

Arundel Visitors Strategy Group (AVGS)

Background to AVSG:

As an established tourist centre and market town with various attractions, events, shops, hotels, pubs and restaurants there is still a need for a group to co-ordinate and collaborate between all the interested groups with respect to:

1. Strategies
2. Websites
3. Print
4. PR/adverts
5. Events
6. Other

A prime purpose of this co-ordination will be to reduce duplication of money and effort, avoid clashes of events and simply offer "joined up thinking".

The AVSG is supported by Arundel Town Council and the Arundel Chamber of Commerce and currently meets monthly at Arundel Town Hall or other local venues. Members are also drawn from Arun DC, ACP, the Festival and key attractions.

The group is being chaired by James Stewart, Town Councillor and member of the Chamber of Commerce from Zimmer Stewart Gallery.

The overriding objective for the group will simply be to increase visitor numbers to the town and encourage them to stay longer.

Visitors will be defined in the widest possible terms to cover residents, friends and family, people living within 10/20 miles of Arundel as well as tourists (national and international).

The group will not work in isolation from neighbouring areas, remember a visit to Arundel may be combined with or just one element of a stay in the area. So we need to be aware of, and possibly work with similar activities/groups in Fontwell, Littlehampton, Bognor, Chichester, Petworth etc etc.

Collabor8:

Since starting in March 2009 the group has developed links with Collabor8, an EU funding organisation.

Collabor8 funded street entertainment at this years Festival and has also hosted two workshops on Arundel and developing visitors.

One key finding is that current views of Arundel among visitors is out of step with reality, and we need to address this.

AVSG are working with Collabor8 to develop a branding project for Arundel which will be "unveiled" in 2010 – but we want as many people involved in the project as possible.

Tourism South East:

AVSG is also working with Tourism South East, and have obtained group discounts on membership, these will be at least 25%.

Benefits of TSE membership are a high profile on their website, training, discounted credit card facilities and much more.

To find out more or to join AVSG please email James Stewart at james@zimmerstewart.co.uk