

ARUNDEL TOWN COUNCIL

REPORT 29th May 2020

PART A : REPORT

SUBJECT: ATC External Communication Suggested Recommendations

REPORT AUTHOR: Michelle Scott, Town Councillor

DATE: 28th MAY 2020

Council Objective Areas:

The Council: Make the Council work more effectively for the Arundel community

Objective 24:

Build strong, regular communications with residents, so that they know what we are doing, and we know what they would like us to do.

EXECUTIVE SUMMARY:

Arundel Town Council have an ongoing goal of improving external communication to our residents. The process has already started with our Annual Report in The Bell which has a new friendly informative yet approachable tone of voice.

This proposal sets out a recommendation to implement a working group and external communication sign off procedure to achieve our mission statement objective No 24.

BACKGROUND:

- Greater effort is needed by ATC to become a trusted and authoritative voice amongst our residents. To put it simply, the Town Council must be more open, transparent, proactive, approachable and engaging to build this trust.
- External communication is about supplying timely and relevant information to our residents in a way that fits in with their lives. This means we must listen as well as broadcast and go to where our residents are looking for information, because in the main the audience, chooses the communication tools.
- We need a consistent external communication strategy and a new friendly informative yet approachable tone of voice.
- Different topics will require different approaches. Some can become consistent e.g. meeting notifications, but an annual report will need a different approach to an A27 awareness campaign.
- ATC Communications should be frequent and repeated where we want to gain cut through.

RECOMMENDED PROPOSAL(S):

1. The formation of an External Communication working group responsible for creation and timely delivery of ATC's communications for the public domain via the channels appropriate for the purpose.

This working group would consist of:

Mayor Tony Hunt,
Cllr Michelle Scott
Town Clerk Carolyn Baynes
Admin Assistant Aby Dingle

An estimated time resource of an average 4 office hours per week is required to complete the work output.

2. There will be opportunity all working groups to feed in communication requests as well as communication actions from Full Council meetings.
These would be prioritised at a weekly External Communication meeting to plan up and coming work and review the performance of previous communications.
3. Requests for external communications will be examined and the design and tone of voice and distributions channels would be agreed by the working group.
4. Sign off procedure:
Mayor Tony Hunt & Town Clerk Carolyn Baynes – Overall sign off
Originator of communication request – Check copy is factually correct

OPTIONS:

1. To accept the suggested recommended proposals.
2. To reject the suggested recommended proposals.
3. To identify alternate or additional proposals

REQUIRED CHECKS

None required