

Chamber of Commerce Link Councillor Report 1st Dec 2020
By Cllr Michelle Scott

Due to the Covid pandemic, the Chamber of Commerce have cancelled the “Arundel by Candlelight” event that is normally held at Christmas. Instead the Chamber Committees has transformed ABC into a programme of different marketing initiatives and activities over the Christmas period that will support local businesses with the headline ‘Arundel is Christmas’.

This is a campaign underpinned by a series of three ‘Arundel is Christmas’ films launched on Visit Arundel, shared and promoted across the various tourism bodies, websites, social media and local press.

There are four themes that fall under the ‘Arundel is Christmas’ umbrella Eat, Drink, Shop and Be Merry.

These themes will be used to promote businesses that are offering seasonal and Christmas menus, ticketed events or specific social media marketing.

This information will then be shared by Visit Arundel and with other Sussex forums, and also linked to the Love Arundel website for local residents.

The following hashtags will be used to promote these events, #visitarundel #lovearundel #arundelischristmas #eatdrinkandbemerry

To kick things off the Chamber organised a “Best Dressed Businesses and Residents Christmas Decorations Competition”

All Arundel businesses with a ‘street’ presence were asked to decorate their windows or facade for Christmas and our Mayor Tony Hunt and the Chamber will do a walk-around on 11th December and choose the winning business who will receive a £250 prize to go to their chosen charity.

All residents have been invited to decorate their windows/houses and submit a photograph of their decorations by the 14th December to Arundelischristmas@gmail.com. All entries will be judged by Mayor Tony Hunt and the Chamber of Commerce on 18th December and a prize of £250 awarded to the winners’ chosen charity.