



EVENTS IN ARUNDEL CONSULTATIONS

Autumn 2024

Background

Two questionnaires were devised to capture views about current events held in Arundel.

1. Residents
2. Businesses/attractions/hospitality outlets

Print Distribution

- 3200 questionnaires inserted into the autumn edition of The Bell
- Distribution began w/beg 2 September
- The consultations were open until Friday 11 October
- Delivery of The Bell was missed in some roads, so The Bell team reprinted the magazine and questionnaires to complete the delivery. The deadline for the completion of the residents' survey was therefore extended by two weeks to 28 October

Online distribution

- Links to both surveys were posted online (ATC website/social media) w/beg 2 September & shared to Arundel community groups. Reminder posts were scheduled throughout the consultation period.
- Emails were also sent to the main contacts of Arundel groups & organisations to distribute to their members/networks.
- Business survey: link sent to Arundel Chamber of Commerce, Arundel Traders Association, Tarrant Street Collectives and AKIN to pass on to all members.
- Information on the survey was included in the September and October Arundel updates. Circulation approx. 900.

Responses

Residents: 104 responses received (77% online; 23% paper)

Assuming 3500 households, this represents a 3% response rate. The survey was clear, concise, and visually appealing, distributed through doors (despite the initial problems with distribution). This seems a very low response rate, despite the incentive of a prize draw, suggesting that perhaps the topic is not as relevant in the community as originally thought.

Businesses: 18 responses received.

These reports are anonymised due to data protection.



EVENTS IN ARUNDEL CONSULTATIONS

Autumn 2024

RESULTS: Residents' Survey

ABOUT YOU

1. **Age:** The greatest response was seen from the over-65s (40%). The next greatest response was from the 55-64 age brackets with 33%. Beyond this the younger age brackets saw a marked fall in response rates to between 11%-5%.
2. **Gender:** 58% female, 41% male, 1% prefer not to answer.
3. **Residency:** The largest response by far was from people who had lived in the town for over 10 years (59%). 12% of responses were from people who do not live in Arundel.
4. **Location:** 92% provided a road name/postcode.

AWARENESS AND PARTICIPATION

5. **Number of events:** 62% of respondents felt there were the right number of events in Arundel. 19% felt there were too few, compared with the number who felt there were too many (15%) or didn't know (4%).
6. **ATC-led events:** The majority of responses were positive (very enjoyable/enjoyable) for events such as the Farmers Market (81.4%), one-off events such as D-Day or the Coronation (67.3%) and Christmas Tree Lighting (70.6%). Civic and volunteering events – especially Mayor's Sunday and Remembrance Sunday had a larger percentage of respondents whose view was neutral or didn't attend.
7. **Other events:** For most of the events listed on the survey, more respondents said they didn't attend, than the total of all the other options. This suggests that individual events are more reliant on their own customer/member base, than appealing to a town-wide demographic. Notable exceptions (citing very enjoyable/enjoyable) were Arundel at Christmas (71.6%), an event during the Arundel Festival (75.3%), Corpus Christi (54%), Gallery Trail (72.8%), Victoria Institute (54.9%), Tarrant Street market (54.5%).
8. **Event Features:** Quality of performers/speakers was the most important factor amongst respondents, followed by opportunities to socialise, availability of food and drink and free entry.
9. **Barriers to attendance:** the lack of interest in available events was the most cited barrier to attendance, followed by high cost.

ARUNDEL FESTIVAL

10. **Categories of Events:** Music (22%) and Art (20%) events were the most well attended. 2% of respondents did not attend the Festival.
11. **Importance of the Festival:** Over 50% of respondents felt the Arundel Festival was very important for all the listed statements. 53.9% said that it was very important in enhancing residents' enjoyment of the town and 57.6% in increasing footfall for businesses.
12. **Should Arundel have an annual Festival?** 95% of respondents said yes – 50% in its current format; 45% in a different format. 2% said no, 4% didn't know.



EVENTS IN ARUNDEL CONSULTATIONS

Autumn 2024

13. **Duration:** 37% wanted to keep the Festival at its current length of 10 days. 19% thought it should be a 7 day festival and 18% 3 days.

SUGGESTIONS AND FEEDBACK

14. **Residents' influence:** Responses were divided almost into thirds – 36% saying yes, 36% no with the remaining 28% answering don't know.

15. **Communication with residents:** a free-text answer, summarized below:

The majority of comments answering the specific question 'How would you like to find out information on events and event organisers to share your view or become more involved?' asked for information to be gathered/ disseminated via the following, via multiple channels & online:

- Questionnaires / surveys / polls
- Flyers / newsletters / household leaflet drops
- Suggestion box
- Widely advertised, open forum meetings in advance of event planning
- Events calendar
- Email

It is worth noting that some of the above suggestions already exist or have been tried, e.g. town-wide events calendar on Love Arundel, monthly email newsletter via the Arundel Update, annual Town Meeting & Full Council meetings, events featured in The Bell, occasional Town Council Event newsletters – suggesting the lack of awareness is caused by other barriers, e.g. digital literacy, time pressures of busy households etc.

Other responses to this answer focused on suggestions or specific issues of concern, grouped loosely as:

- parking south of the A27/Ford Rd when an event is on / traffic congestion;
- whether it is acceptable to close a road for an event
- a request to be consulted when removing the River Road bollards
- Resident pricing / free tickets
- Arundel Festival-specific comments, including the request to have an open and anonymous survey/opportunity to comment and suggest changes
- Lack of advance publicity for events
- A belief that the residents' needs are secondary to bringing visitors into town
- Positive comments mentioned how residents can get involved as volunteers, giving them the choice to get involved and influence how an event is run.
- Understanding the finances – cost/benefit analysis of each event to decide if it's value for money

The full text of these comments can be read on the anonymized comments spreadsheet.

16. **What events would you like to see more of:** There was most support (21%) for themed events, e.g. a food and drink festival and other types of markets (18%). Suggestions made in the 'other' free text field can be found on the anonymized comments spreadsheet.



EVENTS IN ARUNDEL CONSULTATIONS Autumn 2024

17. **Further comments:** see anonymized comments spreadsheet.

18. **Prize draw entries / survey results:** 53% of respondents entered the prize draw. 47% wanted to receive survey results, when published.



EVENTS IN ARUNDEL CONSULTATIONS

Autumn 2024

RESULTS: Businesses' Survey

1. **Business name:** This report is anonymized.
2. **Business type:** 65% of respondents were retail businesses.
3. **Location:** Businesses in Tarrant Street (39%) and the High Street (33%) had the most responses.
4. **Size:** The majority were small businesses, with 1-5 employees (67%)
5. **Timeliness of information:** 83% of respondents thought that they received information about events in a timely manner to be able to plan for businesses needs.
6. **Communication:** Most businesses found out about events from social media (21%), their business network (17%). The Town Council and word of mouth was equal at 15%.

7. Collaboration

Businesses provided support in all categories listed. The most popular ways to support events were with promotion – displaying posters/social media shares, themed window displays, and in-kind support.

8. Comments about collaboration (free text) summary – full text in anonymized comments spreadsheet:

- Support offered was not responded to by Town Events Manager
- Collaboration is welcomed, but monetary contributions are difficult
- Disappointment expressed at Christmas events
- Collaboration not possible with some individuals / organisations
- When town is busy, customers stay away
- Chamber were welcoming and supportive

9. Impact of specific events:

The biggest positive impact was seen to be made jointly by the Arundel Gallery Trail and the Arundel Farmers Market. Events during the Arundel Festival had the most negative impact out of all the events listed (27.8%) but conversely had a greater positive (38.9%) and neutral impact (33.3%).

10-18. Events with Road Closures – effect on businesses:

Please refer to the graphs and/or link for detail.

Only the one-off events, e.g. Coronation, are shown to provide an increase to all statements (footfall, staffing, inventory, business hours, revenue).

19. Notable impacts (free text) summary:

- Markets bring an often unpredictable effect on trading
- Being a Gallery Trail venue has a significant impact on footfall



EVENTS IN ARUNDEL CONSULTATIONS Autumn 2024

- Sponsoring community cricket events has had a positive impact
- Farmers Market is popular and well run
- Festival, Tarrant Street markets and ABBA night impact negatively for some traders
- Arundel Festival and Arundel at Christmas bring a positive vibe to the town
- Problems with parking (lack of space, broken machines and lack of marshals), parking bays suspended before road closure times
- Questioning quality / repetitiveness of performers / musicians at events.
- Stallholders at markets competing with similar products in Arundel retail outlets.
- Road closures on a Saturday impact too much – should consider Sundays only.
- Road closures shouldn't be in place too early before an event.
- Visitors come into town for free entertainment rather than to spend money, other than in hospitality outlets.
- Queen Street needs to feel included.
- Regular customers avoid days when road closures/events are on.
- Events spread out over December are welcomed.

Full text in anonymized comments spreadsheet.

20. How important is a Festival?

The majority of respondents thought all the statements were important or very important.

21. Should Arundel have an annual Festival?

All respondents thought yes, with a third (33.3%) believing it should remain in its current format of 10 days long, the remaining two-thirds opting for a different format (67%).

22. How long?

44% thought a Festival should only be over 3 days. 33% were happy with the existing length of 10 days.

23. Categories of event

Events which seem to attract the most business support would be art (17%), talks (16%) and music (14%). 7% of respondents said they did not directly support the Festival.

24 & 25. Marketing efforts

78% of respondents increased marketing support for their business during town/community events, with most of that support going into social media campaigns.

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

59% answered no, 35% yes, 6% said they didn't know.

27. Communication about events



EVENTS IN ARUNDEL CONSULTATIONS

Autumn 2024

38% wanted to hear about events by having regular meetings with the Town Events Manager (at present, this would cover ATC-led events only). Only 13% wanted to deal directly with other event organisers – of which there are a number in the town. One commented “The channels are quite good. Its the incomplete plan, reliance on verbal communication and lack of clarity that is the issue”.

Full text in anonymized comments spreadsheet.

28. Main challenges during community/town events

- People looking for free town events are not generally looking to purchase higher end item
- Concentration of events during Festival – could be better spread out to ensure there is always something to do/see. Saturday always busy, other days there is little to do.
- Current road closure signage signals that the town is closed.
- Road closure signage is not taken down promptly.
- Staff & customer parking
- Access to shop blocked off
- Knowing what is happening well in advance to be able to plan
- Regular customers won't visit during an event

Full text in anonymized comments spreadsheet.

29. What benefits does your business experience during town/community events?

- Market days always good
- Increased footfall as a Gallery Trail venue
- Nothing/not a lot
- Increase in business on some events
- New customers who then come back through the year.
- General customer awareness - customers note and return to purchase when appropriate

Full text in anonymized comments spreadsheet.

30. How can event organisers better support local businesses?

- Consultation before road closures
- Delivering good quality, well planned events
- Listening and collaboration
- Not charging a pitch fee to hospitality outlets
- Having additional parking / park & ride
- No road closures
- Always close the full High Street, including Tarrant Street to not exclude businesses in the Upper High Street or Tarrant Street
- Plan earlier

Full text in anonymized comments spreadsheet.



EVENTS IN ARUNDEL CONSULTATIONS Autumn 2024

31. Any additional comments or suggestions:

- Less is more – provide quality events
- Revive the stakeholders group with the aim of mapping out events evenly through the year.
- Solve the parking issue
- Share what goes on behind the scenes when planning an event to help others understand the complexities
- Bring in a new team / ideas
- Don't offer free events
- Stage events with road closures on Sundays only
- Create a safer space for people – residents want a better balance between cars and pedestrians
- More marketing for Arundel as a 'days-out' destination to shop, eat and drink – especially when the Castle is closed.

32. Prize draw / Survey results / Group discussions

29% entered the prize draw

42% want to receive the survey results

29% would like to attend group discussions, if held.