



# BUCKINGHAM TOWN COUNCIL

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Think Mask, Think Lateral Flow Test

COMMUNICATIONS  
STRATEGY GROUP

13/07/2022

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Wednesday 20<sup>th</sup> July 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](mailto: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/>

*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. Election of Chair**

To elect a Chair of the Committee for 2022 – 2023.

**2. Election of Vice-Chair**

To elect a Vice-Chair of the Committee for 2022 – 2023.

**3. Apologies for Absence**

Members are asked to receive apologies from Members

**4. 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.

**5. Meeting Notes**

To review and agree the notes from the last meetings held on Wednesday November 24<sup>th</sup> 2021 and Wednesday March 2<sup>nd</sup> 2022.

**Copy circulated previously**



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.

## 6. 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

## 7. Future Newsletter

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

## 8. Review of the distribution of the Welcome Pack

To receive and discuss a report from the Office Apprentice [CSG/07/22](#)

## 9. Banner Policy

To review and agree proposed changes to the Buckingham Town Council Banner Policy. [CSG/08/22](#)

## 10. Online Updates

To receive an update on the Online Updates from the Communications Clerk [CSG/09/22](#)

## 11. Ongoing Development of Existing Websites

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

- [www.buckingham-tc.gov.uk](http://www.buckingham-tc.gov.uk)
- [www.discoverbuckingham.uk](http://www.discoverbuckingham.uk)

11.2. To receive and discuss the annual website analytics report from the Communications Clerk. [Appendix B](#)

## 12. Social Media (exceptions report)

To receive and discuss a report from the Communications Clerk [CSG/10/22](#)

## 13. Review of YouTube usage

To receive an annual report from the Office Apprentice [CSG/11/22](#)

## 14. Press Releases

To note and discuss a summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on Wednesday 2<sup>nd</sup> March 2022.

[Appendix C](#)

## 15. Change of Meeting Dates/Days

15.1 To receive and discuss a verbal report from the Communications Clerk on the trial online editorials meetings.

15.2 To review and agree the proposed new meeting dates for Communications Strategy Group 2022:

Thursday 8<sup>th</sup> September at 2pm – in person at Council Chamber

Thursday 13<sup>th</sup> October at 2pm – informal meeting online via Teams to edit articles only.

Thursday 24<sup>th</sup> November at 2pm – in person at Council Chamber

## 16. Chair's Items

## 17. Date of Next Meetings

Thursday 8<sup>th</sup> September at 2pm – in person at Council Chamber

To:

Cllr. R. Ahmed

Cllr. M. Gateley

Cllr. J. Harvey

Cllr. M. Try

Chair (Town Mayor)

**Autumn 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	Autumn events picture
Message from your Mayor	1	
Past events	2 pages	Celebrate Buckingham Day, Jubilee Beacon Lighting, Music in the Market, Picnic on the Pitch, Jubilee Civic Service, Fringe Week, Play Around the Parishes, Outdoor Theatre, Bandjam
Current events	1 page	Dog Show, River Rinse 1
Future events	2 pages	Bardic Trial, River Rinse 2, Charter Fair, Halloween Event, Bonfire & Fireworks, Remembrance Parade, Winter Fair, Christmas Lights Switch On, Christmas Parade, Community Fair
Your views count	¼ page	As usual
List of Councillors & Numbers	1 page	As usual
Events Diary	1 page	Dates until end of March '23

Total = 9 ¾ pages

Autumn articles required:

Title	Page(s)	Content suggestions
Where the money came from and how we spent it	2 pages	

Total = 2 pages (Running total = 11 ¼ pages)

Autumn articles suggested:

Title	Page(s)	Content suggestions
New deputy mayor	½ page	Introducing the new deputy mayor
Mayor's charities	½ page	Identifying the mayors' new charities
Mayor Making/ Civic Awards	¾ page	Roundup of mayor making event and recipients of awards
New Town Clerk	½ page	Introducing new Town Clerk

Litter picking projects	½ page	Coverage of new litter picking equipment & stations
Spotlight on Buckingham Market & Flea Market	1 page	Agreed to be moved to the Autumn 2022 Newsletter.
Fire Service	½ page	Promoting recruitment of staff for local station
Memorial Testing at Brackley Road Cemetery	½ page	Cemetery consultation wouldn't be ready by the time it gets printed. This is taking place now until end of the year.
Vale Countryside Volunteers	½ page	Highlight the clearing of vegetation at the Buckingham Sand Pit.
Buckinghamshire Adult Learning	½ page	Course promotion

Total space available = 4 ¾ pages

*Suggestions list 1 page over space available.*

### Speculative articles received:

From the Office: Memorial Testing (234 words)

Buckingham has a beautiful and historic cemetery that is over 150 years old which Buckingham Town Council is responsible for maintaining. A part of its commitment to providing an attractive and safe cemetery for its visitors the Town Council has started to assess the safety of memorials in the cemetery.

The Town Council will undertake a programme of memorial safety testing in an appropriate and sensitive manner. This will be an ongoing process with all the cemetery's headstones and memorials being tested over a 5-year period. The holder of the grave deed is ultimately responsible for the maintenance of the memorial. In the first instance any unsafe memorials will supported using a wooden stake and nylon banding. The council would like to stress that if any unsafe memorials are found they **will not** be laid flat unless there is no alternative to making them temporarily safe until they can be repaired. The Council will contact the deed holders of any unsafe structures.

We would also like to take this opportunity to ask if any deed holders of burial plots in the cemetery could update the Town Council with their current address, if it has changed since being issued with the original burial deed. The Town Council would be more than happy to answer any questions anyone has about the memorial testing at the cemetery, please contact:

Lee Phillips - 01280 816462 – [greenspaces@buckingham-tc.gov.uk](mailto:greenspaces@buckingham-tc.gov.uk)

[From Cllr. Mark Cole: Vale Countryside Volunteers \(159 words\)](#)

Vale Countryside Volunteers have been clearing vegetation at the Buckingham Sand Pit, off Stratford Road, one of the county's most interesting geological sites. The site shows evidence of the Ice Age glaciers and their melt waters which reached this far south 450,000 years ago. The pit - once used for extracting building materials - has boulders, rocks, pebbles and clay amongst the sand, some from as far away as Scandanavia.

The volunteers - including Buckingham Town Cllr Sue Hetherington (front right), shown in front of a rock face - have been working with Buckinghamshire Council Ecologist Paul Holton to ready the site for summer visitors including students from Oxford and Cambridge Universities, and from Bucks Geology. The Sand Pit is normally fenced off and locked, but visits can be arranged for other interested groups. The site is currently owned by Buckinghamshire Council, but discussions are ongoing about it possibly being devolved to Buckingham Town Council sometime in the future.

[From Buckinghamshire Adult Learning \(204 words\)](#)

Inspiring learning, changing lives

Have you heard about Buckinghamshire Adult Learning? We offer over 1,500 part-time courses across the county including the Buckingham Centre, next to the Library on Verney Close, Lace Hill Community Centre in Buckingham and Waddesdon Manor.

Courses range from one-day to one-year and we cover beginner through to advanced levels, offering daytime and evening flexibility.

Our tutors are dedicated and passionate about their subjects. Classes allow you to develop your skills, knowledge and confidence, in an environment where both tutors and learners offer support and encouragement.

We are offering the following courses in and near to Buckingham from September 2022:

- Apprenticeships
- Creative Writing
- Digital Photography
- Digital Skills
- Drawing and Painting
- English, maths and English for Speakers of Other Languages
- Family Learning
- Floristry and Flower Arranging
- French

- Italian
- Pottery
- Spanish
- Stained Glass

To find out more or book a course, please visit [www.adultlearningbc.ac.uk](http://www.adultlearningbc.ac.uk) or call 01296 382403.

To find out how you can get help with the cost of your course, together with information on applying for a course loan, visit our website or call us to discuss in person. English and maths courses are fully funded for adults who do not already have A\*- C or 9-4 grade at GCSE.

### **Photo caption**

Clay bust created by a learner at the Buckingham Centre

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**Buckingham Town Council**  
**Communications Strategy Group**  
**Wednesday 20<sup>th</sup> July 2022**

Contact Officer: Bethanie Dowden, Office Apprentice

**Welcome Packs**

**1. Recommendations**

1.1. It is recommended that Members continue to supply welcome packs to new residents of Buckingham through local estate agents.

**2. Background**

2.1. We currently supply welcome packs through the Tourist Information Centre, Buckingham Library, and via estate agents.

2.2. A digital version has been developed with the University of Buckingham for distribution to students.

2.2. We currently supply welcome packs to Russell & Butler, Connells, Leaders and Alexander & Co and I have emailed all of them asking how this process is going and whether they are happy to continue supplying the welcome packs on our behalf.

The replies received include:

*“We have managed to give all the welcome packs you have supplied so far out to local residents.”*

*“We have given them to new residents and no one has refused them.”*

*“I think it is a good idea for you to keep supplying them and we are more than happy to hand them out.”*

2.3 Each estate agent was initially given 50 welcome packs and then some requested more as they were very popular. A total of 250 welcome packs have been supplied and 220 of those welcome packs have been received by new residents and homeowners. This is considerably more than the previous distribution rate of around 150 a year.

2.2 I have also contacted the three other estate agents in Buckingham who aren't already involved in this process to see if they would like to start supplying welcome packs to new residents. They have not yet responded.

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**Buckingham Town Council**  
**Communications Strategy Group**  
**Wednesday 20<sup>th</sup> July 2022**

Contact Officer: Louise Stubbs, Communications Clerk

**Revised Buckingham Banner Policy 2022**

**1. Recommendations**

1.1. It is recommended that Members **AGREE** to the revised Banner Policy.

**2. Background**

- 2.1. Since the return to public events and activities after Coronavirus restrictions there has been a steady rise in the number of enquiries the Town Council receives about using banners to advertise in the town centre. Currently, we are receiving 15-20 a month, although not all go ahead with booking a slot.
- 2.2. Since this return to normal, groups and businesses are indicating confusion about the current policy, which is available online: [www.buckingham-tc.gov.uk/our-services/banners](http://www.buckingham-tc.gov.uk/our-services/banners) including around who is able to book a banner slot and why.
- 2.3. There has also been a corresponding increase in the number of organisations and businesses putting banners up in the town centre without permission.
- 2.4. The revised banner policy aims to answer the most common questions and to put in place firmer rules around the maximum number of banners and bookings organisations can have, allowing all local events fair access to banner slots throughout the year.


**3. Budget**

3.1. There are no budget implications.

**4. Environmental Impact**

4.1. The new Banner Policy asks that reusable banners and cable ties are used, and gives advice about how to do this, with the aim of reducing the amount of single use plastic being wasted.



	<p><b>Buckingham Town Council</b></p> <p><b>Banner Policy</b></p>	<p><b>Date Agreed:</b>  <b>Minute Number:</b>  <b>Prepared by:</b> Louise Stubbs  <b>Version:</b> 1.1</p>
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## **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.

#### **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 Bethanie Dowden at: [admin@buckingham-tc.gov.uk](mailto:admin@buckingham-tc.gov.uk) or on 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. 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, fixed securely with reusable cable ties and 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 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 otherwise 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. 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.

**Buckingham Town Council  
Communications Strategy Group  
Wednesday 20<sup>th</sup> July 2022**

Contact Officer: Louise Stubbs, Communications Clerk

**Online Updates Annual Review**

**1. Recommendations**

1.1. It is recommended that Members note this report.

**2. Background**

2.1. In August 2021 it became apparent that the email newsletter system we were using could not cope with the number of subscribers, and this was causing technical issues. A number of other platforms were tried, all ultimately not right for the Town Council. The email newsletter was suspended in January 2022.

2.2. A new email newsletter system will begin when the new website is launched. In the meantime, a shortened version of the newsletter is circulated to Councillors fortnightly.

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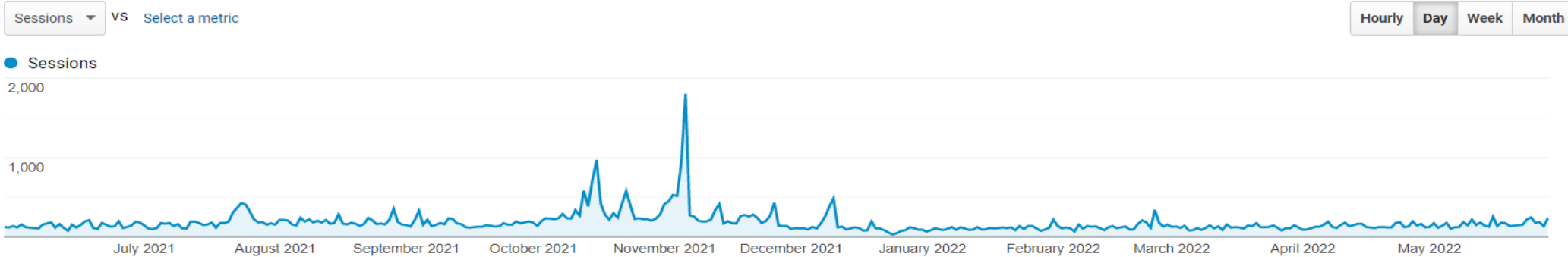
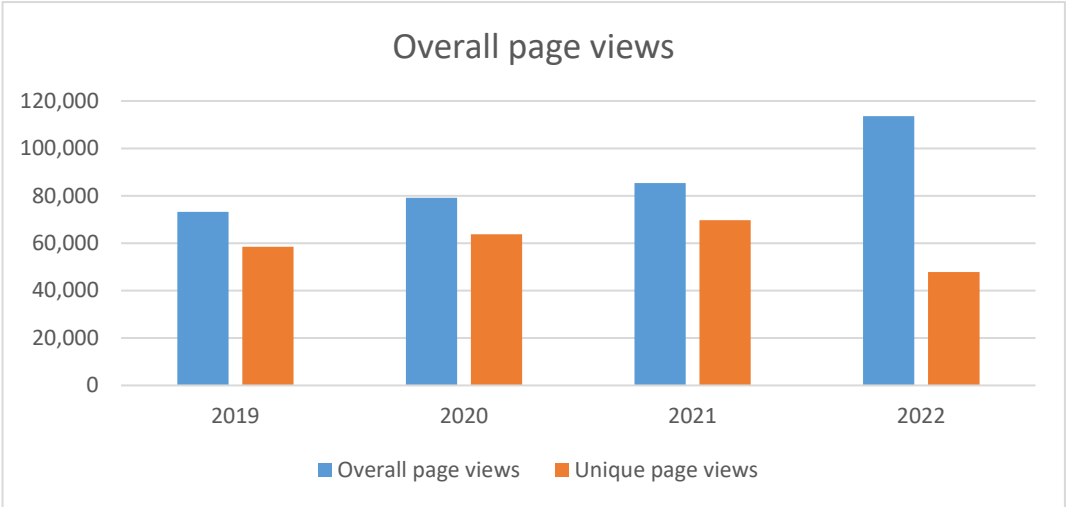
**BUCKINGHAM TOWN COUNCIL**  
**BUCKINGHAM TOWN COUNCIL WEBSITE ANALYTICS**  
**29<sup>th</sup> May 2021 – 29<sup>th</sup> May 2022 (Year 7)**  
**COMMUNICATIONS STRATEGY GROUP**

**Contact Officer: Mrs Louise Stubbs, Communications Clerk**

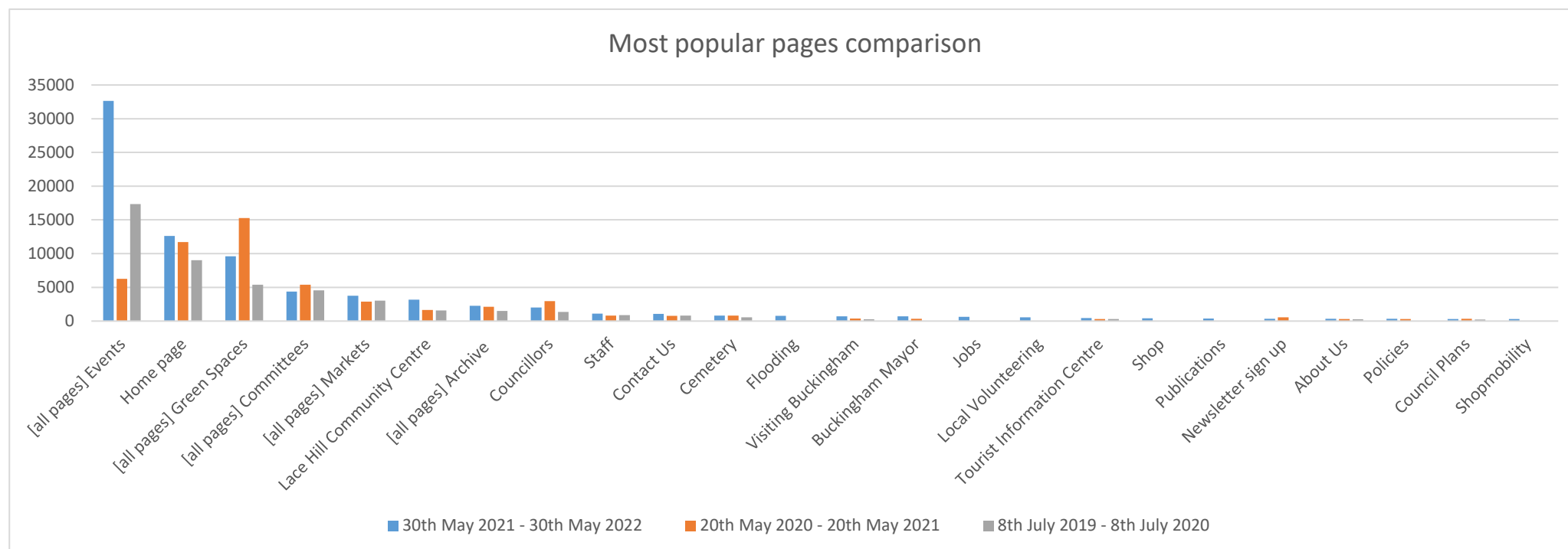
In 2021 Apple introduced a new update for their device users operating systems which, as default, limited the data that was shared about them without the user deciding to ‘opt in’. This has led to a number of difficulties for analytics software. For example,

Page Views (overall and unique) have risen 33% since the 2020-2021 period. However, the number of unique page views appears to have dropped – this is likely due to uncaptured data about individual first website visits from those using Apple devices.

The most popular days to visit the website have returned to a traditional pattern, with the highest peaks around significant events including the Bonfire & Fireworks display in early November.

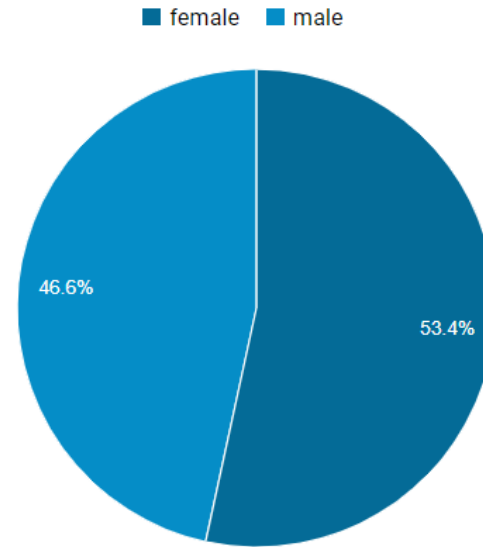
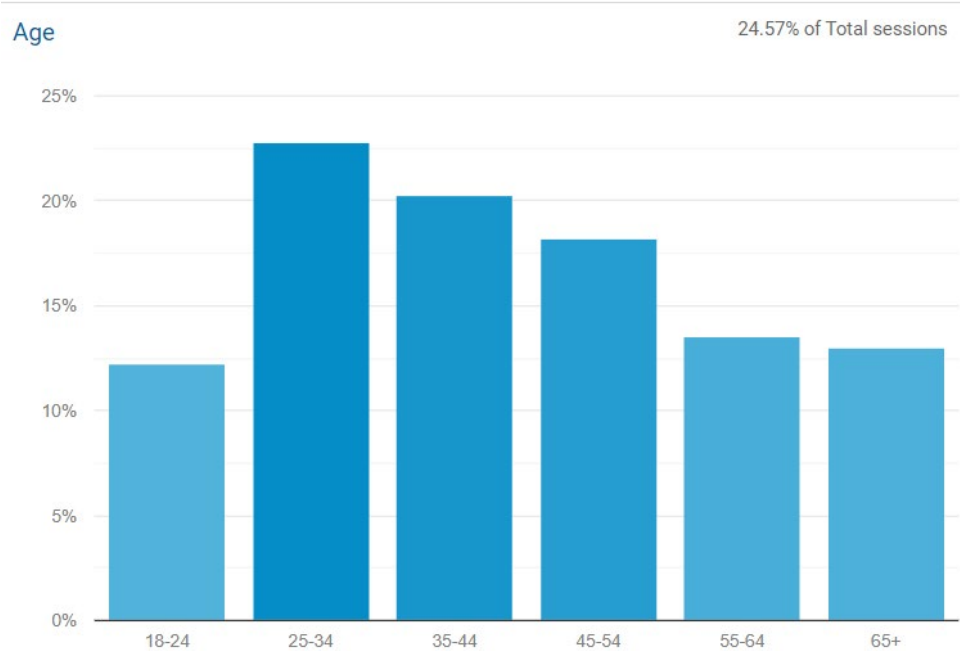


Most popular pages comparison



The analysis of top 25 pages over the last three years shows a wildly changing picture. Much of this is due to coronavirus. The high level of interest in our parks and green spaces during lockdowns has dropped down – by comparison, the events pages have returned to being our most popular pages in 2021/22. Despite the changes over lockdown, both website sections are now receiving just under twice the number of page hits they were achieving in 2019/20.

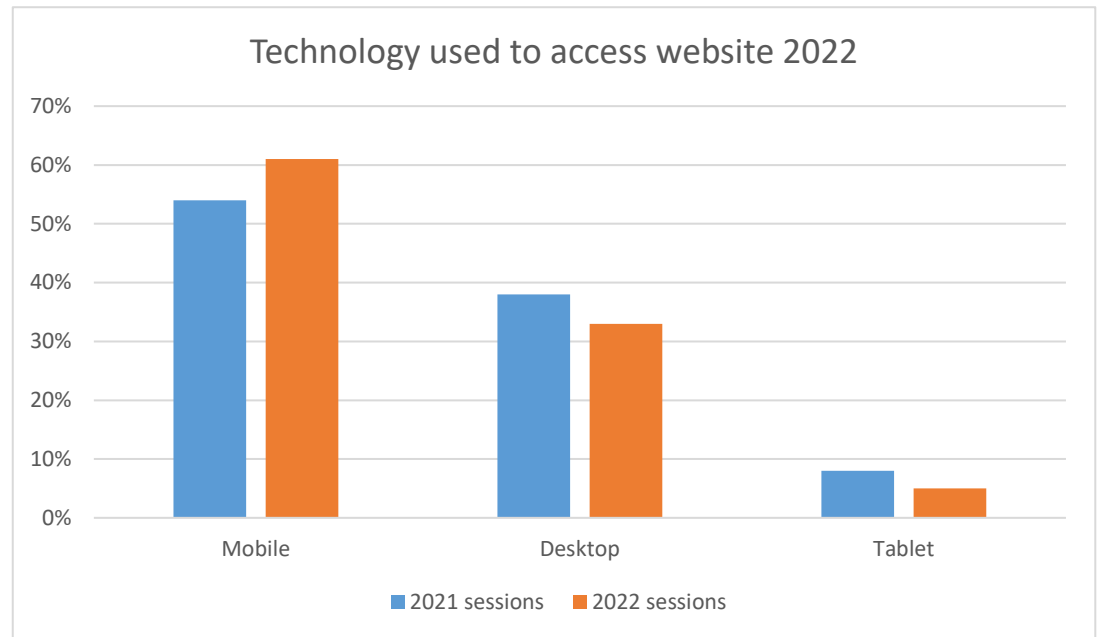
The Markets and Lace Hill Sports & Community Centre are both also performing strongly, with rises in page views of 30% and 92% respectively. New additions to the website this year, including pages about flooding and volunteering have performed broadly in line with expectations, both making it into the top 25. While pages focused on local history had a fall in interest.



The number of users sharing demographic information with us is currently around 25%. This is too low to be representative with certainty. Gender and age of user trends are largely the same as the previous two years, although it doesn't indicate a small drop (around 3%) in over 65s accessing the website.

Technology used to access the website has had a much more significant change, with notable declines in desktop and tablet website users, and mobile users now accounting for more than 60% of our website users. Designing the website to work well on mobile first is a continuing priority.

The website is currently in the process of being redeveloped, with updates being given as frequently as possible.



Discover Buckingham Website Analytics: May 2021 to May 2022 (year two)

The Discover Buckingham Website has performed strongly in its second year, with annual page visits rising from 17,000 in its first year to 45,000 in the second year.

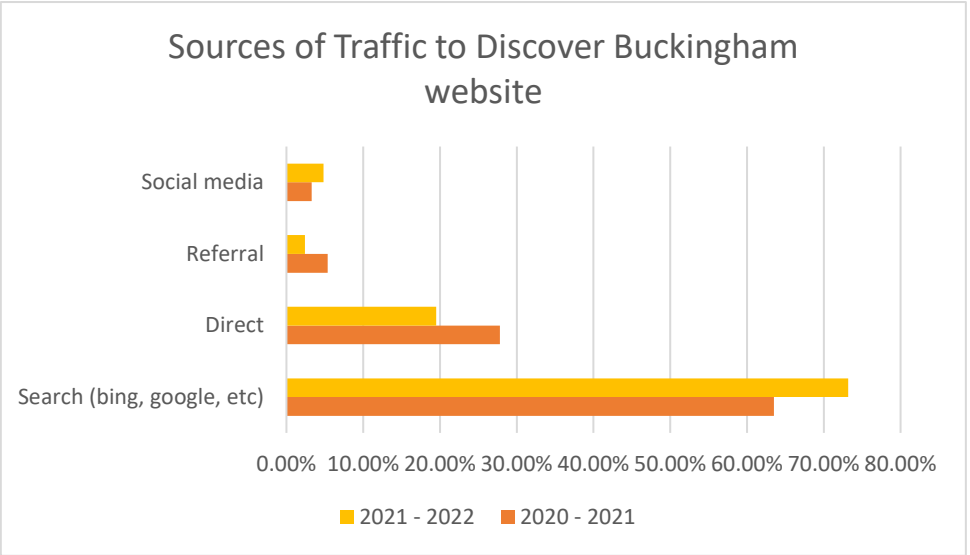


The majority of site visits were from users in the UK, with dozens of countries visiting the website, however the number of visitors from abroad has remained broadly similar to last year at around 15%.

There was some change in the countries most interested in Buckingham, with China and Koreas numbers falling, while India and Ireland rose.

There is good evidence that the Discover Buckingham website branding is performing well, with rising numbers of visitors coming to the website through search results or social media links. Within social media traffic, Facebook performs most strongly.

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**BUCKINGHAM TOWN COUNCIL  
COMMUNICATIONS STRATEGY GROUP  
WEDNESDAY 20<sup>th</sup> July 2022**

Contact Officer: Louise Stubbs, Communications Clerk

**Social Media exceptions report January – May 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 January – May 2022**

A number of projects were run in the January – May 2022 period. Almost all met their internal targets.

**Particularly high performing:**

3.1. Food Fair

The Food Fair more than doubled its reach target, with particularly high engagement around the Foodie Maps before the event and the best dish contest after the event. Traders feedback stated that they were extremely happy with the marketing of the event.

3.2. Spring Green Fair

The Spring Green Fair reached more than four times its target, with highest engagement around the wildflower seed giveaway.

3.3. Grass cutting & Wildflower planting initiatives

Posts about No Mow May reached more than 20,000 people, well in excess of its 350-700 target. Despite this success, a slightly different tack will be taken next year to ensure the different grass cutting approaches in the area are clearly explained.



- 3.4. Other high performing press releases online included: 27<sup>th</sup> anniversary of the Tourist Information Centre, Buckingham Support for Ukraine community meeting and the post box to be installed at St Rumbold's Fields.

**Lower performing Projects:**

- 3.5. Annual Town Meeting  
The Annual Town Meeting did not reach its targets as an anticipated high-level event. There was less interest in the Climate Emergency Action Plan themed event online than anticipated, and although a number of techniques were tried to improve reach (including video) interest was ultimately low. However, awareness of and attendance at the in-person event itself were good. For marketing purposes, it is not recommended that the Annual Town Meeting has a singular theme in the future, as this limited our reach.

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.

**BUCKINGHAM TOWN COUNCIL  
COMMUNICATIONS STRATEGY GROUP  
WEDNESDAY 20<sup>th</sup> July 2022**

Contact Officer: Ms Bethanie Dowden, Apprentice

**YouTube Report 2022**

**1. Recommendation**

It is **RECOMMENDED** that members note the report.

**2. Background**

The Buckingham Town Council's YouTube channel has been primarily used to live stream and retain the Council's Committee meetings as part of maintaining public access during Coronavirus. The YouTube channel has now been live for two years and exceeded expectations regarding numbers of content and subscribers.

The table below shows the average views and subscribers gained on the different committee meeting videos from the end of June 2021 till present.

<b>Committee Meetings</b>	<b>Average Views</b>	<b>Subscribers Gained</b>
Planning	39	1
Town Centre & Events	49	1
Resources	34	0
Environment	38	0
Full Council	88	1
Interim Full Council	45	0
Economic Working Group	22	0
Communications Strategy Group	24	0

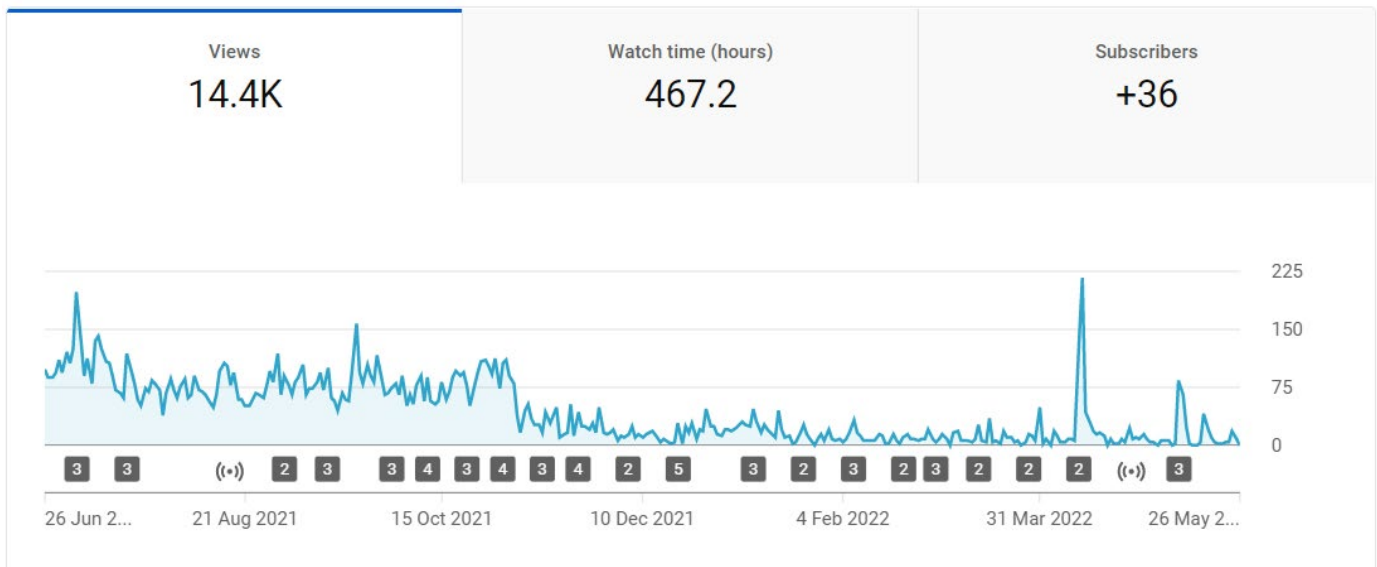
The channel has also been the platform to advertise many events during and since the pandemic. Events that have been advertised on YouTube since July 2021 include NHS Social Care and Frontline Workers Day, Celebrate Buckingham Day volunteers, Otter Auctions, Christmas poems and messages created and recited by The Mayor of Buckingham, Revd. Tim Edworthy and current Bard of Buckingham, Sami Tite.

Type of Event	Overall Views	Likes	Subscribers Gained
NHS, Social Care and Frontline Workers Day 5 <sup>th</sup> July 2021	67	1	0
Volunteering in Buckingham - a tiny sample of the ways you can help your community! 20 <sup>th</sup> September 2021	216	2	1
Otter #1 – Jimmy Fisher 21 <sup>st</sup> September 2021	83	1	0
Otter #2 – Patchy 1 <sup>st</sup> October 2021	31	0	0
Otter #3 – Lockii 8 <sup>th</sup> October 2021	30	1	0
Otter #4 – Monty 15 <sup>th</sup> October 2021	60	2	0
Otter #5 – Canalotto 22 <sup>nd</sup> October 2021	32	0	0
Otter #6 – Olive Otterson 29 <sup>th</sup> October 2021	13	0	0
Otter #7 – Prints of the Future 5 <sup>th</sup> November 2021	16	0	0
Otter #8 – Flo 12 <sup>th</sup> November 2021	12	0	0
Otter # 9 – Lacey 19 <sup>th</sup> November 2021	34	0	0
Otter # 10 – Jeff 26 <sup>th</sup> November 2021	69	2	0
The Bard of Buckingham Christmas 22 <sup>nd</sup> December 2021	25	1	1
The Mayor's Chaplain Rev. Tim Edworthy Christmas 22 <sup>nd</sup> December 2021	20	1	0
Mayor of Buckingham - Christmas 2021 Message 22 <sup>nd</sup> December 2021	23	0	0

Top 5 Videos (during this period)	Views	Watch Time (hrs)	Subscribers Gained	Impressions
Buckingham Town Council Meeting – Full Council on 12 <sup>th</sup> April 2022	361	41.1	0	1,563
Volunteering in Buckingham – a tiny sample of the ways you can help your community! on 20 <sup>th</sup> September 2021	216	5.6	0	363
Buckingham Town Council Meeting – Planning Committee on 20 <sup>th</sup> July 2021	99	5.1	0	770
Otter #1 Jimmy Fisher – Buckingham Otter Trail on 21 <sup>st</sup> September 2021	83	0.7	0	267
Buckingham Town Council Meeting – Interim Full Council on 10 <sup>th</sup> May 2022	80	3.7	0	174

### 3. Analysis

The following chart shows the amount of channel views, watch time and subscribers over the last year. Over time, this can help us to spot high performing videos, anticipate changes and determine when to upload new videos as well as understand what type of content made people subscribe or unsubscribe from our channel. Since last year, the number of views has risen, however prior to this there were clear rises related to online events, including the Christmas Lights Switch On.



148  
Subscribers  
[SEE LIVE COUNT](#)

4  
Views - Last 48 hours

A bar chart showing the number of views in the last 48 hours. The x-axis is labeled '-48 h' and 'Now'. There are four vertical bars of varying heights, with the tallest bar at 'Now'.

Top videos

Video Title	Views
Sunset Bugle Call	3
Buckingham Town Council M...	1
Volunteering in Buckingham - ...	0

Full Council meetings have had the highest number of views during this period with an average of 88 views. Views were higher during this period for Full Council meetings due to controversial topics. The Town Centre & Events Committee remains the most viewed committee with an average of 49 views. The Planning committee is the second most viewed committee with an average of 39 views and following closely behind is The Environment Committee with an average of views 38 views. The Resources Committee remain steady with average of 34 views.

Videos of events and other event related content are still some of our most popular videos.

We also plan to expand on our content by posting more videos on important topics like flooding.

There was a drop in viewer numbers around November 2021 and it is suspected that this is due to a change YouTube has made.

Certain committee meetings have very high viewer numbers due to the content of the meeting, for example meetings where equality and diversity were discussed. The top video on our channel this year is a meeting of Full Council with 361 views, that took place on Monday 12<sup>th</sup> April 2022. This video has also had the most impressions made (1,563).

Most of our current audience are aged between 25-34 at 50.4% which has slightly decreased since the last period. The next age group was people aged 18-24 at 39.5% and then in third place, people aged 55-64 are at 10.1%.

Overall, the analysis shows that males account for 96.6% of the audience for our videos whereas only 3.4% of females tune in. During this period, 73.7% of viewers who watched

our videos were not subscribed and 26.3% of viewers who watched our videos were subscribed so a push on getting viewers to subscribe to our channel would be the next step. Facebook would be ideal to do this on as 31.5% have viewed our channel by via this platform.

No comments and only a small number of likes are apparent across all videos.

There are currently 148 subscribers to our YouTube channel. The rate of new subscribers being acquired throughout the year has remained steady and we hope to continue this moving forwards. We briefly used a new feature called YouTube Shorts to advertise the Otter Auction and we hope to explore and use this feature more in the coming year to gain subscribers attention and increase our following.

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**Press Releases from Buckingham Town Council**

**22<sup>nd</sup> February 2022 – 15<sup>th</sup> July 2022**

**PRESS RELEASE 275 - Buckingham's Foodie Heaven**

Roundup of what happened and who attended the Buckingham Food Fair event.

**PRESS RELEASE 276 - Bee-Friendly Buckingham**

Protecting and enhancing native wildflowers species to support the declining bee population.

**PRESS RELEASE 277 – Buckingham restaurants awarded prizes by Mayor of Buckingham for fantastic food**

Winners of the Buckingham's Favourite Dishes/ restaurants competition, that took place at the Buckingham Food Fair, announced.

**PRESS RELEASE 278 – Three countries come together to celebrate Twinning of towns**

Advertising the Twinning event and weekend market entertainment in celebration of our twinned towns coming to Buckingham.

**PRESS RELEASE 279 – Climate Change talks in Buckingham**

Annual Town Meeting which focused on Climate Change and instructions on how to get involved with the public discussion.

**PRESS RELEASE 280 – Three countries come together to celebrate Twinning of towns**

Roundup of what happened and who attended the Twinning event and market entertainment.

**PRESS RELEASE 281 – Climate Conversations in Buckingham**

Roundup of what happened and who attended the Annual Town Meeting to include residents' ideas and suggestions on how to respond to climate change as a community.

**PRESS RELEASE 282 – New signs celebrate Buckingham's friendship with France and German towns**

The Mayor and Chair of the Buckingham Twinning Association organising new fingerpost signs for the twinned towns in Buckingham.

**PRESS RELEASE 283 – Community Gardening in action**

Requests for residents to get involved with the Community Gardening Initiative in Buckingham.

**PRESS RELEASE 284 – Nest Boxes**

Nest Boxes installed in Bourton Park to provide additional nesting sites for wild birds such as blue tits, great tits, and nuthatches

**PRESS RELEASE 285 – Buckingham Support for Ukraine**

Details of types of support that can be accessed for Ukrainian refugees who will be coming to Buckingham.

**PRESS RELEASE 286 – Buckingham Spring Green Fair**

Advertising the Buckingham Spring Green Fair including stall holders that are expected to attend the event.

**PRESS RELEASE 287 – Easter Bazaar**

Roundup of what happened and who attended the Easter Bazaar event at Lace Hill Sports and Community Centre.

**PRESS RELEASE 288 – Code of Conduct Complaint**

Buckingham Town Council's recommendation's following Buckinghamshire Council's decision concerning a complaint made about Councillor Geraldine Collins.

**PRESS RELEASE 289 – Spring Green Fair an eco-success**

Roundup of what happened and who attended the Buckingham Spring Green Fair event.

**PRESS RELEASE 290 – BBQs not permitted in Buckingham's Parks**

A reminder to visitors that barbecues are not permitted in Buckingham's parks and green spaces.

**PRESS RELEASE 291 - Buckingham's Platinum Jubilee Celebrations**

Advertising Celebrate Buckingham Day, the first event part of Buckingham's Platinum Jubilee Celebrations.

**PRESS RELEASE 293 – Buckingham Children Celebrate May Day with Traditional Dancing**

May Day event history and roundup of what happened and who attended.

**PRESS RELEASE 294 – Please Mr. Postman!**

Request from residents of the new estate on Tingewick Road, St. Rumbold's Fields, for their own post box to be provided by Royal Mail.

**PRESS RELEASE 295 – Music in the Market**

Advertising the return of Music in the Market event to take place as part of Buckingham's Platinum Jubilee.

**PRESS RELEASE 296 – Success! Post box for St Rumbold’s Fields in Buckingham**

After the appeal for a new post box on the new Tingewick Road estate, Royal Mail agreed to install one close to Kings Sutton Square on St Rumbold’s Fields.

**PRESS RELEASE 297 – Platinum Jubilee Events**

Line-up of Buckingham’s Platinum Jubilee events; Celebrate Buckingham Day, Music in the Market, Picnic on the Pitch and Street Parties and Jubilee Civic Service.

**PRESS RELEASE 298 – Quick Litter Pick Chandos Park**

Installation of a new Quick Litter Pick Station in Chandos Park following the success of the first one which was launched in Bourton Park in 2021.

**PRESS RELEASE 299 – Right Royal Picnic**

Advertising Picnic on the Pitch and what to expect at the event.

**PRESS RELEASE 300 – Celebrate Buckingham Day Returns**

Roundup of the Celebrate Buckingham Day event that took place as part of the Platinum Jubilee weekend.

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

Round up the Music in the Market event including the performers and genres of music.

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

Round up of what happened at the Picnic on the Pitch event.

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

Pride Flag raising in the town centre for Pride month and highlighting significance of event.

**PRESS RELEASE 304 – Be involved with the bees: Buckingham in Bloom Competition is now open!**

Advertising the Buckingham in Bloom event and explanation of how to enter.

**PRESS RELEASE 305 – New litter picking kits for Buckingham**

Highlighting new equipment that can be borrowed to help pick up litter in Buckingham available via money from the Welcome Back Fund.

**PRESS RELEASE 306 – Buckingham Town Centre is Blooming with Colour**

The summer planters have arrived in Buckingham featuring the types of plants used.

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

Line up of the events planned for Buckingham Fringe Week.



**PRESS RELEASE 308 – Buckingham is a #lovetreezone**

Announces 'Year of the Tree' and links to the Climate Emergency Action Plan and all the environmental work the Town Council has done recently.

**PRESS RELEASE 309 – Live Q&A gives refugees chance to find out more about settling into Buckinghamshire**

Refugees from Ukraine that have settled into the Buckingham & Villages area were able to take part in a live question and answer panel directly with local services.

**PRESS RELEASE 310 – Celebrate summer with a trip from Buckingham to Neverland**

Advertising Illyria Outdoor Theatre Company who will be performing two showings of Peter Pan at St. Peter and St. Paul's Church in August.

**PRESS RELEASE 311 – Listen to our needs, demands Buckingham**

Lack of consultation about s106 funds with the Town Council

**PRESS RELEASE 312 – Buckingham Banking Hub wants to know your ideas**

Launch of the new banking hub that will take shape in Buckingham and asking residents to fill out a survey to find out their banking needs.

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