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		<p>People looking for free town events are not generally looking to purchase higher end items, their focus tends to be on food and drink and small souvenir items and often an influx of people into the town can discourage the more discerning customer - the exception to this is the Arts trail and to some degree The Framers market which does attract buyers and a demographic with a higher spend point and intention to purchase beyond that of a 'latte and an ice-cream'</p>	<p>Not a lot other than highlighted above.</p>	<p>By delivering seamless, well thought though and good quality events which have a clear purpose and objective that is not only about increasing footfall as this is not the only marker for success - e.g. lighting the Christmas tree is a good example of clear purpose and objective, community spirited and an provides opportunity for a potential benefit to both business and residents</p>	<p>I feel it is very important that Arundel adopts a less is more approach and looks to concentrate on quality events with a purpose, Farmers market being a good example, endless events dribbling throughout the year does not seem to have benefitted the more discerning businesses in the town at all.</p>
<p>We did offer support through a number of channels for the Freedom of Arundel/tree lighting in 2023 (offering our boardroom as a warm place for invited dignitaries to gather before the event). We never received any response from the Town Events Manager, which was disappointing. We had a nice view of dignitaries standing outside in the freezing cold for an hour before the event started, which did not give a good impression of Arundel.</p>	<p>Regular meetings with Arundel Town Council's Event Manager;</p>	<p>We are generally unaffected by events due to the nature of our business.</p>	<p>Increased footfall due to being a venue for the Gallery Trail. Increased brand recognition/awareness from sponsoring/donating.</p>	<p>Consult with representatives from the full range of businesses before road closures etc are booked in.</p>	<p>The Town events stakeholder group meetings need to be resurrected. The limited amount of parking in Arundel limits the number of visitors. Running multiple events at the same time means that events are competing for visitors. Spreading events across a wide time period will bring greater benefit.</p>
<p>We are the biggest advocate of collaboration, collaboration that doesn't cost money, either way</p>	<p>Listen and join others who want a different Festival ;</p>	<p>Up and down, mad Saturday nothing on Sunday, Monday to Friday trying hard to find something Festival when asked what's on</p>	<p>Nothing</p>	<p>By listening and not ordering them around, not demanding money, by collaboration not favouritism</p>	<p>Some questions need to let you answer a different answer .. 4 days Friday to Monday for example Open the field parking, Arundel was a mess on Sunday Monday</p>
<p>Happy to help Charity's wishing the town Schools ATC events but not Arundel festivak if the arts</p>	<p>Receive information via your business network;</p>	<p>Answering customers complaints about the festival on how poor it is and how conservative it is and why is it 10 days long with empty streets</p>	<p>On market days it's amazing and the organisers and volunteers are great and trade is always good</p>	<p>Stop abusing them not paying for there services especially food and Working with them instead of against them Communication is always the Best way</p>	<p>Change Arundel festival of arts director Have a 3 day carnival and festival and work with the charity's in town and schools</p>

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In Previous years I have sponsored, donated and taken part in window displays but the whole events are so badly run that I no longer support anything to do do with Arundel festival of the arts. Arundel at Christmas is not at all festive for visitors to the town, compared to other towns it is a sham	Regular meetings with Arundel Town Council's Event Manager;	Road closure signs stating FULL ROAD CLOSURE leading visitors to believe everything is closed, also the signs are left on display too long (day after event)	Better footfall on certain events	Not charge food establishments to use their outside area and then put out of town food venders in front of said establishments. Listen to business owners concerns regarding events instead of paying lip service and ignoring them. Include the whole town	Arundel is desperately in need of a shake up, new blood to organise events, better communication with residents and consideration of their concerns, not the 'put up or shut up' attitude that they are currently getting. The festival is stale, the music needs better organisation, there needs to be more for children.
		We don't really have any. We are insanely busy and capitalise on the festival by having our own music, which attracts massive footfall. So really the challenge is that we are too successful and it's exhausting!	Increase in business.	We're happy. Because we are further down Tarrant Street and the road closure doesn't come as far as us, we can't have any events provided by the festival outside the pub. We understand that and provide our own. But walking down town there is a plethora of musicians/bands/solo singers of all different styles, Children's entertainment. All kinds of things providing a carnival atmosphere. We would imagine that all local businesses would benefit greatly by the influx of visitors and increased footfall. You'd hope that the busier the town, the more potential customers for all. Certainly all pubs, cafes, restaurants. We do even so far out.	It might be useful to let people goes into the behind the scenes of the festival. The legal requirements for health & safety, security, insurance. The cost of all of that. How many security personnel are required. The infrastructure of beaurocracy. The number of volunteers needed. The road closures. The cost and paperwork. We don't know either, but know it's a nightmare. We feel it would be helpful for the present organisers to make it known!
	Regular meetings with Arundel Town Council's Event Manager;	Staff parking - Time consuming Customer access to shop- blocked off	Can increased footfall in town on some events but not all Enjoyable atmosphere Increased draw to visit arundel	Treat everyone equal	

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		Parking	As previously stated, the events definitely enhance visitor experience but guests would book regardless of the events being on or not. The only annual events which noticeably drive increased occupancy levels are the Goodwood events (Members Meeting, FoS, Revival and Glorious Goodwood)		
		None	Increase in Footfall and Sales	Don't know	None
	Attend Full Council meetings ;Contact event organisers directly;	allow others to organise differently	Our business when events are properly run, obviously makes more money , but we also get new customers that come back during the year	Let the businesses run the events for the businesses	
		Road access, lack of parking. Competition with outside traders.		Try to find additional parking for people to attend, pop up car park in available spaces (paddock/farmland,parkland) advertise the use of station car park! Avoid people turning up frustrated and abandoning cars in residential hotspots!	Not offer free events, so you have people turning up that want to spend or have money to spend in town!

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	Regular meetings with Arundel Town Council's Event Manager;	Road closure signs. Barriers from Norfolk Hotel to Tarrant St. Inability of clients to reach the shop or park.	Honestly.....none!	Stop closing the High St.	<p>The way that the questions are framed makes it difficult not seem negative. I believe there is a place for a vibrant, and intelligent Arundel Festival. So many Arundel residents who were here for the golden days of the festival, 30 years ago miss that format enormously. Floats, children, dressing up, bonfires and imaginative street theatre, can we not bring more of that back?I love and am proud of the town where I have done business for 53 years, but the Saturday road closures are widely disliked. Move all of it to a Sunday and you will have a wonderfully happy, buzzing town as this Sunday's Fayre proved. But put Road Closed signs up on the Sunday morning and take them down the moment the roads open.</p> <p>Working people need to shop on Saturdays and the closed roads do prohibit this.</p>
	The channels are quite good. Its the incomplete plan, reliance on verbal communication and lack of clarity that is the issue;	Knowing exactly what is happening when in a timely manner so we can plan how we will add our own twist	We like being part of the community, we definitely see sales increases from Farmers Market, Tulips and Festival so we are grateful for the efforts made by so many volunteers but I think we all need more clarity	Give us the plan and then dont keep changing it. Everyone is annoyed by road closure signs, their wording and slow take down, fixing that would stop a lot of bad blood.	More people go out by choice for leisure and pleasure on a Sunday, creating a happier, more relaxed vibe.
Things need to be more professional. Not part briefings and a fluid mindset which inspires no confidence. The programme should be issued months in advance so we can plan our own events, opening hours and offer to best suit the opportunity.					Outdoor eating and drinking is in desperately short supply in Arundel. Residents want a better balance between cars and people yet we have not moved on. We need to find ways to provide safer people space and outdoor eating and drinking. This should be a priority for Arundel town Council
	Attend Full Council meetings ;Receive information via your business network;Regular meetings with Arundel Town Council's Event Manager;				

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<p>We aren't sure how the big events in Arundel help other businesses..I'd be interested to know...it doesn't do anything for us sadly..in fact any regular customers keep away as the town us so busy....on the antique vintage day recently? 6 people came round...we used to have a sign directing to us.. over the bridge...but Arun District Council wrote to us..threatening fines as someone in town had complained....one organidor was heard to say our side of the bridge.. wasn't really Arundel...kind of says it all!</p>	<p>I'm not sure...we work pretty much full time on our small business...and a lot of time targeting the people who will spend with us..trade..interior designer..US trade customers;</p>	<p>Getting our usual customers .</p>	<p>None</p>	<p>That I'm not sure..I've spoken to one or two businesses in the actual town centre..who say it doesn't help their business at all..I thought it was just us..out in " not really Arundel "</p>	
	<p>Contact event organisers directly;Regular meetings with Arundel Town Council's Event Manager;</p>	<p>Customer access to my own shop as parking can be difficult.</p>	<p>People can see my shop whilst attending an event and then return when they need [an item]</p>	<p>Offer retail outlets in town a reduced Market stall cost at farmers market. In addition one of the market stands could reserved for town business to showcase their products / offer - and offered on a rotational based to all the business in town who want to engage. Provide more parking places - even if this is out of town and we have a 'park and ride' system for key events. When road closures are put into place for the town it is helpful to shut the whole of the section of Tarrant Street from The Eagle and the High Street so events can be spread across the town (rather than just the High Street). This would also be safer for pedestrians.</p>	<p>Arundel is a great place to have a business and it attracts visitors for 'days out' to browse / eat and be entertained. However, Arundel is also a great place to shop with a wide variety of independent boutiques and more could be made of marketing this is terms of the town's appeal. This is particular key during off season times when the castle is closed.</p>
<p>Arundel Chambers of commerce were welcoming and helpful, encouraging and supportive</p>		<p>Parking</p>	<p>more footfall</p>	<p>Send any paperwork earlier</p>	