

## **OBJECTIVES & MISSION STATEMENT**

### **Mission Statement**

To work creatively and closely with the community to make Arundel a thriving town in which to live and work, and a great place to visit.

### **Objectives**

<b>CORONAVIRUS</b> <b><i>Help residents and businesses to come safely through the pandemic</i></b>
1. In every way we can, to provide support and practical assistance to all Arundel residents to get safely through the Coronavirus pandemic
2. To support Arundel attractions, businesses and voluntary organisations in their recovery programmes once they start up again (NB. the council is not able to provide financial support to commercial organisations)
3. To honour those residents whose contribution to dealing with the pandemic is particularly commendable
<b>ECONOMY</b> <b><i>Support the development of a thriving economy for the benefit of visitors and residents</i></b>
4. Re-vitalize and increase participation at the Farmers Market
5. Develop an annual programme of complementary Street Markets (e.g. antique market, flea market, Christmas Market)
6. Establish a forum with retailers to identify ways of improving the health of Arundel's retail sector
7. Work with the town's attractions develop a programme to promote visits to Arundel
<b>ENVIRONMENT</b> <b><i>Maintain and improve Arundel's beautiful natural environment</i></b>
8. Promote the Arundel Bee-town initiative as a basis for positioning Arundel as a leading ecological town
9. Protect and develop the use of the green spaces in the town
10. Establish a volunteer group for town improvements, such as grass verges, roundabouts, new planting and wildflower sowing
11. To make Arundel as safe as possible from Tidal flooding, whilst seeking to minimise the disruption that the works cause to the town and its residents
<b>STATE OF THE TOWN</b> <b><i>Make Arundel a town to be proud of</i></b>
12. Investigate alternative funding opportunities for our High Street and Market Place regeneration project
13. Implement the 2018-31 Neighbourhood Plan
14. Promote the history and the heritage of the town ("Arundel-much more than a great castle") both for residents and visitors
15. Initiate bi-annual "Be Proud of in Arundel" cleaning and tidying days for the town
<b>COMMUNITY</b> <b><i>Nurture the events and voluntary groups that make Arundel a special place to live</i></b>
16. Ensure that Arundel's events (including the Festival, Arundel by Candlelight, Carpet of Flowers, Bee Day) are optimised and made sustainable
<b>TRAFFIC &amp; TRANSPORT</b> <b><i>Make it easier for Arundel residents to get around</i></b>
17. Campaign to get the best possible A27 outcome for Arundel, and avoid the through pass

18. Explore with the relevant statutory authorities the possibility of creating a lit, cycle path/footpath between Ford Station and Arundel, not on the riverbank.
19. Develop a strategy for improving parking, for residents and visitors, in Arundel.
<b>HEALTH &amp; WELL-BEING</b> <i>Improve the health and well-being of Arundel residents</i>
20. In partnership with health professionals and relevant charities, make Arundel a dementia-friendly town
21. Promote guided walks through signposting and brochures, from the station to the South Downs
22. Maintain playgrounds and skateboard park in good condition
<b>THE COUNCIL</b> <i>Make the Council work more effectively for the Arundel community</i>
23. Review the ways that the council and its committees currently work to see if there are ways in which the council can be more efficient and effective
24. Build strong, regular communications with residents, so that they know what we are doing, and we know what they would like us to do
25. Develop the Town Hall usage so that it becomes a profit centre rather than a cost centre for residents
26. Identify the roles that need to be filled for the Town to flourish
27. Build relationships with all other statutory authorities, potential funders and other organisations that will enable us to secure the best services for the Arundel community

Agreed at Full Council on 7<sup>th</sup> November 2019

Updates agreed at Full Council on 12<sup>th</sup> March 2020 & furthermore at Full Council on 14<sup>th</sup> May 2020