



BUCKINGHAM TOWN COUNCIL

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Think Mask, Think Lateral Flow Test

COMMUNICATIONS
STRATEGY GROUP

06/01/2022

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Wednesday 12th January 2022 at 2pm** at the Town Council Chamber, Cornwalls Meadow, Buckingham.

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

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

Paul Hodson

Mr. P. Hodson
Town Clerk

Please note that the meeting will be preceded by a Public Session in accordance with Standing Order 3.f, which will last for a maximum of 15 minutes.

1. Apologies for Absence

Members are asked to receive and accept apologies from Members

2. Declarations of Interest

To receive declarations of any personal or prejudicial interest under consideration on this agenda in accordance with the Localism Act 2011 Sections 26-34 & Schedule 4.

3. Meeting Notes

To review and agree the notes from the last meeting held on Wednesday 24th November 2021.

Copy circulated previously

4. Current Newsletter – Spring 2022

To review the current newsletter articles:

- Cover
- Message from the Mayor
- Annual Town Meeting
- Spotlight on Tourist Information Centre
- Event Sponsorship & Stall Opportunities
- Past Events

[Appendix A](#)
[Appendix B](#)
[Appendix C](#)
[Appendix D](#)
[Appendix E](#)
[Appendix F](#)



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.

- Future Events
- New Cemetery Update
- Holocaust Memorial
- Pontio (AI Outreach Program)
- Loneliness
- Council Tax & Precept Infographic
- Queen's Platinum Jubilee
- Events Diary

[Appendix G](#)
to follow
to follow
[Appendix H](#)
[Appendix I](#)
to follow
[Appendix J](#)
[Appendix K](#)

5. Ongoing Development of Existing Websites

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

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

6.2. To receive and discuss a verbal update from Communications Clerk on plans for the new Town Council website.

6. Press Releases

To note and discuss a summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on 24th November 2021.

[Appendix L](#)

7. Chair's Items

8. Date of Next Meeting

Wednesday 2nd March 2021 at 2pm.

To:

Cllr. R. Ahmed

Cllr. M. Gateley

Cllr. J. Harvey

Cllr. M. Try

Cllr. R. Willett

Chair (Town Mayor)

Front Cover Options – Spring 2022

April – A Gentle Stroll on the Railway Walk by Anita Savage



May – Buckingham's Buttercup Meadow by Tony Gilbert



[Back to Agenda](#)

A Message from your Mayor

I am writing this message at the start of 2022, having been able to spend Christmas and the New Year celebrating with family and friends again. How we all missed that last year! Maybe we have learned not to take so much for granted any more.

I was delighted that we were able to go ahead with our Christmas Parade. It was fantastic to be part of such a vibrant event and to see so many people lining the streets, enjoying the sights and sounds. My thanks go to all who made this possible.

I am really looking forward to our Twinning weekend in March, during which we will sign the partnership agreement with Neukirchen-Vluyn and also celebrate 20 years of our twinning with Mouvaux. I believe that such friendships are even more important since we left the European Union.

Do take time to come to the Annual Town Meeting on March 24th. This provides an opportunity for us to consider the Climate Emergency and our response to it. We all remember the terrible flooding just over a year ago in Buckingham and we are aware of many other devastating events around the world due to climate change. It is vital that we seek better ways of living to reduce the impact on our beautiful planet. Details of this are on page 3.

We began last year with new hope, due to the Covid vaccines becoming available. This year we look forward to finding a way of living with the virus, amending what we can do accordingly. Seeing signs of spring: catkins on trees and birds singing helps me to feel positive. I enjoy walking through our parks and along the river in all seasons, but springtime is special with new life returning and so much to look forward to.

300 words

[Back to Agenda](#)

Climate Change Public Meeting Thursday 24th March

Climate Action Groups up and down the UK are working together to build strong and resilient communities to tackle the threat of the climate crisis.

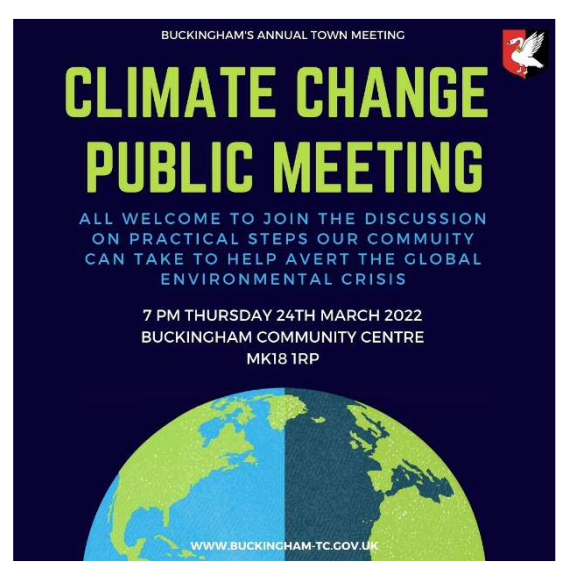
Buckingham Town Council has already declared a Climate Emergency and developed its own Action Plan to drive the organisation toward carbon neutrality by 2030 but how can the town's population, organisations and businesses to work with us in that aim. This public meeting will bring together stakeholders from the community, local Councils, businesses and residents to:

- Update you on what has been achieved so far
- Share ideas on how we can all take action to achieve net zero carbon Buckingham

The meeting is open to EVERYONE and it is hoped the meeting will identify Buckingham's key themes for the initiation of Community led Climate Action Groups. The public meeting will involve local experts that can set the context, as well as the wider community. There will be a series of information stalls from different organisations within the environmental sector and seven tables, each with different discussion topics.

1. Energy
2. Housing
3. Transport
4. Waste
5. Food & Land
6. Community Action
7. Other

All members of the public are invited to come along. Town and Unitary Councillors will be in attendance to answer your queries on any other matters relating to Buckingham. However, if you have a burning question or feel passionately about a local issue that doesn't get the attention it deserves then come along to one of our weekly Committee meetings. For more information on what to expect from a Town Council meeting please visit our website at: <https://www.buckingham-tc.gov.uk/your-town-council/committees/attending-council-meeting/>



[Back to Agenda](#)

Spotlight on the Tourist Information Centre (TIC)

Phone: 01280 823 020

Address: The Old Gaol, Market Hill, Buckingham, MK18 1JX

Email: tic@buckingham-tc.gov.uk

Times: Monday – Saturday, 10.00am to 4.00pm

Located in The Old Gaol, the Tourist Information Centre (TIC) is operated by the Town Council. The TIC Supervisor and her dedicated team of true local experts are always happy to help with any enquiries – just pop in Monday-Saturday from 10am until 4pm.

The Tourist Information Centre is very 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. It has been open for more than 25 years and has been owned by the Town Council since 2018, when it became clear that the Town Council could provide it more cheaply and with better local connections than had been possible for Tourism South East. Since then, the number of visitors, the range of tickets sold and the amount of locally sourced products being supplied have increased.

Online Only? The Tourist Information Centre has launched a website for visitors and tourists encouraging them to come to the town to shop, dine, stay and visit the numerous attractions in and around Buckingham. The new Discover Buckingham website has business listings for local shops, accommodation, restaurants, pubs and attractions as well as event listings, blogs and news from within the town. So, if you have an event, attraction, shop, restaurant or hotel that you would like to add to this website please email tic@buckingham-tc.gov.uk.

For more information on the business, attractions and things to do in Buckingham, please visit the Discover Buckingham website www.discoverbuckingham.uk/

267 words



[Back to Agenda](#)

Trading and Sponsorship at 2022 Town Council events

In 2021, a year of turbulent last minute changes, the Town Council has been blown away by the commitment, ingenuity and support of local businesses, traders and local charity, voluntary and community groups. Each of these can make a huge difference to our events and community project program – bringing fun, tasty food, great shopping, music and visitors to Buckingham.

If this is something you, your business or local community group would like to be involved with, please get in touch with our office by email to admin@buckingham-tc.gov.uk

Key to spaces available:

- Food & Drinks Traders **F**
- Crafts & Goods Traders **T**
- Local Charities, Voluntary & Community Groups **C**
- Event Sponsors **S**

Events Timetable

- Pancake Race, Tues 22nd Feb **F S**
- Food Fair, Sat 26th Feb **F S**
- Easter Event, Sun 10th Apr **F T C S**
- Spring Fair, Sun 24th Apr **F T C S**
- Celebrate Buckingham, Thurs 2nd Jun **F C S**
- Music in the Market, Fri 3rd Jun (in partnership with Music in the Market) **F T C**
- Picnic on the Pitch, Sun 5th Jun **F T C S**
- Buckingham In Bloom, June **S**
- Fringe Week: arts, sport and culture events **C S**
- Community Art Trail **S**
- Lace Hill Family Fun Day, Sun 17th July **F T C S**
- New interactive Buxplore Trail **S**
- Outdoor Theatre, August **F S**
- BandJam, Sun 28th Aug (in partnership with BandJam) **F**
- Mayor's Christmas Card Contest **S**
- Dog Show, Sun 11th Sep **F T C S**
- River Rinses, Sun 25th Sep & 9th Oct **S**
- Hallowe'en Event, Fri 28th Oct **F T C S**
- Bonfire & Fireworks, Sat 5th Nov **F T C S**
- Winter Fair, Sun 20th Nov **F T C S**
- Christmas Lights Switch On, Sat 26th Nov **F T C S**

None of these quite what you're looking for? We also run other projects, including environmental, schools and civic. We would be happy to talk to you about your ideas.

[Back to Agenda](#)

Past Events

Thank you to everyone who came along to our annual **Winter Fair** at Lace Hill Sports & Community Centre on Sunday 21st November. The main hall was packed with lots of small local businesses selling a wide range of goodies from homemade jams, cakes, jewellery, bath salts, bespoke Christmas gifts, books, resin crafts and much more. The children also enjoyed making cards, clay crafts, and gingerbread decorating.

Due to adverse weather, a decision was made to cancel the **Christmas Lights Switch On** for Saturday 27th November 2021. There would've been a huge variety of stalls and food traders pitched up in the cattlepens and carols sung by the Christmas tree; better than anything before. However, we look forward to seeing you all next year!

Saturday 11th December saw the **Christmas Parade** loop round the town centre. There was over 40 unique and decorative floats, walkers and marching bands all lead by the devil's horseman. The theme was Fashion through the Ages and a tribute was made to the NHS for their valiant efforts during the pandemic. The winners were as follows: Adult Floats: 1st Young Farmers, 2nd Buckingham Table. Adult Walkers: 1st St Edmunds Maids Moreton, 2nd Beckett Aerials. Junior Walkers: 1st Buckingham Primary School, 2nd Autism Early Support. Chairman's Cup: Devil's Horsemen, for their support of the Parade over many years.

The **Community Fair** event took place in the Community Centre after the Christmas Parade, provided a vehicle for local societies, groups and charities to raise funds. Those in attendance last year were, Buckingham Fairtrade, Buckingham Canal Society, Mayor's Charities, Heritage & Sons, Inner Wheel, Men In Sheds, Buckingham & District U3A, Bone Cancer Research Trust, South Central Ambulance, Buckingham Twinning Association, Arthritis Versus, Ark Baby & Toddler Group and the local WI who provided refreshments.

A new **Holocaust Memorial Day** Stone has been installed at the eastern end of Bourton Park to provide somewhere for anyone to reflect during the year, as well as a focal point for the annual day of remembrance. The event was led by the Town Mayor as a reflective, respectful and Covid-safe inauguration for the Holocaust Memorial Day stone at 11am on the 27th January 2022.

The annual **Pancake Race** will be held on Tuesday 22nd February 2022 at 11am on the green outside St. Peter's and St. Paul's Church. There will be four races to enter in from small children to adults and even a local business and charities team relay race! All participants must wear a headscarf and apron and bring their own frying pan.

This year's **Food Fair** will take place on Saturday 26th February 2022 from 11am-2pm in the Community Centre. Get ready to try some really scrumptious food, drinks and great products from local companies such as Baja Cantina, Silverstone Brewery, Indian Orchard, Crème de la Crumb, Roos Food, Buckinghamshire Recycles and many more.

485 words







[Back to Agenda](#)

Future Events

This year's **Annual Town Meeting** will take place in Buckingham Community Centre on Thursday 24th March 2022 at 7pm. The theme of the meeting is climate change and there will be various stall holders highlighting different aspects of how to reduce climate change and protect the planet. If you would like to speak at the meeting, contact our Committee Clerk, Nina Stockill at committeeclerk@buckingham-tc.gov.uk with your questions beforehand.

The **Lacehill Easter Craft Fair** will take place on Sunday 10th April from 2pm - 4.30pm so come along to Lace Hill Sports & Community Centre and find some wonderful handmade arts and crafts as well as bespoke gifts. There will be refreshments available to purchase and free games and activities for children to enjoy.

Come along to our **Spring Fair** located at the Cattlepens in the town centre on Sunday 24th April 2022 from 11am-2pm. There will be a variety of stalls and entertainment showcasing lots of wonderful and unique spring related products and services.

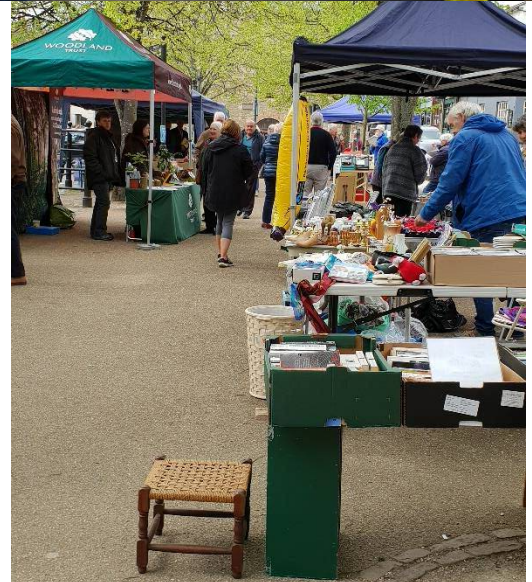
Children from local primary schools will be taking part in the **May Day** celebrations on Tuesday 3rd May 2022 with traditional country dancing and may pole dancing on the green outside St. Peter and St. Paul's Church from 11am.

After a great first event last summer, **Celebrate Buckingham** is coming back on Thursday 2nd June 2022 from 11am-3pm in Bourton Park. Expect to see local community, voluntary and social enterprise groups along with fantastic food and lots of fun family activities!

To celebrate the Queens Platinum Jubilee, join us for a **Picnic on the Pitch**. On Sunday 5th June 2022 from 11am-3pm, we invite everyone to Lace Hill Sports & Community Centre for a fantastic afternoon of family entertainment. Meet up with family and friends, bring a blanket and enjoy some live music, games, stalls and bar.

Plans are underway for Fringe Week 2022 and events thereafter so keep an eye on our website www.buckingham-tc.gov.uk/events and social media pages @BuckinghamTC.

320 words



[Back to Agenda](#)

Outreach Programs - Pontio

The University of Buckingham is helping to introduce local schools to areas of expertise such as learning about robotics from their School of Computing's new AI and Innovation Hub which has specialist equipment for academic programmes in artificial intelligence, cyber security, games and immersive applications development, and robotics. The University is the first organisation in the UK to have Birdly, a static flying machine that enables people to fly over landscapes and cities of the world using virtual reality. It also has Spot, a mobile canine robot, by Boston Dynamics, Single-arm Yumi robots and several virtual and augmented reality headsets.

Another way in which the university is interacting with the community is through The Faculty of Health Medicine and Science, which has invited residents to participate in a public involvement forum. This is a group of local volunteers who are using their wisdom and skillset to help students studying medicine at the University of Buckingham to become outstanding doctors. The first forum took place in December.

If you would like to learn more about any of the work the university is doing with the local community, please contact Dean Jones, Partnerships and Outreach Manager via Dean.jones@buckingham.ac.uk.



196 words

[Back to Agenda](#)

Tackling Loneliness

This article is an invitation: what might **you** do to help make Buckingham an even more connected community, where fewer people feel lonely and more enjoy the delights of being with others?

Nearly half of everyone over 16 experiences some degree of loneliness. More than 1 in 20 say that they always or often feel lonely: in our town, that means nearly a thousand people. These people could be your neighbour, the person who walks their dog at the same time as you or indeed, you. Younger people and those with a disability are more likely to feel lonely much of the time. [*Tackling Loneliness by MacDonald, Kulakiewicz & others, House of Commons Library, 14/6/21*]

Your Town Council and many local organisations are committed to tackling loneliness in a wide variety of ways. For example, the Town Council are currently helping to reboot the Local Dementia Action Alliance which aims to make Buckingham an even friendlier place for people experiencing dementia. A recent initiative brought a dozen men together to have a stomp across our beautiful countryside. The local churches run several lunch and coffee clubs. Our library opens its doors to all who want to meet others and share in the warmth of a book infested space.

What more can you do?

The Town Council website includes ideas about volunteering (or phone them on 01280 816 426 and they can help direct you). The Buckinghamshire website has a list of organisations offering and seeking support. Buckingham library is also a good place to start. But it isn't just about those opportunities. It can also be the random conversations with strangers, shop assistants, internet buddies and so forth. Or chance encounters with neighbours which can be the start of making a connection that could make all the difference to someone experiencing loneliness.



(302 words)

[Back to Agenda](#)

Queens Platinum Jubilee

Her Majesty The Queen will become the first British Monarch to celebrate a Platinum Jubilee this year after 70 years of service. The usual May Bank Holiday Weekend will be moved to Thursday 2 June 2022 and an additional Bank Holiday on Friday 3 June 2022 will see a four-day weekend! This historic event will reflect on Her Majesty's reign, and her impact on the UK and the world since 1952.

To add to the festivities over this extended bank holiday weekend, the Town Council plan to hold some very exciting events. For updates on what's scheduled, follow us on social media @BuckinghamTC

If you or your community group are planning to host your own public Platinum Jubilee celebrations please get in touch with the Town Council as soon as possible via email to admin@buckingham-tc.gov.uk

109 words (more details to be added)



2022 EVENTS DIARY

Please find further details inside or online: www.buckingham-tc.gov.uk/town-matters/events/

2022			
MARCH	Annual Town Meeting	Thurs 24 th (7pm - 9pm)	Buckingham Community Centre
APRIL	Lacehill Easter Event	Sun 10 th (2pm - 4:30pm)	Lacehill Sports & Community Centre
	Spring Fair	Sun 24 th (11am – 2pm)	Town Centre
	Scout Parade	Sun 24 th (TBC)	Town Centre
MAY	May Day	Tues 3 rd (11am – 12pm)	St. Peters & St. Paul's Parish Church
JUNE	Buckingham Celebrates	Thurs 2 nd (11am – 2pm)	Bourton Park, Paddock
	Music In The Market	Fri 3 rd (2pm – 10pm)	
	Picnic on the Pitch	Sun 5 th (11am – 3pm)	Lacehill Sports & Community Centre
JULY	Fringe Week	Sat 16 th – Sat 23 rd	Various Locations



Appendix K



[Back to Agenda](#)

Press Releases from Buckingham Town Council

8th November 2021 – 7th January 2022

PRESS RELEASE 250 – Meet Elf on the Shelf and have your picture taken in a giant snow globe – free fun at Buckingham Christmas Lights Switch On!

24th November 2021 – Outlining plans and some of the new features for the Christmas Light Switch On.

PRESS RELEASE 251 – Buckingham Christmas Cards designed by local children for sale in aid of Mayor's Charities

30th November 2021 – Announcing the winners of the Mayors Christmas Card Competition and thanking the sponsors.

PRESS RELEASE 252 – New Snowflake Motifs bring Snow to Buckingham

1st December 2021 – New Christmas Lights in the Town Centre and outlining other upcoming winter events.

PRESS RELEASE 253 – Buckingham's Market Draws Visitors from Far and Wide

1st December 2021 – Explaining how successful Buckingham markets have been with the addition of many new traders.

PRESS RELEASE 254 – Buckingham art and photography for sale in the Tourist Information Centre

1st December 2021 – Spotlight on the Tourist Information Centre services and pushing the sale of the 2022 calendar and Christmas cards.

PRESS RELEASE 255 – Buckingham: shopping all wrapped up in a charming market town

8th December 2021 – #AllWrappedUp plans over the Christmas period to increase shopping locally.

PRESS RELEASE 256 – Thefts from Brackley Road Cemetery

22nd December 2021 – Thefts identified at the Brackley Road Cemetery just before Christmas 2021, actions for anyone with information.

[Back to AGENDA](#)