

Overview of 'Arundel is' video Campaign and 'Arundel is Christmas' Campaign 2020

Sharon Blaikie Chair of Arundel Chamber of Commerce

INTRODUCTION Despite the ongoing Covid pandemic where many things were unable to happen and Arundel by Candlelight postponed, the Chamber still wanted to create excitement within a visibly safe environment to support Commerce and Community. The committee were already working to transform ABC into something new, and capitalise on the value of professional video following the success of the Virtual Festival, so they arranged a collection of vibrant films, activities and marketing opportunities to support Arundel as a Christmas destination - 'Arundel is' video Campaign' and 'Arundel is Christmas' Campaign. The committee brainstormed ways to adapt and differentiate safely and are grateful for the excellent support from local creative operatives AKIN.

ARUNDEL BY CANDLELIGHT In 2019, Arundel by Candlelight was championed as 'the best one ever' receiving high engagement from businesses, organisations and residents as well as involving community volunteers and performances. Post event reviews identified criteria required to provide a more sustainable event and has a balanced level of footfall that is not too intense for businesses and residents. The future plan is to stretch Arundel by Candlelight into four weekends across November/December under the banner 'Arundel is Christmas' covering Arts, History and Culture. Feast - Eat, drink, shop, experience and be merry! Create - Arts and Community. Remember - History and Heritage. Light up the town - Arundel by Candlelight.

'ARUNDEL IS' CAMPAIGN was brought to life by a series of three superb 'Arundel is' films where a number of businesses, attractions, organisations and artists were professionally videoed which captured their energy and professionalism. These were produced by beechtobeach, launched on Visit Arundel, shared and promoted across various tourism bodies, Sussex forums, social media and local press as well as linked with other safety and seasonal Campaigns. As a set, they showcase the safe environment, support 'shop local' and convey the unique beauty to discover in this historic town. ('Arundel is here for you', 'Arundel is your destination' re-release planned for later this year and 'Arundel is Christmas'). Local firms are vital to Arundel remaining a thriving town and businesses, organisations, groups have gone 'above and beyond' and stayed there for us.

'ARUNDEL IS' CHRISTMAS It was important to lift our spirits, lighten our mood and offer the business network and local community something to look forward to in a safe and welcoming way - bring some Christmas cheer to the town and residential areas and get a sense of Christmas early. 'Festive Illuminations' trees and the main tree kindly donated by the Norfolk Estate, lit up the town and residential streets fabulously. Businesses, shops and houses all added to the spirit of Christmas with amazing window, buildings and shop front displays. The Campaign developed a blended offer of two main elements - films and Covid-safe, low-level socially distanced activities as well as an overarching programme of everything that was taking place across Arundel. This kept the town connected as a whole and showcased why Arundel is what Christmas is all about.

Businesses shared their special plans as part of the 'Eat, Drink, Shop, Experience and Be Merry!', highlighting speciality produce, seasonal menus, street food, unique gifts, offers/vouchers, virtual events (wreath making/winter gallery trail), walking/history trails, charity days, exhibitions, and so much more. The Chamber ran three competitions; **Best Dressed Business Decoration** awarded to Butlers with a donation to Chestnut Tree House Charity; **Residents Best Dressed Christmas Decoration** awarded to River Lodge with a donation to the Charity Mind; **Children's Christmas Card Competition** involving over 300 pupils with 5 prizes awarded to both Arundel Church of England and St. Philips Catholic Primary Schools. The Campaign thanked everyone for playing their part in wearing face coverings, keeping their distance and sanitising as well as highlighted the authentic, unique and independent Arundel. A new logo was created, website page, a social media programme for every day of December to reinforce the shop safely/local message, press releases, with a radio interview, photo shoots, business and school reels filmed live and late-night shopping.

CONCLUSION *Even though we were unable to deliver a physical event this year, there was positive engagement across the town and we hope to be able to grow Arundel's reputation. We are grateful to the business network and Arundel community for 'making the difference' during such a*

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challenging year, and recognise how important it is to support our local high street, attractions, organisations and to continue to operate safely. Special thanks to Arundel Town Council and Arun District Council for their grants as well as the Mayor and his consort for their tremendous support with the competitions, all of which meant that 'Arundel is Christmas' was able to go ahead in 2020.

CONTRIBUTORS

- Arundel Chamber of Commerce Committee
- 'Arundel is Christmas' Sub-Committee
- beechtobeach - Production Company - Live filming days/editing - Jane Mote and Josh Kershaw
- Films and 'Special address to the Town' - Businesses, Attractions, Organisations, The Mayor Tony Hunt
- Akin (Arundel's Creative Collective) - Rachel Aked (PR and Press releases), Karl Salter - Arundel by Candlelight Website (Simplified Ideas), Hannah Armstrong - Social media programme for the whole of December (including business and school reels)
- Charlotte Wilson Design - Design, Logo, Flyers/Posters
- RWP and Tristram Douglas - Shop safety signage
- Photography - Charlie Waring (including photo shoots) and Nigel Cull

- Local Media - Visit Arundel - Ash Kent and Eloise Kent, Love Arundel - Janet Batty
- Social media (Shop Local Campaign) - Chamber Facebook, Love Arundel, Visit Arundel, Arundel Town Council, Arundel Sussex, Arundel Noticeboard.
- Local bloggers and local media targeting spanned geographically from the Argus to the Portsmouth News.

(In future we will add to media monitoring service and give the campaign advertising equivalents/coverage reach, which would be an additional cost).

- Chamber created two hashtag searches on Instagram and Facebook for all things Christmas happening in Arundel. Instagram hashtag 'Eat, drink, shop and be merry!' Facebook @ Arundel is Christmas (By putting these at the bottom of posts, they were automatically linked to the campaign and easily searchable, were listed with other posts and shared as part of the campaign. Share it, tag it, boost it).

Visit Arundel highlighted businesses Christmas shopping with an online retail gift shopping page. (included offers, links, images, events).

- Tourism bodies - Visit England, Experience West Sussex, Tourism South East, Sussex by the Sea, SDNP.
- Other Campaigns - Visit England 'Escape the every day' Tourism South East 'There's light at the end of the rainbow'. Experience West Sussex 'Rediscover West Sussex'.
- Local print - Travel writers at the National newspapers. Sussex papers, the Observer Series, West Sussex Gazette, the Littlehampton Gazette, online, bulletins.
- Interview on Greatest Hits Radio
- Separate document collated for all the activities that were being offered by every organisation across the town throughout November and December.
- Supported by Arundel Town Council (and Arun District Council RHSS fund)

Email/Facebook/Twitter/Instagram

email:arundelischristmas@gmail.com

Facebook [arundelbycandlelight](https://www.facebook.com/arundelbycandlelight) Twittter @arundelcandle

www.arundelbycandlelight.co.uk or follow Instagram @arundelischristmas

(new account create especially for the Campaign)

Hashtags

- #arundelischristmas #eatdrinkshopandbemerry #visitarundel #lovearundel
- #shoplocal #shopsussex #EscapetheEveryday #RediscoverWestSussex
- #SouthEastSupportLocal #SouthEastDaysOut #SouthEastAdventuresAwait
- #SouthEastStaycations #SouthEastExperiences #SouthEastWinterWarmers
- #SussexbytheSea #Experiencewestsussex #SDNPA

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The Chamber continues to reinforce safe trading, consistent operational standards and signage across all businesses in the town for residents and visitors and has created a sense of connectedness amongst the town's various enterprises. The Chamber are striving to boost consumer confidence and safe spend in the local economy as well as increase dwelling times, create excitement about Arundel and encourage new businesses to locate here. We hope people will be energised to try a few new and different experiences as well as support the town.