



BUCKINGHAM TOWN COUNCIL

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COMMUNICATIONS
STRATEGY GROUP

12/05/2020

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Thursday 15th October 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/UC89BUTwVpjAOEIdSlfcZC9Q/>

Mr. P. Hodson
Town Clerk

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

1. Apologies for Absence

Members are asked to receive 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 3rd September 2020.

Copy circulated previously

4. Current Newsletter

To review the current newsletter articles:

- Front Cover – Calendar Contest Winners
- Message From Your Mayor
- *Art on display – moved to spring issue*
- Flooding Group
- TIC Calendars for sale
- Climate Emergency: Food Waste
- Covid Update
- Past Events
- Future Events
- Pontio

Appendix A
Appendix B

Appendix C
Appendix D
Appendix E
Appendix F
Appendix G
Appendix H
Appendix I



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.

- Bard of Buckingham
- Buckingham Citizens Advice
- Standing for election
- Community Safety Partnership: Winter Burglary
- Winter Safety Tips
- *Your Views and Councillor Contact Info – no changes*
- Useful Contact Numbers

Appendix J
to follow
to follow
to follow
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. Logo Designs

To decide the basic design for new Supported by Buckingham Town Council logos.

CSG/53/20

7. Ongoing Development of Existing Websites

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

8. Press Releases

A summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on 3rd September 2020.

Appendix M

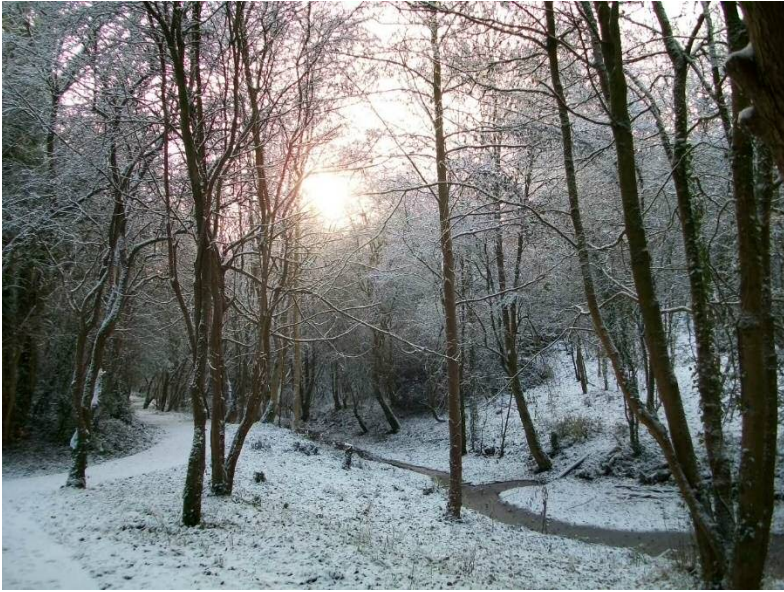
9. Chair's Items

10. Date of Next Meeting

Thursday 26th November 2020 at 2pm.

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

Cover Photo Suggestions – Photos from Calendar Contest



Message from your Mayor

As we move into Winter, we face the same problem that has dominated this year and meant our activities have been curtailed. It was with great sadness that the Town Council had to cancel our Remembrance Parade, the Firework Display, and the Christmas Parade.

It has been wonderful to see the creative and inventive way events have taken place online. I was pleased to be able meet Monty, the 'best in show' at the online dog show.

Buckingham Community Hall Association hosted a Macmillan cake sale in place of the usual coffee morning.

Buckingham Churches Together organised an online children's holiday club enabling the many children who attend each year to still take part.

There have been online talks and a quiz which many enjoyed.

Winter can be a lonely time especially now with us all following the social distancing measures. I know our community look out for each other. We are also fortunate to have many organisations in our Town who offer help, please do not hesitate to contact them.

Stay safe and well everyone.

best wishes

Geraldine Collins, Mayor of Buckingham

187 Words

Nature Inspires Sustainable Solutions to Flooding in Buckingham

The River Thames 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.

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.

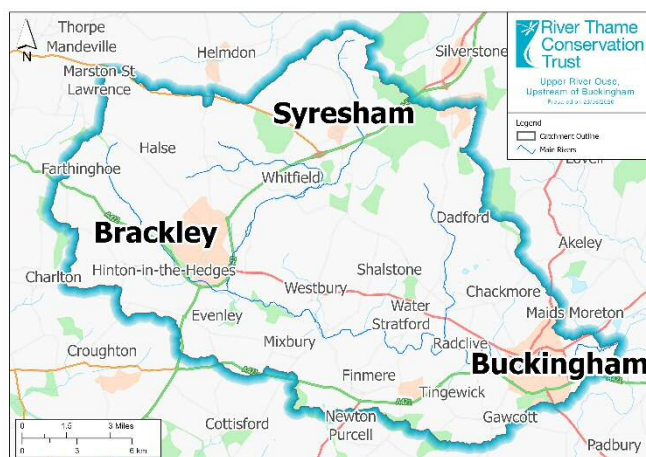
NFM can come in many forms such as leaky woody dams in streams, ponds in or at the corner of fields, or areas of woodlands and many others. These can be made to suit many different land types.

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!

Contact us www.riverthame.org

annabel@riverthame.org



^ white version of logo



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

^ Sources for pictures

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.



320 Words

Calendars for sale

For a second year in a row, we are pleased to announce that the Buckingham's calendar is available to purchase from the Tourist Information Centre in The Old Gaol.

This year we opened the competition up to artwork as well as photography and we were blown away by the talent that Buckingham has to offer. It was very difficult to choose the 12 winners to be included in a calendar, but with a good range of images from all the seasons, it is a great addition to your wall.

Discover Buckingham with 12 unique images of the town for £6.00 from the Tourist Information Centre, it's the perfect present for Christmas.

Thank you to everyone that entered and well done to all the winners.

Here are the winning entries:

January - Mike Lake, Canal in the Mist

February - Peter Bowtell, Buckingham Highlights

March - Barbara Farmer, Woodland of Western Avenue

April - Tamika McCullough, Springtime Bloom

May - Irene Schrufer, Precious Purple

June - Cathy Read, Buckingham Gaol

July - Sandra Windmill, Gone Fishing

August - Louise Stubbs, Canal Stories

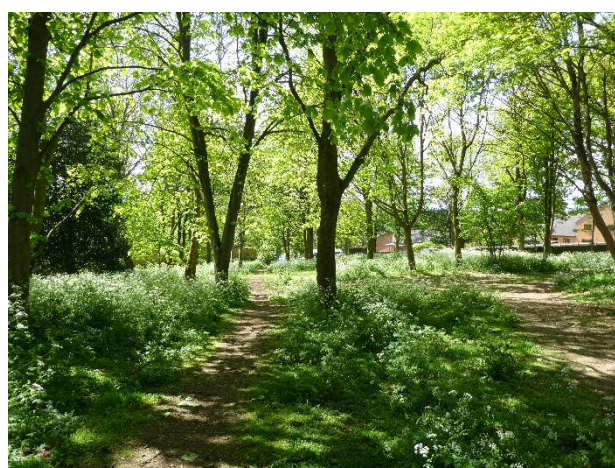
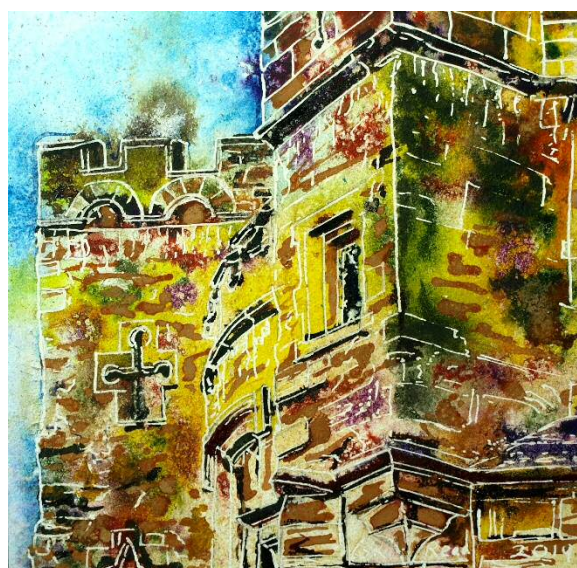
September - Tamika McCullough, Swan Girl

October – Mural by Children of Buckingham

November - Mike Lake, Radcliffe Centre in the Mist

December - Lynette Dunkley, Winter's Walk on the Railway Path

215 Words



Food Waste

Food is something that unites. It's something that is lovingly grown and nurtured for months before it arrives in our shops.

And yet in UK households we waste 6.5 million tonnes of it every year. That's 4.5kg of food wasted from every home in Buckingham and beyond, every week! 3kg of that was perfectly edible. We're not talking egg shells or chicken bones... We mean the last few bites from your plate that you couldn't quite manage, or your bread crusts – all stuff which could have been something delicious.

Saving food means saving money, but reducing food waste is good for the planet too. If global food waste were a country, it would be third largest emitter of greenhouse gases after China and the US. By using up every edible bit of your food, you're doing your bit to look after the environment; imagine what we could achieve if we all make a change!

Collectively we can make a difference. Here's what you can do...

PLAN YOUR SHOPPING AND GET MORE FOR YOUR MONEY

Do you make a shopping list? Many of us don't. But it pays to be organised with your food shopping – saving you time in the aisles and reducing duplicates in your kitchen. Just think of the times you've rushed off to the shops uncertain if you already have enough milk, rice and potatoes.

LOVE YOUR FREEZER

Lots of people don't realise it's safe to freeze food right up to the use-by date, and then defrost in the fridge when you want it. In reality, you can freeze almost all foods, think of it like a pause button. It's a quick and easy way of stopping your food from being wasted, so make the most of your freezer.

MAKE YOUR FOOD GO FURTHER

Leftovers are the best, they save you money, save the food from the bin and save the planet. It's just a case of searching for recipes with whatever is left in the fridge.

For food storage advice, recipes and more visit www.recycleforbuckinghamshire.co.uk/lovefoodhatewaste

p.s remember if it can't be eaten, you can recycle your food in the weekly food waste collection.

358 words



Covid19 Update

While the Town Council Office remains closed to visitors, many of our services were able to open over the summer.

Shopmobility is open on Saturdays, please get in touch to book the use of mobility scooters and wheelchairs.

Lace Hill Sports & Community Centre is open for bookings that comply with current Covid-19 guidance.

The **Tourist Information Centre** stayed active throughout lockdown by phone and are delighted to be back open now, greeting tourists and residents on a daily basis.

The **Green Spaces** team continue to work across the town. Please help keep the team fit and well by not approaching them as they work. If you have an enquiry about our green spaces you can contact the office on 01280 816 426, or by email to admin@buckingham-tc.gov.uk

This year's events changes have created the opportunity for three Saturdays of **free parking**, perfect opportunities to head into Buckingham town centre and browse the fantastic range of independent shops! The next two dates are 28th November and 12th December.

170 words

Past Events

Covid19 restrictions played a big part in what events could take place during the summer. Some were cancelled and others were adapted to suit the guidelines in place at that time.

VE/VJ Day

VE Day (Victory in Europe Day) on Friday 8th May celebrated 75 years since the guns fell silent at the end of World War II.

Residents were asked to join in the Nations Toast to WW2 Heroes at home, standing at 3pm to raise a glass of refreshment and make a toast: "to those who gave so much, we thank you."

The piper, bugler and Town Crier recorded performances which were shared online. Mayor at the time Cllr Mark Cole shared a moving speech remembering the contribution Buckingham played to the end of World War II.

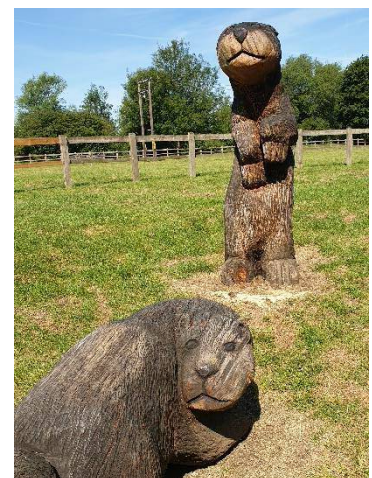
On the 15th August it was VJ Day (Victory over Japan Day) The piper and bugler once again recorded performances to share online. The day started at 6am with the piper playing Battle O're. Later in the day we heard The Last Post played by the Bugler, a 2 minutes' silence at 11am. The newly appointed Town Mayor Cllr Geraldine Collins read the Mayors message after the bugler played Reveille. The day came to an end at 8:18pm with the Bugler playing Sunset.



The annual **Play Around The Parishes** was reimaged as a Family Hunt for hidden letters around Bourton Park. The theme was changed every 2 weeks and ranged from Summer Fun, Animals and Disney. The activity was provided by Buckinghamshire Council and supported by the Town Council.

Action 4 Youth Summer Activities

The long summer holidays looked very different this year as families came out of lockdown. Young people had already spent several months with limited opportunities to socialise and although social distancing measures started to lift, childcare from organised groups, summer activities and time with grandparents were often not an option. The Town Council recognised that this was going to be a challenging time for some families.



Action 4 Youth were commissioned to provide a new set of activities for young people over the summer, these activities were run by two qualified youth workers. Funding was provided by Buckingham Town Council and Buckinghamshire Council's Community Board.

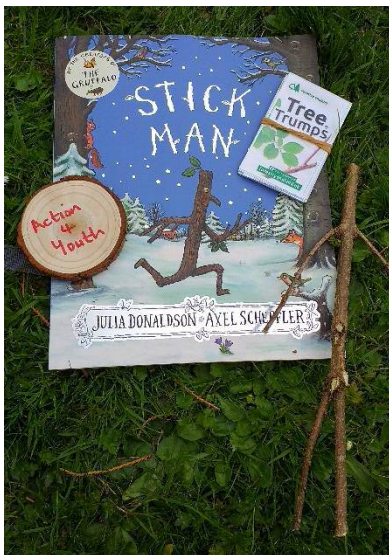
There were four sessions for young children in Chandos Park on each Wednesday in August. However, the greatest success were the 16 sessions aimed at **young people 11-18**, which mostly took place in the **Skate Park**.

This started with getting to know the young people. Sessions then included:

- Parkour training
- Various signposting and advice sessions
- Kayaking in Chandos Park
- Pavement art – which turned into scooter decoration
- Kwik Cricket
- Scooter painting
- Umbanda drumming

Overall the project engaged with a total of 165 young people throughout the second part of the project.

The group ran an extra session at no cost Saturday 5th September with 4 BMX Skate board riders who came with prizes and competitions for the young people. The main prize being a £100 Chilli Stunt Scooter. Session regulars and new attendees had a fantastic time.





The **Buckingham Dog** show is a staple in the BTC event calendar, it is always well received and attended but could not go ahead as usual. It was decided that it would go ahead virtually. It was just as waggy and furrer than ever, with over 100 entries received!

Classes included Cutest Puppy, Fabulous Fella, Gorgeous Gal, Best Rescue, Dog Most Like It's Owner and Public's Choice. Winners of each class were announced on a daily basis and pictures of all the entries were put on the Town Council's social media sites. Each class was judged by Kimberly Cox Dog Training and Cllr Lisa O'Donoghue. Best In Show was judged by Town Mayor Cllr Geraldine Collins. The overall winner was Monty an 18-month old German Shepherd who had won Fabulous Fella as well as Public's Choice.

Sponsors for this year's show were Kimberly Cox Dog Training, Arden Grange, Leaders Buckingham and In The Dog 'Ouse.



Blooming Great Community Bulb Plant

On a warm Sunday morning in September, volunteers from the Town Council, Buckingham Rotary Club, Buckingham Table and Tree Wardens helped plant 4500 bulbs across Bourton Park. The event forms part of the Town Council's Climate Emergency Action Plan to increase biodiversity in the area and improve the appearance of the park.

Various wooded locations were planted with thousands of Snowdrops, Bluebells, Wild Garlic, Wood Anemones and Snake's Head Fritillary. By next springtime these will be in full bloom and really brighten up these sections of the Park.

Thank you to all our fantastic volunteers for enabling this positive event to take place, for adhering to social distancing guidelines and for being willing to get their hands (or gloves!) dirty.



This year's **River Rinse** was able to go ahead on Sunday 27th September with two small groups taking part. The Stowe Sub Aqua Group moved through the river, while the second group of river wardens and Town Council staff cleared the river bank.

The first rinse went from the car park on Bourton Road up to the cricket club. A lot of tree branches had to be cleared as they were overhanging the river or had fallen in the river slowing the flow of the water. Among the finds this year was a children's scooter.

The second rinse on Sunday 4th October was cancelled due to adverse weather caused by Storm Alex.



Future Events

Due to the current Government Guidelines around events and large gatherings, Buckingham Town Council's Town Centre & Events Committee made the decision in September to cancel the remainder of this year's events. These included the Charter Fair, Bonfire & Fireworks display, and the Christmas Light Switch On.

The decision to cancel the Charter Fair was a joint decision with Head Showman, Marshal Nichols of Nichols Amusements. Mr Nichols will bring a small juvenile ride into Buckingham so as to not affect the Charter. The ride will be non-operational.

Buckingham Town Council provide the road closure for the Remembrance Day Parade and the Christmas Parade. A joint decision was made with both the Royal British Legion and the Christmas Parade Committee that the parades should not go ahead this year.

In brighter news Buckingham is benefitting from three no parking charge Saturdays at Cornwalls Meadow car park! The next two take place on the 28th November and 12th December. Mark them in your diary and come along to enjoy our Saturday and Flea markets as well as our great range of independent shops.

Enterprise for All

Business Enterprise students at the University of Buckingham are being asked, 'what could the Buckingham High Street of the future look like?'.

The Business Enterprise and Innovation Unit (BEIU) has launched a new initiative called 'Enterprise for All', designed to help students on all courses develop their enterprise skills while studying for their degree.

In the first challenge, students are being asked to look at the common issues facing the local high street and across the country. Working in teams, students are preparing ideas for how businesses can use their unique attributes and support the high street to thrive.

Director of BEIU, Professor Nigel Adams said, 'One of our key objectives is to stimulate an enterprising spirit throughout the University and the region, and we are doing this by actively engaging with our community partners on projects like this one. We are interested in speaking with anyone from within the community who has enterprising ideas. We would be happy to help you develop them.'

167 words

The Bard of Buckingham

In October 2019, I entered the Buckingham Bardic trials. I had no expectations of becoming a Bard. What an honour, but what a big responsibility to become 'The voice of the community!'

When my term began, I wrote poems about events that happen in the town. My highlight was singing 'Turn the Lights on' just before the countdown to the Christmas light switch on. Another, was premiering a poem called 'Sunrise' for The Buckingham Literary Festival. My writing and recording didn't stop during the lockdown.

Now I'm writing a lot more about things around me; from politics and places, to people, feelings and faces. Poetry has become a major part of my life and I really enjoy doing it.

Hopefully my poems have helped one or two people during lockdown, and the verse has resonated with my readers. Being Bard has been a really memorable experience and I'm so grateful to everyone who has cheered me on.

I can't wait to find out who our next Bard of Buckingham will be. The next trial happens in the spring 2021. Please step outside your comfort zone and give it a go. It is life changing!

Dean Jones
The Bard of Buckingham

204 Words



Winter Safety Tips

Winter is almost upon us again. We're sure many residents are looking forward to 2021, but before we get there here are some tips to help you prepare for the colder months.

At home – Make sure you keep warm. Extra insulation can help keep your home warm, Citizens Advice may be able to support you with accessing financial help including the Green Homes Grant or Warm Homes Discount. Check you're on the best fuel tariff. Check your smoke alarm, as the risk of fires can increase in the winter months.

Bad weather - Keep a torch handy in case of power cuts. Salt from grit bins can be used to salt roads, paths and public areas only. It may be useful to get some extra salt or grit to keep your paths clear at home. Use a wide shovel to clear snow off your drive and around where you live.

On the road – Ensure your car tyres are OK for icy roads, and the anti-freeze is topped-up with a winter mix. Keep blankets, Hi-Viz waistcoats, drinking water, pre-packaged food like cereal bars and a snow shovel in your boot for emergencies. And if you have a mobile phone, remember to keep it charged in case you get stranded.

Social Distancing - During the holidays, think about how you can meet up with friends and family outdoors and widely spaced. If you do find yourself indoors a lot and are feeling blue, be sure to try and keep occupied with things you enjoy.

Be a good neighbour – Have you talked with your neighbours, especially the more vulnerable ones, about how you can help each other out in winter months? Could you offer to help them with shopping in icy/snowy weather? Remember to keep in contact with your relatives if they are or have been self-isolating due to Coronavirus, it's been a hard slog since spring and community support makes a big difference to those struggling or feeling lonely.



328 words

Continued Help and Support

For detailed information about Coronavirus, Buckingham and how to access support visit: www.buckingham-tc.gov.uk/coronavirus

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 available to support adults, families and carers. Call: 01296 383 402

For advice on how to manage money, debts, benefits, housing, employment issues 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

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 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.

246 Words



**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 15th OCTOBER 2020**

Contact Officer: Communications Clerk

Supported by Buckingham Town Council Logo Designs

1. Recommendations

It is recommended that Members indicate their style preferences for a new 'supported by Buckingham Town Council logo'. Officers will then approach graphic designers for the creation of a new logo.

2. Background

The 5th October Meeting of Full Council **AGREED** that "A new 'supported by Buckingham Town Council' text and logo image should be created for use by successful grants applicants. This should be funded from the Publicity budget, 102/4032."

A new shield logo was drafted for printing use when the Town Council flags at the Old Gaol were replaced in 2019. This had to be done as the images held by Officers for town Council use were not of the file type and size required for large scale printing use. Using these shield logo images as part of the 'supported by Buckingham Town Council' logo would mean that the resulting images should be of the correct quality to be used on large scale printing as appropriate.

A graphic designer must be employed to produce suitable images.

3. Suggested Designs

The following suggested text placement images have been put together to give an indication of possible styles.

a)



b)



c)



d)



Press Releases from Buckingham Town Council

11th August 2020 to 5th October 2020

PRESS RELEASE 182 – Bandjam Cancelled

25th August 2020 – Information about the cancellation of BandJam.

PRESS RELEASE 183 – Dog Show Moves Online

25th August 2020 – How to enter the online Dog Show.

PRESS RELEASE 180 – Diversity and Inclusion Group Request for Input

3rd September 2020 – The diversity and inclusion group asked for public comments on their group, as well as expressions of interest from anyone wanting to take part.

PRESS RELEASE 185 – Cancellation of Buckingham Events

11th September 2020 – Charter Fair, Bonfire and Fireworks, Remembrance Day and Christmas Parade Cancellation.

PRESS RELEASE 186 – Bulb Planting Bourton Park

15th September 2020 – 4,500 bulbs planted in Bourton Park with volunteers from the Rotary Club, Buckingham Table and Tree Wardens.

PRESS RELEASE 184 – Conservation Groups

22nd September 2020 – The work of local conservation groups in monitoring and improving the diversity of our local wildlife through supporting natural spaces.