



JUNE 2020

Report on External Communications

The External Communications Working Group consists of: The Town Clerk, The Mayor, Councillor Rothery, Councillor Scott and Aby Dingle.

Summary of Activities

The Working Group have been meeting every Monday morning to discuss current external communication tasks and to prioritise workload for the week ahead.

1) ATC Annual Report

A homepage banner for the website has been worked on which will provide a direct click through to the report. A social media campaign has also taken place, with a number of messages re. the Annual Report being posted over 2 weeks and shared in groups such as Love Arundel, Arundel Noticeboard and the Arundel Sussex page. We hope that Councillor Rothery will be able to assist in also writing a press release on the subject once she is able to.

2) Campervan Fact Sheet

The Campervan Fact Sheet was designed and taken to Full Council for approval where it was suggested that we need to look into a solution to the issue instead. The Working Group felt that in the interim we needed some form of communication for residents so that they know that the Council are not ignoring the issue. The fact sheet has been tweaked accordingly and will go back to Full Council in July.

3) Visit Arundel

Information has been provided for the Town Council and the Working Group are currently working with Sue Roderick to produce and finalise information for the Town Hall and Farmers Market.

4) Mayor

A homepage banner for the website has been produced and uploaded and provides a direct click through to the Mayor's Statement. A social media campaign has also taken place, with a number of messages re. 'Arundel's New Mayor' being posted over 2 weeks and shared in groups such as Love Arundel, Arundel Noticeboard and the Arundel Sussex page. A press release has been drafted and with assistance from an external PR professional (FOC) and Councillor Rothery we hope to have this finalised and sent to press soon.

5) External Projects

The Working Group have made contact with Chichester University and Greater Brighton Metropolitan College to see if students from their Graphic Design/Communications courses would be interested in working on any ATC projects which they can then use in their portfolios. We have had a very positive response from GBMC who have said that they do one 'live' project set by an external organisation each year and have welcomed us to submit a brief. We are waiting to hear back from Chichester University.

6) Farmers Market Stall

The Working Group are working on improvements to the look of ATC's stall at the Farmers Market and have ordered some perspex stands for our leaflets and flyers. The Schedule of Meetings handout has been simplified for the Farmers Market stall as it was agreed the version Councillors and the Office have is too complicated for members of the public and contains a lot of information which is not necessary for them. More work will be done on the presentation of the stall shortly.

7) ACN Bulletin



With Pete Crowe's approval some design changes have been made to the ACN Bulletin to make it more engaging and appealing to readers. The last bulletin that went out communicated our Mayor's Statement and announced our new Councillor, Joanne Rothery.

8) Phone Buddy Flyer

A flyer promoting St Nicholas' Phone Buddy Service and Time to Talk has been designed, printed and distributed around town. This project started prior to the formation of the Working Group but improvements have come about through discussions via the Working Group.

9) Farmers Market

The Working Group have communicated the cancellation of the June Farmers Market on the ATC website and Facebook Page and have started to advertise the July Farmers Market via the same means.

10) Social Distancing Signage

The Working Group have used an external design professional (FOC) to produce bespoke social distancing signage for Arundel. Paper copies have been printed and will be distributed around town at designated collection points for businesses and residents to collect copies. These points are Larkins, the Post Office and the Coop. Corrugated plastic signs have also been printed to be attached to the lampposts around town with SSE & WSCC's agreement. Following advice from our Tree Warden Bob Tanner we will not be attaching these to trees but in an attempt to address social distancing on Mill Road (a hotspot for visitors and crowds) we will be using the roundel stickers from ADC on the pavement assuming they can easily be stuck on and removed, some testing will take place.

11) Calendar of Events

A calendar of ATC events has been drawn up for the purpose of scheduling external communications throughout the year and in particular social media messaging.

Coronavirus Related Expenditure

Zoom	£23.98
Donation to St Nicholas' from MACE	£1,000.00
Printing Coronavirus Support Flyers	£257.80
ACN Bulletins	£90.00
Printing Arundel Community Aid Flyers	£74.00
Donation to Arundel Community Aid	£200.00
Printing St Nicholas' Phone Buddy Flyers	£61.60
Printing Social Distancing Posters	£41.85
Printing Social Distancing Posters	£41.85
Printing Social Distancing Signage	£57.40
Printing Consultation Survey Postcards	£117.75
Total	£1,966.23

The Office have spent 29.25hrs combined on external communications activities in June.