New Residents Information Pack
Prepared by Rebecca Fitzgerald/Jane de Garston for 24/06/2026

Background: The Council has historically sent information packs to households identified through anonymised electoral register change reports provided by Rother District Council. Although originally referred to as "New Residents" packs, it was recognised that electoral register changes could also relate to residents moving away or deaths, and the accompanying letter was amended accordingly.

The packs contained an introductory letter, the latest Council newsletter, information on local groups and organisations, and various Council and community leaflets.

To reduce postage costs, Councillors subsequently hand-delivered packs within their wards where practicable, with officers responsible for preparing and distributing the packs. The packs were reviewed annually to ensure information remained current.

Much of the information previously provided is now available through other channels, including the Council website, newsletters, annual reports, local press coverage and the e-bulletin.

Rother District Council has advised that it can no longer provide reports of electoral register changes, stating that there is no lawful basis for sharing this information with the Town Council under GDPR. Although the Council subscribed to receive the annual electoral register and updates in December 2025, it is unclear whether updates have been received. In any event, using electoral register data to contact residents for promotional purposes may raise data protection concerns.

Proposal: The Committee is asked to consider the following proposals, which would reduce officer administration time, remove associated postage costs and avoid potential data protection issues:

1. To create a supply of New Residents Information Packs for collection from The Almonry, Battle Library and any other locations approved by the Committee.
2. To develop a website, e-bulletin and social media campaign welcoming new residents and directing them to obtain an information pack or access information online. The frequency of the campaign (monthly, bi-monthly or quarterly) to be determined by the Committee.
3. To approach local estate agents and letting agents to explore whether New Residents Information Packs could be provided to purchasers and tenants as part of their welcome documentation.
4. To create an automated response for enquiries@battletowncouncil.gov.uk directing residents to the appropriate authority for common enquiries and complaints, while also providing indicative response times for other enquiries. This would require an additional licence at an estimated cost of £3.30 per month.