

Chamber of Commerce

Link Councillor update by Cllr Michelle Scott

30th June 2021

The Chamber of Commerce has developed positively over the last year and members now feel part of a community, share ideas and develop relationships. The Chamber newsletters are emailed to 200 Arundel businesses and a members only Chamber Facebook Forum has been created. This has been successful in keeping members connected and up to date with the latest news.

- **Welcome Back Fund.** The Chamber are working directly with ATC to get benefit from the governments Welcome Back Fund following on from the RHSS Safety Fund. They are actively liaising with ATC/ AFM/ ADC to improve collaboration with all stakeholders, partners, Festival etc.
- **A Business data collection** and a business confidence survey is being investigated. Also Visit Arundel will implement analytics tracking, which will compare their traffic/users to the website. This will be an indicator of town footfall, as the website traffic is felt to directly related to visitor footfall.
- **Composting scheme.** This is a trial of degradable disposable takeaway cups that will be collected and composted. Pallant's and Lulamea's have signed up to trial it. Jonathan has been co-opted onto Town Council Environmental Working Group. The Festival are investigating possibility of having recycling bins.
- **Cafe Culture at the Farmers Market.** Chamber are working on behalf of the FM with all Hospitality. A meeting at the Town Hall with AFM was followed by 2 on site meetings and a mail out from the Chamber to the businesses to inform them about the process for applications for Pavement Licences. The markets short hours 9am to 1 pm, may prove non viable for some, but there is a great interest, businesses are making applications and also a couple are considering the use of the cobbles.

The Chamber have supported hospitality businesses in taking advantage of the Cafe Culture opportunity at the Festival by mailing out the ADC application process and following up with visits to update business community.

There has been interest from 17 businesses for the Bank Holiday weekend and Festival Tarrant Street market on Sunday 22nd.

- **A calendar of breakfast meetings** and evening networking events for all businesses has begun for members. This started with the Lido last week and the AGM at the Castle this week (constitution, election of officers)
- **Arundel PR.** The Chamber and Visit Arundel continue to work closely together Marketing plan for Arundel. Ash and Sharon have put Attractions meetings on hold until October when the Marketing Strategy Plan that was created before Covid, will be revisited. Chamber film "Arundel is here for you" was re-aired by VA.
- **Arundel is Christmas** and new initiatives will be discussed in Chamber Committee July meeting
- **Arundel Community Aid** is supported by the Chamber and communicates to all the essential shops who have kindly collected for the scheme for over a year.