



BUCKINGHAM TOWN COUNCIL

TOWN COUNCIL OFFICE, BUCKINGHAM CENTRE,
VERNEY CLOSE, BUCKINGHAM. MK18 1JP

Telephone/Fax: (01280) 816 426

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www.buckingham-tc.gov.uk

Think Mask, Think Lateral Flow Test

COMMUNICATIONS
STRATEGY GROUP

31/08/2022

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Thursday 8th September 2022 at 1pm** at the Town Council Chamber, Cornwall's 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/>

Ms. Claire Molyneux
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 20th July 2022.

Copy circulated previously

4. Future Newsletter

To decide what we want to achieve with our next newsletter and outline the content. [Appendix A](#)



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.

5. Review of Photography Consent Form

To review and agree minor amendments to the Photography Consent Form

[Appendix B](#)

6. Banner Policy Review

To review and agree the proposed changes to the Banner Policy from the Interim Deputy Town Clerk

[CSG/62/22](#)

7. Ongoing Development of Existing Websites

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

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

8. Social Media Exception Report

To discuss the social media report from the Administrator.

[CSG/63/22](#)

9. Press Releases

To note and discuss a summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on Wednesday 20th July 2022.

[Appendix C](#)

10. Chair's Items

11. Date of Next Meeting

Thursday 13th October 2022 at 1pm.

To:

Cllr. R. Ahmed

Cllr. M. Gateley (Town Mayor)

Cllr. J. Harvey (Chair)

Cllr. M. Try (Vice-Chair)

Winter Newsletter 2022 Article Ideas

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

Distribution of this edition will be from 25/11/2022.

Usual Pages:

Title	Page(s)	Content suggestions
Front Cover	1	Winter Scene Picture
Message from your Mayor	1	
Past events	2 pages	Basketball Sessions, Dog Show, River Rinse 1, Bardic Trial, River Rinse 2, Charter Fair, Halloween Event, Bonfire & Fireworks
Current events	1 page	Remembrance Parade, Winter Fair, Christmas Lights Switch On
Future events	1 page	Christmas Parade, Community Fair, Pancake Race, Food Fair
Your views count	¼ page	As usual
List of Councillors & Numbers	1 page	As usual
Events Diary	1 page	Dates until April

Total = 8 ¼ pages

Winter articles required:

There are no articles required for this edition.

Winter articles suggested:

Title	Page(s)	Content suggestions
Neighbourhood Plan	1 page	Update on the new Neighbourhood Plan or next steps
Update on the New Skatepark	½ page	Update from Buckinghamshire Council / EA on the new skatepark. Agreed from June meeting.
What is s106?	1 page	Article to define what s106 is about. Agreed from June meeting.
Cemetery Consultation	1 page	If timing is suitable
Winter Safety Tips	¾ page	Tips residents can use to keep safe in winter.

Appendix A

Bridge Repairs Update	1 page	Update on Bourton Bridge repairs.
Youth Council	1 page	Update on the new Youth Council
Christmas Card Contest	1 page	Winners and card promotion
Swan Trail	½ page	Sponsorship Opportunities

Total space available = 4 ³/₄ pages

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BUCKINGHAM TOWN COUNCIL Appendix B

TOWN COUNCIL OFFICES, BUCKINGHAM CENTRE,
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Email: townclerk@buckingham-tc.gov.uk
www.buckingham-tc.gov.uk
Town Clerk: Ms. C. Molyneux

PHOTOGRAPHY AND RECORDING CONSENT FORM

To help us comply with the Data Protection Act 2018, we would like your consent before we take a photograph or recording of you, your child, young person or the vulnerable adult for whom you are responsible.

Buckingham Town Council is the controller of the personal data you provide. The Data Protection Officer is Claire Molyneux, the contact details are as above. We rely on your consent as our legal basis for processing your personal data. You may withdraw this consent at any time by contacting the Data Protection Officer.

The photograph or recording may be sent out to the media for promotional purposes and publications. It may also be used in our publications or those of our partners or used in exhibitions or on our website or social media accounts to promote our services and events. We will only process your personal data for these reasons unless we are under a legal obligation to do otherwise.

Please note that websites and social media accounts can be seen throughout the world and not just in the United Kingdom where UK law applies.

This form is valid for five years from the date of signing and copy of this completed form will be stored and linked to all relevant transparencies, negatives, digital image files or prints.

You have the right to access your personal data held by us, the right to rectification of inaccurate personal data, the right to request erasure of your personal data, the right to request restriction of processing, the right to receive or have your personal data sent to another controller in a portable format, and the right to object to us processing your personal data. You have the right to lodge a complaint with the Information Commissioner's Office by calling 0303 123 1113 or via their website ico.org.uk

I have read and understood the information above and give consent for Buckingham Town Council, its partners and the media to use the photographs/recordings as detailed in this form.

Location of Photograph
Name of person in image
Phone number or email
Address

(your contact details and name will not be shared with your image)

If your photograph has been taken as a competition winner, and you consent to your first name being shared in this context, please tick this box.

If signing on behalf of a child or person unable to sign for themselves, please give their name and your relationship to them.

Name of guardian
Relationship

Print name: _____ Signature: _____

Date: _____

Please pass this form back to the photographer or event organiser, Thank you

Buckingham Town Council
Communications Strategy Group
Thursday 8th September 2022

Contact Officer: Louise Stubbs, Interim Deputy Town Clerk

Revised Banner Policy

1. Recommendations

1.1. It is **RECOMMENDED** that Members accepted the proposed amendments to the Banner Policy.

2. Background

2.1. Members agreed a proposed Banner Policy on 10th July 2022. It was agreed that some amendments would be made by officers and a revised policy would be presented to the September meeting of the Communications Strategy Group. (min. 196/22)

3. Changes to the policy

3.1. It is **RECOMMENDED** that the following amendments are made to the Banner Policy.

Policy name changed to **Banner and Noticeboard Policy**.

Addition under **Policy on the display of banners in Buckingham town centre**:

As there is no payment for banner spaces, anyone making a booking is invited to donate to the Mayor's Charities: www.buckingham-tc.gov.uk/your-town-council/councillors/buckingham-mayor

Change to **1. How to ask permission for a banner to be displayed**:

1.1. To enquire about availability and booking of a banner space, please contact the Town Council: admin@buckingham-tc.gov.uk or call 01280 816 426.

Changes to **2. What kind of banners can be displayed?**

2.1. Requests will only be accepted for banners that promote local events that take place in the parish of Buckingham. The parish map can be viewed on Buckinghamshire Council's website: www.buckscc.gov.uk/services/community/research/boundary-maps Events are defined as one-off occasions, for example: a concert, theatre performance, sponsored race or non-profit open day.

2.2. Banners must be of good quality, waterproof and fixed securely so they do not come loose and cause a hazard to road users. They should be able to be read easily and quickly.

2.3. Environmental requirements:

2.3.2. Where possible, banners should be reusable, and should be fixed securely to the railings using reusable fixings that do not damage the railings, for example: reusable cable ties or rope. Weatherproof stickers can be used to change the dates on old banners.

2.3.3. When buying a banner consider buying recyclable or environmentally friendly options.

Change to **5. Who is responsible for the banners?**

5.2. When removing the banner all fixings must all be removed from the railings.



Buckingham Town Council
Banner and Noticeboard Policy

Date Agreed: 20/7/22
Minute Number: 196/22
Prepared by: Louise Stubbs
Version: 1.2

Policy and criteria on the display of Banners

Buckingham Town Council may remove any banner which does not have permission for display from Buckinghamshire Council or (within the town area) the Town Council.

Policy on the display of banners in Buckingham town centre:

Banners may be used to advertise local events on the railings of the town centre in Buckingham, where they are not a traffic hazard both in themselves or by causing drivers to slow or stop to read them. Banner slot bookings are free, but permission must be given by the Council.

As there is no payment for banner spaces, anyone making a booking is invited to donate to the Mayor's Charities: www.buckingham-tc.gov.uk/your-town-council/councillors/buckingham-mayor

1. How to ask permission for a banner to be displayed:

- 1.1. To enquire about availability and booking of a banner space, please contact the Town Council: admin@buckingham-tc.gov.uk or call 01280 816 426.

2. What kind of banners can be displayed?

- 2.1. Requests will only be accepted for banners that promote local events that take place in the parish of Buckingham. The parish map can be viewed on Buckinghamshire Council's website: www.buckscc.gov.uk/services/community/research/boundary-maps
 Events are defined as one-off occasions, for example: a concert, theatre performance, sponsored race or non-profit open day.
 This does not include:
 - 2.1.1 Advertising for any event that takes place outside of the parish of Buckingham. Being of general interest to the area is not considered to 'within the parish boundary' without a specific local location.
 - 2.1.2. Commercial advertising, including special offers/business open days or for recruitment. Commercial advertising is subject to planning permission via Buckinghamshire Council.
- 2.2. Banners must be of good quality, waterproof and fixed securely so they do not come loose and cause a hazard to road users. They should be able to be read easily and quickly. The maximum size for banners is:

2.2.2. Cattle Pens: 6ft x 4ft

2.2.3. Old Gaol: 6ft x 3ft

2.3. Environmental requirements:

2.3.2. Where possible, banners should be reusable, and should be fixed securely to the railings using reusable fixings that do not damage the railings, for example: reusable cable ties or rope. Weatherproof stickers can be used to change the dates on old banners.

2.3.3. When buying a banner consider buying recyclable or environmentally friendly options.

3. Poster Policy

- 3.1. Under the same criteria as banners in policy 2, ie that they must be for local events, posters can be displayed in the Town Council noticeboards.
- 3.2. To take part, please print and laminate eight A4 posters for your event, and drop them off at the Town Council offices before 5pm on Thursday each week.
- 3.3. Posters will be displayed no more than 2 weeks in advance of the event.
- 3.4. Space is limited, and posters will be displayed on a first come, first served basis.

4. Where and when can banners be displayed?

- 4.1. The Cattle Pen railings opposite Cornwalls Meadow Car Park, and the railings by the Old Gaol entrance.
- 4.2. A banner display can only be booked for one week at a time, or for two weeks where one week is at each location.
- 4.3. A maximum of two banners at each location at one time will be given permission.
- 4.4. Banner slots are available a maximum of six months in advance and will be distributed on a first come, first served basis.
- 4.5. Groups who make multiple requests for banner slots will be limited to two, two-week bookings per six months.

5. Who is responsible for the banners?

- 5.1. The person booking the banner slot is responsible for putting up and taking down their banner.
- 5.2. When removing the banner all fixings must all be removed from the railings.
- 5.3. The Town Council takes no responsibility for the security of any banner while in place. Where a banner is removed by the Council, under policy 6, appropriate care will be taken.

6. What happens to banners displayed without permission from Buckingham Town Council or Buckinghamshire Council?

- 6.1. If possible, the owner will be contacted and asked to remove the banner within 24 hours.

- 6.2. If the banner is not removed, the Town Council will remove the banner. Any banners removed will be kept for two weeks and then disposed of as the Town Clerk or authorised representative of the Town Council decides.

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**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP**

Thursday 8th September 2022

Contact Officer: Bethanie Dowden, Office Apprentice

Social Media exceptions report June – August 2022

1. Recommendations

It is recommended that Members note this report.

2. 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/130/20**.

Members requested outlier reports on any particularly high or low performing content at each meeting. (min. 702/21)

3. Exceptions report June - August 2022

Several projects were run in the June - August 2022 period. Almost all met their internal targets.

Particularly high performing:

3.1 Celebrate Buckingham Day

Celebrate Buckingham Day more than tripled its reach, with particularly high engagement on the event schedule and thank you for attending the event posts. Stall holders feedback stated that they were extremely happy with how the event was organised and marketed.

3.2 Fringe Week

The Fringe Week reached more than double its targets with highest engagement on the initial post listing all the events planned. The individual events that received the most engagement was the Skatepark event, Art in the Market and Family Fun Day.

3.3 Peter Pan – Outdoor Theatre

The outdoor theatre production of Peter Pan hit its targets across most of the posts and received lots of engagement with high numbers of shares and interaction from the public throughout.

- 3.4 Other high performing press releases online included: pride month flag raising, Buckingham's banking hub and grants awarded promotion.

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

Press Releases from Buckingham Town Council

31st May – 26th August 2022

Please note 'published' refers to publication in the local newspaper. All press releases are published on the Town Council website and promoted on social media.

PRESS RELEASE 299 – Right Royal Picnic

Published 03/06/2022

PRESS RELEASE 300 – Celebrate Buckingham Day Returns

Published 10/06/2022

PRESS RELEASE 301 – Dancing in the street at Music in the Market

Published 10/06/2022

PRESS RELEASE 302 – Queen's Jubilee Picnic on the Pitch Celebrations

Published 10/06/2022

PRESS RELEASE 303 – Pride Flag raised for first time in Buckingham

Published 17/06/2022

PRESS RELEASE 304 – Be involved for the bees: Buckingham In Bloom Competition is now open!

Published 24/06/2022

PRESS RELEASE 305 – Mayor Making

Published 17/06/2022 and featured in Clerks and Council's Direct.

PRESS RELEASE 306 – Buckingham Town Centre Is Blooming with Colour

This press release was not published.

PRESS RELEASE 307 – Buckingham Fringe Week to celebrate local artists, culture and outdoor summer fun

Published 01/07/2022

PRESS RELEASE 308 – Buckingham is a #lovetreezone

This press release was not published.

PRESS RELEASE 309 – New Litter Pickers for Buckingham

Published 01/07/2022

PRESS RELEASE 310 - Live Q&A gives refugees chance to find out more about settling into Buckinghamshire

Published 24/06/2022

PRESS RELEASE 311 – Celebrate summer with a trip from Buckingham to Neverland

Published 01/07/2022

PRESS RELEASE 312 – Listen to our needs, demands Buckingham

Published 15/07/2022

PRESS RELEASE 313 – Buckingham Banking Hub wants to know your ideas

Published 08/07/2022 and appeared on BBC Radio 4

PRESS RELEASE 314 – Skating into Buckingham Fringe Week

This press release was not published but Art in the Market featured on BBC South TV.

PRESS RELEASE 315 – Magic in the Market

This press release was not published.

PRESS RELEASE 316 – Free family adventures in Buckingham with an augmented reality story trail

This press release was not published.

PRESS RELEASE 317 – Stilt walkers, skaters and family fun kick off Buckingham Fringe Week

Published 22/07/2022

PRESS RELEASE 318 – Free Play Around the Parishes and Basketball Sessions are back for the Summer Holidays

This press release was not published.

PRESS RELEASE 319 – Stage set for Peter Pan to fly in for open-air theatrical treat

Published 29/07/2022

PRESS RELEASE 320 – Fringe week brought summer fun to Buckingham

This press release was not published.

PRESS RELEASE 321 – Grants and awards for groups looking to Buckingham's future

Published 29/07/2022

PRESS RELEASE 322 – Buckingham backs the Lionesses

This press release was not published.

PRESS RELEASE 323 – No BBQs in Buckingham's Parks

Published 12/07/2024

PRESS RELEASE 324 – Families enjoy a swashbuckling outdoor performance of Peter Pan by J.M Barrie

Published 19/08/2022

PRESS RELEASE 325 – New venue for Buckingham's The Film Place

Published 26/08/2022

PRESS RELEASE 326 – A real way along the railway

Published 26/08/2022

PRESS RELEASE 327 - BandJam to Rock Buckingham Town Centre

Published 26/08/2022

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