



BUCKINGHAM TOWN COUNCIL

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Town Clerk: Claire Molyneux

COMMUNICATIONS
STRATEGY GROUP

01/09/2026

Councillor,

You are summoned to a meeting of the **Communications Strategy Sub-Committee** of Buckingham Town Council to be held on **Thursday 10th September 2026 at 2pm** 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/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.

AGENDA

1. Apologies for Absence

Members are asked to receive and approve or not approve 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.



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.

3. Meeting Notes

To review and agree the notes from the last meeting held on Thursday July 16th.

[Copy circulated previously](#)

4. Winter 2026 Newsletter

To decide articles and content for Winter newsletter

[Appendix A](#)

5. Changes to page 15 of the newsletter (Cllr. Phone numbers)

[CSSC/09/26](#)

Members are recommended to approve replacing the Councillors' telephone numbers list with Councillors' email addresses.

Report from the Business and Community Engagement Officer

6. Audio Newsletter

To decide who should record the audio copy of the Winter 2026 newsletter

7. Review of Banner Policy

Report from the Office Administrator

To review the banner policy and to agree any recommendations for changes.

[CSSC/10/26](#)

[AppendixB](#)

8. Chair's items – For Information Only

9. Date of next meeting

Thursday 15th October, 2pm online

To:

Cllr. R. Ahmed (Vice-Chair)

Cllr. F. Davies (Mayor)

Cllr. J. Harvey (Chair)

Cllr. H. Haydock

Cllr. J. Mordue

Cllr. M. Try

Winter Newsletter 2026 Article Ideas

Please note: 1 page = maximum 350 words, less with pictures. Each edition is a total of 16 pages. **Those highlighted in blue are our usual articles.**

Print Date: 30/10/2026

Distribution Finish Date: 12/11/2026

Title	Page(s)	Page number in newsletter	Content suggestions	Staff
Front Cover image	1	1		
Message from your Mayor	1	2		Fran
Bucks Community Energy	1 page	3	Interview/article with BCE: Cutting fuel bills this winter. Plus, info about BCE event	Ana
Our Town Events (pictures only for past and current events)	4 pages	4-7		Ana
Where the Money came from and how we spent it	2 pages	8-9	Infographic and summary showing where our income came from and our major expenditures.	Tryph
Town Centre Spotlight	1 page	10	Small Bus.Saturday promo, and review of Discover Buckingham Day	Ana
Flooding	½ page	11	Advice on how to prepare for flooding	Tryph
Tingewick Road Cemetery and allotments update	½ page	11	News on the opening of the cemetery and allotments	Nina
Find the hidden word competition	¼ page	12		Ana
Grants	¾ page	12	How to apply for a grant 2027	Tryph
Buckingham in Bloom	1 page	13	Article highlighting this year's winners.	Ana
Christmas Card Competition	¾ page	14	Announcing this year's winners	Ana
Your views count	¼ page	14		
List of Councillors & Numbers	1 page	15		
Events Diary	1 page	16		Ana

TOTAL PAGES	16 pages			
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Buckingham Town Council

CSSC

10/09/26

Contact Officer: Engagement Officer

Buckingham Town Councillors' Contact Details

1. Recommendations

- 1.1. Members are recommended to approve replacing the Councillors' telephone numbers list with Councillors' email addresses on page 15 of the Newsletter.

2. Background

- 2.1. For safeguarding and privacy reasons, Councillors' personal telephone numbers were previously replaced with the Buckingham Town Council office telephone number, unless a Councillor chose to opt in to sharing their personal number.
- 2.2. As only a small number of Councillors have chosen to share their personal telephone number, the current contact list largely consists of repeated office telephone numbers, making it less useful for residents.
- 2.3. Councillors' email addresses are already publicly available on the Buckingham Town Council website. Replacing the repeated office telephone numbers with individual email addresses would provide residents with a more practical way to contact their elected representatives while maintaining Councillors' privacy.

Buckingham Town Council

CSSC

10/09/26

Contact Officer: Office Administrator

Banner Policy

1. Recommendations

- 1.1. It is recommended to retain the parish boundary restriction and establish dedicated capacity for Town Council events and promoting Town Council services.
- 1.2. It is recommended that members review and agree the proposed changes to the existing policy. Proposed amendments highlighted in yellow.

2. Background

- 2.1. The current Banner Policy was agreed in July 2022 to govern the display of promotional banners on Town Council railings at the Cattle Pens and Old Gaol. As part of routine policy maintenance, the policy was reviewed at the formal CSSC meeting in June. Eligibility criteria was reviewed to ensure space is used effectively for the benefit of Buckingham residents.

During the June meeting it was suggested that bookings be opened to organisations outside of the Buckingham parish, within a 3-mile radius. Those outside the parish could only book 40 days in advance to enable those within the parish to have priority.

It was also suggested that the number of banners organisations could display should be reduced from two to one, thus opening up more space for others.

3. Capacity and Usage Analysis

- 3.1. **Total Capacity:** Across the two designated locations, a total of 4 banner slots are available per week. Year to date (01 January - 17 July 2026), **116 banner slots** have been available in total.

Public & Community Bookings: Year to date, **60 slots (51.7%)** were booked by local community groups and organisations. This excludes BTC events. Leaving 56 slots available.

Town Council Events & Service Promotions: The remaining capacity (**56 slots / 48.3%**) provides flexibility to display promotional banners for Town Council events and services

2025 bookings (Comparison)

Total capacity (January - December): Across the two locations a total of 208 banner slots have been made available.

Public and Community bookings: 76 slots were booked (36.5%) by local community groups and organisations. This excludes BTC events. Leaving 132 slots available.

The remaining capacity is vital for promoting the Town Council's own annual events calendar and key public services

3.2. Town Council Event & Service Banner Commitments Include:

Food Fair (February), Buckingham Live (May), Celebrate Buckingham (June), Band Jam (August), Dog Show (September), and Charter Fair (October).

Core Public Services: Ongoing promotional campaigns for the Discover Buckingham website, Shopmobility service, and Lace Hill.

4. Recommendations

- 4.1. **Consideration** was given to whether the policy should be expanded to allow organisations outside the parish boundary. It is recommended that the current restriction requiring events to take place within the parish of Buckingham be retained, for the following reasons:

Preserving Capacity for Core Council Events: The Town Council manages a busy annual events programme throughout spring, summer, and autumn. Extending access to outside parishes would potentially create scheduling conflicts during peak event windows.

Safeguarding Local Community Space: The primary objective of the policy is to support Buckingham-based organisations and one-off community events. Prioritising local parish groups ensures space remains readily accessible without long waiting lists.

Promoting Local Services: Vacant slots between bookings allows the Council to maintain visibility for key initiatives like *Shopmobility* and local tourism (*Discover Buckingham*).

5. Proposed changes to existing policy

- 5.1. **Item 3.1:** Paragraph amended

- 5.2. **Item 4.1:** Following a feedback comment regarding road safety, a clause has been added to prohibit banners from being placed on the final panel of the Cattle Pens. A large vinyl banner in this specific location blocks the sightlines of drivers pulling out of the junction.

- 5.3. **Item 4.7:** Timings and Changeovers: To prevent overlap issues, a new paragraph has been added.



Date agreed	Committee	Minute number	Renewal date
20 th July 2022	CSSC	196/22	July 2025
4 th June 2026	CSSC	9/26 CSSC 06/26	June 2029

BUCKINGHAM TOWN COUNCIL BANNER POLICY

Policy and criteria on the display of Banners

Buckingham Town Council may remove any banner which does not have permission for display from Buckinghamshire Council or (within the town area) the Town Council.

Policy on the display of banners in Buckingham town centre:

Banners may be used to advertise local events on the railings of the town centre in Buckingham, where they are not a traffic hazard both in themselves or by causing drivers to slow or stop to read them. Banner slot bookings are free, but permission must be given by the **Town** Council.

1. How to ask permission for a banner to be displayed:

- 1.1. To enquire about availability and booking of a banner space, please contact office@buckingham-tc.gov.uk or on 01280 816 426.

2. What kind of banners can be displayed?

- 2.1. Requests will only be accepted for banners that promote local events that take place in the parish of Buckingham. Events are defined as one-off occasions, for example: a concert, theatre performance, sponsored race or non-profit open day.
This does not include:

- 2.1.1 Advertising for any event that takes place outside of the parish of Buckingham. Being of general interest to the area is not considered to 'within the parish boundary' without a specific local location.

- 2.1.2. Commercial advertising, including special offers/business open days or for recruitment. Commercial advertising is subject to planning permission via Buckinghamshire Council.

- 2.2. Banners must be of good quality, waterproof, fixed securely with reusable cable ties and should be able to be read easily and quickly. The maximum size for banners is:

- 2.2.2. Cattle Pens: 6ft x 4ft

- 2.2.3. Old Gaol: 6ft x 3ft

- 2.3. Environmental requirements:

- 2.3.2. Where possible, banners should be reusable, and should be fixed securely to the railings using reusable cable ties or rope. Weatherproof stickers can be used to change the dates on old banners.
- 2.3.3. When buying a banner consider buying recyclable or otherwise environmentally friendly options.

3. Poster Policy

- 3.1. ~~Under the same criteria as banners in policy 2, ie that they must be for local events, posters can be displayed in the Town Council noticeboards.~~
- 3.2. A request can be made for posters to be displayed in the Town Council notice boards, subject to space and appropriateness. Under the same criteria as banners in policy 2, i.e they must be for local events.
- 3.3. To take part, please print and laminate eight A4 posters for your event, and drop them off at the Town Council offices before 5pm on Thursday each week.
- 3.4. Posters will be displayed no more than 2 weeks in advance of the event.
- 3.5. Space is limited, and posters will be displayed on a first come, first served basis.

4. Where and when can banners be displayed?

- 4.1. Banners must not be placed on the final end section of the Cattle Pen railings nearest to the road junction, as this creates a visibility blind spot for emerging vehicles.
- 4.2. The Cattle Pen railings opposite Cornwall's Meadow Car Park, and the railings by the Old Gaol entrance.
- 4.3. A banner display can only be booked for one week at a time, or for two weeks where one week is at each location.
- 4.4. A maximum of two banners at each location at one time will be given permission.
- 4.5. Banner slots are available a maximum of six months in advance and will be distributed on a first come, first served basis.
- 4.6. Groups who make multiple requests for banner slots will be limited to two, two-week bookings per six months.
- 4.7. Banner bookings run from Monday to Monday. Banners must be removed by midday on the Monday at the latest. New banners may be erected after midday on Monday.

5. Who is responsible for the banners?

- 5.1. The person booking the banner slot is responsible for putting up and taking down their banner.

- 5.2. The Town Council takes no responsibility for the security of any banner while in place. Where a banner is removed by the Council, under policy 6, appropriate care will be taken.

6. What happens to banners displayed without permission from Buckingham Town Council or Buckinghamshire Council?

- 6.1. If possible, the owner will be contacted and asked to remove the banner within 24 hours.
- 6.2. If the banner is not removed, the Town Council will remove the banner. Any banners removed will be kept for two weeks and then disposed of as the Town Clerk or authorised representative of the Town Council decides.