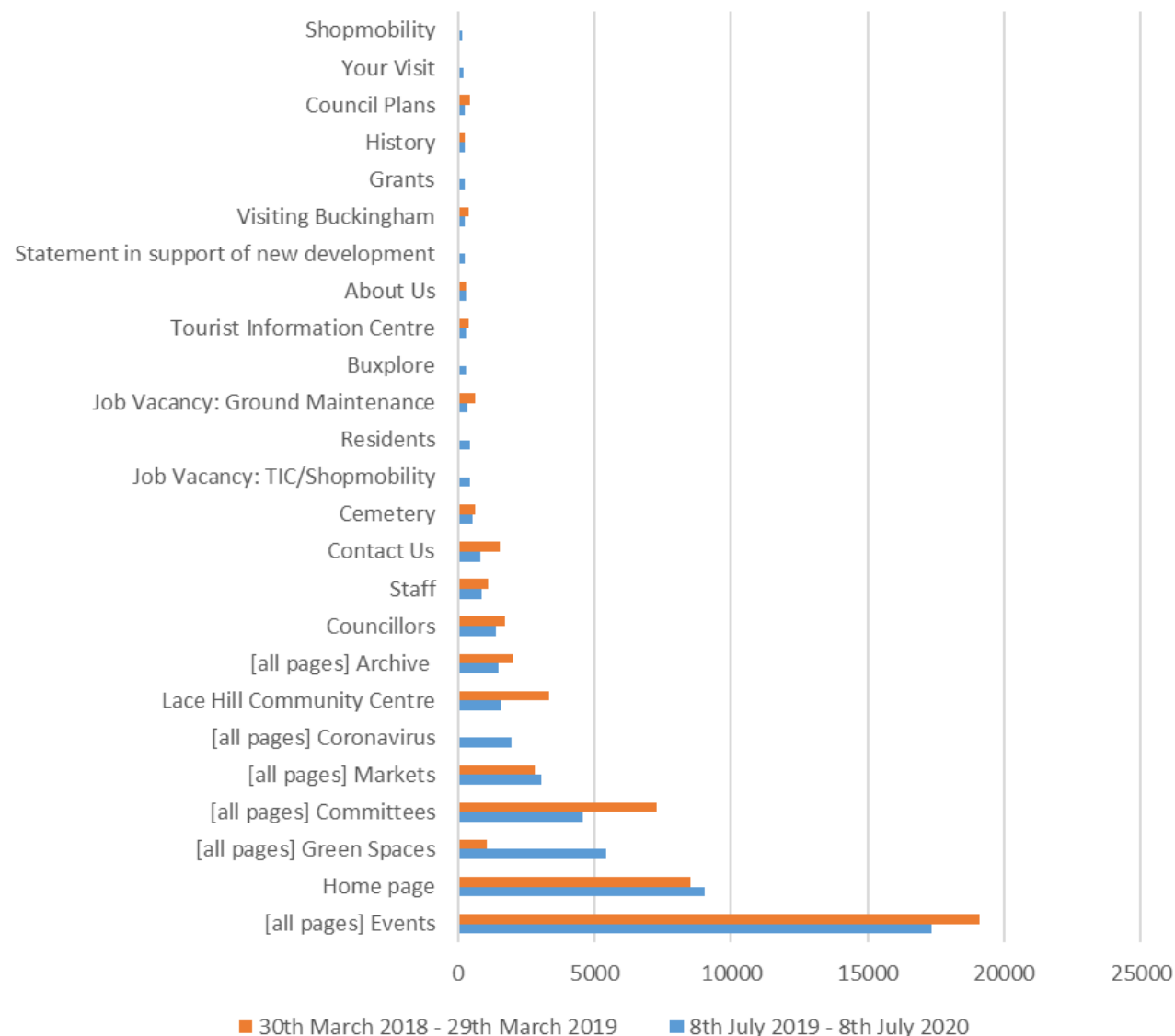
Contact Officer: Mrs Louise Stubbs, Communications Clerk

Page Views have risen by 8.1% and unique page views by 9.1% since the 2018-2019 period. Users are now spending an average of 1 minute 39 seconds on each page, an increase of 9 seconds on last year.

The most popular days to visit the website were, as in previous years, the days leading up to an event. This means the overall shape of daily website usage remains broadly similar. The Coronavirus has had a profound impact on the usual provision of Council services since March 2020, and this is reflected in the data throughout this report, including the fact that this report would normally be created in April and not July.



Most Popular Pages Comparison



Individual events pages remain some of the most popular pages on the website. Although many of the major annual events including Bonfire and Fireworks took place later in 2019 and were therefore unaffected by covid-19, there has still been an overall drop over all in web traffic to events pages due to the cancellation of Council events due from March 2020 onwards. This impact will likely continue to be seen in next year's statistics.

Another drop in page views due to Coronavirus can be noted on the Lace Hill and Community Centre page, which would typically receive traffic over the spring and summer due to events and clubs that are currently cancelled.

The Coronavirus pages were set up in late March and have received just under 2000 unique page views to date, they are in the top ten of most visited pages this year.

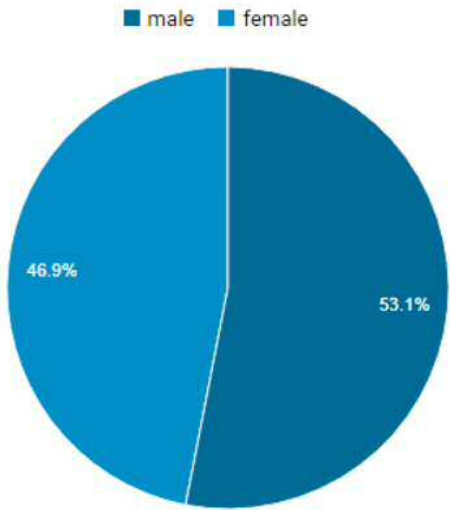
Redesign work on the Green Spaces pages, splitting up one page with large amounts of information on it to become seven, more visually appealing and search engine friendly pages, has been extremely effective. Visitors to the pages rose from 1083 in 2018-2019 to 5403 in 2019-2020, a rise of 399%.

Similar redesign work was also done to the events pages, however due to the overall drop it's difficult to say how effective it has been.

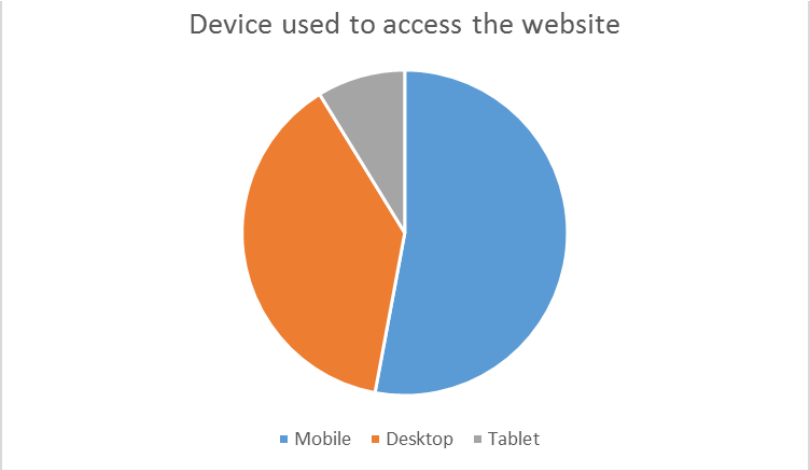
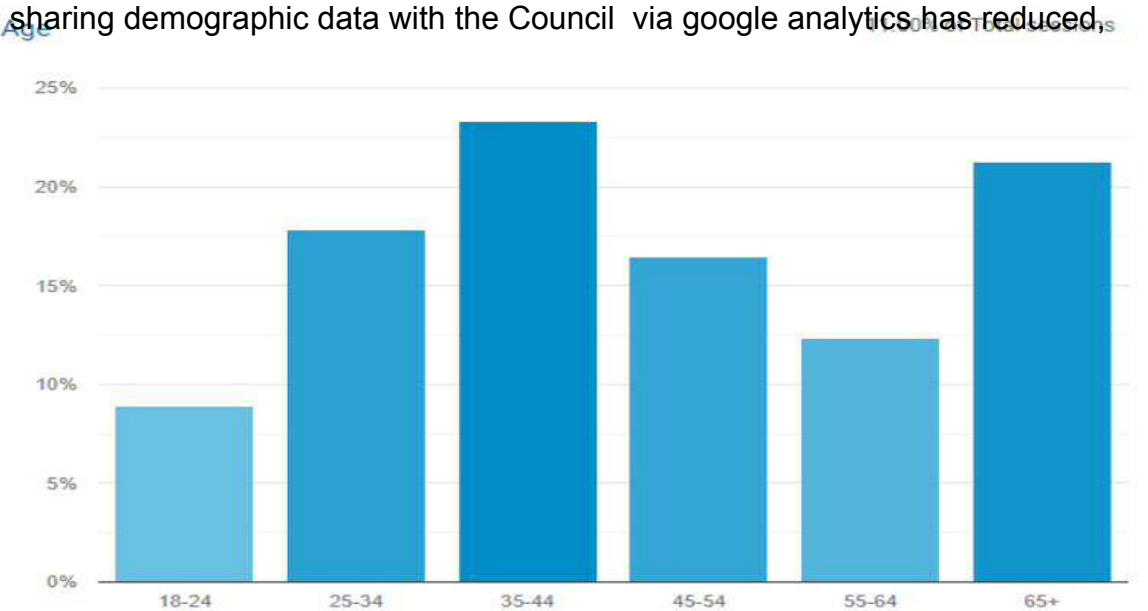
Unfortunately, we have no search term data for the year as Google turned off this function without notification. It has since been reinstated, however user data will take time to compile. Based on the very small amount of data (approximately one week) users gender data remains broadly similar to last year.

The number of users and now only reflect 11% of website users, down from 40% last year and 56% the year before. 11% of one week is a small sample, and it's difficult to assess whether this information continues to be broadly representative.

It is worth noting that device used to access the website continues to move away from desktop devices. More than 60% of users now access the website from a mobile device or tablet. This is a good indication that the website accessibility redesign works well for mobile users.



sharing demographic data with the Council via google analytics has reduced,



BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 30th July 2020

Contact Officer: Mrs Louise Stubbs, Communications Clerk

2020 WCAG 2.0 Web Contrast Accessibility Spot Check

1. Recommendations:

1.1 It is **RECOMMENDED** that the web developer is required to make the following changes to the website in order to comply with Web Content Accessibility Guidelines:

- Header sections of each page changed to a plain colour with a high level of contrast.
- Calendar link on home and committee pages corrected to compliance.
- Home page reviewed for additional errors.
- Footer of each page checked for errors.
- Buckingham updates submission form checked for errors.

1.2 It is **RECOMMENDED** that in light of the developer having missed some aspects, all staff who update the website are provided with training in the relevant procedures they need to follow in order to ensure continued compliance by 23rd September 2020.

1.3 It is **RECOMMENDED** that the Notice Board page of the website be removed.

2. Background:

Buckingham Town Council employed their web maintenance company to rebuild the Buckingham Town Council website in April 2019 to fulfil full compliance with Web Content Accessibility Guidelines 2.0 AAA standards.

It has now been a year since this work was carried out, and the final deadline for ensuring the website is compliant with WCAG 2.0 is in September. The Communications Officer has undertaken a spot check of the Buckingham Town Council website using Wave.webaim.org.

3. Test results:

3.1 Random Sample of 10 webpages

Page Name	Errors - RED	Possible problems - Orange
Archive 2017	9 – all contrast with text in title page header section	1 x skipped header 1 x untagged header 11 x word documents 100 x pdf documents 6 x layout table These flagged issues are compliant
Archive 2012	9 – all contrast with text in title page header section	1 x skipped header 1 x untagged header 104 x pdf documents 6 x layout table These flagged issues are compliant
Planning Committee	1 – linked image missing alternative text (calendar logo) 9 – all contrast with text in title page header section	1 x skipped header 1 x untagged header 1 x pdf document These flagged issues are compliant 1x suspicious link text 1x redundant link (these both involve using ‘click here’ instead of descriptive text links) These issues are errors and need correction
Staffing and Confidential Matters Committee	1 – linked image missing alternative text (calendar logo) 9 – all contrast with text in title page header section	1 x skipped header 1 x untagged header 1 x pdf document These flagged issues are compliant 1x redundant link (these both involve using ‘click here’ instead of descriptive text links) These issues are errors and need correction
Newsletter plug in page Note: this page is not in use as an	2 - missing form label 5 – all contrast with text in title page header section	1x skipped header 1 x untagged header 1 x pdf document These flagged issues are

independent page.		compliant
Our Services	5 – all contrast with text in title page header section	1 x untagged heading These flagged issues are compliant 2 x alternate text too similar These issues are errors and need correction
Events	7 – all contrast with text in title page header section	1 x untagged heading These flagged issues are compliant
Fairs and Traditional Events	9 – all contrast with text in title page header section	1x skipped header 1 x untagged header These flagged issues are compliant
Notice Board Note: this page would be difficult to reproduce in a compliant way. I recommend we remove it.	2 – linked image missing alternate text 7 – all contrast with text in title page header section	1x skipped header 1 x untagged header These flagged issues are compliant 1 x pdf document These issues are errors and need correction.
Privacy Policy	5 – all contrast with text in title page header section	1x skipped header 1 x untagged header 1 x pdf document These flagged issues are compliant

3.2 Random Sample of 10 news posts

Post Title	Errors - RED	Possible problems - ORANGE
New Councillor to be chosen in live streamed meeting July 2020	7 – all contrast with text in title page header section	2 x skipped header 1 x untagged header These flagged issues are compliant
Interested in being a Councillor?	7 – all contrast with text in title page header section	2 x skipped header 1 x untagged header

March 2020		These flagged issues are compliant
Town Council elections: May 7 th 2020 February 2020	7 – all contrast with text in title page header section	2 x skipped header 1 x untagged header These flagged issues are compliant
Wheelchair friendly picnic table in Bourton Park October 2019	7 – all contrast with text in title page header section	2 x skipped header 1 x untagged header These flagged issues are compliant
Cold weather plan in force for rough sleepers January 2019	7 – all contrast with text in title page header section	2 x skipped header 1 x untagged header These flagged issues are compliant
Buckingham Town Council to protect Lace Hill play area December 2018	7 – all contrast with text in title page header section	2 x skipped header 1 x untagged header These flagged issues are compliant
We need your help to establish a Right of Way December 2018	1 – linked image missing alternate text 7 – all contrast with text in title page header section	2 x skipped header 1 x untagged header 1 x word document 1 x pdf document These flagged issues are compliant
Latest Update on River Great Ouse Pollution September 2018	1 – linked image missing alternate text 7 – all contrast with text in title page header section	2 x skipped header 1 x untagged header 1 x pdf document These flagged issues are compliant
Easter Crafternoon Tea Fair March 2018	7 – all contrast with text in title page header section	2 x skipped header 1 x untagged header These flagged issues are compliant
Tourist Information Centre January 2018	7 – all contrast with text in title page header section	2 x skipped header 1 x untagged header These flagged issues are compliant

Press Releases from Buckingham Town Council

1st June 2020 to 15th July 2020

PRESS RELEASE 167 - Vacancy for a New Town Councillor

8th June 2020 – Advertisement of the co-option vacancy.

PRESS RELEASE 168 - Park Visitors Rubbish

18th June 2020 - The Council asked all park visitors to be considerate and take their rubbish home with them so that the parks could remain clean.

PRESS RELEASE 169 – Re-opening of public toilets

18th June 2020 – Information about the reopening of the Cornwalls Meadow toilets and Chandos Park disabled accessible toilet and new covid related rules.

PRESS RELEASE 170 – Re-opening of Buckingham Town Council Services

2nd July 2020 – Information about the new covid related rules for play areas, Lace Hill Community Centre and the TIC after re-opening.

PRESS RELEASE 171 – Buckingham Fringe Week Goes Online

8th July 2020 – Details of the programme of events for Buckingham Fringe Week

PRESS RELEASE 172 - New Councillor to be chosen in live streamed meeting

18th July 2020 - How to watch the co-option online, Buckingham Town Council's first online Councillor selection.

PRESS RELEASE 173 – Discover Buckingham Website

15th July 2020 – The launch of Buckingham's new website; Discover Buckingham, aimed at visitors and tourists, was announced.

PRESS RELEASE 174 – Waste Bottle Refill Station Opening

15th July 2020 – A new drinking water fountain for refilling bottles in Chandos Park was opened in order to help reduce the plastic waste produced by the town.

PRESS RELEASE 175 – New Councillor Chosen by Buckingham Town Council

15th July 2020 – An introduction to Cllr. Ahmed.