



BUCKINGHAM TOWN COUNCIL

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Think Mask, Think Lateral Flow Test

COMMUNICATIONS
STRATEGY GROUP

23/02/2022

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Wednesday 2nd March 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/UC89BUTwVpjAOEldSlfcZC9Q/>

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 12th January 2022.

Copy circulated previously

4. Future Newsletter

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

[Appendix A](#)

5. Ongoing Development of Existing Websites

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



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.

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

6. Climate Emergency Action Plan Communications

To receive and discuss a written report from the Communications Clerk.

[CSG/116/21](#)

7. Social Media

To receive and discuss a report from the Office Apprentice.

[CSG/117/21](#)

8. Press Releases

To note and discuss a summary of the press releases issued by Buckingham Town Council since the previous CSG meeting on Wednesday 12th January 2022.

[Appendix B](#)

9. Chair's Items

10. Date of Next Meeting

Wednesday 6th April 2022 at 2pm.

To:

Cllr. R. Ahmed

Cllr. M. Gateley

Cllr. J. Harvey

Cllr. M. Try

Cllr. R. Willett

(Town Mayor)

Chair

Vice-chair

Summer Newsletter 2022 Article Ideas

Please note: 1 page = maximum 350 words, less with pictures. Each edition is a total of 16 pages.

Usual Pages:

Title	Page(s)	Content suggestions
Front Cover	1	Summer events pictures, archive Jubilee or Royal visit image
Message from your Mayor	1	
Past events	1 ½ page	Pancake Race, Food Fair, Green Spring Fair, Annual Town Meeting
Current events	1 page	May Day Jubilee events: Celebrate Buckingham Day, Music in the Market, Picnic on the Pitch
Future events	2 page	Fringe Week, Summer Basketball, Play around the parishes, outdoor theatre, BandJam, Dog Show
Your views count	¼ page	As usual
List of Councillors & Numbers	1 page	As usual
Events Diary	1 page	Dates until end of December

Total = 8 ¾ pages

Summer articles required:

Title	Page(s)	Content suggestions
Grant Recipients	2 pages	Short summary of the awardees amounts & projects
What did your Council achieve in 2021-2022	2	Reports from 4 main committees, and sub committees (where relevant)

Total = 4 pages (Running total = 12 ¾ pages)

Summer articles suggested:

Title	Page(s)	Content suggestions
New staff members	½ page	Introduction to Committee Clerk, new green spaces team member and new estates admin role.
Spotlight on Buckingham Market & Flea Market	1 page	Profile of the markets, variety of stalls and how to get involved.

Appendix A

Earth Day Schools Project	1 page	Pictures of the recycled art created by secondary schools for the Annual Town Meeting
Swan Trail	1 page	Advanced details about the trail and progress creating the swans
Report on the Eco Annual Town meeting (JH)	1 – 2 pages?	Outputs from the ATM plus pics
Article on the Flood report (JH)	1 page	S19 report – if available.

Total space available = 3 ¼ pages

Buckingham Town Council
Communications Strategy Group
Wednesday 2nd March 2022

Contact Officer: Louise Stubbs, Communications Clerk

Climate Emergency Action Plan (CEAP) Communications

1. Recommendations

1.1. It is recommended that Members note this report.

2. Background

2.1. At the request of the Chair of the Communications Strategy Group a written strategy has been produced outlining steps taken by officers to highlight the Climate Emergency Action Plan.

3. Strategy

3.1. All relevant press releases reference and link to the Climate Emergency Action Plan on the Town Council website.

3.2. The new website will include an expanded Climate Emergency Action Plan section with multiple pages, focusing on the seven different priority areas from the plan.

3.3. A colour scheme and Action Plan logo have been chosen for use across the web pages, social media posts and any relevant print items. These tie in with the existing branding used on Buckingham Town Council vans.



3.4. Fortnightly blog posts on the website, which will be a combination of new content, archive newsletter articles and updates on long term environmental projects.

3.5. These blog posts will be circulated on social media and as part of the email newsletter.

3.6. Statistics & quotable facts to be used where possible and within the annual review of the CEAP.

4. Environmental Impact

4.1. All items are digital and therefore the environmental impact is minimal.

**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
WEDNESDAY 2nd MARCH 2022**

Contact Officer: Bethanie Dowden, Office Apprentice

Social Media Content report September – December 2021

Recommendations

It is recommended that Members note this report.

Background

During 2020, Officers revised their approach to social media content. All campaigns are now categorised as high, low or medium importance, with differing targets for each. The full details of how progress with our social media is assessed are available in report **CSG/120/20**.

Per Campaign Analysis

Most of the projects in this quarter ran smoothly with little to no delays or impacts from the ongoing Coronavirus restrictions. However, there were some delays or changes due to other factors, including the weather. There were more 'high' and 'medium' level projects in this quarter than previous quarters which required large amounts of officer time as they related to in-person events.

Officers involved in creating the content this quarter were: Communications Clerk, Committee Clerk, Office Apprentice, Events Coordinator, Lace Hill Centre Manager / Town Centre Manager and Markets Manager.

1.1 Celebrate Buckingham Day (High)

Engagement	Excellent engagement before, during and after the event. Despite the event being delayed until September due to Coronavirus, many people stayed interested and keen to find out updates. The YouTube video of all the voluntary and community groups performed very well and has had 200 views so far.
Reach	Up to 5k (met target)

Facebook campaign targets	Updates clearly communicated, lots of great feedback and great photos received from the public.
Twitter campaign targets	High number of retweets and engagement.
Progress towards long term targets	Excellent level of positive interactions with the public and organisations, noticeable increase in follower numbers, reaching new accounts.

1.2 Flooding Preparedness (High)

This project was delayed while awaiting the final flooding report from Buckinghamshire Council.

1.3 Christmas Lights Switch On (High)

Engagement	Great engagement in the run up of the event with people getting excited about the attractions on offer.
Reach	Up to 8k (exceeded target)
Facebook campaign targets	Cancellation message was clearly communicated however due to the volume of people who usually attend the event, some people still gathered in the town centre.
Twitter campaign targets	Lots of retweets and partner engagement.
Progress towards long term targets	Very good engagement and reach, very positive interaction even after it was cancelled, good number of new followers.

1.4 Otter Auction (Medium)

Engagement	High level of engagement.
Reach	Up to 1.5k (met target)
Facebook campaign targets	High numbers of shares and interaction with the public. Received lots of great photos of the people with their otters.
Twitter campaign targets	High number of retweets.

Progress towards long term targets	Continued engagement after the initial event and auction with requests for the event to come back again in 2022. Extremely popular online and in-person with residents and tourists. All otters sold.
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1.5 Remembrance Day Parade (Medium)

Engagement	Great attendance at the event.
Reach	Up to 1.5k (met target)
Facebook campaign targets	Road closure and big screen information communicated clearly resulting in very little issues on the day.
Twitter campaign targets	High number of retweets and partner engagement.
Progress towards long term targets	Lots of great photos and videos gathered which can be reused in future. Increase in followers.

1.6 Christmas Parade (Medium)

It was not possible for Officers to create a significant amount of on the day event coverage due to Coronavirus restrictions and staff sickness.

Engagement	Great attendance at the event and high level of engagement in the run-up.
Reach	Up to 3.5k (met target)
Facebook campaign targets	Road closure information communicated and understood as well as positive feedback from the public and those involved in the event.
Twitter campaign targets	Retweets and engagement from press.
Progress towards long term targets	Increase in followers.

1.7 Bonfire & Fireworks (Medium)

Engagement	Great levels of engagement, event greeted very positively, and event attended well.
Reach	Up to 4k (met target)
Facebook campaign targets	Event timings, location and parking were communicated clearly, and queries were answered

	promptly. Lots of positive interactions with the public.
Twitter campaign targets	High number of retweets. Partner engagement sparked some debate.
Progress towards long term targets	A wide number of Officers and Councillors took photos and videos, creating a good quality library that can be reused in future. Noticeable increase in followers.

1.8 Dog Show (Medium)

Engagement	Great attendance at the event and positive engagement with the public on the day and after.
Reach	Up to 3k (met target)
Facebook campaign targets	Excellent engagement, high number of comments and shares. Classes and other event information communicated in advance on all platforms including the website.
Twitter campaign targets	Retweets and partner engagement.
Progress towards long term targets	Significant rise in social media followers and engagement related to the Dog Show.

1.9 Charter Fair (Medium)

Engagement	High level of engagement for the return of the charter fair after missing it due to covid, always popular with residents and the public.
Reach	Up to 10k (exceeded target)
Facebook campaign targets	A lot of conversation surrounding road closures, suspended parking and towing of vehicles. Both weekends well attended, queries answered promptly and used for updates on the day.
Twitter campaign targets	Lots of retweets and partner engagement. External press sparked some debate around parking.
Progress towards long term targets	Great photos and videos gained for future use. Good level of positive feedback overall. Increase in followers and engagement throughout.

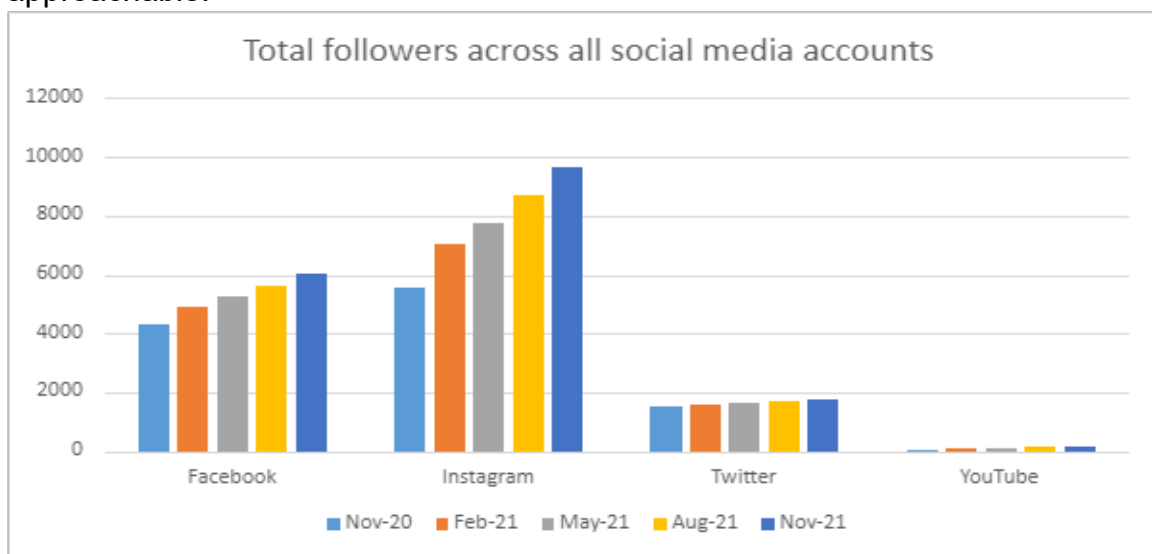
Long Term targets progress:

Overall, the return of some of our larger annual events has helped our social media presence, increasing our post rate for wider advertising, and with a high number of users interested in the content. There were many positive indications that we are promoting events well to residents of Buckingham, surrounding areas and further afield. In total there are now more than 16,000 social media accounts following a Buckingham Town Council social media account, and engagement has been fantastic throughout the Autumn quarter.

All Town Council accounts have seen a rise in followers. Growth through the Summer was good with 7% growth on the main Town Council Facebook account, and this has risen 8% since November. Discover Buckingham's Instagram followers rose 11% compared to 9% in the previous quarter.

Instagram Reels: This summer we began utilising and experimenting with Instagram Reels – a short viral video platform similar to TikTok, within a platform we already use. The most popular reel produced reached more than 4,000 accounts and featured the Town Crier announcing the opening of the Otter Trail. Other well-performing reels included small video snippets of bouncy castle slides, competition entries and music festivals. The latest reel features three Councillors performing a small skit at the pancake race and reached nearly 900 accounts in two days.

This is an area we will be continuing to develop and trial – with a focus on fun, Buckingham positive and shareable content that frames the Council as approachable.



Future Social Media Plans:

Officers are planning online content for January – April 2022. These include:

High:

- Food Fair
- Annual Town Meeting

Medium:

- Pancake Race
- Lace Hill Easter Bazaar
- New Website Consultation
- Twinning Celebration
- Holocaust Memorial
- Spring Fair

Low:

- Climate Emergency Action Plan Blogs
- May Day
- Budget
- Tree Planting
- Cemetery Consultation
- Parks Week
- Spring Spotted Sheet
- Press releases
- Reposting newsletter articles
- Green spaces content
- Committee Summaries
- Service Updates
- Promotion for all business activities

Officers next review will include events marketing and small-scale community projects and competitions.

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Press Releases from Buckingham Town Council

7th January 2022 – 22nd February 2022

PRESS RELEASE 257 - Buckingham's Tree-mendous Tribute

A community tree planting to commemorate the Queen's Platinum Jubilee Year.

PRESS RELEASE 258 - Buckingham Commemorating Holocaust Memorial Day

Details of the Holocaust Memorial Day event in Buckingham and the meaning behind it.

PRESS RELEASE 259 – Year of Joy from Buckingham Town Council

Outlining the full list of events planned to take place in 2022.

PRESS RELEASE 260 – Buckingham Town Council sets low budget increase

Highlighting the slight increase in the Council Tax bill for a Band D household in Buckingham.

PRESS RELEASE 261 – Buckingham Marks Holocaust Memorial Day 2022 and Unveils Memorial Stone

Details of the Holocaust Memorial Day event and the mayor's statement that was read out on the day.

PRESS RELEASE 262 – Community Gardening in Bee-utiful Buckingham

Opportunities and guidance on community gardening in Buckingham.

PRESS RELEASE 263 – Cemetery tidy up before spring maintenance

Asking members of the public to remove any old Christmas wreaths or flowers in the Cemetery to help our operatives cut the grass safely.

PRESS RELEASE 264 – Over £30,000 to be given to local groups in Buckingham as Town Council Grants

Several projects identified and chosen for grant funding from the council this year.

PRESS RELEASE 265 – The Mayor of Buckingham’s Civic Service

Details of the Mayor of Buckingham’s Civic Service, including the theme and who attended.

PRESS RELEASE 266 – Green Fingered Social Enterprise - Make Money Mowing

An existing social enterprise to be rebooted to help maintain the town’s housing estates’ greenspaces and roadside verges.

PRESS RELEASE 267 – Half Term fun at Buckingham Pancake Races

Announcement that the annual Pancake Races are back on Tuesday 22nd February 2022, on the green outside St Peter and St Paul Church.

PRESS RELEASE 268 – Buckingham’s Unique Tourist Information Centre

Spotlight on the Tourist Information Centre and it’s services.

PRESS RELEASE 269 – Buckingham Celebrates the Platinum Jubilee

Line-up of events that are planned for the Queen’s Platinum Jubilee.

PRESS RELEASE 270 – Report suspicious behaviour after cemetery thefts

Identifying the recent cemetery thefts and how the local Neighbourhood Policing Team are monitoring incidents.

PRESS RELEASE 271 – Green Spaces team clear up after Storm Eunice fells trees

Greenspaces team helping to clear up debris in and around Buckingham from the storm.

PRESS RELEASE 272 – Buckingham Food Fair

Advertising the food fair and the local traders who will be attending along with additional activities funded from the welcome back fund.

PRESS RELEASE 273 - Eggstra-flipping fun at Buckingham Pancake Races

Round up of the Pancake race and winners of each category.

PRESS RELEASE 274 – Where Angels fear to tread?

Information about the long campaign to repair a failed section of road at Buckingham Industrial Estate.

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