

Chamber of Commerce

Link Councillor update by Cllr Michelle Scott

21st March 2021

I attended a very positive Chamber of Commerce zoom meeting on Tuesday March 9th where there was a focus on the considerable amount of collaborative work that is taking place across the town.

Since January, the Chamber and Visit Arundel have teamed up on the marketing approach for Arundel and are meeting regularly. They are encouraging all to participate to pull resources together from the broad spectrum of businesses in order to collate quality content and for relevant news more consistently across all channels.

Arundel Castle Manager Stephen Manion shared the Castle's events programme and links to other organisations and gave his thoughts on how visitors will want to spend time and money, with domestic tourism being the main market.

He also confirmed the High Street gate would once again remain open as an exit this year, in order to help support economic activity for retailers and businesses in the town.

Mayor Tony Hunt updated on the challenges of Town Hall wedding bookings, the Town Hall roof renovation, the Arundel to Ford pathway and that we are working on a activities to boost the Town Hall as an asset for the town.

Ash Kent (Visit Arundel/Love Arundel) announced about the new Zoho email marketing database system for visitors, investment in the SEO (search engine optimisation), the Love Arundel Facebook site and JONE (Jobs/Offer/News/Events), as well as the digitising of the Bell which has boosted interest considerably.

I updated on the Farmers Market online Click & Collect success and the improved road signage that would be in place for the 'essentials only' market on 20th March.

I also confirmed my invitation to meet with the Chamber Committee members on site whilst the March market was happening, in order to discuss possible future opportunities for outdoor hospitality within the market zone.

This meeting has now taken place and the Working Group will pull together all the ideas and comments in order to formulate a workable strategy going forward.