



# BUCKINGHAM TOWN COUNCIL

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

Telephone/Fax: (01280) 816 426

Email: [office@buckingham-tc.gov.uk](mailto:office@buckingham-tc.gov.uk)

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

Town Clerk: Claire Molyneux

COMMUNICATIONS  
STRATEGY GROUP

16/11/2023

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Thursday 23<sup>rd</sup> November 2023 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](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/>

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 Thursday 12<sup>th</sup> October 2023.

**Copy circulated previously**

## 4. Newsletter Review – Winter 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

## 5. Future Newsletter – Spring 2024

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.

## 6. Ongoing Development of Existing Websites

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)

## 7. Budget Reviews (annual)

To receive and discuss a report from the Deputy Town Clerk and Administrator.

[CSG/120/23](#)

## 8. Meeting Dates

To note the meeting dates and times for 2024, as follows:

Thursday 18<sup>th</sup> January at 1pm – Online

Thursday 7<sup>th</sup> March at 1pm – Chamber

Thursday 11<sup>th</sup> April at 1pm – Online

Thursday 6<sup>th</sup> June at 1pm – Chamber

Thursday 18<sup>th</sup> July at 1pm – Online

Thursday 5<sup>th</sup> September at 1pm – Chamber

Thursday 17<sup>th</sup> October at 1pm – Online

Thursday 21<sup>st</sup> November at 1pm - Chamber

## 9. Press Releases

To note and discuss a summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on Thursday 12<sup>th</sup> October 2023.

[Appendix B](#)

## 10. Chair's Items

## 11. Date of Next Meeting

Thursday 18<sup>th</sup> January 2024 at 1pm.

## COMMITTEE IN PRIVATE SESSION

### Exclusion of public and press

**RECOMMENDED** In terms of Schedule 12A, Local Government Act 1972, the following items will be likely to disclose exempt information relating to establishment and contractual matters and it is, therefore, **RECOMMENDED** that pursuant to the provisions of the Public Bodies (Admissions to Meetings) Act 1960 the public and press be excluded.

## 12. Newsletter Contracts

To receive and discuss a report from the Administrator.

[CSG/121/23](#)

To:

Cllr. R. Ahmed

Cllr. M. Gateley

Cllr. A. Schaefer (Town Mayor)

Cllr. J. Harvey (Chair)

Cllr. M. Try (Vice-Chair)

**Spring Newsletter 2024 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	Winter Event Picture.
Message from your Mayor	1	As usual.
Past events (pictures only)	1 page	Christmas Lights Switch On, Winter Fair, Christmas Parade, Community Fair, Holocaust Memorial Day.
Current events	1 page	Pancake Race, Food Fair, Commonwealth Day Flag Raising.
Future events	2 pages	Annual Town Meeting, Spring Fair, Easter Bazaar, May Day, Celebrate Buckingham Day, Music in the Market, Pride Flag Raising, Fringe Week.
Your views count	¼ page	As usual.
List of Councillors & Numbers	1 page	As usual.
Events Diary	1 page	Dates until December 2024.

Total = 8 ¼ pages

Spring articles required:

Title	Page(s)	Content suggestions
Council Tax & Precept Infographic	1 page	An infographic showing the budget of council tax and precept from 23/24.
What the Town Council Achieved 2023-2024	2 pages	Report from each committee chair.

Total = 11 ¼ pages

Spring articles suggested:

Total space available = 4 ¾ pages

Title	Page(s)	Content suggestions
Annual Town Meeting	1 page	Details of the event including date, location, time, and how to get involved.
Renovated Skatepark	1 page	Advertisement of renovated skatepark.

## Appendix A

Swan Trail Auction	$\frac{3}{4}$ page	Recap of auction/monies raised.
BNDP Update	1 page	Progress of consultation and plans of the project.
Volunteer at Events	1 page	Recruitment for volunteers to help at our events throughout the year.
Trade at Buckingham Town Council Events	1 page	Highlights events that need traders/volunteers/sponsorship.

[Back to Agenda](#)

**BUCKINGHAM TOWN COUNCIL  
COMMUNICATIONS STRATEGY GROUP  
THURSDAY 23<sup>rd</sup> NOVEMBER 2023**

Contact Officer: Louise Stubbs, Deputy Town Clerk

**Communications Strategy Group Annual Budget Review**

**1. Recommendations**

1.1. It is recommended that the Committee recommend the budget changes listed to the Resources Committee.

**2. Background:**

- 2.1. This budget is to run from 1st April 2024 until 31st March 2025, so the endpoint is nearly 16 months away. Inflation remains very high, so it is hard to predict what will happen that far into the future. Therefore, this draft budget has been reviewed in individual detail rather than just using a general percentage increase.
- 2.2. If a budget line is heavily reliant on paper or software, we have added a greater percentage as we anticipate these costs rising higher than others.
- 2.3. Last year we made changes to how we produce the newsletters which resulted in having three 16-page newsletters and one combined Fringe Brochure/Summer newsletter in the form of an A5 trifold leaflet. We think this worked well following the positive feedback received. However, to streamline this process, we will investigate graphic design software to create this publication going forward.

**3. Proposed changes to the Communications Strategy Working Group Budget for 2024 – 2025**

3.1. These are the recommended budgets from the Communications Strategy Group budget lines.

Centre / Code	Item	Actual 2022 2023	Budget 2023 2024	Predicted 2023 2024	Recommended Budget 2024 2025	Explanation
102 / 4032	PUBLICITY newsletter	£6,729	£6,879	£5,872	£6,773	These are the costs based on the recommended suppliers in CSG/121/23 with an allowance for price rises.
102 / 4041	WEBSITE website costs, social media	£3,974	£3,000	£3,952* (including spend from EMR 901/9005)	£4,000	Decreased costs as website redesign has been completed. Addition of graphic design software, if required.

	manager, graphic design package					Predicted price rise for social media manager software package.
--	--	--	--	--	--	---

3.2. The overall budget rise would be 9.04%.

#### 4. What do the budget lines include?

4.1. **Publicity 102/4032** pays for:

4.1.1. The design, print, and circulation of the newsletter. This includes three 16-page newsletters and one combined Fringe Brochure/Summer newsletter as a trifold A5 leaflet.

4.2. **Website 102/4041** pays for:

4.2.1. The website costs include but are not limited to maintenance, support, plug-ins, and licenses.

4.2.2. The social media manager software.

[Back to Agenda](#)

**Press Releases from Buckingham Town Council**

**13<sup>th</sup> September - 15<sup>th</sup> November 2023**

*Please note that '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 424 – We have listened - Revised cemetery and allotments consultation**

Published 27/09/2023.

**PRESS RELEASE 425 – Buckingham BandJam 23 – A Success Story!**

Published 20/09/2023. This press release also appeared in Clerks and Councils Direct.

**PRESS RELEASE 420 – Councillor Vacancy - South Ward**

This press release was published online 21/09/2023 but didn't appear in the paper.

**PRESS RELEASE 426 – Dog Show**

This press release was published online on 01/09/2023 but didn't appear in the paper.

**PRESS RELEASE 427 – High temperatures cancel Buckingham's annual dog show**

This press release was published online on 08/09/2023 but didn't appear in the paper.

**PRESS RELEASE 434 – Mayor of Buckingham encourages children to enter her Christmas Card Contest**

This press release was published online on 25/09/2023 but didn't appear in the paper.

**PRESS RELEASE 421 – Councillor Vacancy - North Ward**

This press release was published online on 21/09/2023 but didn't appear in the paper.

**PRESS RELEASE 431 – Buckingham residents asked for their views on the future of Buckingham**

Published 27/09/2023.

**PRESS RELEASE 450 – Practice flood exercise helps town prepare for future**

Published 18/10/2023. This press release also appeared in Clerks and Councils Direct.

**PRESS RELEASE 433 – Buckingham Charter Fair returns on Friday**

This press release was published online on 09/10/2023 but didn't appear in the paper.

**PRESS RELEASE 430 – Giant Swans Go to Auction**

Published 25/10/2023.

**PRESS RELEASE 439 – Buckingham Bonfire & Fireworks**

Published 01/11/2023.

**PRESS RELEASE 445 – Buckingham Play Days to return in 2024**

Published 08/11/2023.

**PRESS RELEASE 441 – Buckingham Remembrance Day Parade**

Published 15/11/2023.

**PRESS RELEASE 444 - Winter Fair is the perfect place to find unique Christmas gifts**

The press release was published online on 13/11/2023 but didn't appear in the paper.

[Back to Agenda](#)