



Arundel

A plan for the short to medium term

Introduction



- Purpose of this presentation is to look at the short to med term for Arundel looking at:
 - Physical structure of the town
 - Economic/employment mix - retail/restaurant/office based
 - Events - new ones earlier in the year
 - Leisure – sports, recreation, social interaction
- Address residents questions raised on “Decline of Arundel” and “Loss of vibrancy” post banks.

Arundel now

- Unique position between the Downs and the sea, on the River Arun
- 'Gateway' to South Downs National Park
- Top UK destination - but not enough hotel beds? Air BnB?
- Old Market Town - but street scene needs upgrading
- Castle and WWT are major attractions for visitors
- Great Community spirit, many groups
- Dominance of cars, good Rail links, other public transport not so good? Walking & cycling popular
- Demographics – 1635 households, 3700 people, 27% over 65, 82% economically active
- Low crime rates
- Too many eateries? Or not enough?
- Arundel is a creative hub? Office based businesses

National & local trends



- Staycationing, Visiting friends & family, Growth in weekendening & short trips to the country
- Shopping habits changing – Internet, out of town centres, complex 'savvy' consumers - higher quality expectations, and personal service
- Leisure pursuits - looking for 'authentic experiences'; Rise of 'Responsible Tourism'
- Demographics: Aging population - but not acting their age; Growth of singles and friends groups; More ethnic diversity
- Increased competition between destinations
- NPPF changes to ensure the vitality of High Streets – “Town Centre First”
- A27 upgrade

Recent Arundel Business Survey - part 1



- 21 respondents, mostly retail employing less than 5 people
- Most think both the UK and local economic outlook is good
- Most do not feel competition from supermarkets & other downland towns
- There is not enough to draw people during the week & off season
- There is comfort in that there was a higher level of business from residents than expected, but this could be more.
- They do not think the Government, ADC & WSCC are doing what they can to support businesses in Arundel

Recent Arundel Business Survey – part II Suggestions



- “Pedestrianise Tarrant Street at weekends & move Farmers Market there”
- “Free parking”
- “More destination marketing & more integration of Castle and Town”
- “Stronger collaboration/networking between businesses”
- “More quality retail”
- “Better signage”
- “Get residents more involved”
- “More activities to attract families”

Evolving High Street I



[source High St Performance & Evolution 2014 & Crisis to Recovery 2015 University of Southampton Reports]

- UK High Streets have been hit hard since 2008 (economy & rising Business Rates etc), but indications are that those which were more service oriented fared better
- “Beyond Retail” – Changing mix - leisure, entertainment & hospitality roles becoming more important
- A Refocused view – Town centre as places of social, community and cultural economies and not merely as shopping destinations
- Evolving ‘convenience culture’ – time vs value. Not one-stop centres, but increasingly ‘choice edited’ neighbourhood version of the out of town centres – particularly if specialist and/or rooted in local community.

Evolving High Street II



- Majority of town centre users still favour high streets for health, beauty, personal care, clothing, footwear & for top-up groceries.
- When visiting town centres users want a trouble free, functional visit (as well as social interaction & leisure etc)
- Consumers who shop with others spend significantly more & stay longer than when alone
- Successful town centres will offer green spaces, outdoor events & markets
- Trend towards “Relocalisation”

Events



- Events & Festivals are a major reason for people to come to town centres
- A diverse range of events can be a major source of attraction for visitors as well as local residents.
- Especially if they take place through out the year
- And, are aimed at different audiences (cultural, business, young people, families etc)
- Events can make a significant contribution to the local economy & foster a strong sense of community, pride of place & inclusiveness

Current & past initiatives



- TC Vision and Mission Statement
- TC Traffic & Youth Strategy
- Arundel Neighbourhood Plan
- ACP - Design Statement and new initiatives
- ADC Emerging Local Plan & 2012 Culture and Leisure Strategy
- SDNPA Emerging Local Plan
- 2008 AVSG/ACP Branding Project - heritage, quirky, cosmopolitan, independent, arty, gastronomic, outstanding natural beauty

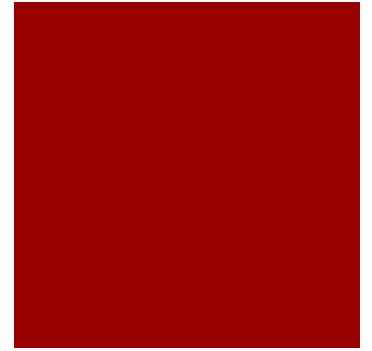
Arundel Town Assets include:



- Georgian/Victorian street scene – town square & entrances need work
- Arundel Museum
- The Co-Op, other food stores & all independent offerings
- Arundel Lido – Project LEAP
- The Victoria Institute – Transformation in progress
- Arundel Festival in August, Arundel By Candlelight in December
- Farmers Market – adds to diversity of retail offer

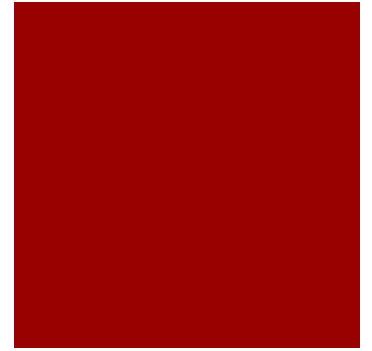
Perceptions of Arundel

- Only for tourists
- Full of antique shops
- Been to Castle no need to go back
- Congested roads & poor public transport
- Difficult/expensive to park



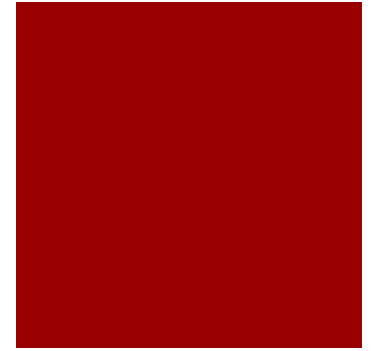
Reality?

- Safe, lots of activities, good connections
- Castle & WWT are big draws to the town
- Events are popular
- Full of contemporary, independent shops, galleries and cafes/restaurants & food stores
- Too much to see on one trip - visitors have to leave due to parking running out
- Good evening economy but weak daytime, during the week and off season?



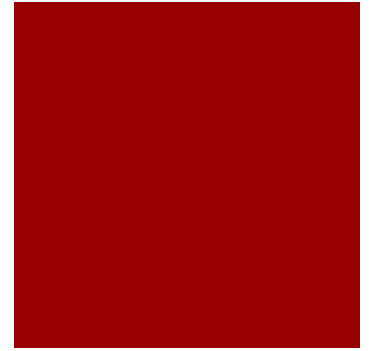
Who comes to Arundel

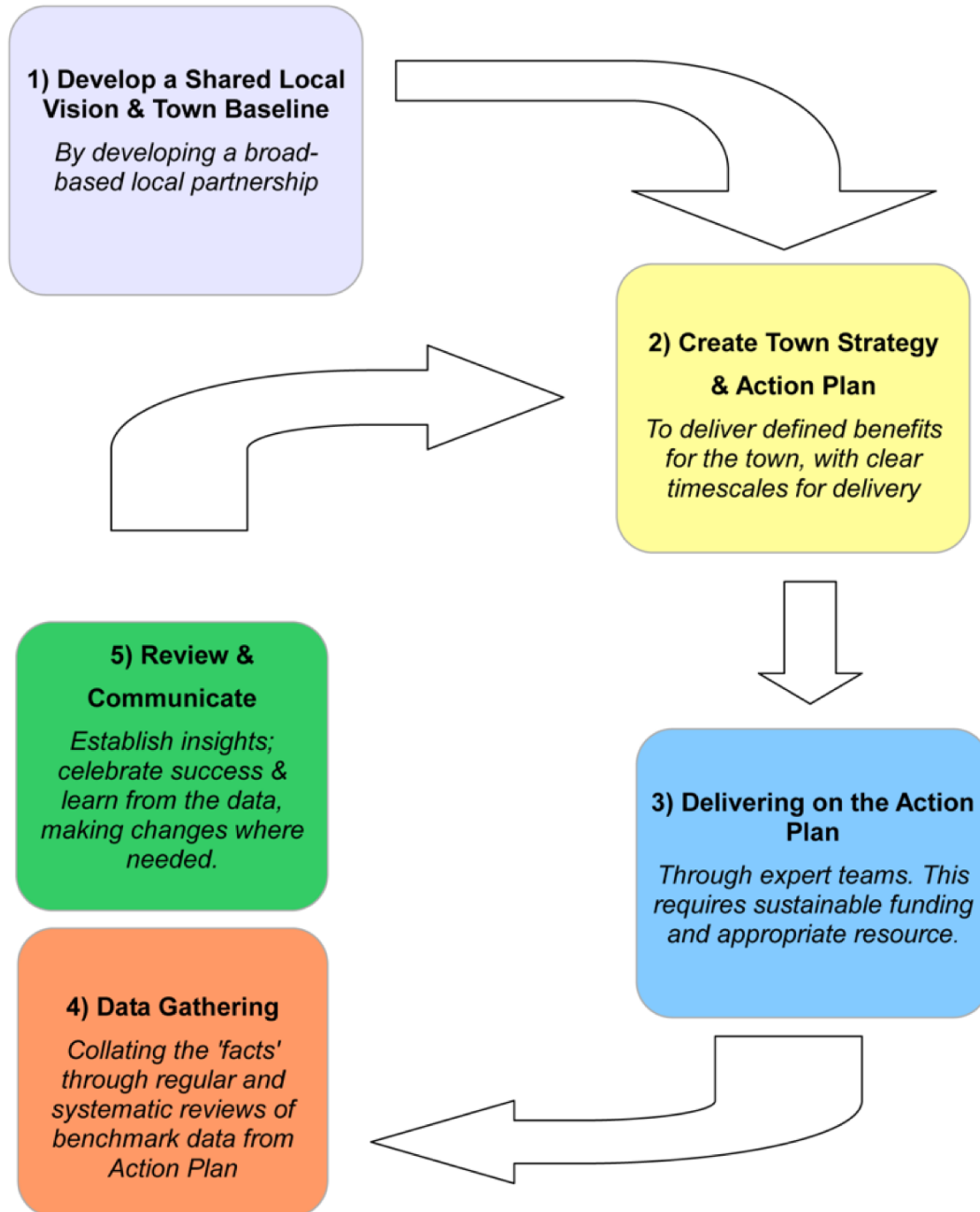
- Residents, their friends and family
- Visitors
 - Second home owners/weekenders
 - People who live nearby - within 20-50 miles?
 - Short break takers
- Tourists - 10% from abroad
 - Staying in town or nearby?



What can be done?

- Improve parking and signage
- More events & increased leisure
- Town wide wifi zone
- Upgrade town street scene & entrances
- Increase use of town by all groups, all year around – create a sense of place
- Change perceptions, better marketing
- Other?





Benchmarks:

- Footfall
- Consumer & business satisfaction
- Diversity
- Economic activity

Source:

Future High
Streets Forum
2014

What next?

- BID – Business Improvement District?
- Public/private partnership?
- Town Centre manager?
- Set up a working group
- Over to you?



