



BUCKINGHAM TOWN COUNCIL

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Town Clerk: Claire Molyneux

COMMUNICATIONS
STRATEGY GROUP

02/03/2023

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Thursday 9th March at 1pm** 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/>

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 receive the minutes from the last meeting held on Thursday 1st December 2022.

Copy circulated previously

4. Newsletter Review – Spring 2023

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



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. 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

6. Annual Town Meeting topics

To discuss a report on topics for the online Annual Town Meeting from the Committee Clerk.

[CSG/161/22](#)

7. Future Newsletters

6.1. To review the schedule of publication dates for 2023 – 2024 Newsletters and the Fringe Brochure.

[CSG/162/22](#)

6.2. To decide what we want to achieve with the Fringe Brochure and outline the content.

[Appendix A](#)

8. Newsletter Costs

To receive an update on the 2021 – 2022 newsletter costs.

[Appendix B](#)

9. Social Media

To receive a quarterly social media exceptions report from the Administrator.

[CSG/163/22](#)

To receive an update on annual social media statistics from the Deputy Town Clerk.

[Appendix C](#)

10. Cemetery Consultation

To discuss the new cemetery consultation 2022/23.

11. Press Releases

To note and discuss a summary of the press releases authorised by Buckingham Town Council since a previous Communications Strategy Group meeting on Thursday 1st December 2022.

[Appendix D](#)

12. Chair's Items

13. Date of Next Meeting

Thursday 13th April 2023 at 1pm via Zoom.

Thursday 8th June 2023 at 1pm in the Council Chamber.

To:

Cllr. R. Ahmed

Cllr. M. Gateley (Town Mayor)

Cllr. J. Harvey Chair

Cllr. Sue Hetherington

Cllr. M. Try Vice-Chair

Buckingham Town Council
Communications Strategy Group
Thursday 9th March 2023
Annual Town Meeting

Contact Officer: Paula Cahill, Committee Clerk

1. Recommendations

1.1. It is recommended that Members agree five questions for the online consultation to be held from Monday 12th to Friday 17th March 2023.

2. Background

2.1. At this year's Annual Town Meeting there will be seven topic-based tables:

- Health
- Police
- Cost of living
- Transport and highways
- Planning/future of the town
- Eco matters
- The river and green spaces

2.2. Alongside the topic based tables the following information stalls have been confirmed: The Police and Crime Commissioner's Office, Swan Practice, Citizens Advice Bureau, and Project Street Life.

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Buckingham Town Council
Communications Strategy Group
Thursday 9th March 2023

Contact Officer: Louise Stubbs, Deputy Town Clerk

2023 – 2024 newsletters

1. Recommendations

1.1. It is recommended that Members note this report.

2. Background

2.1. It was agreed by the Resources Committee at Precept that there will be a reduction of newsletter editions from 4 to 3, alongside transfer of £850 from budget 303/4221 Fringe to 102/4032 Publicity and a reduction of social media manager package costs.

3. New Schedule for 2023 – 2024 newsletters

3.1. The new schedule for 2023 – 2024 newsletters will be as follows:

Print item	CSG Planning Meeting	Distribution period	Key articles to include
Fringe flyer	9/3/2023	26/06/2023 – 10/07/2023	- Fringe promotion - Summer events promotion
Autumn Newsletter	8/6/2023	18/09/2023 – 02/10/2023	- Grant recipients this year - Grant applications for next year funding - What did your Council achieve in previous year (reports from committees)
Winter Newsletter	7/9/2023	6/11/2023 – 20/11/2023	- Where the Money came from and how we spent it - Annual Town Meeting
Spring Newsletter	23/11/2023	21/3/2024 – 04/04/2024	- Council Tax & Precept infographic - What did your Council achieve in previous year (reports from committees)

3.2. For 2024 onwards, it is recommended that the regular *what did your Council achieve in previous year* article is moved to the Spring edition.

4. Budget

4.1. The total budget for three newsletters, one fringe brochure and the social media manager software is £6,879 for 2023 – 2024 as agreed in the Precept.

5. Environmental Impact

5.1. There will be a positive environmental impact due to reducing the amount of paper and other materials used to create the newsletters.

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BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
Thursday 9th March 2023

Contact Officer: Bethanie Dowden, Administrator

Plans for Summer 2023 Fringe Brochure

1. Recommendations

- 1.1. It is recommended members agree the suggested content and layout and make suggestions regarding the overall design.

2. Background

- 2.1. It was agreed by the Resources Committee at Precept that there will be a reduction of editions from 4 to 3, transfer of £850 from budget 303/4221 Fringe to 102/4032 Publicity and a reduction of social media manager package costs.

3. Suggested Content & Layout

- 3.1. The Summer 2023 Newsletter / Fringe Brochure will be an A4 trifold leaflet that will form six pages of content to include all events happening over Fringe Week and the Town Council's current and future events.

Fringe Events:

- TBC Jumble Sale
- 23/7/23 Family Fun Day
- 24/7/23 Play around the Parishes
- 24/7/23 Basketball Sessions
- TBC Theatre workshop
- 25/7/23 Fiddle Group
- 26/7/23 Woolpack Pub Quiz
- 27/7/23 Art event
- 28/7/23 Buckingham in Bloom Judging
- TBC Comedy Night
- 30/7/23 Alec's Angels Monopoly Trail

Current Events:

- 17/06/2023 Celebrate Buckingham Day
- June – September Swan Trail

Future Events:

- 31/7/23, 03/08/23, 07/08/23, 14/08/23, 17/08/23, 21/08/23 & 28/08/23
Basketball Sessions
- 08/08/23 & 22/08/23 Buckingham Play Day in the Park
- 27/08/23 BandJam Big Bash
- 10/09/23 Dog Show

Inside Left of Trifold Leaflet

**Fringe Events &
Pictures**

Inside Middle of Trifold Leaflet

**Fringe Events &
Pictures**

Inside Right of Trifold Leaflet

**Fringe Events &
Pictures**

Reverse Inside Right of Trifold Leaflet

**Current Events &
Pictures**

Reverse Middle of Trifold Leaflet

Swan Trail

Reverse Inside Left & Front Page of
Trifold Leaflet



**Buckingham Fringe Week
2023**

22nd - 30th July  Buckingham
Town Council

Pictures

An annual community week of
events organised by Buckingham
Town Council and local
organisations.

**Future Events &
Pictures**

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**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
THURSDAY 9th MARCH 2023**

Contact Officer: Administrator

Newsletter Costs

1. Recommendation:

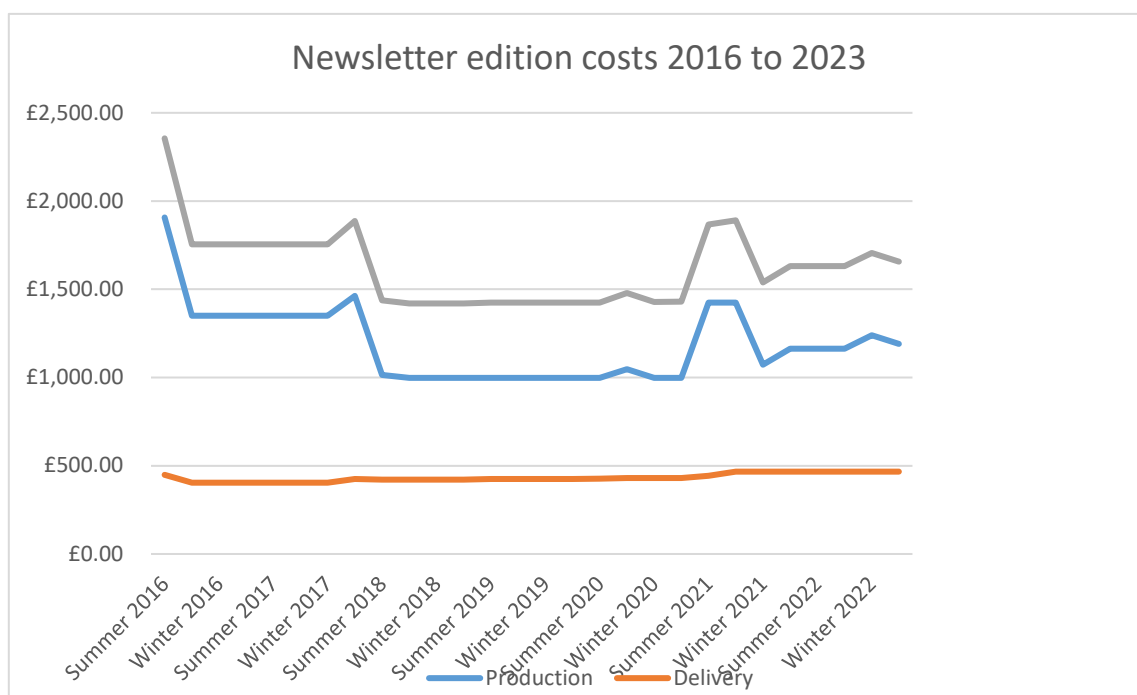
It is recommended members note the report.

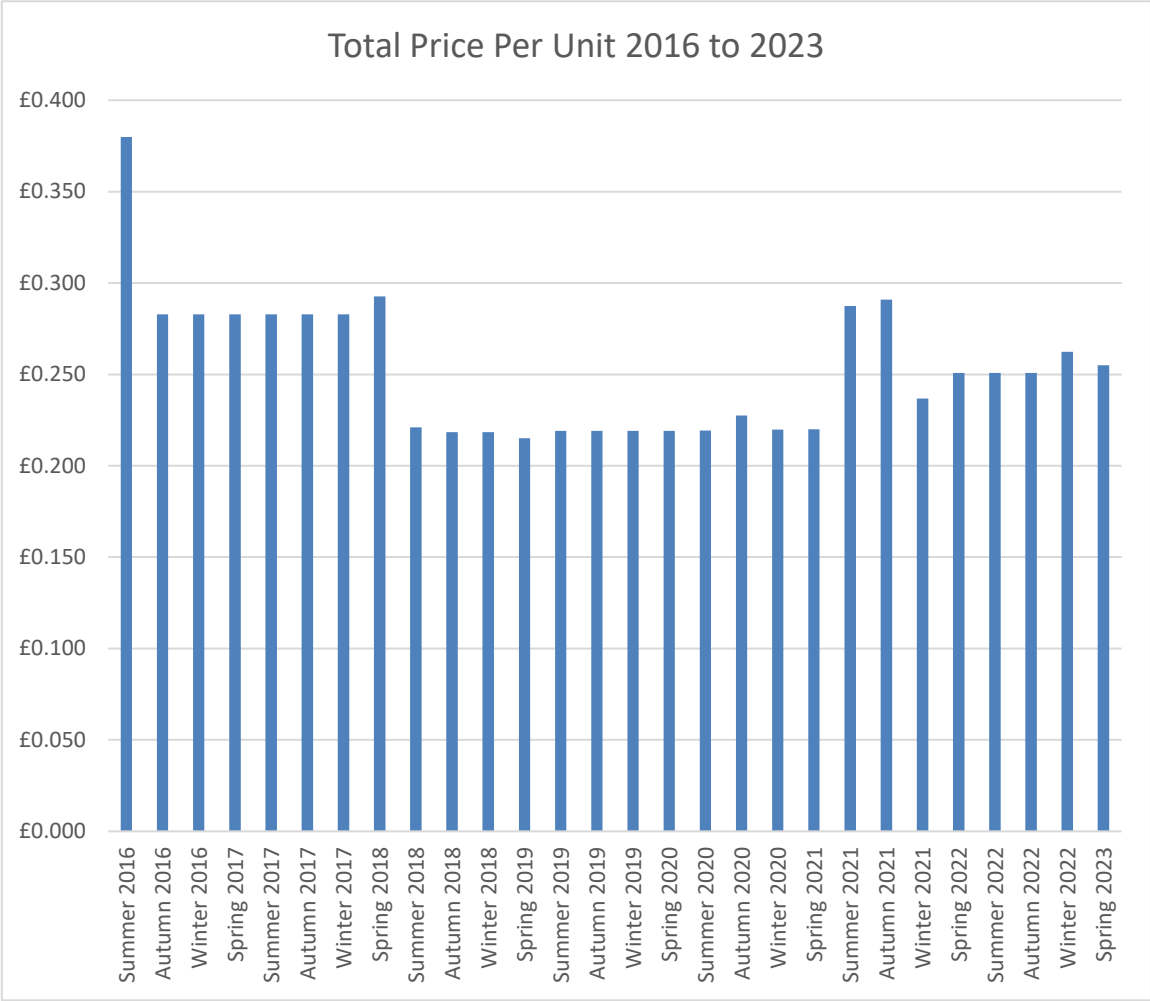
2. Newsletter costs:

Issue	Production	Delivery	Total	Copies	Pages	Price Per Unit
Summer 2022	£1,164.00	£ 466.62	£1,630.62	6,500	16	£0.251
Autumn 2022	£1,164.00	£ 466.62	£1,630.62	6,500	16	£0.251
Winter 2022	£1,239.00	£ 466.62	£1,705.62	6,500	16	£0.262
Spring 2023	£1,191.00	£ 466.62	£1,657.62	6,500	16	£0.255

2.1 The final cost for newsletter design, production, and delivery in 2022/23 was **£6,597.48**, a similar amount of the previous year. The newsletter is funded from the Publicity Budget (code 4032). The budget for 2022/23 was **£7,924**. This has been decreased to £6,879 for 2023/24.

2.2 The following graphs show more detail about newsletter costs over time.





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**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP**

Thursday 9th March 2023

Contact Officer: Bethanie Dowden, Administrator

Social Media exceptions report October – December 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 October – December 2022

Several projects were run in the October – December 2022 period. Almost all met their internal targets.

Particularly high performing:

3.1 Charter Fair

The Charter Fair hit its targets across most of the posts and received lots of engagement with high numbers of shares and interaction from the public throughout.

3.2 Bonfire and Fireworks

Bonfire and Fireworks hit more than doubled its reach, with particularly high engagement on posts such as volunteers who support the event each year and traders who will be attending the event.

3.3 Christmas Lights Switch On

The Christmas Lights Switch On reached nearly triple its targets with highest engagement on the thank you for attending post. The graphics produced for this event received lots of positive feedback however, some negative feedback about the reindeers was received across posts and after the event.

3.4 Christmas Parade

The Christmas Parade hit more than double its reach on each post relating to the event, with particularly high engagement on the initial poster showcasing the event and the final post thanking everyone for attending the event. Posts

regarding the Christmas Parade also received lots of comments and likes across all platforms.

- 3.5** Other high performing press releases online included: Bonfire and Fireworks Event, Road Closure and Bus Diversion Information for Christmas Parade, Mayor's Christmas Card Competition and Remembrance Day Parade.

Officers involved in creating the content this quarter were: The Deputy Town Clerk, Administrator, Events Coordinator, Town Centre and External Facilities Manager and Markets Manager.

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**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY GROUP
Thursday 9th March 2023**

Contact Officer: Louise Stubbs, Deputy Town Clerk

Social Media Annual Report March 2023

1. Recommendations

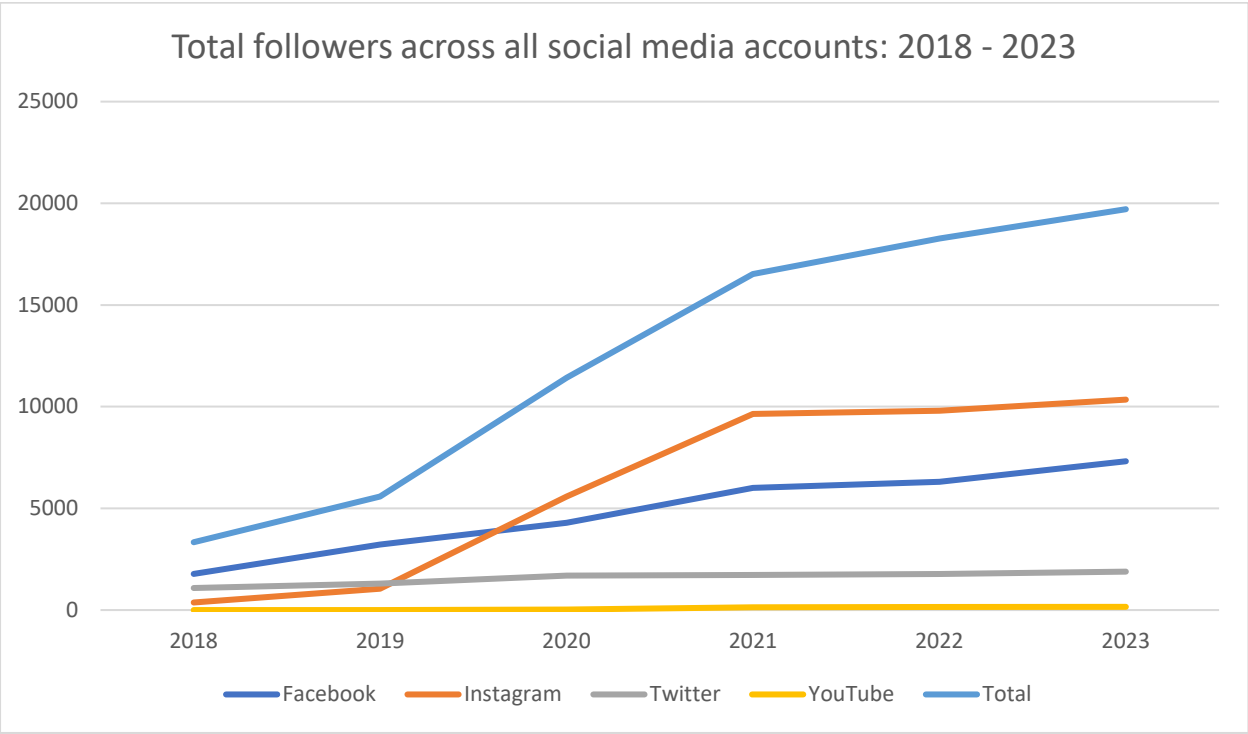
- 1.1. It is recommended that Members note this report.

2. Demographics data

- 2.1. Due to the implementation of the iOS 14 update by Apple and changes made to Twitter, both of which strongly limit the demographics data available to the Council, the demographics data available is very limited.
- 2.2. However, the data that is available suggests that demographics across the different social media platforms remain broadly as they were in previous years. More women than men follow the Town Council on both Facebook and Instagram, with Instagram more popular with younger followers.

3. Total followers across all social media accounts:

- 3.1. The total number of followers across all social media continues to rise, with a combined social media presence of just under 20,000 social media accounts. Growth has slowed since 2021, however this still represents one of the largest parish council social media presences in England.
- 3.2. Some of the slowed growth will be related to loss of followers when old or automated accounts are purged or deleted. This is a regular process across all social media platforms and can result in sudden changes of follower numbers.
- 3.3. The best performing accounts in 2022 – 2023 were Discover Buckingham: the Tourist Information Centre which rose 17% on Facebook and 21% on Instagram. Buckingham Markets picked up a significant number of new followers on Facebook, where interactivity is now higher than previously.
- 3.4. The main Town Council account is performed strongly in 2022 – 2023 with a 9% rise in followers in Instagram and 11% on Facebook.
- 3.5. Twitter growth remains slow, in-line with prevailing trends. The main Town Council account still achieved 4% growth in follower numbers.



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Press Releases from Buckingham Town Council

14th November 2022 – 1st March 2023

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 350 – Buckingham Marks Remembrance Sunday with poignant parade and service

Published 16/11/2022. This also featured in the Clerks and Council Direct magazine.

PRESS RELEASE 351 – Live reindeer at Buckingham Lights Switch On

Published 23/11/2022.

PRESS RELEASE 352 – Santa and his reindeer bring joy to Christmas Lights Switch On

Published 30/11/2022

PRESS RELEASE 353 – Mayor of Buckingham's design contest creates fantastic Charity Christmas Cards

Published 07/12/2022

PRESS RELEASE 354 – Buckingham Christmas Parade

Published 07/12/2022. This also featured in the Clerks and Council Direct magazine.

PRESS RELEASE 355 – Buckingham Community Fair

Published 07/12/2022.

PRESS RELEASE 356 – Christmas Parade a festive success!

Published 14/12/2022.

PRESS RELEASE 357 – Christmas Opening Hours

This press release was not published.

PRESS RELEASE 358 – Post Christmas Parade

Published 14/12/2022.

PRESS RELEASE 359 – Buckingham's new cemetery, depot and allotments consultation

Published 11/01/2023.

PRESS RELEASE 360 – Holocaust Memorial Day Buckingham Swan Trail

Published 25/01/2023.

PRESS RELEASE 361 – Buckingham Swan Trail

Published 01/02/2023.

PRESS RELEASE 362 – Post Community Fair

Published 01/02/2023.

PRESS RELEASE 363 – Post Holocaust Memorial Day

Published 08/02/2023. This was also had other interest from BMKALC and featured in the Clerks and Councils magazine.

PRESS RELEASE 364 – Memorial Testing

Published 08/02/2023.

PRESS RELEASE 365 – Buckingham Pancake Races

Published 15/02/2023.

PRESS RELEASE 366 – Post Pancake Races

Published 22/02/2023.

PRESS RELEASE 367 – Comedy Night

Published 22/02/2023.

PRESS RELEASE 368 – Book a Traders Pitch at Events

Published 01/03/2023.

PRESS RELEASE 369 – Food Fair

Published 01/03/2023.

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