



BUCKINGHAM TOWN COUNCIL

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COMMUNICATIONS
STRATEGY GROUP

27/08/2020

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Thursday 3rd September 2020 at 2pm** online via Zoom, Meeting ID 871 2899 7691.

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/UC89BUTwVpjAOEIdSIfcZC9Q/>

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 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 on 30th July 2020.

Copy circulated previously

4. Future Newsletter

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

[Appendix A](#)

5. Audio Newsletter

To report on any new developments

6. Ongoing Development of Existing Website

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

7. Social Media

To discuss the August 2020 Social Media update

[CSG/32/20](#)



Twinned with Mouvaux, France;



Neukirchen Vluyn, Germany



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

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

8. Press Releases

A summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on 30th July 2020.

[Appendix B](#)

9. Chair's Items

10. Date of Next Meeting

Thursday 15th October 2020

To:

Cllr. G. Collins Town Mayor

Cllr. M. Gateley

Cllr. J. Harvey

Cllr. R. Newell

Cllr. C. Strain-Clark

Winter Newsletter 2020

Usual Pages/Pages so Far

- (1) Front Cover – photography contest winner
- (1) A message from your Mayor
- (1) Round up of past events (VJ Day, Family Hunt)
- (1) Promotion of future events (?)
- (1¼) List of Councillors and Numbers/ Your Views Count – inside back page as usual
- (1) Events Diary or Important Covid numbers – Back page as usual

Ideas, Suggestions and Requests (9¾ remaining pages)

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

- Pontio (1/2 page)
 - Bard of Buckingham (1/2 page)
 - Flooding Group (1 page) *(as attached)*
 - Photography Calendars on sale at TIC (1 page)
 - Standing for election (1 page)
 - Long term grants holders (1 page)
 - Climate Emergency theme (1 page) reducing food waste
 - Art on display (1 page) Mural and rock snake.
 - Police Alerts / hints to keep you safe from crime **(1 page)**
 - Preparing for Winter/ Road Gritting/ Snow Clearance (3/4 page) *(included in previous winter issues)*
- **Any other suggestions?**

*(please note the **final deadline** for submission of articles to the CSG Clerk is **12 noon Monday 5th October 2020**, as they are included on the CSG agenda being sent out on 7th October 2020. Please also keep in mind that the newsletter will be distributed at the end of November 2020.)*

Nature Inspires Sustainable Solutions to Flooding in Buckingham

The River Thame Conservation Trust is working with Buckinghamshire Council to deliver Natural Flood Management (NFM) schemes to reduce the flood risk in Buckingham. This NFM project is being delivered over the next 2 years. We are currently searching for landowners across the Upper Ouse area (shown below) who would like to work with us and host NFM features on their land.

By restoring natural processes, Natural Flood Management addresses flood risk whilst providing multiple benefits to the environment such as helping biodiversity, reducing pollution and reducing soil and sediment loss.



Filtration Ponds

NFM works by creating and restoring natural landscape features to slow the flow of water over land. This gives water more time to infiltrate which increases the amount of water stored in the ground. NFM can come in many forms such as leaky woody



River bank protection

dams in streams, ponds in or at the corner of fields, or areas of woodlands and many others. These can be made to suit many different land types.

NFM not only helps flood risk - it provides benefits to the wider environment too. By increasing infiltration, soils and plants absorb pollutants when water passes through them. Slower water helps reduce erosion and soil and sediment losses. These both help to improve water quality in streams and rivers. The NFM measures themselves also create new wetland habitats which help to support wildlife and improve biodiversity.

NFM is a recognised technique and is now integrated into the DEFRA agencies delivery of environmental stewardship grants e.g. Natural England Countryside Stewardship and Forestry Commission English Woodland Grant Scheme. The new Environmental Land Management Scheme (ELMs) is likely to reward holding water on your land - so getting involved in Natural Flood Management now could pay off later!



1. Tweedforum.org hangingshaw-heriot-riparian-fencing-web 2. Tweedforum.org airhouse-ponds

We have funding to deliver NFM schemes in the Upper Ouse area as shown on the map.

Please contact us to find out what we could do with you.

Contact us

www.riverthame.org

Annabel@riverthame.org

BUCKINGHAM TOWN COUNCIL
SOCIAL MEDIA UPDATE AUGUST 2020
COMMUNICATIONS STRATEGY GROUP
THURSDAY 3rd SEPTEMBER 2020

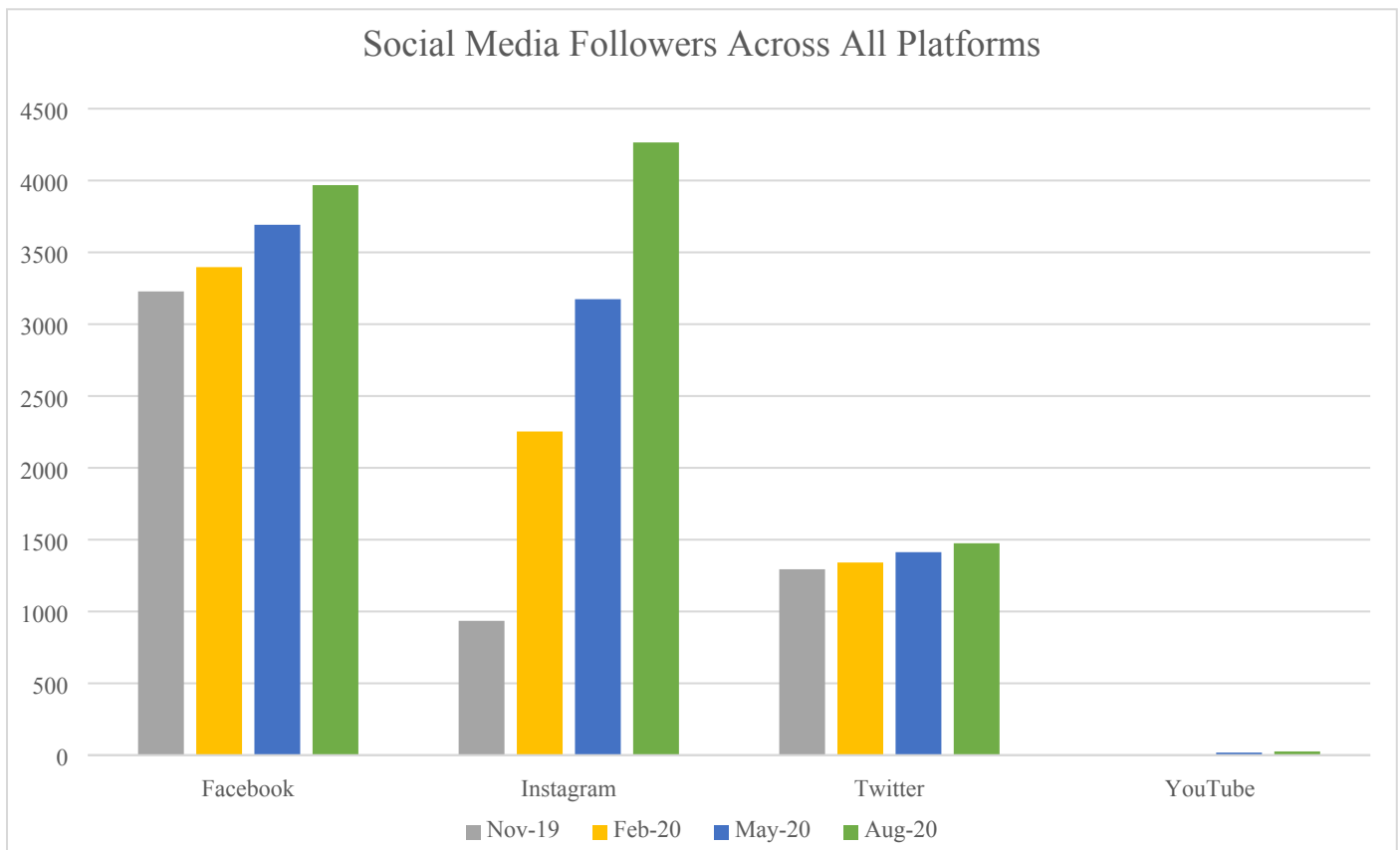
Contact Officer: **Ms Bethanie Dowden, Apprentice**
 Mrs Louise Stubbs, Communications Clerk

Fastest growing accounts:

In the period between June and August 2020 the following notable growth changes in account followers are on the following accounts:

Buckingham Town Council – YouTube – The YouTube channel continues to perform well by gaining more subscribers since its launch back in May. The total amount of subscribers now stands at 26 and the most watched video is from a Full Council meeting with 349 views.

The largest Town Council social media presence is now on Instagram. This is largely due to the Markets account which has 2,714 followers to date, and is in keeping with the general trend of high level growth on the platform.



Social Media Management:

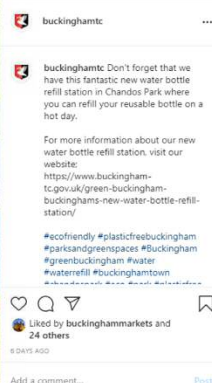
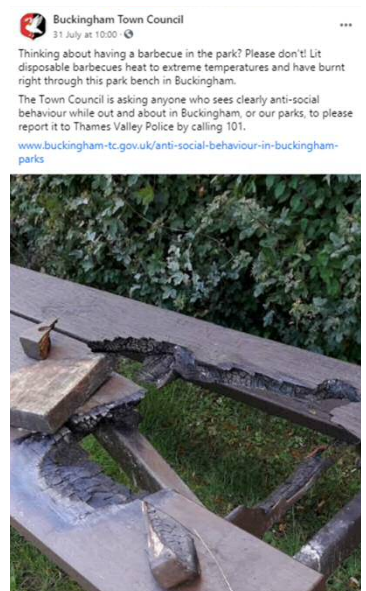
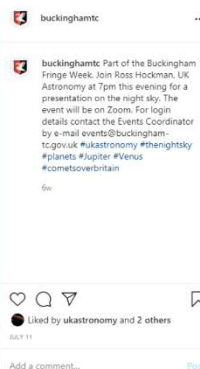
Following the report given at the CSG meeting on the 30th July, it was agreed that the Council officers purchase a paid Brand level Later.com account, unfortunately this product has been withdrawn from Later. The Communications Clerk is investigating alternative options with Later.

Most engaged with social media posts vs reach/impressions on main Council accounts:

Reach across all platforms has remained good.

Please note: Only the top 3 results for engagement and/or impressions for the platform are included.

| - | Facebook | | Twitter | | Instagram | |
|---|------------|-------|------------|-------|------------|-------------|
| Content | Engagement | Reach | Engagement | Reach | Engagement | Impressions |
| Vacancy for New Town Councillor | 4.4k | 486 | | | | |
| Rubbish in the Parks | 3.8k | 1.3k | 88 | 1.6k | | |
| Re-opening of the public toilets | | | | 955 | | |
| Fringe Week (Ross Hockham – UK Astrology) | 3.6k | 108 | | | | |
| Chandos Park Refill Station | | | | | 354 | 413 |
| Lace Hill Snake | | | 54 | 907 | | |
| Wishing shops well on reopening | | | 63 | | | |
| Buckingham TIC Face Masks | | | | | 313 | 353 |
| BBQ's in Bourton Park | | | | | 328 | 383 |



Press Releases from Buckingham Town Council

15th July 2020 to 11th August 2020

PRESS RELEASE 176 - Anti-Social Behaviour in Buckingham

22nd July 2020 – Encouraging residents to report anti-social behaviour in the parks.

PRESS RELEASE 177 - Buckingham Wears Face Masks

22nd July 2020 – Encouragement to wear face masks, and advertising their availability to buy at the Tourist Information Centre.

PRESS RELEASE 179 - Lace Hill Snake

31st July 2020 – Creating a permanent feature from the rock snake sculpture made by local residents during lockdown.

PRESS RELEASE 181 - Local Children Produce Mural

11th August 2020 - Local children designed a mural now on display at Lace Hill.

PRESS RELEASE 182 – BANDJAM CANCELLED

26th August 2020 – This year's BandJam has been cancelled due to coronavirus restrictions.

PRESS RELEASE 183 – DOG SHOW MOVES ONLINE

26th August 2020 – Take part in this year's Buckingham Dog Show by submitting pictures of your pooch online.