



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 20th November 2025 at 3pm** 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 4th September and Thursday 16th October 2025.

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

4. Budget Reviews (annual)

To receive a report from the Town Clerk and Estates Administrator.

[CSG/05/25](#)

Twinned with Mouvaux, France;  Neukirchen-Vluyn, Germany  Valmadrera, Italy 

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. Newsletter Contracts

To receive a report from the Administrator.

[CSG/06/25](#)

6. Future Newsletter

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

[Appendix A](#)

7. Audio Newsletter

To decide who should record the audio copy of the:

7.1 Winter 2025 newsletter

7.2 Spring 2026 newsletter

8. Newsletter Policy

To receive the Newsletter Policy and recommend any amendments to Resources Committee

[Appendix B](#)

9. Chair's Items

10. Date of Next Meeting

15th January 2026 (informal) @ 1pm via Zoom

5th March (formal) @ 1pm in Chamber

To:

Cllr. R. Ahmed (Vice-Chair)

Cllr. J. Harvey (Chair)

Cllr. H. Haydock

Cllr. J. Mordue

Cllr. F. Davies (Mayor)

Cllr. M. Try

Spring Newsletter 2026 article ideas

Print date 16th February 2026Letterbox distribution end date: 16th March 2026

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
Our Town Events	3 pages	Remembrance Parade, Winter Fair, Christmas Lights Switch On, Christmas Parade, Community Fair, Holocaust Memorial Day, Pancake Race, Food Fair, Easter Fair, Green and Crafts, May Day, Buckingham Live, 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 2026

Spring articles suggested:

Title	Page(s)	Content suggestions
BNDP	1 page	Update on progress
Community grants awarded	1 page	Latest grants awarded
Update on new cemetery	1 page	Latest update on planning and planting
Annual Town Meeting	½ page	What to expect/promotion
Town tree and butterfly	2 pages	Information on the tree and butterfly. Spring tips/information.
Repair Café	½ page	Offer: summary of what they have been up to.
	½ page	

Total: 16 pages

**BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY SUB COMMITTEE
THURSDAY 20th NOVEMBER 2025**

Contact Officer: Business and Community Engagement Officer

Newsletter Design, Print and Delivery 2026 - 2027

1. Recommendations

- 1.1. It is **RECOMMENDED** that members agree to use the following companies for the design, print, and delivery of the newsletter for the next one-year period (Autumn 2026 – Autumn 2027) to be funded from the Publicity Budget code 4032/102:

Design: Company A at £475 price per edition.

Print: Company A at £896 price per edition.

Delivery: Company B at £682 price per edition.

2. Background

- 2.1. Buckingham Town Council newsletters are currently produced using three local companies. To ensure the best value, quotes have been sought from a range of suppliers for the design, print, and delivery of the Buckingham Town Council newsletter for the next one-year Autumn 2026 – Autumn 2027 editions.
- 2.2. Printing quotes were for 7250 copies of the newsletter printed on 130mg gloss paper. There are 7250 homes that the newsletters get distributed to. Any additional copies are usually distributed via the Tourist Information Centre, Library, care homes, local heritage sites, hotels and in welcome packs. We have based our quotes on maintaining the previous 7290 copies currently printed and revise to account for the new builds on the Tingewick Road.

3. Quotes for Design

Company	Company A	Company B	Company C
Price per edition	£475 (VAT EX)	£250.00 (VAT EX)	No response.
Price per annum	£1,425 (VAT EX)	£1000 including trifold A5 leaflet (VAT EX)	No response.

Clerk's notes	Our supplier since 2014.	They have done design for many years for many other notable clients. Business located within 30-mile radius of Buckingham	
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4. Quotes for Print

Company	Company D	Company A	Company B
Price per edition	£998 (VAT EX)	£896	£1313.60 each (VAT EX)
Price per annum	£2,994 (VAT EX)	£2,688 (Ex VAT)	£3,940.80 (VAT EX) <i>To print A5 trifold leaflets on 170 gsm silk paper £820.80</i>
Clerk's notes	Current supplier. Business located within Buckingham	Sub prints through company D.	Business located within 30-mile radius of Buckingham

5. Quotes for Delivery

Company	Company B	Company C
Price per edition	£682	No response.
Price per annum	£2,932.92 (inc A5 trifold leaflet)	No response.
Clerk's notes	Current supplier, good relationship, use trackers to report on delivery. Business located within 30-mile radius of Buckingham	No response.

BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY SUB COMMITTEE
THURSDAY 20th November 2025

Contact Officer: 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 2026 until 31st March 2027, 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 26/27

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

Centre / Code	Item	Budget 2025 2026	Predicted 2025 2026	Recommended Budget 2026 2027	Explanation
102 / 4032	PUBLICITY newsletter	£7,400	£7,400	£7,400	These are the costs based on the recommended suppliers
102 / 4041	WEBSITE website costs, social media manager, graphic design package	£3,000	£2,800	£3,000	Prices remain consistent with last year's budget

4. What do the budget lines include?

4.1. Publicity 102/4032 pays for:

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:

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

The social media manager software.

[Back to Agenda](#)



BUCKINGHAM TOWN COUNCIL NEWSLETTER POLICY AND PROCEDURE

This policy & procedure establishes guidelines for publishing Buckingham Town Council's newsletters.

The purpose of the Newsletter is to serve as a medium for communication between the Town Council and the residents of Buckingham. The Newsletter publishes articles and data deemed of interest for the residents of Buckingham.

Front page

- The nameplate Buckingham Town Matters (banner on the top front of the newsletter that identifies the publication) needs to have the Buckingham crest on the left side of the nameplate within the solid band. Which edition (season and year) needs to be underneath.
- The Thoroughly Modern Traditional Buckingham logo needs to be present.
- Desired front page picture, ideally relevant to the season it is distributed in.
- A brief list headlining what is in the issue, in order of appearance, at the bottom of the page.

Standard content

Permanent fixtures within the newsletters:

- Front page (see above)
- Inside front page, Mayoral message
- Inside back page, Buckingham Town Councillors / Your views count
- Back page, Events Diary
- Events Review
- Promotion of Events
- Additional annual articles (see page 5)

General awareness

- No third party advertising is accepted
- For a professional look and readability, no more than two text fonts or two or three headlines fonts should be used.
- Pictures that are provided by a third party shall be credited (courtesy of...)
- Page numbers on each page

Governance

The Newsletter shall be governed by the Communications Strategy Group acting as the editorial committee with delegated powers under standing orders, which can make

recommendations to the Resources Committee, on issues of wider policy and strategic communication matters. The committee is composed of at least 4 members from the Full Council. The sub-committee is tasked with deciding content and can request articles to be written by staff members, councillors and partners as appropriate.

Procedure

The committee attend an Ideas/Content meeting approximately three months before the target distribution date. Once the content is agreed the CSG Clerk requests articles to be written by intended writers advising them of the return deadline date. The deadline date should be around 4 weeks (as many weeks as possible) from the Ideas/Content meeting and at least one week before the review article meeting.

The CSG Clerk will gather all articles including chasing any late submissions. All available articles are incorporated into the agenda for the review articles meeting and any last minute submissions are taken on the day. During the meeting the committee will review all articles and recommend any editorial changes.

Following the meeting the CSG Clerk will make the necessary changes before submitting them to the newsletter designer. This process should take approximately a week.

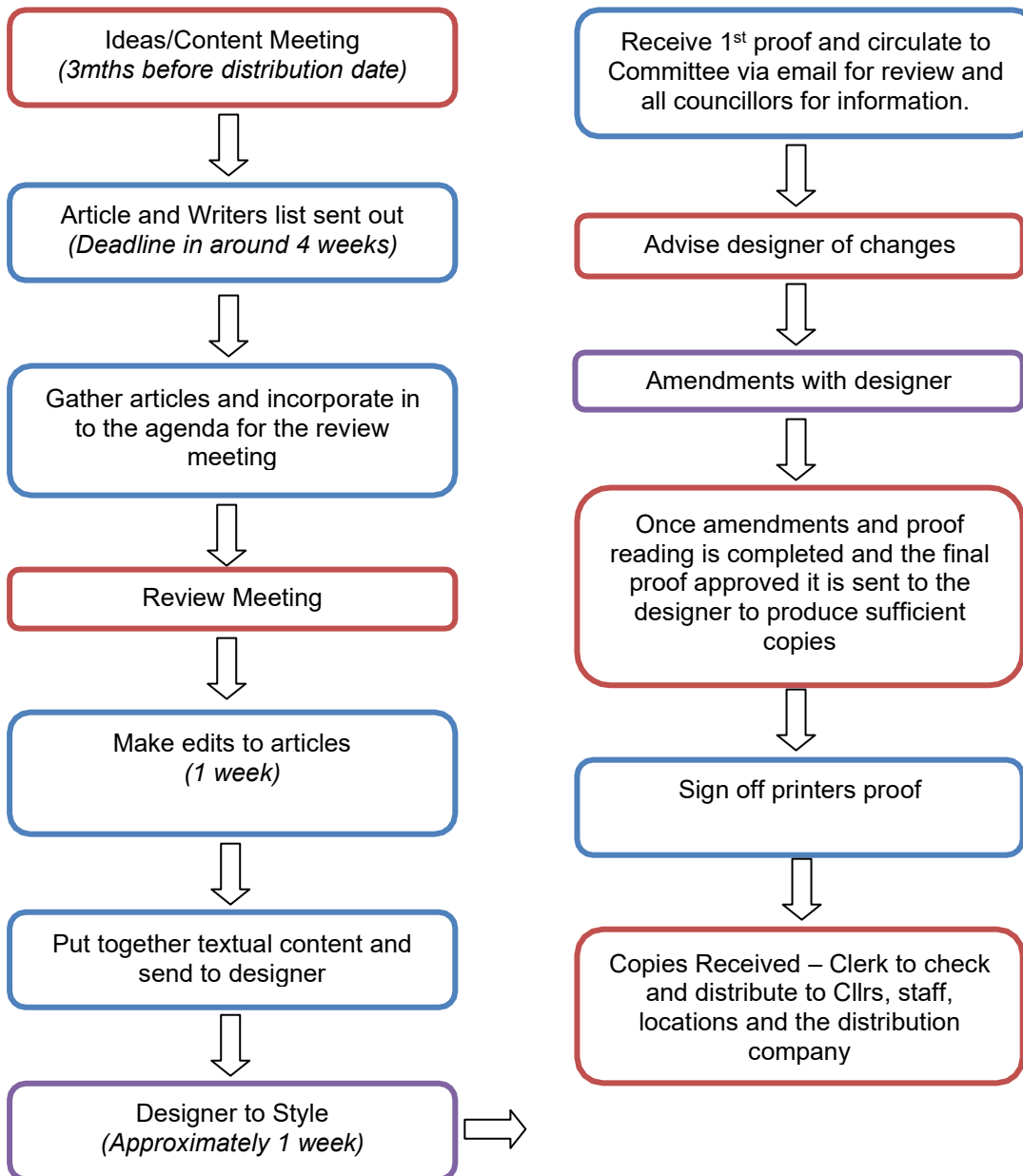
The designer will style the newsletter taking into account the above, front page, standard content & general awareness. This should take approximately a week.

On receipt of the first proof from the designer, the CSG Clerk will forward it onto the committee to review (via email). The committee should take approximately a week to review the proof and make any suggestions for changes, following which the CSG Clerk will advise the designer of the required changes.

Once changes, editing and proof reading is complete and confirmed by the committee the final draft is sent to the designer to produce enough copies for the houses and businesses of Buckingham. This should take approximately a week.

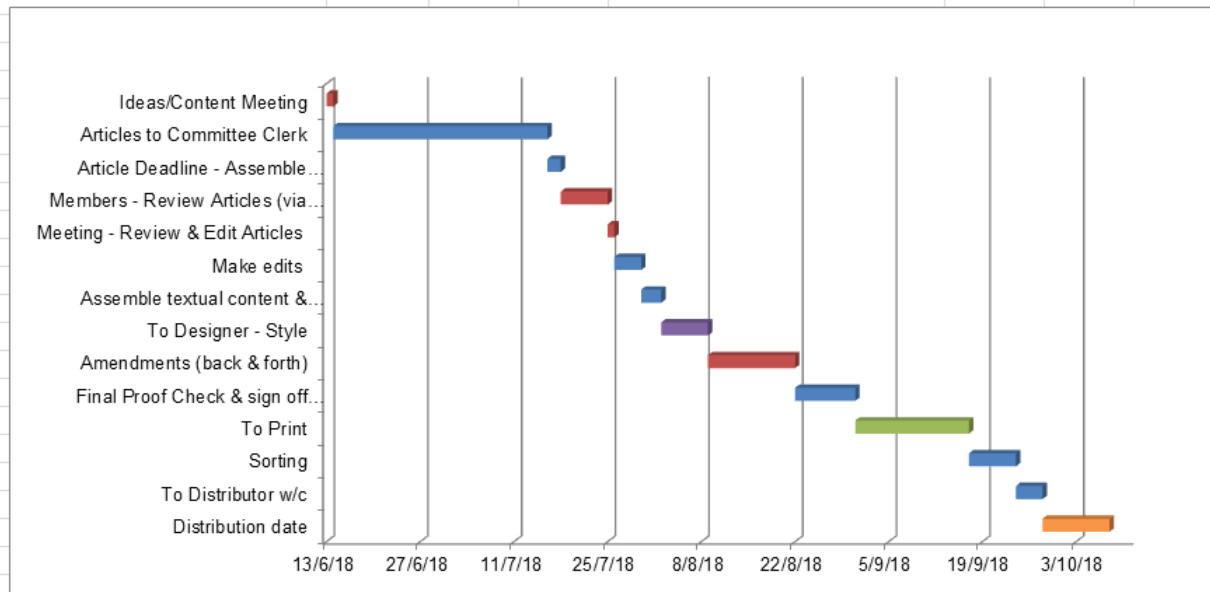
On receipt of the copies the CSG Clerk should check the newsletter is correct and distribute a copy to all Councillors and staff, keeping file copies and copies for the Legal Deposit Libraries. Copies also go to the Council Chamber, the Library, Lace Hill Sports & Community Centre, the Tourist Information Centre, the sheltered accommodation (Brooks Court, North End Court, Chandos Court) and other suitable venues as identified. All remaining copies should be given to the current distribution company to deliver to the residents of Buckingham.

Flow diagram of the procedure



Example of a Gantt chart – Time Line

Autumn 2018 Newsletter					
Task	Start Date	Duration	Task	Start Date	Duration
Ideas/Content Meeting	13/06/2018	1	To Designer - Style	02/08/2018	7
Articles to Committee Clerk	14/06/2018	32	Amendments (back & forth)	09/08/2018	13
Article Deadline - Assemble articles	16/07/2018	2	Final Proof Check & sign off (roundclrs)	22/08/2018	9
Members - Review Articles (via agenda)	18/07/2018	7	To Print	31/08/2018	17
Meeting - Review & Edit Articles	25/07/2018	1	Sorting	17/09/2018	7
Make edits	26/07/2018	4	To Distributor w/c	24/09/2018	4
Assemble textual content & photos	30/07/2018	3	Distribution date	28/09/2018	10



ADDITIONAL ANNUAL ARTICLES

Spring Issue

- Annual Town Meeting advert
- Council Tax/Precept
- Grant recipient list

Summer Issue

- What has your local council achieved in the last year (reports from each committee)

Autumn Issue

- Where the money came from and how we spent it (pie chart)
- Grant application advert