

## 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 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 Every 4 years in election years	N/A	Every 4 years Mar 2023
Organise the Annual Parish Assembly	5		£500	April Annually
Market Heritage Trail Activity Book	6	Cost of publication needs to be recovered		Ongoing
Produce a Resilience Plan	6	A Co-ordinator and Deputy Co-ordinator have been identified. Review annually	N/A	Nov 2022 Annually
Develop floral displays to improve the overall appearance of the town	6	Work with Beautiful Battle and High Street retailers	£500	Ongoing

Review footpath sweeping, litter collection, dog fouling etc	1	RDC contract	N/A	Sep 2022 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	£12,240 Plus EMR	Annually
Organise the annual Battle in Bloom competition and awards evening	5		£100	Jul 2022 Annually
Organise the Remembrance Day observance	5	To take place on 11 <sup>th</sup> November	£300	Nov 2022 Annually
Liaise with organisers of Marbles, Medieval Fayre, Christmas Late Night Shopping etc and assist if appropriate	6	Father Christmas may visit the Almonry during the Late Night Shopping event Father Christmas will need transport for his tours	N/A	Dec 2022
<b>MEDIUM TERM</b>				
Explore ways to improve Market Square	6	Meetings have been held with leaseholders. Area has been returned to pedestrian use and the bandstand is now used as a bandstand	N/A	Ongoing
Display Gunpowder Mortars in an appropriate manner	6		£2,250 in EMR	May 2023
Make Battle more accessible and welcoming by taking account of the needs of very young, elderly or disabled residents and visitors	4	Wheelchair users, blind and autistic consulted People who are deaf to be consulted; also parents with young children in prams/pushchairs		Mar 2023

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	Questionnaires are included in Annual Report		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 2022 Annually
Review 'New Residents' Pack' and update as necessary	7		Admin budget	Nov 2022 Annually

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		TBD	Nov 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)	£1,300 £1,600	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	Sep 2022 Annually
MEDIUM TERM				
LONG TERM				

**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
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 2023 Annually
Make annual budget recommendations to F&GP	12			Nov 2022 Annually