



# BUCKINGHAM TOWN COUNCIL

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Think Mask, Think Lateral Flow Test

COMMUNICATIONS  
STRATEGY GROUP

05/10/2021

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Wednesday 13<sup>th</sup> October 2021 at 2pm** at the Town Council Chamber, Cornwalls Meadow, Buckingham.

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 the meeting 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 [committeeclerk@buckingham-tc.gov.uk](mailto:committeeclerk@buckingham-tc.gov.uk) or call 01280 816426 for details.

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 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 Wednesday 1<sup>st</sup> September 2021.

**Copy circulated previously**

## 4. Current Newsletter

To review the current newsletter articles:

- Cover
- Message from your Mayor
- New Bard of Buckingham
- Flooding/Community Flood Response Plan
- Water Pollution
- Neighbourhood Plan Survey
- Past Events
- Future Events

[Appendix A](#)

[Appendix B](#)

To follow

To follow

[Appendix C](#)

To follow

[Appendix D](#)

[Appendix E](#)



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.

- Shopmobility
- Bourton Park Bridge Repairs
- Buckingham Community Wildlife Project
- Adult Learning
- Events Diary

[Appendix F](#)  
**To follow**  
[Appendix G](#)  
[Appendix H](#)  
[Appendix I](#)

## 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. Ongoing Development of Existing Websites

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

- [www.buckingham-tc.gov.uk](http://www.buckingham-tc.gov.uk)
- [www.discoverbuckingham.uk](http://www.discoverbuckingham.uk)

6.2 To receive an update report on the schedule of process for the new [www.buckingham-tc.gov.uk](http://www.buckingham-tc.gov.uk) website

[CSG/47/21](#)

## 7. Summary Posters of Events Report

To receive and discuss a report from the Communications Clerk

[CSG/48/21](#)

## 8. Website Accessibility Statement

To review and amend or confirm the website accessibility statement for all Buckingham Town Council websites.

[Appendix J](#)

## 9. Communications Policy

To review and agree the Buckingham Town Council Communications Policy.

[Appendix K](#)

## 10. Meeting Dates 2022

To propose the following 2022 meeting dates:

- Wednesday 12<sup>th</sup> January 2022 at 2pm
- Wednesday 2<sup>nd</sup> March 2022 at 2pm
- Wednesday 6<sup>th</sup> April 2022 at 2pm
- Wednesday 8<sup>th</sup> June 2022 at 2pm
- Wednesday 20<sup>th</sup> July 2022 at 2pm
- Wednesday 7<sup>th</sup> September 2022 at 2pm
- Wednesday 12<sup>th</sup> October 2022 at 2pm
- Wednesday 23<sup>rd</sup> November 2022 at 2pm

## 11. Press Releases

A summary of the press releases authorised by Buckingham Town Council since the previous meeting held on Wednesday 1<sup>st</sup> September 2021.

[Appendix L](#)

## 12. Chair's Items

## 13. Date of Next Meeting

Wednesday 24<sup>th</sup> November 2021

To:  
Cllr. R. Ahmed  
Cllr. M. Gateley (Town Mayor)  
Cllr. J. Harvey Chair

Cllr. M. Try  
Cllr. R. Willett

Vice Chair

Front Cover Options

September –



November –





December –



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### **A Message from your Mayor**

Having recently taken part in this year's Remembrance Service, this seems to be an appropriate time to reflect on heroes, past and present. We remember those who paid the ultimate price when serving with our Armed Forces, and also current heroes within our community, individuals who give their time making a difference to support and encourage those in need.

The period of the pandemic has reminded us all of the importance of our health care services, something which we might previously have taken for granted. The recent survey undertaken by the Swan Practice reminds us of the difficult circumstances in which they are currently working, and of the need for new premises with enhanced facilities and services. I am sure we all look forward to the current plans for a new Health Centre on Lace Hill reaching fruition. We are also encouraged that Buckingham's Community Hospital continues to serve our town well, with its inpatient ward and outpatient services. We are grateful to the staff at both the Swan Practice and the Hospital, for all their work, especially in the recent challenging circumstances.

Do take the opportunity to visit the Richard III Exhibition, if you haven't already done so. We are fortunate to have the historic half-angel gold coin, which was found in Buckingham, on display in our own historic Old Gaol Museum. I understand that this is the only such coin on public display in the world!

It has been a particular delight for me to welcome the Mayor of Neukirchen-Vluyn to Buckingham to sign our Twinning Agreement. This follows our former Mayor, Mark Cole's visit to Germany 2 years ago to sign a similar document. We look forward to a full Civic Visit from our friends both from Neukirchen-Vluyn and from Mouvaux in the spring. I believe such links are even more important since Brexit, celebrating all that we have in common.

As winter comes, let us all take care in continuing to follow the latest Covid guidelines, whilst enjoying all that Christmas and The New Year will bring.

341 words

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### 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 via [www.connectright.org.uk/misconnections](http://www.connectright.org.uk/misconnections) 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:

- 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.

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### Past Events

The **Lace Hill Snake** was unveiled by Mayor Margaret Gateley alongside local councillors, residents and the Lace Hill Residents Association on Saturday 29th May 2021. Thank you to everyone who was involved with the creation of the Lace Hill Snake, including all those young and old who submitted a painted stone, as well as Buildbase and Paragon for their kind donations and supply and delivery of all materials and machinery required for the construction of the snake.

The **Buckingham Otter Trail** was a temporary public art event featuring ten individually decorated, 3ft sized otter sculptures displayed across town and surrounding green spaces from July 23rd - August 31st. The colourful otter sculptures are now being auctioned off to raise funds for the Mayor's chosen charities and to support a similar event next year.

Two **River Rinses** took place this year. The first was on Sunday 19<sup>th</sup> September and went from opposite the cricket club. Due to a fallen tree in the river, volunteers from the Stowe Sub Aqua Club, Buckingham Town Council Councillors and members of the public only got as far as the Stratford Fields Children's Play Area. The second rinse on Sunday 3<sup>rd</sup> October carried on from where the last one finished and went as far as Cornwalls Meadow Car park. Low tree branches were trimmed and among the finds were a traffic cone, Halloween costume and broken office chair.

The **Bardic Election** took place in the Cote at the Woolpack on Tuesday 5<sup>th</sup> October.

Covid halted the **Charter Fair** last year, so it was nice to welcome it back to Buckingham on 16<sup>th</sup> & 23<sup>rd</sup> October. The fair was opened by Town Mayor Cllr Margaret Gateley.

BOO! The ghouls were out from 6-9pm on Friday 29th October for our **Family Halloween Disco Party** at Lace Hill Sports & Community Centre. There was Spooktacular fun and games and prizes for the best dressed.

The annual free **Bonfire & Fireworks** display took place in the paddock in Bourton park on Saturday 6<sup>th</sup> November 2021. The firework display was provided by Titanium Fireworks.

The **Remembrance Day parade** took place on Sunday 14<sup>th</sup> November and was organised by the Royal British Legion. The parade set off from Market Hill to the war Memorial at the church and a wreath was laid by Town Mayor Cllr Margaret Gateley on behalf of the town.

The **Winter Fair** at Lace Hill Sports & Community Centre returned this year on Sunday 21st November 2021 from 2pm - 4.30pm. This event saw lots of local handmade goodies, crafts and games, a raffle, refreshments and more!

The **street entertainment** in the town centre has been a success, bringing a great atmosphere into the markets and town centre. A diverse range of performers where

hired including local singers and musicians, Children's entertainers, dancers and internationally renowned opera singers. This was part funded by Buckinghamshire councils reopening grant.

The annual **calendar competition** is now in its third year, the 12 winners have been chosen for the 2022 calendar, a sneak peak of what's to come in next year's calendar is on the front cover of this issue.

518 words







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### Future Events

Join the Mayor, Cllr Margaret Gateley, outside the Old Gaol on Saturday 27th November for the **Christmas Light Switch On** which will feature brand new Christmas motifs. There will also be carols and other festive entertainment performed by local groups taking place ensuring a magical time.

The annual **Christmas Parade** will be winding its way through the streets of Buckingham on Saturday 11th December, forming up on Chandos Road. Floats, walking groups and marching bands will make their way through the town centre and then back to Chandos Road. A road closure organised by Buckingham Town Council will be in place whilst the parade is taking place. The theme for this year's Christmas Parade is 'Fashion Through the Ages'.

The **Community Fair** will be back again this year providing a vehicle for local groups, societies and charities to raise funds by selling Christmas cards, knitted items, plants and much more. Refreshments will even be provided by Buckingham WI. The event will take place on Saturday 11th December in the Community Centre immediately after the town's Christmas Parade.

The **Pancake Race** is a long established event open to everyone and consists of 4 races with different categories for children, adults and team relays. Small prizes will be given to all participants of the children's races and a small trophy for the winners. The event will be held on the green outside St Peter & St Paul Church, Castle Street, Buckingham on Tuesday 22<sup>nd</sup> February 2022. The event is announced by the Town Crier and opened by the Mayor. The Town Council provides the pancakes but one thing we ask of all competitors is that they must wear a headscarf, pinafore and bring their own small frying pan.

The annual **Food Fair** will be in the community centre on Saturday 26<sup>th</sup> February 2022 showcasing lots of great stalls from local producers. If you would like a stall at the event please get in touch with our Events Co-ordinator, Amanda Brubaker at [events@buckingham-tc.gov.uk](mailto:events@buckingham-tc.gov.uk).

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## Shopmobility

Phone: 07738 314027

Address: Cornwall's Meadow Carpark, Buckingham, MK18 1RP

Email: [tic@buckingham-tc.gov.uk](mailto:tic@buckingham-tc.gov.uk)

Times: Tuesday 10am-4pm / Saturday 9am-1pm

Shopmobility is open Tuesdays and Saturdays and can be used by anyone that needs help getting around the town. However, if you are a first time hirer we do require photo ID on your first visit.

The Buckingham Shopmobility Service is a free scheme that allows anyone with a mobility problem, whether temporary or permanent, not just Blue Badge Holders, to get out and about in Buckingham town centre. The service is sponsored by Buckingham Town Council and is free for anyone who wishes to shop or sight-see in Buckingham town centre.

There are allocated free parking spaces for Shopmobility users, next to the Shopmobility building. We have electric mobility scooters which are free to use and manual wheelchairs for a small charge which can be folded for loading into a vehicle for home use, hospital appointments, visits to local events and places of interest. The Shopmobility building is located in Cornwall's Meadow Car Park next to the public toilets.

178 words







## **Buckingham Community Wildlife Project**

The Buckingham Community Wildlife Project (BCWP) is a long running network of local conservation groups with the shared aim of making the town a more pleasant place to live. The project was founded by Aylesbury Vale District Council and the Buckinghamshire Thame Conservation volunteers for an initial period of 3 years. The project was later adopted by Buckingham Town Council, under the Chair of former Mayoress Ruth Newell with the aims of:

- Increasing biodiversity value of sites in Buckingham
- Increase the public's understanding and enjoyment of sites and to increase awareness of the need for nature conservation
- To act as a catalyst for actively involving local people in their sites and creating a sense of ownership
- To establish sustainable management of the sites
- To designate sites as Local Nature Reserves and as Wildlife sites

Since its creation, the group has been involved in many activities such as habitat management skills training, bat box creations and ecological surveys. This has now led to the formation of conservation groups who help manage, promote and protect Buckingham's greenspaces.

The following conservation groups are:

### **Buckingham Railway Walk Conservation Group**

Conservation for the local wildlife, planting and care of this green space to preserve and increase the biodiversity of the site. Increase public awareness of the abundance of wildlife on your doorstep. The group host regular work parties on the first Saturday of every month: 10 am, University Car Park, Chandos Road, Buckingham. For more information on how you can get involved please contact: Contact: Mrs Jennifer Manning Tel: 01280 815223 Website: [www.buckinghamrailwaywalk.btck.co.uk](http://www.buckinghamrailwaywalk.btck.co.uk)

### **The Canal Society**

The Society's objectives are as follows:

- To promote the restoration of the Old Stratford and Buckingham Arms of the Grand Union Canal to a good order and to promote the maintenance and improvement of the Waterway for the benefit of the public.
- To promote the fullest use of the Waterway by all forms of water borne traffic and for all forms of water-related commercial, local amenity, tourist and recreational activity for public benefit.
- To promote the public's education in the history and use of the canals and waterways of Buckingham Canal in particular.

For more details please email [membership@buckinghamcanal.org.uk](mailto:membership@buckinghamcanal.org.uk)

### **The Buckingham Society**

The Buckingham Society is made up of volunteers who care passionately about their surroundings and campaign to enhance and improve our historic market town.

Members of The Buckingham Society share the following aims:

- Promote the distinctive character of our town
- Set high standards of design and sustainability
- Celebrate and safeguard Buckingham's heritage
- Find solutions to environmental problems
- Improve the quality of life in our community
- Inspire sensitive changes within cherished places
- Create and consolidate effective partnerships between community, business and local government.

For more information, email the Buckingham Society at [members@buckinghamssociety.org.uk](mailto:members@buckinghamssociety.org.uk)

### **Buckingham River Wardens**

River Wardens take part in regular monitoring of the River Great Ouse. Monitoring is done in a variety of ways, from photographs and water sampling to river restoration. River Wardens also meet regularly for information sessions, learning more about the river, its health and how to look after it. The river wardens are focused on the health of the river, not flooding. If you are interested in taking part, please contact Ruth via [ruth.coxon@tcv.org.uk](mailto:ruth.coxon@tcv.org.uk)

### **Natural Flood Defence Management Project**

Working with landowners and land managers to help reduce the flood risk in Buckingham and provide wider environmental benefits too.

The structure of the BCWP and its working groups is voluntary, informal and flexible to ensure they are constantly fulfilling their goals and meeting evolving needs and emerging issues within the local environment.

589 words





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## 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 and Maths
- Family Learning
- Floristry and Flower Arranging
- French, German, Italian, Spanish and English as a second or foreign language (ESOL)
- Pottery
- Sign Language
- Stained Glass
- Yoga

To find out more or book a course, please visit [www.adultlearningbc.ac.uk](http://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.



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# BUCKINGHAMSHIRE ADULT LEARNING

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## 2021/22 EVENTS DIARY

Please find further details inside or online:

<b>2021</b>			
<b>November</b>	Christmas Lights Switch On	Sat 27 <sup>th</sup> (6pm – 8pm)	Buckingham Town Centre
<b>December</b>	Christmas Parade	Sat 11 <sup>th</sup> (10:45am – 12:30pm)	Buckingham Town Centre
	Community Fair	Sat 11 <sup>th</sup> (11:30am – 2pm)	Buckingham Community Centre
<b>2022</b>			
<b>February</b>	Pancake Race	Tues 22 <sup>nd</sup> (11am-12pm)	Green outside St Peter and St Paul Church
	Food Fair	Sat 26 <sup>th</sup> (10am-3pm)	Community Centre
<b>March</b>	Commonwealth Day Flag Raising	Mon 14 <sup>th</sup> (10am)	Outside Council Chamber
	Annual Town Meeting	Thurs 24 <sup>th</sup> (7pm)	Buckingham Community Centre
<b>April</b>	Spring Fair	Sun 24 <sup>th</sup> (10am-2pm)	Cattlepens

(Include another picture from the calendar competition)

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**BUCKINGHAM TOWN COUNCIL  
COMMUNICATIONS STRATEGY GROUP  
WEDNESDAY 13<sup>th</sup> OCTOBER 2021**

Contact Officer: Louise Stubbs, Communications Clerk

**Website Maintenance Contract: schedule of process update**

**1. Recommendations**

It is **RECOMMENDED** that Members note the change of schedule for the website maintenance contract.

**2. Background**

Following from report **CSG/06/21**, the schedule of process for the review of the website maintenance contract was delayed by the IT tender process, in order to make a more informed decision based on the choice of IT infrastructure the Town Council will be using going forward.

The Website Maintenance Contract review process will now take place over the autumn months, with options presented to the Resources Committee in November, with the aim for the new website to be operational before the end of January 2022.

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**BUCKINGHAM TOWN COUNCIL**  
**COMMUNICATIONS STRATEGY GROUP**  
**THURSDAY 10<sup>th</sup> June 2020**

Contact Officer: Louise Stubbs, Communications Clerk

**Summary Posters of Events Report**

## 1. Recommendations

It is **RECOMMENDED** that Members allow use of the **4032/102 Publicity** budget for additional events signage, at the discretion of the office staff, and that the 2022/2023 budget includes £400 for this purpose.

It is **RECOMMENDED** that option 4.1 is chosen, and that the pull out calendar is slotted into the spring newsletter by the company that prints the newsletter, at a cost of £420 exc. VAT to be paid for from **4032/102 Publicity**.

## 2. Background

Report CSG/08/21 allowed the use of underspend in the **4032/102 Publicity** budget for additional printed summer events signage in 2021. This was very successful, although website statistics suggest the use of the QR code was limited. As non-pvc banner options were available at the time of purchase, these options

were used for the Bourton Park Paddock events banner.

A number of minor changes are suggested for the future use of corrugated plastic signage and non-pvc banners:

- Removal of the QR codes to create more space on the page.

- Add times and locations of the events (as the QR codes aren't being used as frequently they should be designed to be kept and shared by passers by using mobile phones photographs)

- Limit each poster to 10 – 12

events held close together so that there is plenty



of space to print the information clearly.

- Indicate where an event is run by a partner group and the Council acts in a supportive role.
- Seasons where the timing of events is spread out more will be grouped together and advertised, where possible with non-pvc banners in the location that the events will be held.
- If possible non-pvc banners will be reused in future years, with the use of colour matched weather proof stickers to correct event dates. This will depend on the longevity of the items ordered long term.

The posters do not constitute single use plastic as they are used outdoors for many months at a time, compared to laminated paper posters which are not weatherproof and can only be put up outdoors for limited periods.

### 3. Costs

Please note that all costs are approximate as variations in price at the time of purchase are common. There are estimated costs for the 2022/2023 year.

PRODUCT	QUANTITY	COST PER ITEM (WITHOUT VAT)	TOTAL (WITHOUT VAT)
EVENTS IN BUCKINGHAM CORRUGATED PLASTIC SIGNAGE FOR LAMP POSTS (A3 SIZE)	50	£5.25	£262.50
NON-PVC BANNERS	4	£23.74	£94.96
WEATHER PROOF STICKERS	12	£1	£12
POSTAGE	2	Up to £10	£10
<b>TOTAL</b>			<b>£364.46</b>

It is **RECOMMENDED** that Members allow use of the **4032/102 Publicity** budget for additional events signage, at the discretion of the office staff, and that the 2022/2023 budget includes £400 for this purpose.

### 4. Printed pull out events diary

The full calendar of events for 2022 is being finalised at the October 25<sup>th</sup> 2021 meeting of the Town Centre & Events Committee. Having the full list of events in advance means we could add a pull out events calendar to the Spring (end of February delivery) Newsletter. As a pull out calendar it would be printed separately and can be easily removed by residents to put up on their fridge or noticeboard in their homes.

There are two options for delivery:

- 4.1 have the pull out calendar printed and inserted into the Spring newsletter by the company that prints the newsletter. **Quoted cost excluding VAT: £420**
- 4.2 have the delivery company deliver the insert at the same time as the Spring newsletter, but not placed inside. Quoted cost excluding VAT: £315 (printing) + £254.52 (delivery) **Total quoted cost excluding VAT: £569.52**

There is a forecast underspend in the 2021/2022 **4032/102 Publicity** budget of £510 that could be used for this purpose.

It is **RECOMMENDED** that option 4.1 is chosen, and that the pull out calendar is slotted into the spring newsletter by the company that prints the newsletter, at a cost of £420 exc. VAT to be paid for from **4032/102 Publicity**.

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## Website Accessibility Statement

### Accessibility Statement for Buckingham Town Council

This website is run by Buckingham Town Council. We want as many people as possible to be able to use this website. For example, that means you should be able to:

- Change colours, contrast levels and fonts
- zoom in up to 200% without the text spilling off the screen
- Navigate the website using just a keyboard
- Navigate the website using speech recognition software
- Listen to the website using a screen reader
- The text and pictures will reflow when you change the size of the browser window

We've also made the website text as simple as possible to understand.

[AbilityNet](#) has advice on making your device easier to use if you have a disability.

### How accessible this website is

We know some parts of this website aren't fully accessible:

- Most older PDF documents aren't fully accessible to screen reader software
- Full agenda packs for committee meetings are not currently accessible to screen readers. We intend to make them accessible as soon as possible.

### What to do if you can't access parts of this website

If you need information on this website in a different format like accessible PDF, large print, easy read or audio recording please contact us:

- email: [office@buckingham-tc.gov.uk](mailto:office@buckingham-tc.gov.uk)
- call: 01280 816 426

We'll consider your request and get back to you in 7 days.

If you can't view the map on our 'contact us' page, [call or email us](#) for directions.

### Reporting accessibility problems with this website

We're always looking to improve the accessibility of this website. If you find any problems that aren't listed on this page or think we're not meeting accessibility requirements, complete the [accessibility help form](#).

These reports will go to Louise Stubbs. If you are unable to access the help form, or have another query please [contact her via phone, email or appointment](#).

### Enforcement procedure

The Equality and Human Rights Commission (EHRC) is responsible for enforcing the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 (the 'accessibility regulations'). If you're not happy with how we

respond to your complaint, [contact the Equality Advisory and Support Service \(EASS\)](#).

### **Contact us by phone or visiting us in person**

Appointments can be made to visit Buckingham Town Council. Find out how to [contact us](#).

### **Technical information about this website's accessibility**

Buckingham Town Council is committed to making its website accessible, in accordance with the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018.

This website is fully compliant with the [Web Content Accessibility Guidelines version 2.1](#) AAA standard.

### **Non accessible content**

The content listed below is non-accessible for the following reasons.

#### **Content that's not within the scope of the accessibility regulations**

##### **PDFs and other documents**

Many of our older PDFs and Word documents don't meet accessibility standards - for example, they may not be structured so they're accessible to a screen reader. This doesn't meet WCAG 2.1 success criterion 4.1.2 (name, role value).

The accessibility regulations don't require us to fix PDFs or other documents published before 23 September 2018 if they're not essential to providing our services.

Archived agenda packs PDFs are not fully accessible. These documents are not essential for accessing any services, but they will be made fully accessible as soon as possible and before September 2020.


Any new PDFs or Word documents we publish will meet accessibility standards.

### **How we tested this website**

This website was last tested in July 2019. The test was carried out by Impact.

We tested our main website platform, available at [www.buckingham-tc.gov.uk](http://www.buckingham-tc.gov.uk)  
You can read the [full accessibility test report](#).

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	<p><b>Buckingham Town Council</b></p> <p><b>Communications Policy</b></p>	<p><b>Date Agreed:</b>  <b>Minute Number:</b>  <b>Prepared by:</b> Louise Stubbs  <b>Version:</b> 1.0</p>
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## Objectives

- Reach as many residents as possible with key messages
- Make use of appropriate communication tools
- Produce good quality content

## Communication Strategies

All messages identified as needing communication or marketing to the public, local businesses or partners are classified as Hero, Hub or Hygiene.

- **Hero** – Highest importance, highest effort to produce communications and marketing for. Eg, use of video.
- **Hub** – Medium importance, medium effort to produce content for, eg numerous posts on social media to communicate a message over time, posters.
- **Hygiene** – Lowest importance, minimum effort to produce content for, eg content that will only be posted on social media once.

Quarterly meetings are held between officers to discuss upcoming projects, these can include any and all activities of the Council that officers know will be completed or in progress over the next three months. Who is in charge of marketing for that project and how they will be marketed is identified and notes circulated to officers.

The success of each quarter is measured at the end of the quarter and reported to the Communications Strategy Working Group. Measures used to assess success are included in **Appendix B**.

## Communications Strategies for different audiences

As not all of our audiences are online or are technically adept if they are online, it is particularly important to use a number of approaches to reach all residents.

Engaged online:

- Social Media – Facebook, Instagram (including stories and reels), Twitter, YouTube.
- Website
- Email newsletters

Low use of internet or not online:

- Quarterly newsletter to all residents
- Noticeboards
- Posters



- Press releases to newspapers, radio stations and online news sources
- Direct approaches to relevant groups eg schools.

### Tactics and Campaigns

In order to ensure Officers time is used efficiently a general guide to how resources should be used was made, however specific campaigns will be discussed at content meetings.

Level of importance	Online Tactics	Offline Tactics
Hero	<ul style="list-style-type: none"> <li>- Video produced, ideally before, for highest level of algorithm engagement on social media including YouTube.</li> <li>- Regular social media content<sup>1</sup> promoting key messages. Use of photographs and video from previous years or the location as much as possible.</li> <li>- Include in email newsletter including email subject line.</li> <li>- Create new website pages if required, including submission forms if GDPR requirements for input from residents/businesses etc.</li> <li>- <i>For events – produce social media content on the day, including:</i> <ul style="list-style-type: none"> <li>- <i>Set up photographs or short video clips</i></li> <li>- <i>Instagram reels/stories</i></li> <li>- <i>Summary photographs at the end of day</i></li> </ul> </li> <li>- Photographs to include people as much as possible, use consent forms.</li> </ul>	<ul style="list-style-type: none"> <li>- Newsletter article, in advance or after depending on timing of newsletter</li> <li>- If public participation needed, use of posters and noticeboards</li> <li>- Press release in advance AND after summarising successes</li> </ul>
Hub	<ul style="list-style-type: none"> <li>- Unique social media graphics produced in house</li> <li>- A mid-level amount<sup>2</sup> of social</li> </ul>	<ul style="list-style-type: none"> <li>- Shorter newsletter articles, including combining similar topics together into longer</li> </ul>

<sup>1</sup> Success of social media content to be monitored during the campaign and changes made if necessary. If reach on initial content is high, it may not be necessary to keep sending out content so frequently.

<sup>2</sup> Success of social media content to be monitored during the campaign and changes made if necessary. If reach

	<p>media content to include photos from previous years and might include video animations or video from previous years.</p> <ul style="list-style-type: none"> <li>- <i>For events – produce social media content on the day, including:</i></li> <li>- <i>Set up photographs or short video clips</i></li> <li>- <i>Instagram reels/stories</i></li> <li>- <i>Summary photographs at the end of day</i></li> <li>- Photographs to include people as much as possible, use consent forms.</li> <li>- Shared website pages used to group similar themes together.</li> </ul>	<p>pieces.</p> <ul style="list-style-type: none"> <li>- For events, use of combination posters and banners that advertise multiple events at once that will be held in the same place or at same time of year.</li> <li>- If public participation needed, use of posters and noticeboards</li> <li>- Press release in advance AND/OR after summarising successes</li> </ul>
Hygiene	<ul style="list-style-type: none"> <li>- Stock images, gifs and graphics produced by partner authorities used</li> <li>- Typically only a single social media post will be made for each topic.</li> <li>- Re-use old material where possible, eg old photos and newsletter articles.</li> <li>- Press releases all posted to website and shared on social media.</li> </ul>	<ul style="list-style-type: none"> <li>- Newsletter articles on annual topics can be rephrased each year if still relevant.</li> <li>- One press release maximum.</li> </ul>

on initial content is low, it may not be necessary to redesign graphics, change tactics and post more often than originally planned.

## Key Dates, Seasons and Buying Cycles

Quarters	Events	Other Council Business
January - March	Food Fair, Comedy Night	Annual Town Meeting, end of year projects
April - June	Celebrate Buckingham	New Mayoral year (and Council after elections)
July - August	Fringe Week, One-off summer events	Budget planning
October - December	Bonfire and Fireworks, Christmas Lights Switch On	Budget Planning, Grants, Shop Local

## Campaign Management

### Online Content:

- Social media – use online social media manager facility, currently Hootsuite
- Website and other online content – use project management tools

### Offline Content:

- Newsletter, press releases and noticeboard/poster use – track using project management tools.

## Appendix A

This Communications Policy will be reviewed annually.

	<b>Person/Group responsible</b>	<b>Version</b>	<b>Date completed</b>
Report written by	Louise Stubbs	1.0	01/10/2021
Reviewed by			
Agreed			

Appendix B: Measures of Success

1. How the level of a campaign is categorised

Level of engagement:	Hero (High)	Hub (Medium)	Hygiene (Low)
What defines this level:	<ul style="list-style-type: none"> <li>- Content that appeals to all, or most residents.</li> <li>- Content that it is most important that residents are aware of.</li> <li>- The most resources are put into creating content for this.</li> <li>- Must include video</li> <li>- High expectations for reach and engagement with content.</li> </ul> <p>Note about events:</p> <ul style="list-style-type: none"> <li>- Only one per month can be included at this level. Events grouped together can be included as one eg Fringe Week</li> </ul>	<ul style="list-style-type: none"> <li>- Content that appeals to a significant proportion of residents.</li> <li>- A range of content is created, but less likely to use elements that are time consuming to produce like new photography or video.</li> <li>- Moderate expectations for reach and engagement.</li> </ul> <p>Note about events:</p> <ul style="list-style-type: none"> <li>- An event that requires a large amount of work from the TC but is also being hosted with and promoted by a partner organisation, less TC resources are required for marketing. Eg Christmas Parade, Charter Fair are large events but graded Hub for marketing purposes.</li> </ul>	<ul style="list-style-type: none"> <li>- Content that doesn't need to be engaged with, but presents a positive image of the town and Council.</li> <li>- Maintains our social media posting rates, improving our algorithm placement on users feeds.</li> <li>- Reach and engagement monitored only to note what performs particularly well.</li> <li>- If Officer commitments change and not enough resources to complete all plans, low engagement content may not take place.</li> </ul>
Expected	Engagement: high	Engagement: Medium	Engagement: low



engagement and reach levels. (Reach as percentage of total followers per platform account)	Reach: 100%+	Reach: at least 33 to 55%	Reach: at least 10 to 20%
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Outside of reach and engagement on social media, two different approaches have been taken to assess the success of different social media campaigns, dependent on whether our presence is already well established on the platform or still growing.

**2. Growing platforms:**

Platform	Short term targets	Long term targets
YouTube	Produce 1x video for every Hero level campaign	Extended target: 250 followers (high end for comparable YouTube Channels)
Instagram	Post content daily Increase use of photography Increase use of reels, particularly live content	Reach 10k followers (allows access to features we want to use)

**3. Established platforms:**

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

	<p>of website page visits</p> <p>2. Did the content/campaign lead to a high number of actions wanted eg form submissions</p>	<p>over the long term.</p>
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**4. Offline platforms**

Platform	Per Campaign targets
Posters, banners	<p>Hero – up by 6-8 weeks before the key date of the campaign</p> <p>Hub – up by 4 weeks before the key date of the campaign</p>
Press releases	<p>Promotion in advance - Sent by Wednesday of the week before the key date of the campaign</p> <p>Promotion after event – Sent by Wednesday the week after the key date of the campaign, or within 3 weeks for longer post key date projects.</p>

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**Press Releases from Buckingham Town Council**

**26<sup>th</sup> August – 22<sup>nd</sup> September 2021**

**PRESS RELEASE 236 – Bandjam**

26<sup>th</sup> August 2021 – Plan and line-up for Bandjam.

**PRESS RELEASE 237 – Residents Celebrate Buckingham**

06<sup>th</sup> September 2021 – Round up from the Celebrate Buckingham as well as including voluntary groups who attended and the awards that were given.

**PRESS RELEASE 238 – River Rinse**

14<sup>th</sup> September 2021 – Announcement about the Buckingham River Rinse and locations confirmed.

**PRESS RELEASE 239 – From Building Bridges to Pianist Wanted: Volunteering In Buckingham**

22<sup>nd</sup> September 2021 – Volunteer video from Buckingham Volunteer Groups who attended the Celebrate Buckingham Day.

**PRESS RELEASE 240 – After a Summer of Otter Spotting, the Buckingham Otters Bidding Extravaganza Begins**

22<sup>nd</sup> September 2021 – Otter Trail breakdown and plan for Auctioning the Otters.

**PRESS RELEASE 241 – River Rinse**

22<sup>nd</sup> September 2021 – Summary of the first River Rinse.

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