



# 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

29/02/2024

Councillor,

You are summoned to a meeting of the **Communications Strategy Group** of Buckingham Town Council to be held on **Thursday 7<sup>th</sup> March 2024 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 23<sup>rd</sup> November 2023.

**Copies circulated previously**

**4. Newsletter Review – Spring 2024**

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. Future Newsletter – Fringe Brochure 2024**

To discuss and agree the content for the Fringe Brochure 2024.

[Appendix A](#)

**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. Annual Town Meeting topics**

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

[CSG/169/23](#)

**8. Newsletter Costs (annual)**

To receive an update on the 2022 – 2023 newsletter costs.

[Appendix B](#)

**9. Future Newsletters (amended)**

To review the schedule of publication dates for 2024 – 2025 Newsletters and the Fringe Brochure.

[CSG/170/23](#)

**10. Press Releases**

10.1. To note a summary of the press releases authorised by Buckingham Town Council since the previous CSG meeting on Thursday 18<sup>th</sup> January 2024.

[Appendix C](#)

10.2. To discuss listing external guests, who attend our events, in press releases.

**11. Chair's Items**

**12. Date of Next Meeting**

Thursday 6<sup>th</sup> June 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.

**13. Review of Suppliers for Newsletter Contracts**

To receive and discuss a report from the Administrator.

[CSG/171/23](#)

To:

Cllr. R. Ahmed

Cllr. M. Gateley

Cllr. J. Mordue

Cllr. A. Schaefer (Town Mayor)

Cllr. J. Harvey (Chair)

Cllr. M. Try (Vice-Chair)

**BUCKINGHAM TOWN COUNCIL  
COMMUNICATIONS STRATEGY GROUP  
Thursday 9<sup>th</sup> March 2023**

Contact Officer: Bethanie Dowden, Administrator

**Plans for Summer 2024 Fringe Brochure**

**1. Recommendations**

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

**2. Background**

- 2.1. Since 2023, the summer edition of the Buckingham Town Matters newsletter is a trifold A5 leaflet focused to promoting events and the Fringe Week.

**3. Suggested Content & Layout**

- 3.1. The Summer 2024 Newsletter / Fringe Brochure will be an A5 trifold leaflet that will form six pages of content to include events over Fringe Week. It will also include a Message from the Mayor, future summer events, and useful contacts.
- 3.2. Fringe Week events will include Family Fun Day, Buckingham Play Days, a performance from Oxford Fiddle Group, Art in the Market, and a Comedy Night at Tanlaw Mill. More events are anticipated to take place which will be included in the brochure across the three centre pages.
- 3.3. Future summer events will include the Buckingham Summer Festival, Buckingham Play Days, Basketball Sessions, Bandjam Big Bash, Merchant Navy Day Flag Raising, Dog Show, and River Rinse 1.

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

## **Message from your Mayor**

Reverse Middle of Trifold Leaflet

## **Future (Summer) Events**

Reverse Inside Left & Front Page of Trifold Leaflet

## **Buckingham Fringe Week 2024**

**20th - 28th July**



## **Useful Numbers**

**DISCLAIMER**  
This edition has been created in house by  
Buckingham Town Council

## **Collage of Pictures**

Message from your Mayor |  
Buckingham Fringe Week |  
Future Events |  
Useful Contacts

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# Buckingham TownMatters

Summer 2024

**BUCKINGHAM  
FRINGE WEEK**

20 - 28 JULY 2024



Message from your Mayor | Buckingham Fringe  
Week | Future Events | Useful Contacts

**Buckingham Town Council**  
**Communications Strategy Group**  
**Thursday 7<sup>th</sup> March 2024**  
**Annual Town Meeting Topics**

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 8<sup>th</sup> to Friday 12<sup>th</sup> April 2024.

**2. Background**

2.1. This year's Annual Town Meeting focusses on 'the future of Buckingham' and there will be there will be six main topic-based tables:

- Shopping and tourism
- Accessibility and diversity
- Planning and transport
- Buckingham Neighbourhood Development Plan
- Eco matters
- The river and green spaces

2.2. Alongside the topic-based tables local organisations/services and key Buckinghamshire Council Service Directors and Cabinet Members have been invited to host a stall or to contribute to the topics.

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**BUCKINGHAM TOWN COUNCIL**  
**COMMUNICATIONS STRATEGY GROUP**  
**THURSDAY 9<sup>th</sup> MARCH 2023**

**Contact Officer: Bethanie Dowden, Administrator**

**Newsletter Costs**

**1. Recommendation:**

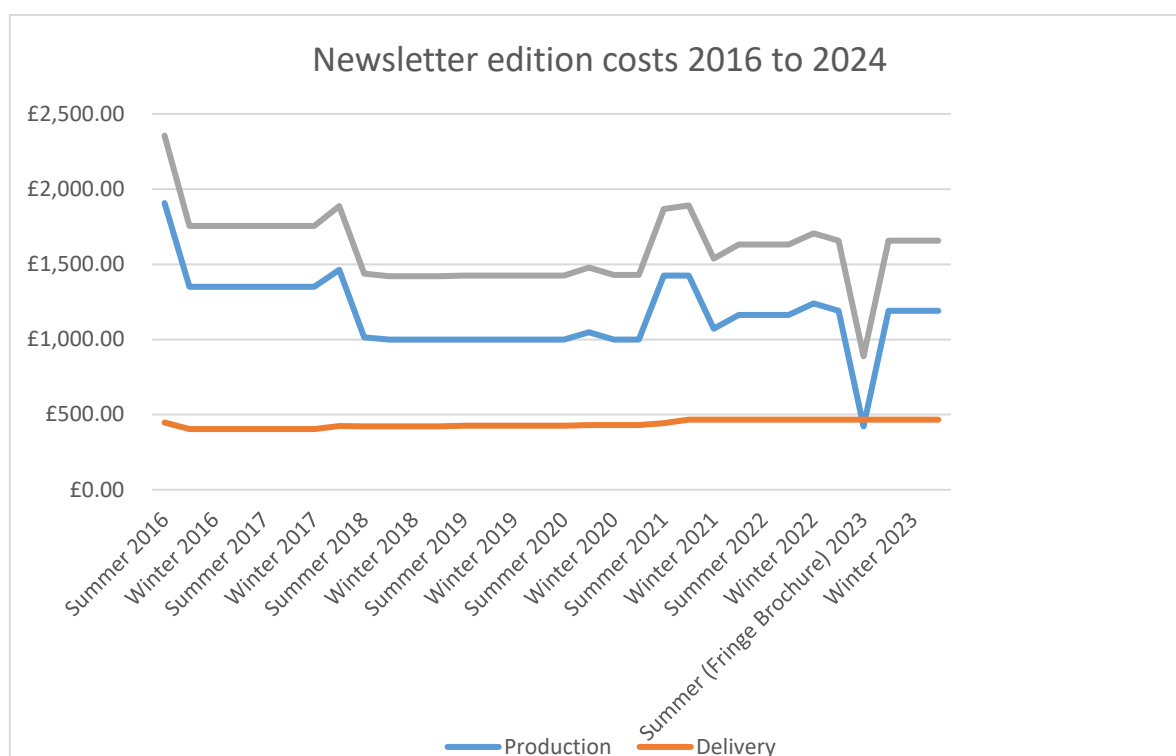
It is recommended members note the report.

**2. Newsletter costs:**

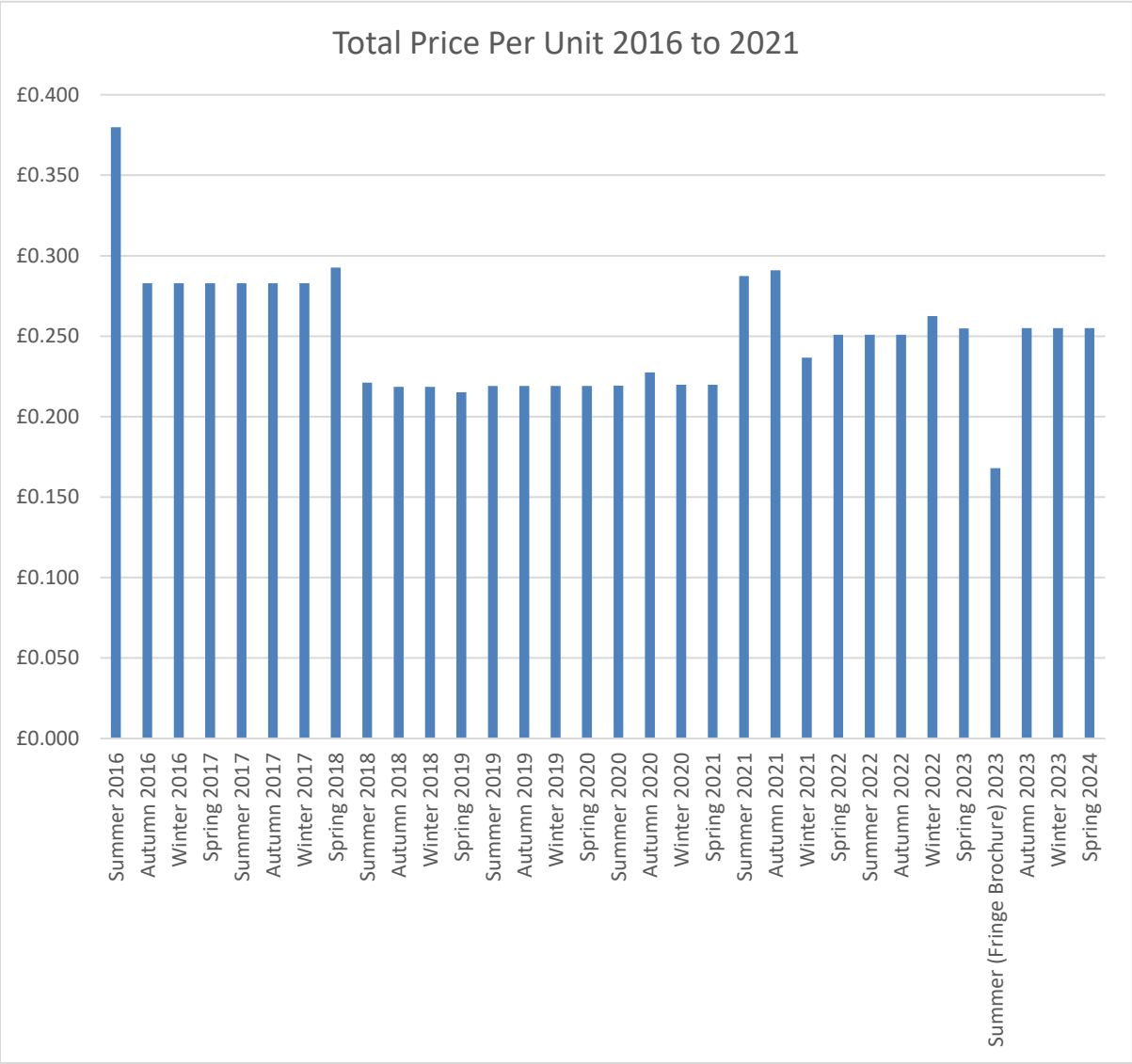
| Issue                         | Production | Delivery | Total     | Copies | Pages   | Price Per Unit |
|-------------------------------|------------|----------|-----------|--------|---------|----------------|
| Fringe Brochure (Summer) 2023 | £421.57    | £466.62  | £888.19   | 6,500  | Trifold | £0.168         |
| Autumn 2023                   | £1,190.00  | £466.62  | £1,656.62 | 6,500  | 16      | £0.255         |
| Winter 2023                   | £1,190.00  | £466.62  | £1,656.62 | 6,500  | 16      | £0.255         |
| Spring 2024                   | £1,190.00  | £466.62  | £1,656.62 | 6,500  | 16      | £0.255         |

2.1 The final cost for newsletter design, production, and delivery in 2023/24 was **£5,858.05**, a slight decrease from the previous year. The newsletter is funded from the Publicity Budget (code 4032). The budget for 2023/24 was **£6,879**. This has been decreased to £6,773 for 2024/25.

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









**Buckingham Town Council**  
**Communications Strategy Group**  
**Thursday 7<sup>th</sup> March 2024**

Contact Officer: Bethanie Dowden, Administrator and Louise Stubbs, Deputy Town Clerk

**Plans for 2024 – 2025 newsletters**

**1. Recommendations**

1.1. It is recommended that Members review and agree the new schedule for regular newsletter content, including “What did your Council achieve in the previous year?”

**2. Background**

2.1. At a previous meeting of the Communications Strategy Group held on Thursday 23<sup>rd</sup> November 2023, members agreed to review the plans for what articles should be included in each edition at the next formal meeting.

**3. Existing Schedule for Newsletters**

3.1. The previous schedule for 2023 – 2024 newsletters was agreed as follows:

| <b>Print item</b> | <b>CSG Planning Meeting</b> | <b>Distribution period</b> | <b>Key articles to include</b>   |
|-------------------|-----------------------------|----------------------------|--|
| Fringe flyer      | 09/03/2023                  | 26/06/2023 – 10/07/2023    | <ul style="list-style-type: none"> <li>- Fringe promotion</li> <li>- Summer events promotion</li> </ul>  |
| Autumn Newsletter | 08/06/2023                  | 18/09/2023 – 02/10/2023    | <ul style="list-style-type: none"> <li>- Grant recipients this year</li> <li>- Grant applications for next year's funding</li> <li>- What did your Council achieve in the previous year (reports from committees)</li> </ul> |
| Winter Newsletter | 07/09/2023                  | 06/11/2023 – 20/11/2023    | <ul style="list-style-type: none"> <li>- Where the Money came from and how we spent it</li> <li>- Annual Town Meeting</li> </ul>   |
| Spring Newsletter | 23/11/2023                  | 21/3/2024 – 04/04/2024     | <ul style="list-style-type: none"> <li>- Council Tax &amp; Precept infographic</li> <li>- What did your Council achieve in the previous year (reports from committees)</li> </ul>  |

- 3.2. From 2024 onwards, it was recommended that the regular ‘*What Your Council Achieved*’ in the previous year article be moved to the Spring edition.

#### **4. Local Council Award Scheme Criteria**

- 4.1. As part of the NALC Local Council Award Scheme, all award levels (Foundation, Quality and Gold) require an annual report to be written. At ‘Quality’ status it is suggested, although not required, that the report be available in print at a variety of public locations including the library. Although the Council does not currently have a Local Council Award it is a long-term aim to regain Gold status.
- 4.2. *“The annual report should be actively communicated and shared with the community. It might be produced digitally and/or in hard copy. It is accepted that it cannot always be distributed to all households, but digital versions could be distributed by email and social media. Hard copies could be left at prime locations in a community, including a library, doctors’ surgeries, schools, pubs, shops or residential homes.”*
- 4.3. The Town Council previously achieved this through annual committee reports which are presented at the Annual Town Meeting in March/April and printed in the Town Council summer newsletter as a ‘What your Council achieved in the previous year?’ article, publicly available on the Town Council website, advertised on social media and delivered to all homes in Buckingham.
- 4.4. At the last formal meeting, members agreed that the regular ‘What Your Council Achieved’ in the previous year’s article be moved to the Winter edition.
- 4.5. However, this creates a 6-month gap between the reports being written by committee chairs in September and the Annual Town Meeting in March or April. In practice, it would become necessary for two reports to be written and a decision to be made about which constituted the ‘annual report’.

#### **5. Options**

##### **5.1. Option 1:**

If the article stays in the Autumn edition, it may be better to use the reports from the April Annual Town Meeting (eg the previous year’s Chair’s report), as this would leave only a 4-month gap between the report being written and publication. However, the author of the report would be the previous year’s Chair, which may cause confusion.

##### **5.2. Option 2:**

If the article were to move to the Spring edition, articles could be written in January or February, this would leave only a 3-month gap until they are presented at the Annual Town Meeting.

**5.3. Option 3:**

The Annual Town Meeting committee chair reports and newsletter articles become separate reports. Committee chairs are asked to write a full report for the Annual Town Meeting and a short article for the newsletter. The Annual Town Meeting reports can be added to the website and shared on social media as usual.

**6. New Schedule for 2024 – 2025 newsletters**

6.1. The new schedule for 2024 – 2025 newsletters will be as follows:

| <b>Print item</b>          | <b>CSG Planning Meeting</b> | <b>Distribution period</b> | <b>Key articles to include</b>  |
|----------------------------|-----------------------------|----------------------------|---|
| Fringe & Summer Newsletter | 07/03/2024                  | 24/06/2024 – 08/07/2024    | <ul style="list-style-type: none"> <li>- Fringe promotion</li> <li>- Summer events promotion</li> <li>- <b>Message from the Mayor</b></li> </ul>  |
| Autumn Newsletter          | 06/06/2024                  | 16/09/2024 – 30/09/2024    | <ul style="list-style-type: none"> <li>- Grant recipients this year</li> <li>- Grant applications for next year's funding</li> <li>- <b>New Mayor &amp; Deputy Mayor (as required)</b></li> <li>- <b>Mayor Making &amp; Civic Awards</b></li> </ul> |
| Winter Newsletter          | 05/09/2024                  | 11/11/2024 – 25/11/2024    | <ul style="list-style-type: none"> <li>- Where the Money came from and how we spent it</li> <li>- <b>Option 1: What did your Council achieve in the previous year (annual reports from committees)</b></li> </ul>                                   |
| Spring Newsletter          | 21/11/2024                  | 24/03/2025 – 07/04/2025    | <ul style="list-style-type: none"> <li>- Council Tax &amp; Precept infographic</li> <li>- <b>Annual Town Meeting</b></li> <li>- <b>Option 2: What did your Council achieve in the previous year (annual reports from committees)</b></li> </ul>     |

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**Press Releases from Buckingham Town Council**

**10<sup>th</sup> January – 28<sup>th</sup> February 2024**

*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 461 – Sewage Capacity Matters**

This press release was published online 08/02/2024 but didn't appear in the paper.

**PRESS RELEASE 462 – Winter Planters**

This press release was published online 08/02/2024 but didn't appear in the paper.

**PRESS RELEASE 464 - Boosting your business at Buckingham Town Council events**

This press release was published online 26/02/2024 but didn't appear in the paper.

**PRESS RELEASE 466 – Buckingham Marks Holocaust Memorial Day**

Published on 31/01/2024.

**PRESS RELEASE 468 – Ready, Steady, Go to Buckingham's Annual Pancake Races**

This press release was published online 08/02/2024 but didn't appear in the paper.

**PRESS RELEASE 470 – Pancake races flipping great success**

This press release was published online 16/02/2024 but didn't appear in the paper.

**PRESS RELEASE 471 – 10 years of Buckingham Food Fair**

This press release was published online 16/02/2024 but didn't appear in the paper.

**PRESS RELEASE 474 – Fantastic food attracted thousands to Buckingham Food Fair**

This press release was published online 26/02/2024 but didn't appear in the paper.

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