

APPENDIX B – Update regarding Communications Matters:

Mrs Nash met with Hannah Wales of Fandango, and Maureen Chaffe of Process Matters, on 24th April, 2019.

PURPOSE: The discussion centred around enabling wider use of electronic forms of communication to help reach out to our wider Aldingbourne Community, thus:

- 1) Supporting more effective communication of what is being delivered and ‘worked towards’ by the APC, and
- 2) It is hoped that this will help to build stronger community cohesiveness, and create capacity, to deliver more amenities and services that our residents want, and will benefit from, in the future.

OUTCOMES (agreed following subsequent catch up meetings with Councillors Harbord and Beaton):

- This ‘ambition’ of building greater community links via electronic means is to be promoted at the Parish Assembly on 21.5.19
- At this stage, it is agreed that development of our current APC website will be the ‘hub’ for sharing community information – MC has already enabled a community ‘events’ calendar, and there is an electronic form which will be available on 21.5.19 for Aldingbourne community groups to start to share their information via the Aldingbourne PC site.
- Further work is to be done on the Aldingbourne PC ‘corporate image’ – with distinction (if possible) from the wider ‘Aldingbourne Community’ parts of the website (MC signposted East Preston website as an example, and Felpham website re pointers on how to strengthen our ‘brand identity’).
- The logo work previously put forward by the school is to be revisited and ideas will come back to the APC shortly, along with a ‘publications’ policy document to begin to standardise the APC ‘brand’ (through uniformity of font choices and sizes, corporate colour choices etc) – which will all then feed in to a refreshed website.
- Further to APC’s agreement in March to agree a £5k budget towards developing newsletter and communications enhancements, a twitter account has been set up to ‘trial’ getting APC ‘nuggets’ of news to its residents via this route (this is being set up by MC at no additional cost – with LN to work with MC regarding developing appropriate ‘tweet’ information - the first post will be regarding the Parish Assembly)
- LN is also working with HW to trial Facebook for a 3 month period initially, and then assess the effectiveness of this communication route for our community. The Facebook account is to be set up on a ‘no comments’ basis initially (which is an approach being adopted by an increasing number of ‘public’ bodies recently to ensure appropriate management of this communication tool is more easily facilitated).

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