



ARUNDEL TOWN COUNCIL

STRATEGIC PLAN
2025-2028

Built Environment

Natural Environment

Cultural Environment

Commercial
Environment

Our Purpose

Our purpose is to make Arundel the very best it can be, for residents, visitors, and businesses alike.

We work collaboratively and creatively with the whole community and our stakeholders to ensure Arundel remains a thriving town in which to live and work and a welcoming destination for everyone who visits.

The Town Council has an overwhelming purpose for the well-being of the town, being sighted on our purpose enables the Town Council to make decisions in the best interest of our community.



STRATEGIC OBJECTIVES

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Built Environment

Focus on protecting and enhancing the town's physical spaces and infrastructure to reflect Arundel's character and meet the needs of residents, visitors, and businesses

- Complete Neighbourhood Plan Version 3.
- Work with Arun District Council to finalise the Character Appraisal for Arundel and promote the extension of the conservation area.
- Make Arundel a safe and accessible town by addressing parking, walking routes, traffic calming, safe crossings, signage, and street furniture.
- Continue to support the LCWIP and plans for a cycle lane to Ford Station, aligning with the ambition to become a Walkers Are Welcome town.
- Maintain and improve flood defences through regular monitoring and safe practice.
- Support ambitions for improved public transport links, including a rail connection from Arundel to Brighton

Natural Environment

Champion sustainability and biodiversity, making Arundel a place where the natural environment is protected, celebrated, and integrated into town life.

- Reduce Arundel's environmental impact by supporting Greening Arundel and the ATC Environment Working Document.
- Collaborate to develop and support the Food Forest as an exemplar of biodiversity and abundance.
- Support the ambition to make Arundel a Nature Town.
- Commit to tree planting, habitat creation, cleaner rivers, and improved recycling, including developing a Wildlife Corridor.
- Run campaigns to enhance the town's natural beauty and raise awareness around litter and dog fouling

Cultural Environment

Celebrate Arundel's identity through arts, culture, heritage, and community life - ensuring the town remains vibrant, inclusive, and connected

- Recognise and support the role of arts and creative industries in shaping the town's character and enjoyment for residents and visitors.
- Actively engage with children and young people, supporting their voice and involvement through co-production with partner agencies.
- Support towns community events that bring people together, celebrate tradition, and strengthen civic identity, alongside national events.
- Support health and wellbeing for residents through positive initiatives that encourage diversity, inclusion and equal opportunities.
- Promote community cohesion through new ways for residents to connect and collaborate.
- Develop and deliver an annual Christmas Town Event that captures the festive spirit and showcases Arundel's charm

Commercial Environment

Strengthen Arundel's economic base, supporting local businesses, sustainable tourism, and community reinvestment.

- Develop a Destination and Business Partnership Plan that brings together commerce, considered tourism and resident needs — including creating a dedicated officer role if appropriate.
- Support economic sustainability through initiatives such as the Farmers' Market and similar complementary schemes.
- Develop Town Ambassadors to promote local activities, businesses, and attractions, while gathering useful feedback.
- Strengthen partnership working with ADC and WSCC to align town objectives with practical delivery (e.g. road closures).
- Develop the Town Hall as both a community and commercial asset, with profits reinvested into town initiatives and grants. Support and grow Team Arundel to create a coordinated, sustainable volunteer base that underpins events and activities.



OUR POWERS & RESOURCES

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Our Powers and Resources

Arundel Town Council is made up of around a dozen unpaid Councillors and a small team of officers who work together to deliver the Council's strategic objectives, along with many other important activities.

Although the Council's annual income is approximately £330,000, our discretionary budget is limited. A significant share of this income goes towards staff salaries and maintaining the historic Town Hall.

Like many organisations, we are affected by wider economic pressures. In response, we are working to develop new business initiatives that will allow us to increase our support for community grants, events, and local projects - helping us to serve Arundel more effectively

Our Assets

HERITAGE

Arundel's rich history and heritage are embodied in its iconic buildings and the preservation of the town's unique architectural character within the conservation area.

NATURAL ENVIRONMENT

The River Arun and the South Downs National Park provide exceptional natural beauty and biodiversity, forming a remarkable environmental setting for the town.

THE PEOPLE

Arundel's greatest reassurance is its people -a community defined by generosity, creativity, and kindness. The dedication of our volunteers, councillors, residents and businesses is at the heart of everything we achieve.

Arundel is shaped by its history, surrounded by natural beauty, and strengthened by the people who live and work here.

The town thrives because people care about it, get involved and support one another in practical and meaningful ways

PEOPLE AND SKILLS

- At the heart of our strategy is an understanding of the wealth of skills, knowledge, and enthusiasm that exists within the community. Arundel is fortunate to have residents whose experience, interests, and willingness to get involved make a real difference to town life.
- The Town Council plays an active role in supporting and harnessing this local talent in several ways:
- Supporting community-led projects: We encourage and help residents to develop their own ideas, offering practical support and, where appropriate, funding. Examples include initiatives like The Green Team, and Community Speedwatch.
- Creating opportunities to get involved: We aim to build a network of Town Ambassadors and work closely with Team Arundel to increase volunteering opportunities and involvement across a wide range of activities
- Drawing on specialist knowledge: We appoint voluntary advisors who provide expertise in key areas such as trees, planning, flooding, and contracts.
- Inviting residents into decision-making: We welcome community members to join Town Council Working Groups, giving them a way to contribute meaningfully to local projects without the formal responsibilities of becoming a councillor.



OUR VALUES & OUR CULTURE

Our values capture how we relate to each other as Councillors and Officers, and demonstrate how we interact with the community.

Our collective behaviour creates the culture of the Town Council and this sets the tone for the way in which we work. They define what we are and determine what we can achieve.

In 2021 these four ways were identified as important principles to adhere to -

Trusting, Sustaining, Connecting and Creative

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CONNECTING

We build strong, inclusive relationships

We work alongside voluntary groups, schools, churches, and other local organisations to strengthen bonds within Arundel. We also look outward and partner with organisations beyond the town to bring wider benefits to our residents, ensuring everyone feels included in the life of our community.

CREATIVE

We embrace fresh, inclusive ideas

We encourage and support the development of new activities, events, and initiatives in the town, such as Elevenses and the Bee Project.

We remain open to fresh ideas, innovative ways of working, and new partnerships that strengthen our community..

TRUSTING

We value integrity, diversity, and inclusivity

We trust and rely on each other, holding ourselves accountable for our commitments. We celebrate diversity and are committed to being inclusive in all that we do. Mutual respect is the foundation of our work, and through our actions we build trust between the Council and the people of Arundel

SUSTAINING

We honour the past while shaping the future

We take pride in preserving the heritage, traditions, and natural environment that make Arundel unique. At the same time, we welcome change and development that remain true to the spirit of our town and reflect the needs of all residents.