

ACTION PLAN FOR THE EXTERNAL RELATIONS & TOWN DEVELOPMENT COMMITTEE

Objectives

- 1 To seek to improve the condition of Battle and the facilities available, in the interests of its residents and businesses.
- 2 To ensure good communications with residents, voluntary and statutory bodies in Battle, local business and English Heritage, and vice versa
- 3 To work with other bodies to bring to fruition joint projects to the benefit of the people of Battle and its visitors

ACTION PLAN

SPECIFIC OBJECTIVES TO IMPROVE THE CONDITION OF BATTLE AND FACILITIES AVAILABLE

- 4 To propose a plan for the further development of Battle
- 5 To organise appropriate events in the town, including the annual Parish Assembly ~~and the four-yearly Civic Service~~, and to organise or co-operate in such other events as the Council may determine
- 6 To undertake specific community or promotional projects requested or approved by Council

| <u>Outcomes</u> | <u>Objective</u> | <u>Notes</u> | <u>Cost</u> | <u>Timescale</u> |
|--|------------------|---|-------------|---------------------------|
| SHORT TERM | | | | |
| Prepare a plan for the further development of Battle to recommend to Council | 4 | Co-ordinate proposals from existing documents, Council members and other interested parties Originally due in Sep 2019, so every 4 yrs from 2019 | N/A | Sep 2020 Every 4 years |
| Organise the Annual Parish Assembly | 5 | | £500 | April Annually |
| Market Heritage Trail Activity Book | 6 | Cost of publication needs to be recovered | | Sep 2021 |
| Produce a Resilience Plan | 6 | A Co-ordinator and Deputy Co-ordinator have been identified. Review annually | N/A | Nov 2021 Annually |
| Develop floral displays to improve the overall appearance of the town | 6 | Work with Beautiful Battle and High Street retailers | | Ongoing |

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| Review footpath sweeping, litter collection, dog fouling etc | 1 | RDC contract | N/A | Sep 2021 Annually |
| Review and improve installation of the Christmas lights and trees in the town centre | 6 | Provider selected in April 2019 Additions in Dec 2020 | £12,485 | Sep 2021 Annually |
| Organise the annual Battle in Bloom competition and awards evening | 5 | Liaise with BB | £100 | Jul 2021 Annually |
| Organise the Remembrance Day observance | 5 | New format | £? | Nov 2021 Annually |
| Liaise with organisers of Marbles, Medieval Fayre, Christmas Gala Night etc and assist where appropriate | 6 | Father Christmas may visit the Almonry during the Gala Night | TBC | Ongoing |

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| MEDIUM TERM | | | | |
| Explore ways to improve the Market Square | 6 | Meetings have been held with leaseholders. Area has been returned to pedestrian use | N/A | Sep 2022 |
| Display Gunpowder Mortars in an appropriate manner | 6 | | | May 2022 |
| Make Battle more accessible and welcoming by taking account of the needs of very young, elderly or disabled residents and visitors | 4 | Wheelchair users consulted People who are deaf, blind or autistic to be consulted; also parents with young children in prams/pushchairs | | Mar 2022 |
| LONG TERM | | | | |

Objective 2: To ensure good communications with residents, voluntary and statutory bodies in Battle, local business and English Heritage, and vice versa

SPECIFIC OBJECTIVES

- 7 To determine and monitor the Council's policy and strategy on communication issues, both internal and external
- 8 To produce four newsletters each year, the Council's Annual Report and other such publications as may be required by the Council
- 9 To oversee the design and content of the Council's website and social media

| <u>Outcomes</u> | <u>Objective</u> | <u>Notes</u> | <u>Cost</u> | <u>Timescale</u> |
|---|------------------|---|--------------|----------------------|
| SHORT TERM | | | | |
| Establish regular consultation with residents through surveys and other means | 2 | | | Ongoing |
| Facilitate the Town Forum for the exchange of ideas and mutual support | 2 | Quarterly meetings | | Ongoing |
| Facilitate the Young People's Forum for the exchange of ideas | 2 | Termly meetings | | Ongoing |
| Review communications policy annually | 7 | Make recommendations to Council if required | N/A | Sep 2021 Annually |
| Review 'New Residents' Pack' and update as necessary | 7 | New packs sent out from May 2019 | Admin budget | Nov 2021 Annually |

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| Revitalise relations with voluntary organisations and businesses in the town | 2 | Council representatives encouraged to establish good relationships and work with organisations, and report back to Council and ER&TD | N/A | Ongoing |
| Seek additional ways to communicate with residents, including targeted communication using social media | 7 | Also explore My Alerts, 1066 Country website, escis | TBD | Mar 2022 Ongoing |
| Produce and distribute quarterly newsletter in a timely and cost-effective way | 8 | June, September and December (budget line 4455) Council's Annual Report (+RDC and ESCC) in March - posted to all residents (budget line 4445) | £1,613 £1,377 | Ongoing |
| Post sound recordings of newsletters on Council website | 8, 9 | | N/A | Ongoing |
| Review information on Council website and update as necessary | 9 | Each Standing Committee to review their information prior to this review | N/A | Nov 2021 Annually |
| MEDIUM TERM | | | | |
| Review Council website and consider change to provider/platform | 2,3,9 | | £1000 | May 2022 |
| LONG TERM | | | | |
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Objective 3: To work with other bodies to bring to fruition joint projects to the benefit of the people of Battle and its visitors

SPECIFIC OBJECTIVES

- 10 To deal with tourism-related matters and to recommend to Full Council a representative to attend meetings of the Battle District Chamber of Commerce, Battle Marketing Group, Battle Visual Arts Development Committee and Beautiful Battle.

| <u>Outcomes</u> | <u>Objective</u> | <u>Notes</u> | <u>Cost</u> | <u>Timescale</u> |
|---|------------------|--|-------------|--------------------|
| SHORT TERM | | | | |
| Progress the Tourist Information Point | 10 | Funds in EMR | | Ongoing |
| Work proactively with Battle & District Chamber of Commerce Marketing Committee and 1066 Country to market Battle | 10 | | TBC | Ongoing |
| Strengthen links with twinned town, St Valery-sur-Somme | 10 | | | Ongoing |
| MEDIUM TERM | | | | |
| Organise the biennial Battle Twinning Association reception for visitors from St Valery-sur-Somme | 10 | 2020 Battle to St Valery visit deferred until 2022 | £150 | July 2023 Biennial |
| LONG TERM | | | | |

OTHER SPECIFIC OBJECTIVES

- 11 To undertake risk assessments relating to the Committee's area of responsibility

12 To make annual budget recommendations relating to its area of activity and thereafter to manage performance against the approved budget

| <u>Outcomes</u> | <u>Objective</u> | <u>Notes</u> | <u>Cost</u> | <u>Timescale</u> |
|--|------------------|--------------|-------------|----------------------|
| SHORT TERM | | | | |
| Undertake risk assessment | 11 | | | Mar 2022 Annually |
| Make annual budget recommendations to F&GP | 12 | | | Nov 2021 Annually |