



# 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

29/05/2026

Councillor,

You are summoned to a meeting of the **Communications Strategy Sub-Committee** of Buckingham Town Council to be held on **Thursday 4<sup>th</sup> June 2026 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](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.

## AGENDA

### 1. Election of Chair

To elect a Chair of the Sub-Committee for 2026 – 2027

### 2. Apologies for Absence

Members are asked to receive and approve or not approve apologies from Members.

### 3. Election of Vice-Chair

To elect a Vice-Chair of the Sub-Committee for 2026-2027



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.

**4. 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.

**5. Minutes**

To review and agree the minutes from the last meeting held on Thursday 5<sup>th</sup> March 2026.

[Copy circulated previously](#)

**6. Autumn 2026 Newsletter**

[Appendix A](#)

To decide articles and content for Autumn newsletter

**7. Audio Newsletter**

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

**8. Discover Buckingham TikTok**

Members are recommended to approve the creation of a Discover Buckingham TikTok account.  
Report from the Business and Community Engagement Officer

[R/07/26](#)

**9. Review of Banner Policy**

Report from Administrator  
Draft Banner Policy

[R/08/26](#)  
[Appendix B](#)

**10. Chair's items – For Information Only****11. Date of next meeting**

16<sup>th</sup> July (informal) via Zoom  
10<sup>th</sup> September (formal) in the Chamber

**To:**

Cllr. R. Ahmed (Vice-Chair)  
Cllr. F. Davies (Mayor)  
Cllr. J. Harvey (Chair)  
Cllr. H. Haydock  
Cllr. J. Mordue  
Cllr. M. Try

### Autumn Newsletter 2026 Article Ideas

Please note: 1 page = maximum 350 words, less with pictures. Each edition is a total of 16 pages.

Print Date: 24/08/2026

Distribution Finish Date: 10/09/2026

#### Usual Pages:

<b>Title</b>	<b>Page(s)</b>	<b>Content suggestions</b>
Front Cover image	1	Autumnal image of Buckingham
Message from your new Mayor	1	As usual
Our Town Events (pictures only for past and current events)	4 pages	Green and Crafts, Easter Bazaar, May Day, Buckingham Live, Pride Week events, Celebrate Buckingham Day, Armed Forces Day, Fringe Week events, Buckingham Play Days, BandJam
<i>Current events</i>		Dog Show, River Rinse 1
<i>Future events</i>		River Rinse 2, Charter Fair, Halloween Event, Bonfire & Fireworks, Remembrance Parade, Winter Fair, Christmas Lights Switch On, Small Business Saturday, Christmas Parade, Community Fair
What did your Town Council achieve?	2 pages	Shortened versions of ATM reports.
Your views count	¼ page	As usual
List of Councillors & Numbers	1 page	As usual
Events Diary	1 page	Dates until end of 2026

Total = 10 ¼ pages

#### Autumn articles suggested:

<b>Title</b>	<b>Page(s)</b>	<b>Content suggestions</b>
New Deputy Mayor	½ page	Introducing the new Deputy Mayor
Mayor Making/ Civic Awards	½ page	Roundup of Mayor Making event and recipients of awards

Grant Funding for 2027/2028	½ page	Advertising of grant funding for the forthcoming year.
Memorial Safety Inspections at Brackley Road Cemetery	½ page	Details about the Memorial Safety Inspections.
Fireworks / bonfire safety	1 page	Laws around fireworks and bonfire safety – wildlife effects and what the TC does to ensure wildlife safety at Bonfire & Fireworks event
ECDI Black History Month	1 page	Information about their event.
Discover Buckingham Social Media Promotion	½ page	Promoting Discover Buckingham Website and social media
Railway Walk Voluntary Group	¾ page	Call for more volunteers with details about what the group does.

Total = 5 ¾

**Total pages: 16**

**Buckingham Town Council**  
**Communications Strategy Sub Committee**  
**Thursday 4<sup>th</sup> of June 2026**

Contact Officer: Business and Community Engagement Officer

**Discover Buckingham TikTok**

**1. Recommendations**

- 1.1. Members are recommended to approve the creation of a Discover Buckingham TikTok account.

**2. Background**

2.1. The proposed TikTok account would be used to share the same short-form video content currently produced for the *Discover Buckingham* Instagram (Reels). As such, this would not require significant additional resources or staff time.

2.2. The primary objective of the account is to further promote Buckingham as a visitor destination and increase tourism.

2.3. Performance data from the *Discover Buckingham* Instagram account demonstrates significant recent growth:

- January: 46 views
- February: 441 views
- March: 12,000 views
- April: 27,000 views
- Last 30 days: 34,000 views

Additionally:

- 46% of views were from non-followers
- Profile activity increased by 82.1%

Audience demographics show a broad age range:

- 25–34: 26%
- 35–44: 20.8%
- 18–24: 18.6%
- 45–54: 13.9%

This reflects progress toward the Business and Community Engagement Officer's objective of widening audience reach.

2.4. Individual video performance highlights the effectiveness of short-form content:

- Buckingham High Street reel: 48,000 views
- Bourton Park reel: 15,500 views
- Small Business Saturday reel: 39,300 views

Reels consistently achieve higher engagement than standard post formats.

2.5. Expanding onto TikTok would help reach a younger demographic. Findings from the recent youth survey indicate that younger residents are interested in engaging with the Town Council but are less responsive to formal communication formats. TikTok provides a more accessible and engaging platform, which could:

- Increase youth engagement
- Encourage local pride
- Strengthen community connection

**Buckingham Town Council**  
**Communications Strategy Sub Committee**  
**Thursday 04 June 2026**

Contact Officer: Office Administrator

**Banner Policy**

**1. Recommendations**

1.1. It is recommended that Members review and agree the proposed updated Banner Policy.

**2. Background**

2.1. The word "Town" has been added to the second paragraph to clarify that permission must be granted by the Town Council.

2.2. **Item 1 Contact Details:** The contact information has been updated to reflect the correct, current email address.

2.3. **Item 2.2 – Commercial & Community Events:** The Council occasionally receives banner requests for events that sit in a grey area, such as craft markets, local fairs, or psychic evenings. While these have commercial elements, they function as community events. An additional paragraph has been added to allow these to be considered on a case-by-case basis.

2.4. **Item 3.1** – Paragraph amended.

2.5. **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.

2.6. **Item 4.4** – Inserted "Per organisation" to avoid confusion.

2.7. **Item 4.7 – Timings and Changeovers:** To prevent overlap issues, a new paragraph has been added. This confirms that bookings run Monday to Monday, setting a midday deadline for removal and putting up new banners.



Date agreed	Committee	Minute number	Renewal date
20 <sup>th</sup> July 2022	CSSC	196/22	July 2025

## 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 **Bethanie Dowden** at: [admin@buckingham-tc.gov.uk](mailto:admin@buckingham-tc.gov.uk) [office@buckingham-tc.gov.uk](mailto:office@buckingham-tc.gov.uk) or **call 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 **a** one-off occasion, 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 be '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 Banner requests detailing a general community event (e.g., a craft market) will be considered on a case-by-case basis. Such events must be one-off**

occasion located within the parish, open to the general public, and must not constitute standard commercial advertising for day-to-day business operations.

- 2.3 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:
- 2.3.1 Cattle Pens: 6ft x 4ft
  - 2.3.2 Old Gaol: 6ft x 3ft
- 2.4 Environmental requirements:
- 2.4.1 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.
  - 2.4.2 When buying a banner consider buying recyclable or otherwise environmentally friendly options.

### 3 Poster Policy

- 3.1 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, ie that they must be for local events.
- 3.2 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.
- 3.3 Posters will be displayed no more than 2 weeks in advance of the event.
- 3.4 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 Cornwalls 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 per organisation 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.