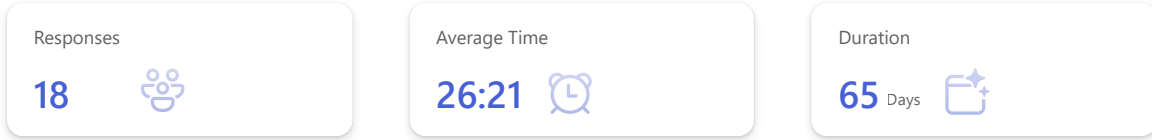


### Responses Overview Closed

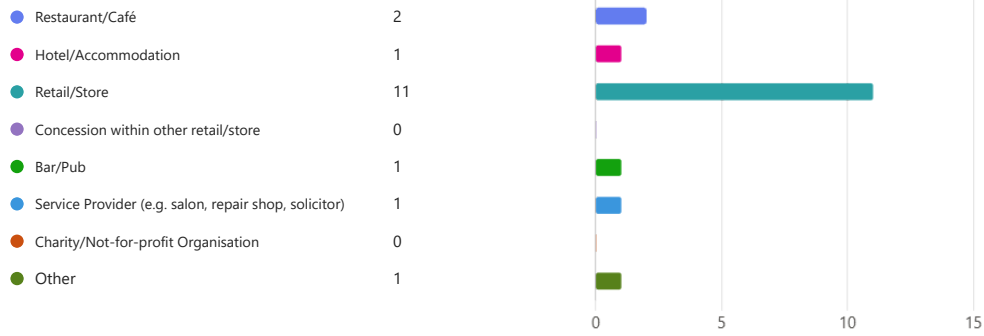


#### 1. Business name

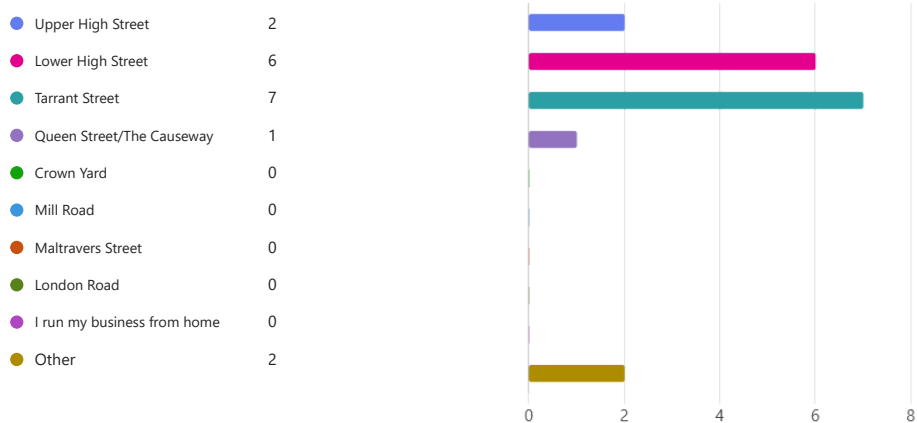
16 Responses

2 respondents (13%) answered Arundel for this question.

#### 2. Type of business

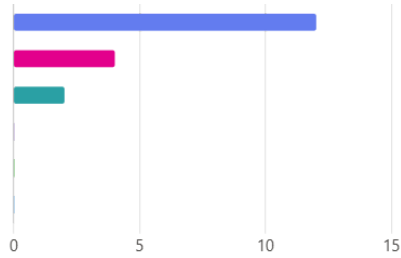


#### 3. Location



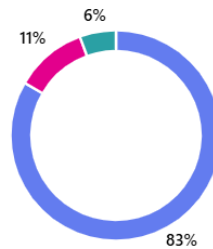
4. Number of employees

1-5	12
6-10	4
11-20	2
21-50	0
51-100	0
100+	0



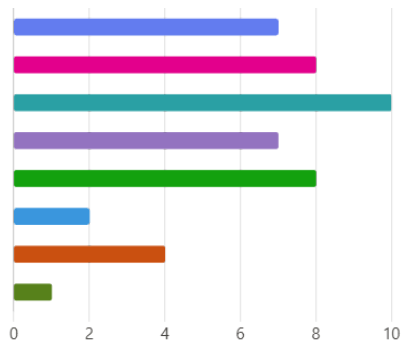
5. Do you receive information about upcoming town/community events in a timely manner to be able to plan for any additional business needs?

Yes	15
No	2
Don't know	1



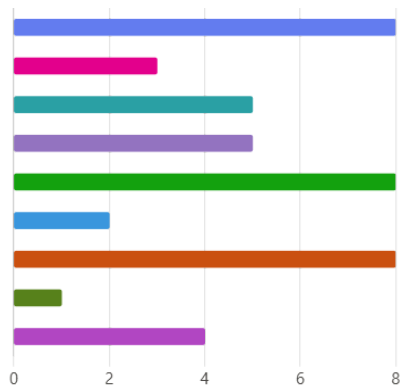
6. How do you usually find out about town/community events? (Tick all that apply)

Communication from Arundel Town Council	7
Communication from your business network	8
Social Media	10
Word of Mouth	7
Flyers/Posters	8
Official Event Website	2
Local news	4
Other	1



7. Does your business support or collaborate with organisers of town/community events for mutual benefit in any of the following ways? (tick all that apply)

Themed window displays	8
Event hosting	3
Sponsorship	5
Donations	5
In-kind support (e.g. competition prizes, refreshments for volunteers)	8
Promotions/discounts to event attendees	2
Promotion (e.g. displaying posters/flyers, social media shares)	8
Logistical support (e.g. loan of equipment)	1
Other	4



8. Please add any comments you would like to make about offering support or collaborating with organisers of town/community events for mutual benefit.

8 Responses

Latest Responses

"Arundel Chambers of commerce were welcoming and helpful, encouraging and s... "  
 "We aren't sure how the big events in Arundel help other businesses..I'd be interes... "

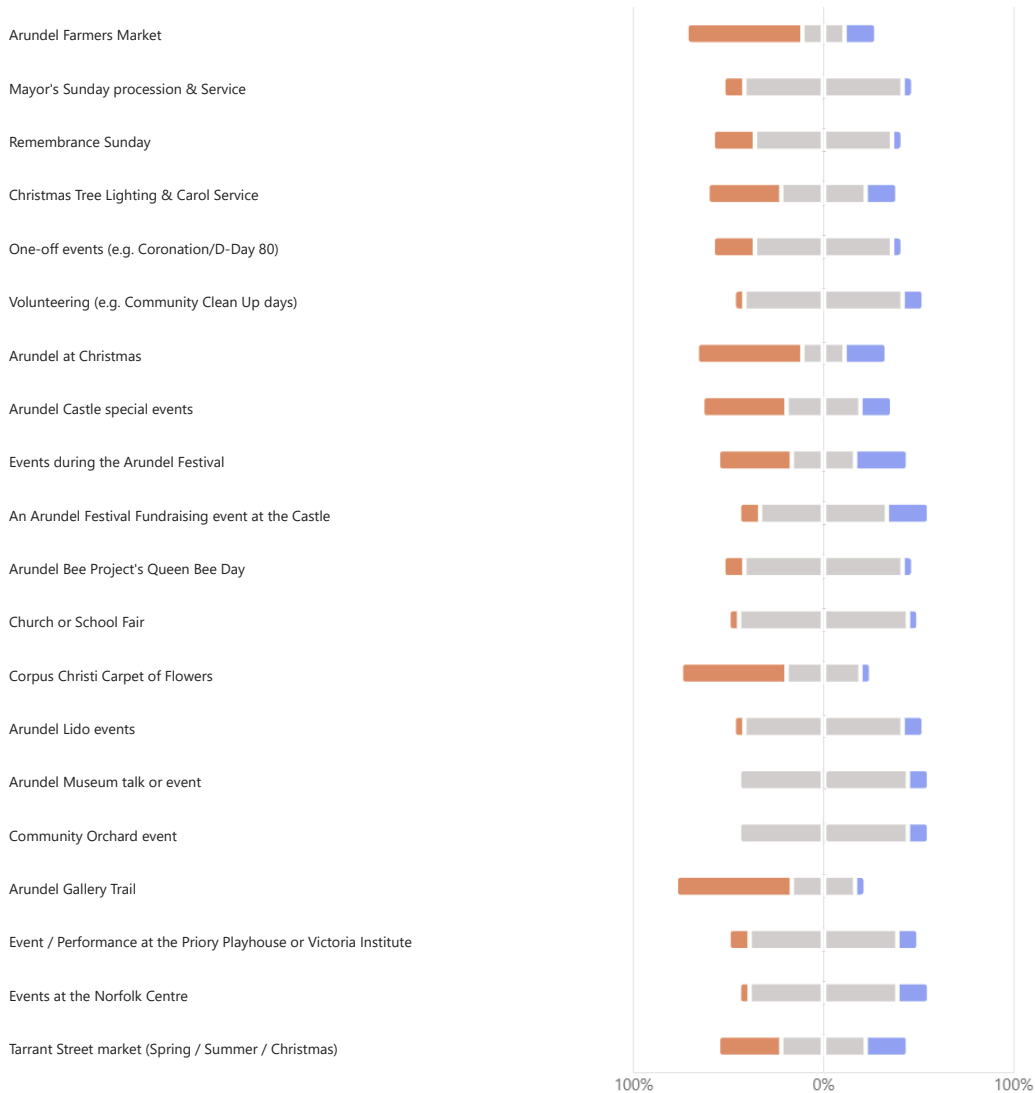
...

5 respondents (63%) answered event for this question.



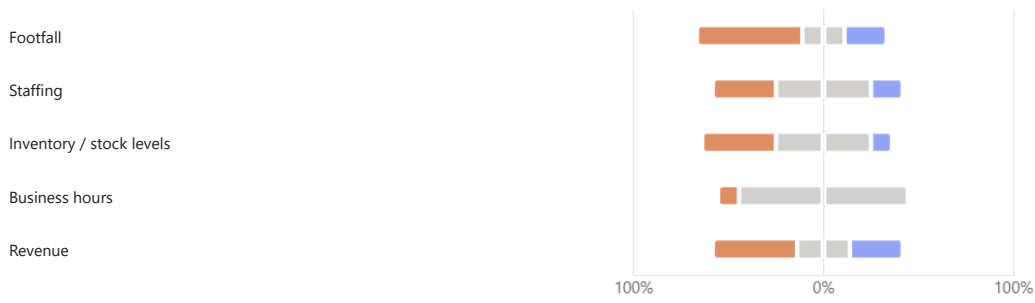
9. What impact, if any, do the following town/community events have on your business? Please consider the overall experience for your business, (e.g. atmosphere, staff morale, customer enjoyment, revenue)

Positive Neutral Negative



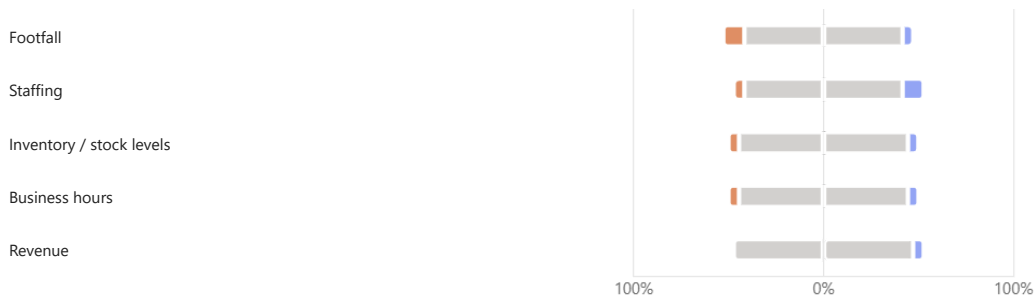
10. **Arundel Farmers Market** (Lower High Street closure 06:00-15:30)

● Increase ● Neutral ● Decrease



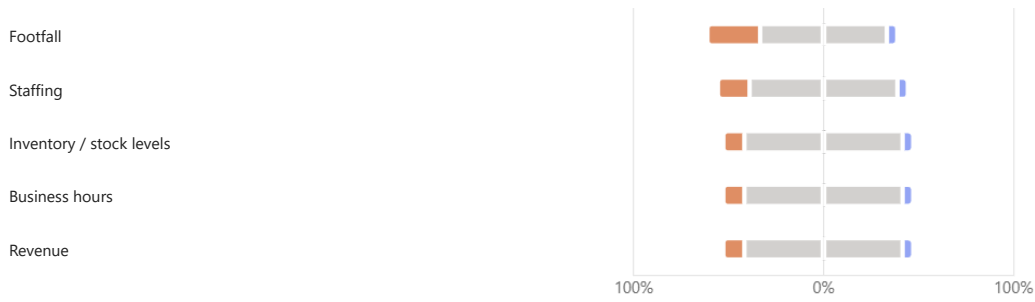
11. **Mayor's Sunday procession and service** (2 x 30 minute max. closures of High Street/London Road)

● Increase ● Neutral ● Decrease



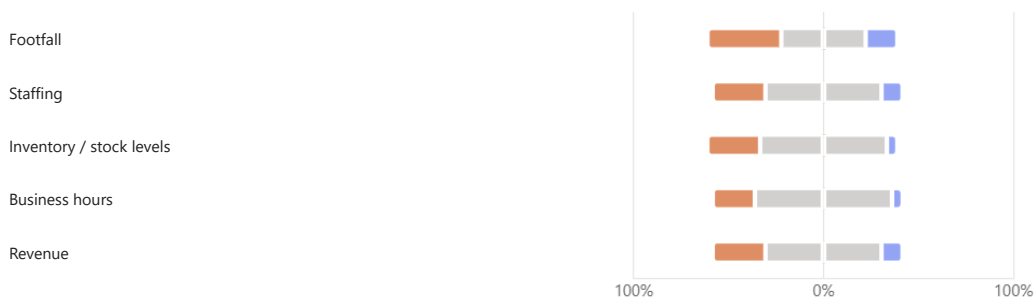
12. **Remembrance Sunday** (High Street/Tarrant Street closure 10:30-12:00)

● Increase ● Neutral ● Decrease



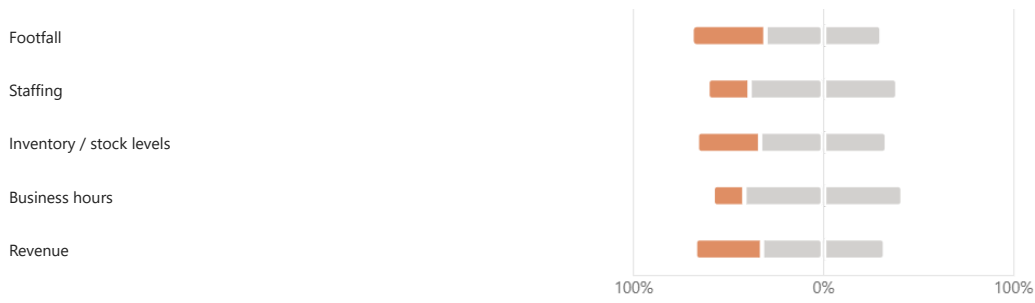
13. **Christmas Tree Lighting & Carol Service** (High Street/Tarrant Street 14:00-20:00)

● Increase ● Neutral ● Decrease



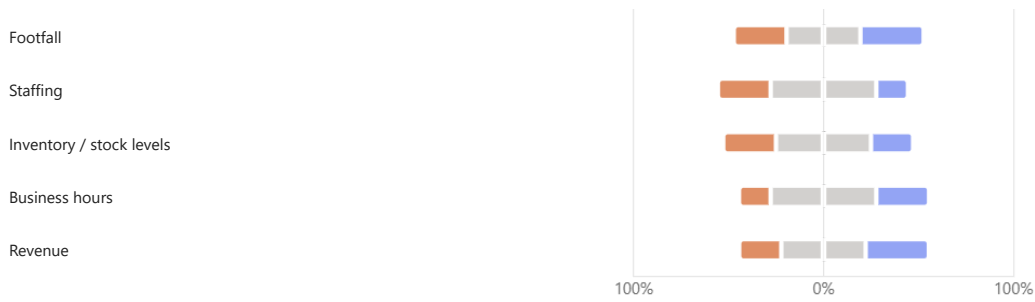
14. **One-off events e.g. the Coronation Celebrations** (closures dependent on event)

● Increase ● Neutral ● Decrease



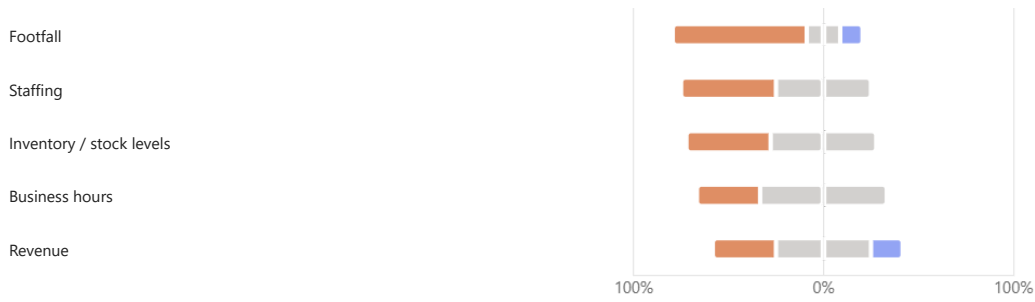
15. **Arundel Festival of the Arts 'ABBA Magic'** (High Street/Tarrant Street, 13:00-23:30)

● Increase ● Neutral ● Decrease



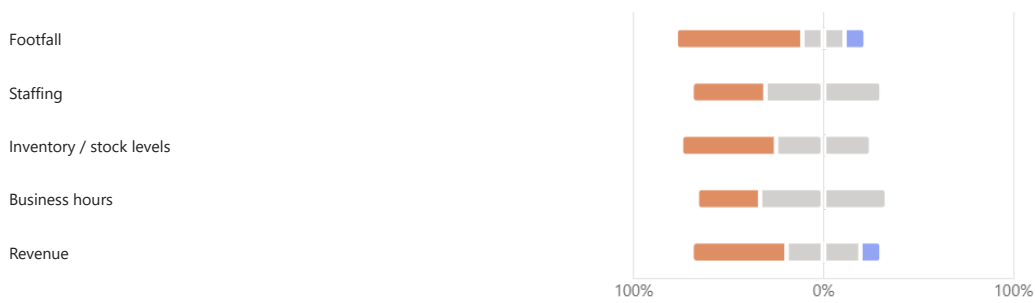
16. **Arundel Festival of the Arts bank holiday weekend events** (High Street/Tarrant Street, 07:00-19:00 x 3 days)

● Increase ● Neutral ● Decrease



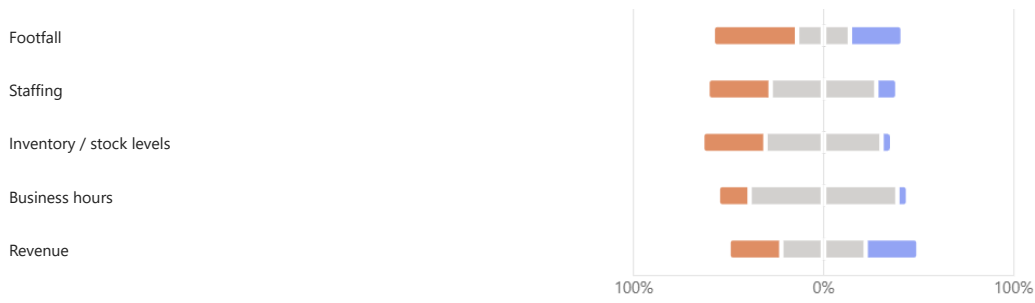
17. **Arundel at Christmas 'Festive' Saturdays** (Large Cobbles, 11:00-16:00, Saturdays in December)

● Increase ● Neutral ● Decrease



18. Tarrant Street market (Tarrant Street, 07:00-19:00, 3 x days Spring/Summer/Christmas)

● Increase ● Neutral ● Decrease



19. Please describe your experience with any specific town/community event that has had a notable impact (positive or negative) on your business

15 Responses

Latest Responses

"Arundel festival, Christmas events and Vintage day were all positive. We like the e..."  
 "I appreciate that the variety of events that take place in Arundel can increase foot..."  
 "With the Queen Street area...it's a route into town..and the event..people rarely co..."

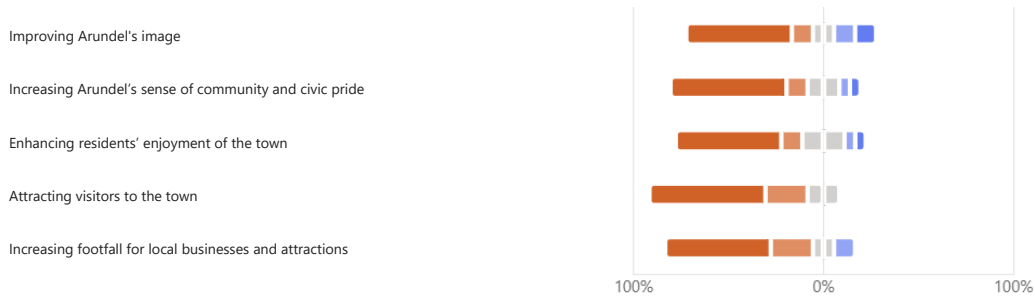
...

11 respondents (73%) answered events for this question.

Arundel Festival  
 Farmers market  
 Road closure  
**events**  
 Town

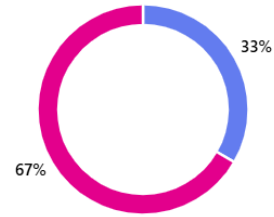
20. How important is a Festival to Arundel for: (Rate on a scale from 1 to 5, where 1 is very important and 5 is not important)

● Very important ● Important ● Moderately important ● Slightly important ● Not important



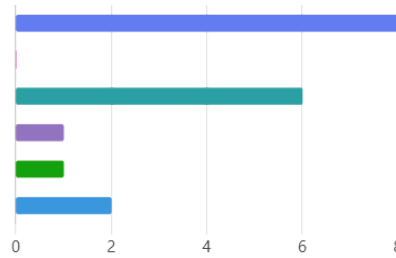
21. Should Arundel have an annual Festival?

Yes, in its current format of 10 days in August	6
Yes, but not in its current format	12
No	0
Don't know	0



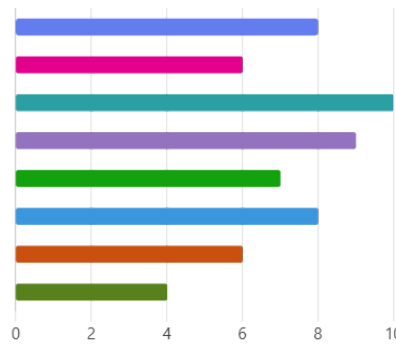
22. How long should a Festival be?

3 days	8
7 days	0
10 days	6
Several weekends within a longer period, e.g. one month	1
One weekend per season	1
Don't know	2



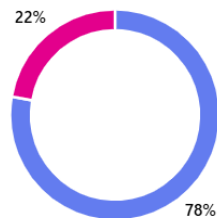
23. Which of the following categories of events would your business be most likely to support during an annual Arundel Festival? (tick all that apply)

Music	8
Theatre	6
Art	10
Talks	9
Children & family	7
Food & drink	8
Outdoor activities	6
My business does not directly support the Arundel Festival	4



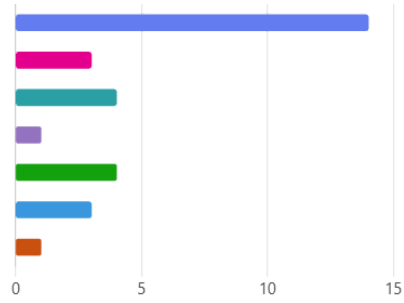
24. Do you increase marketing efforts during town/community events?

Yes	14
No	4



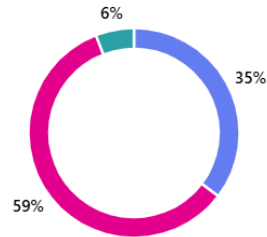
25. If yes, which marketing channels do you use? (Tick all that apply)

● Social Media	14
● Email Campaigns	3
● Love/Visit Arundel	4
● Local Advertising	1
● Flyers/Posters	4
● In-Store Promotions	3
● Other	1



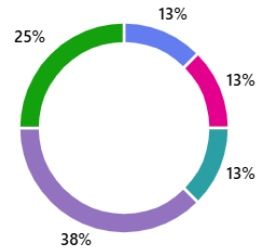
26. Do you feel businesses are given enough opportunity to influence the governance, planning and delivery of major events and festivals in the town?

● Yes	6
● No	10
● Don't know	1



27. If you have answered 'no', then how would you like to find out information on events and event organisers to share your views or become more involved?

● Attend Full Council meetings	2
● Contact event organisers directly	2
● Receive information via your business network	2
● Regular meetings with Arundel Town Council's Event Manager	6
● Other	4



28. What are the main challenges your business faces during town/community events?

16 Responses

Latest Responses

"Parking"  
 "Customer access to my own shop as parking can be difficult."  
 "Getting our usual customers ."  
 ...

5 respondents (31%) answered parking for this question.





29. What benefits does your business experience

15 Responses

Latest Responses

"more footfall"

"People can see my shop whilst attending an event and then return when they nee..."

"None"

...

6 respondents (40%) answered Increased for this question.



30. How can event organisers better support local businesses?

15 Responses

Latest Responses

"Send any paperwork earlier"

"Offer retail outlets in town a reduced Market stall cost at farmers market. In additi..."

"That I'm not sure..I've spoken to one or two businesses in the actual town centre...."

...

7 respondents (47%) answered business for this question.



31. Any additional comments or suggestions:

12 Responses

Latest Responses

"Arundel is a great place to have a business and it attracts visitors for 'days out' to ..."

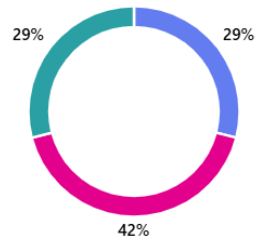
...

8 respondents (67%) answered Arundel for this question.



32. Please tick below if you would like to enter the prize draw, receive the results of the survey, when published, and/or be invited to group discussions at the Town Hall after the survey closing date. If ticking 'yes', please ensure that you also give your name and email address in Q33 and Q34 for us to be able to contact you. This information will not be disclosed or used for promotional or other purposes.

- Yes, I would like to enter the prize draw 9
- Yes, I would like to receive the results of the survey, when published 13
- Yes, I would like to be invited to group discussions 9



33. Name

15  
Responses

34. Email address

15  
Responses