



AGENDA ITEM 6(A)

JULY 2020

Report on External Communications

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

Summary of Activities

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

1) Campervan Fact Sheet

Following the July Full Council Meeting where the Campervan Fact Sheet was approved it has been sent to several residents via email who have since complained.

2) Visit Arundel

Information for the Town Hall and Farmers Market has now been finalised.

3) ACN Bulletins

As of the beginning of July, the responsibility for the creation of ACN Bulletins was handed back to Pete Crowe and he has since created and distributed two bulletins, both with information provided from the External Communications Working Group on the resident's consultation and Farmers Market reopening.

4) Farmers Market

A series of posts to advertise the July Farmers Market were posted on the ATC Facebook page and shared to other key Arundel Facebook pages and groups.

5) Social Distancing Signage

The social distancing signage has gone up around town with paper copies being made available to residents and businesses from collection points at Larkins, the Post Office, the Coop and the Town Hall. There was also a social media campaign to promote the free signage. The corrugated plastic signs were affixed to lampposts by Andy Hine following a special agreement with SSE & WSCC. Roundel stickers from ADC have also been used on the pavements and entrances to shops and shop floors.

6) Updates to the ATC Website

An archive section has been created for F&GP and Traffic & Access Minutes as references to these committees have now been removed from the website following the agreed new ways of working.

7) Project Summer

A survey, written by the Project Summer Working Group, to identify the views of residents and businesses on a proposal to close the lower High Street during summer weekends to enhance safety and social distancing and to help the town's economic recovery was created on Survey Monkey and a hardcopy postcard version was designed and printed. Councillors and other volunteers helped to distribute the postcards to all residents whilst the Chamber of Commerce dealt with businesses. A website banner was created and uploaded to the homepage of the ATC website with a direct click through to the survey and it was advertised on ATC's Facebook page and shared to other key Arundel Facebook pages and groups. Following a count of the responses which was arranged by the Working Group alongside the Project Summer Working Group, the result, details of 'other benchmarks' and a conclusion was written and published on ATC's Facebook page and via ATC's Website using a banner on the homepage.

8) Press Releases



Joanne Rothery has kindly volunteered her expertise to assist the Working Group in the future with the writing of Press Releases.

9) Website Compliance with WCAG 2.1 Standards - Digital Accessibility Testing

Trevor Leggo, Chief Executive Officer of SALC has confirmed that the September deadline for making parish and town council websites WCAG 2.1 compliant will not be enforced due to COVID-19 and following suggestions that greater work needs to take place on the ATC website it was agreed that the Working Group would wait and see how the new Visit Arundel website pans out before reviewing ours.

10) Energy Recovery Facility and Waste Sorting and Transfer Facility at Ford

An initial post was put on ATC's Facebook page and website highlighting the application and deadline for comments.

11) The Bell – Summer Update

ATC's Summer Update for the Bell has been written and submitted alongside imagery to Gill Farquharson whose designer is putting the spread together following a brief from the Working Group to ensure it is inline with the design of the Annual Report.

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 17hrs combined on external communications activities in July.