



BUCKINGHAM TOWN COUNCIL

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Town Clerk: Claire Molyneux

CSSC

15th November 2024

Councillor,

You are summoned to a meeting of the **Communications Strategy Sub-Committee** of Buckingham Town Council to be held on **Thursday 21st November 2024 at 1pm** in the Council Chamber.

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/UC89BUTwVpjAOEIdSIfcZC9Q/>

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 meetings held on Thursday 5th September and Thursday 15th October 2024.

[Copy circulated previously](#)
[Copy circulated previously](#)

4. Budget Reviews (annual)

To receive and discuss a report from the Deputy Town Clerk and Estates Administrator. [CSG/96/24](#)



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

To decide what we want to achieve with our next newsletter and outline the content.

[Appendix A](#)

6. Audio Newsletter

To decide who should record the audio copy of the Spring 2025 newsletter.

7. TikTok

To discuss whether the Town Council utilise the social media platform

8. Chair's Items

9. Date of Next Meeting

16th January 2025 (informal) @ 1pm via Zoom

6th March (formal) @ 1pm in Chamber

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.

10. Newsletter Contracts

To receive and discuss a report from the Administrator.

[CSG/97/24](#)

To:

Cllr. R. Ahmed

Cllr. M. Gateley

Cllr. J. Harvey (Chair)

Cllr. J. Mordue

Cllr. A. Osibogun

Cllr. A. Schaefer (Mayor)

Cllr. M. Try (Vice-Chair)

Cllr. J. Mordue

BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY SUB COMMITTEE
THURSDAY 23rd NOVEMBER 2023

Contact Officer: Nina Stockill, Estates Administrator

COMMUNICATIONS STRATEGY SUB COMMITTEE 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 2025 until 31st March 2026, so the endpoint is nearly 16 months away. Inflation remains 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. In previous years 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.

3. Proposed changes to the Communications Strategy Sub Committee Budget for 2025 – 2026

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

Centre / Code	Item	Budget 2023 2024	Actual 2023 2024	Budget 2024 2025	Predicted 2024 2025	Recommended Budget 2025 2026	Explanation
102 / 4032	PUBLICITY newsletter	£6,879	£5872	£6,773	£6332	£7,400	These are the costs based on the recommended suppliers in CSG/97/24 with an allowance for price rises.
102 / 4041	WEBSITE website costs,	£3,000	£2,724	£4,000	£1917	£3,000	Decreased costs as graphic

	social media manager, graphic design package						design software was not required and social media manager costs not as high as predicted.
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3.2. The overall budget rise would be 3.5%

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](#)

Spring Newsletter 2025 Article Ideas

Print date 7th February 2025Letterbox distribution end date: 17th March 2025

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	Spring Picture
Message from your Mayor	1	As usual
Hello	½ page	Staff changes (Robert Doris GST)
Our Town Events	3 pages	Remembrance Parade, Winter Fair, Christmas Lights Switch On, Christmas Parade, Community Fair, Holocaust Memorial Day, Pancake Race, Food Fair, Good Ending Fair, Easter Fair, Spring Green Fair, May Day, Buckingham Live, Mayor Making, Celebrate Buckingham, Fringe Week *note it is suggested that the approach of using pictures only for past events (red) continues.
Council Tax and Precept	2 pages	Infographic and text
Your views count	1/2 page	As usual
List of Councillors & Numbers	1 page	As usual
Events Diary (back page)	1 page	Dates until Fringe 2025

Spring articles suggested:

Title	Page(s)	Content suggestions
BNDP	1/2 page	Update on progress
May elections	1/2 page	Reminder to register/vote and timelines for election – note we will in purdah from the 18 th March.
Community grants awarded	1 page	Latest grants awarded
Update on new cemetery	1 page	Latest update on planning and planting

Appendix A

Health and Wellness in Springtime	1 page	Articles about the benefits of spending time outdoors and how spring can positively affect mental well-being. Signpost to Bourton Road allotments and reference new allotments to be created.
Embracing Spring in Buckingham: A Season of Renewal and Celebration	1 page	Celebrating a theme of renewal, joy and community spirit by showcasing our springtime landscapes, Markets/Seasonal Fairs And Springtime Family Friendly events
Town Centre Regeneration	2 pages	Updates on how Buckingham Town Council agreed to spend the funds allocated via the Buckinghamshire Council's Buckingham & Villages Community Board in relation to Town Centre and Regeneration projects.
Enjoy the Spring Weather with Shopmobility Scooters	1 page	Spring is here, and there's no better time to get outdoors and enjoy the sunshine! If you or someone you know has limited mobility, Shopmobility Buckingham offers a wonderful solution to help you explore the town and enjoy the fresh air: free scooter hire.