



BUCKINGHAM TOWN COUNCIL

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Town Clerk: Claire Molyneux

CSSC

30/05/2024

Councillor,

You are summoned to a meeting of the **Communications Strategy Sub-Committee** of Buckingham Town Council to be held on **Thursday 6th June 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 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. Election of Chair

To elect a Chair of the Committee for 2024 – 2025.

2. Election of Vice-Chair

To elect a Vice-Chair of the Committee for 2024 – 2025.

3. Apologies for Absence

Members are asked to receive and accept apologies from Members.

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. Meeting Notes

To review and agree the minutes of the last formal meeting held on Thursday 7th March 2024.

Copy circulated previously

6. Terms of Reference

To note the Terms of Reference for the Communications Strategy Sub-Committee, as agreed by Full Council.

[Appendix A](#)



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.

7. Future Newsletter – Autumn 2024

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

[Appendix B](#)

8. Ongoing Development of Existing Websites

To discuss the maintenance of the website and any improvements to be made.

- www.buckingham-tc.gov.uk
- www.discoverbuckingham.uk

9. Social Media

To receive an update on annual social media statistics from the Administrator.

[CSSC/23/24](#)

10. Website Analytics and budget update

To receive an update on the annual website statistics from the Administrator.

[CSSC/24/24](#)

11. Press Releases

To note and discuss a summary of the press releases authorised by Buckingham Town Council since the previous meeting on Thursday 11th April 2024, and a summary of publication rates for 2023/2024.

[Appendix C](#)

12. Chair's Items

13. Date of Next Meetings

Thursday 18th July 2024 at 1pm (Online informal meeting)

Thursday 5th September 2024 at 1pm (at the Council Chamber)

To:

Cllr. R. Ahmed


Cllr. M. Gateley

Cllr. J. Harvey (Chair)

Cllr. A. Osibogun

Cllr. A. Schaefer (Town Mayor)

Cllr. M. Try (Vice-Chair)

 <p>Buckingham Town Council</p> <p>Terms of Reference</p>	<p>Date agreed: 13/05/2024 Minute number: 17/24.2.6 Prepared by: Claire Molyneux Version: 2.0</p>
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Name

1. This Strategy Group of Resources shall be known as the **COMMUNICATIONS STRATEGY SUB COMMITTEE**

Membership

2. Membership of the Strategy Group is open to any Councillor who wishes to be a member.
 - 2.1. Councillors who are not Members of the Strategy Group may attend the meeting, but they may not vote on a decision.
 - 2.2. The Committee has the power to Co-opt other non-voting Members.
3. The Strategy Group shall be subject to a quorum of 3 or one third of its membership, whichever is greater.

Chair/Chairman

4. The Strategy Group shall elect a Chair at the first meeting after the Annual Town Council Meeting. The Chair's period of office is for one year.
5. The Strategy Group shall elect a Vice-Chair at the first meeting after the Annual Town Council Meeting. The Vice-Chair's period of office is for one year.
6. The Chair, if present, shall Chair the Strategy Group meeting.

Conduct of the Meeting

7. All meetings of the Communications Strategy Group shall be convened in accordance with the Town Council's Standing Orders and current legislation.

Area of Operations

8. The Strategy Group has the delegated responsibility from the Resources Committee to make decisions in all aspects relating to Communications, for example newsletters, websites, leaflets, and social media.

Powers and responsibilities

9. In addition to the areas of operation above the Communications Strategy Group has the following specific responsibilities:
 - 9.1. To discuss and agree articles for inclusion within the Town Council's newsletter.
 - 9.2. To compile and arrange for distribution of the Town Council's newsletter.

- 9.3. To agree procedures for the communication methods the Council uses.
- 9.4. To review and arrange for the management of any website under the Town Council's control.
- 9.5. The Strategy Group has authority to proceed with all items within the publicity budget and the website budget, or any budget from time to time which falls within communications. However, the Strategy Group must refer to the Resources Committee when non-budgeted expenditure is anticipated.
- 9.6. To monitor and improve the Council's communications impact in so far as they relate to this committee.

Autumn Newsletter 2024 Article Ideas

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

Print Date: 28/08/2024

Distribution Finish Date: 30/09/2024

Usual Pages:

Title	Page(s)	Content suggestions
Front Cover –	1	Charter Fair picture. NB: Supplied by the Friends of Buckingham University
Message from your Mayor	1	As usual
Past events (pictures only)	2 pages	Green Spring Fair, Easter Bazaar, May Day, Buckingham Live 24, Celebrate Buckingham Day, Fringe Week, Buckingham Play Days, Bandjam
Current events	1 page	Dog Show, River Rinse 1
Future events	2 pages	River Rinse 2, Charter Fair, Halloween Event, Bonfire & Fireworks, Remembrance Parade, Winter Fair, Christmas Lights Switch On, Christmas Parade, Community Fair
What your Town Council achieved?	2 pages	Shortened versions of ATM reports by chairs.
Your views count	¼ page	As usual
List of Councillors & Numbers	1 page	As usual
Events Diary	1 page	Dates until end of March '25

Total = 11 ¼ pages

Autumn articles suggested:

Title	Page(s)	Content suggestions
New Deputy Mayor	½ page	Introducing the new Deputy Mayor
Mayor's charities	½ page	Identifying the Mayors' new charities
Mayor Making/ Civic Awards	¾ page	Roundup of Mayor Making event and recipients of awards
Grant Funding for 2024-2025	½ page	Advertising of grant funding for forthcoming year.

Appendix B

Changes to grass cutting	1 page	Update on devolved services
Swan Practice	½ - 1 page	Update from the Swan Practice regarding Health Care.
BNDP	? pages	Update on BNDP.
Volunteer at Events	1 page	Agreed to move from Spring 2024 to Autumn 2024.

Total space available = 4 ³/₄ pages

[Back to Agenda](#)

BUCKINGHAM TOWN COUNCIL
COMMUNICATIONS STRATEGY SUB COMMITTEE
Thursday 6th June 2024

Contact Officer: Louise Stubbs, Deputy Town Clerk

Social Media annual report 2023 - 2024

1. Recommendations

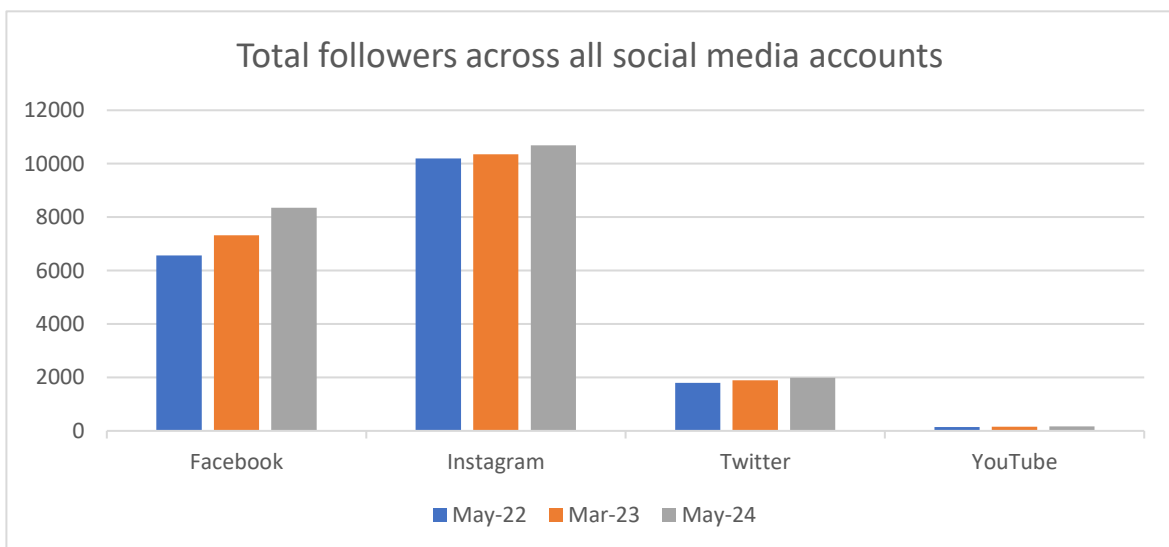
It is recommended that Members note this report.

2. Demographics data

- 2.1. Due to wider take up of restrictions in data sharing, and changes made to Twitter, both of which strongly limit the demographics data available to the Council, the demographics data available is very limited.
- 2.2. However, the data that is available suggests that demographics across the different social media platforms remain broadly as they were in previous years. More women than men follow the Town Council on both Facebook and Instagram, with Instagram more popular with younger followers.

3. Total followers across all social media accounts:

- 3.1. The total number of followers across all social media continues to rise, with a combined social media presence of just over 21,000 social media accounts. Growth was up in 2023/24 compared to the previous year, and the Town Council continues to have one of the largest parish council social media presences in England.



- 3.2. The best performing social media accounts in 23/24 are again Discover Buckingham and the Tourist Information Centre accounts, which grew 32% on Facebook and 24% on Instagram.
- 3.3. The main Town Council accounts also performed very strongly this year, with a 14% rise in followers on Facebook and 24% on Instagram.

4. Comparison to government social media accounts worldwide

- 4.1. Buckingham Town Council performs consistently well against social media accounts of other governments and councils (of any size) throughout the world.

Social Media Account	Audience Growth rate*	Post engagement*	Post frequency (per day)*
Facebook @BuckinghamTC	12.29%	4.79%	1.36
Facebook Government accounts average	-9.19%	1.65%	0.67
Twitter @BuckinghamTC	4.19%	3.98%	
Twitter Government accounts average	-64.83%	1.31%	
Instagram @BuckinghamTC	11.31%	3.72%	1.77
Instagram Government accounts average	19.57%	2.07%	0.98

*all data compiled by Hootsuite and last accessed 30/5/2024. The direct comparison of follower numbers in section 4 of this report will not match the audience growth rate as defined by Hootsuite. Hootsuite measures growth rate as “new followers as a percentage of your total audience.”

As data from Hootsuite on post impressions/reach and clicks will vary considerably based on the size of the government organisation running the account (for example, the official GOV.UK accounts will have a substantially larger algorithmic reach) these are not considered comparable and are not included.

[Back to Agenda](#)

Website Analytics: Buckingham Town Council website 2023 - 2024

Contact Officer: Adam Hinds, Administrator

1. Buckingham Town Council (Year One)

Buckingham Town Council’s Main website was rebuilt and transferred to the new website host in April 2023. For data analysis purposes, the data held has reset to a new ‘Year One’ and has now been compared against our previous, old website data. The Data should be viewed in this context, and perhaps with some caution, as the comparison is not like with like.

The baseline data at the end of life of the old website was:

Data type	2022 Data (Year Zero)	2023 Data (Year One)
Annual website visits	113,597	122,000
Annual unique website visits	47,891	52,000
Access website	Mobile: 61% Desktop 33% Tablet 5%	Mobile: 68.9% Desktop 27% Tablet 4.1%
Most popular website pages	Events Home Page Green Spaces Committees Markets Lace Hill Sports & Community Centre Archive Councillors Staff Contact Us	Home Bonfire & Fireworks Charter fair Your Town Council Buckingham Swan Trail Events Calendar Markets Councillors Christmas Parade

The website showed steady growth with a 7% increase in annual website visits and 8.5% increase in annual unique website visits. Access to the website by mobile devices continued to grow at the expense of desktop devices with tablets showing a very slight decline. This data is similar to the Discover Buckingham website and as expected.

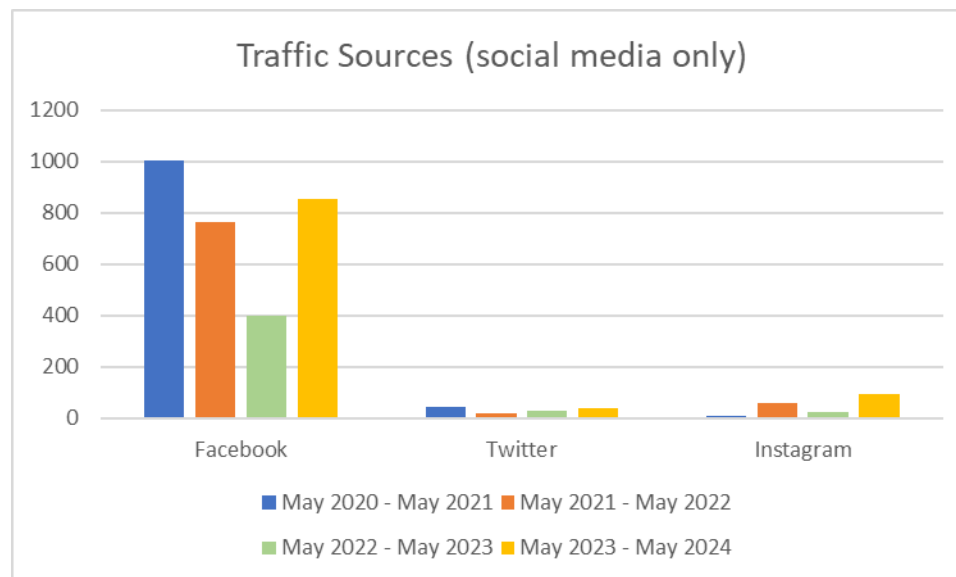
An interesting trend from the previous year is shown in the most popular website pages. Five of the most popular pages are now Event pages. During 22/23 only a single Event page made the Top 10.

2. Discover Buckingham (Year Four)

The Discover Buckingham website is now in its fourth year, and new users continue to access the website to discover more about Buckingham. The website has performed well, total website visits have risen by 46% compared to 22/23, and are now just over 26,500 per year.

Traffic Source

Most traffic comes to the website through online searches. Smaller proportions come to the website directly, or through social media, with Facebook the highest driver of traffic at this stage. Facebook grew strongly in 23/24 after a significant drop in 22/23 and is the most dominant source of traffic from social media. Instagram saw a significant percentage jump in traffic while Twitter only a small increase.

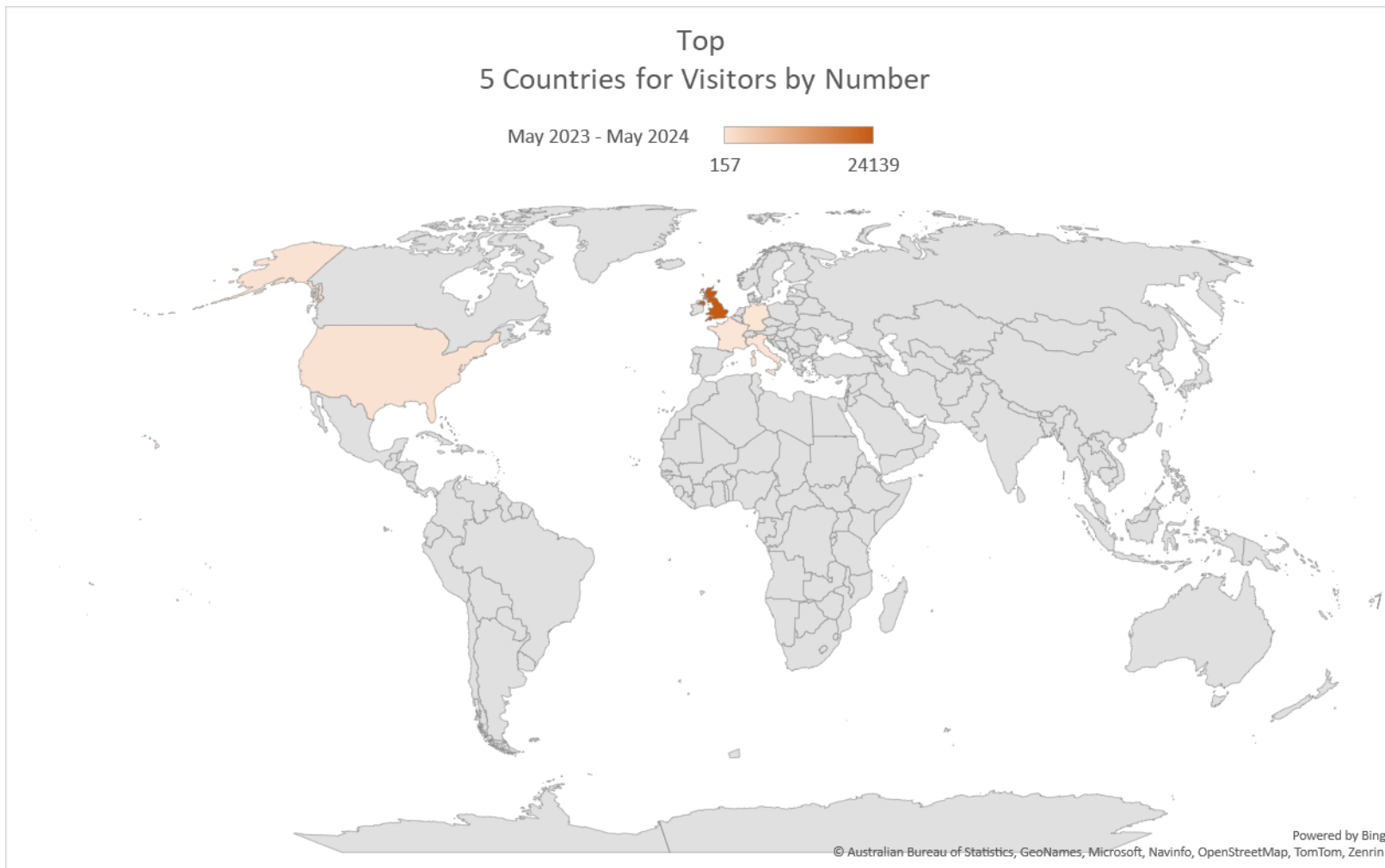


Access by Device Type

The most common way to access the website is by mobile device (62%) with a substantial number of people also using desktop devices (34%). Only 4% use tablets. The figures for previous years were 54%, 45% and 5 for comparison.

Visits by Country

During 23/24 whose residents visited the website were the UK, the United States, Germany, Italy and France. Canada and Ireland dropped out of the top 5 this year, replaced by Italy and Germany



Press Releases from Buckingham Town Council

4th April 2024 – 30th May 2024

Please note that 'published' refers to physical publication in the local newspaper. All press releases are published on the Town Council website and promoted on social media.

483 - Celebrate May Day

Published 24/4/2024.

487 - Annual Calendar of Events

This press release was published online on 23/4/2024 but didn't appear in the paper.

488 - Spring Green Fair post-event

Published 8/5/2024.

479 - Fringe Week - call to join

Published 8/5/2024.

489 - May Day post-event

Published 8/5/2024.

490 - Buskers Spot

This press release was published online on 2/5/2024 but didn't appear in the paper.

485 - Annual Town Meeting post-event

Published 23/5/2024.

491 - Buckingham Live

Published 14/5/2024.

493 - Buckingham in Bloom Launch

Published 29/5/2024

Annual summary 2023/2024:

Timeline	Total number of press releases issued	Total number of press releases published in physical	Average publication gap to physical paper (days)	Percentage published in physical paper
January - July 2023	54	38	6	70%
August - December 2023	38	10	5.8	26%
January - present 2024	28	12	9	43%

Appendix C

100% of all press releases are published in the online newspaper, since September 2023 when this began being tracked. A typical online publication gap is 1 day.

The number of press releases being printed in the physical paper has improved significantly since March 2024, and is now over **61%**. This is very close to the rate achieved before changes were made to the local newspaper in the summer of 2023.

[Back to Agenda](#)