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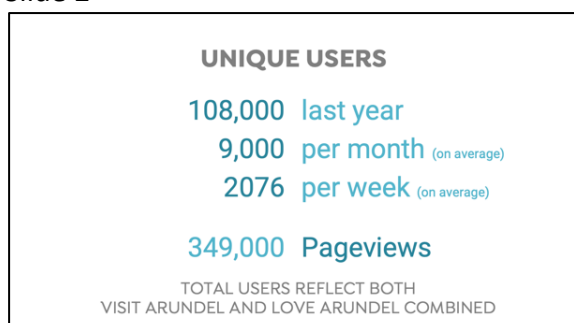


Introduction

Thank you to Arundel Castle for allowing us to host yesterday's Visit Arundel networking. And to gastro catering, and ally berry photography.

Thank you to our team, Ash, who presented the updates on the website last night. Ash connects with the tourism partners and does a lot of time-consuming background work. The lovely 'Auntie' Barb who liaises with all our clients. Her amazing daughter (Ash's cousin) Katherine, who runs our administration. The fabulous Graham, who runs our Arundel Map distribution, the skillful Karl Salter who built the website and runs the technical side of things, and Eloise, Ash's wife, who maintains the website and admin

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User Figures

This slide shows our unique users during the past 12 months.

This is a huge achievement and took an enormous amount of hard work from all our team, considering we were in lockdown at the early part of last year.

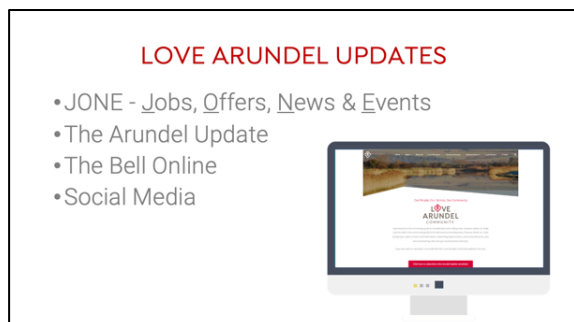
Organic Search 69.5%

Direct 17%

Social 9.7%

Referral 3.8%

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Love Arundel Updates

Love Arundel is the community/local "website" built on the Visit Arundel platform and only 18 months old.

• **JONE:** We have a system in place called 'JONE' which Katherine runs, she trawls through social media to upload jobs, offers, news and events onto the website. We really do encourage our advertisers to upload these themselves, it's a very simple and FREE process. But Katherine is there to upload anything that is missed as a backup.

• **The Arundel Update** is the community email newsletter, which used to be the Arundel Community Network, with over 700 people signed up. This is a monthly newsletter which shares the latest Arundel news with the locals. We work closely with the Council on this Update.


• **The Bell Online:** Last year we also digitalized The Bell, Arundel's door to door magazine, run by the lovely Gill Farquharson. Eloise takes the core articles from the magazine each quarter, and publishes them onto Love Arundel and Facebook, to read online and archive them for the future.

- **Social Media:** We started Love Arundel Facebook page this time last year and are headed towards 1000 followers already. It is very much an impartial presence

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VISIT ARUNDEL UPDATES

- Blogs & Content
- Tourism Partners
- Social Media



Visit Arundel Updates


- **Blogs & Content:** We research items of interest which people are searching for on google, and then create relevant content based on these topics, to drive more traffic to the website. Such as: the Tulips at the Castle, Arundel at Christmas, Bluebells, Walks, Surrounding Villages.
- **Tourism Partners:** We have been connecting and forming alliances with all of the important tourism partners, SDNP, Sussex By The Sea, The Great Sussex Way, Visit England, Tourism South East & Experience West Sussex,
- **Social Media:** The Instagram is doing really well, there's so much amazing content out there, that we focus on sharing other's images and crediting them. Looking at our website traffic, the social media referrals to the website have almost grown to 10% of our overall referrals. Looking at this a few years ago this was only 1%.

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ARUNDEL MARKETING GROUP

Marketing Strategies led by our new Marketing Manager:

1. New Email Marketing for 2022, using Visit Arundel's CRM
2. Press releases, online and in print for travel blogs, articles
3. Tourism partner relations
4. Target existing tourism campaigns



Arundel Marketing Group

Arundel Marketing Group, is a collaboration between Visit Arundel and Arundel Chamber of Commerce, we have funding in place to implement some marketing strategies through employing a marketing manager for the next 12 months.

Please see attached document for the full marketing plan

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THE SUSSEX SNOWDROP TRUST

The Snowdrop Trust was founded in 1993 to provide nursing care at home for local children with life-threatening or terminal illnesses.

Most children supported by Snowdrop live to adulthood, however, if a child becomes terminally ill, they will always want to be at home surrounded by their favourite things and their family, during this traumatic time.

The unique charity that provides paediatric community nurses at home

www.thesussexsnowdroptrust.com

3 Willow Bunker Road, Willbarn, BN13 0PF | T: 01323 571623

The Sussex Snowdrop Trust

The Sussex Snowdrop Trust was founded in 1993 to provide vital nursing care for local children who have a life threatening or terminal illness. The charity needs to raise £350,000 a year to provide nurses for the Care at Home Team, counsellors and Health Care assistants who make such a difference to the these families. All fundraising for the Trust comes from the generosity of the community. We are grateful to the Arundel business community for their ongoing support.

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The Sussex Snowdrop Trust Video

This is Derren who is 8 years old and lives in Felpham, West Sussex. He has a rare blood condition called Von Willebrand Disease. In this film, his parents explain the impact the Care at Home team have on their lives. Derren has ongoing care for his condition and he bravely shows his port – a – cath in the film so people understand what he lives with. Link for

video. <https://youtu.be/a4RixLDXiCw> You can donate to The Sussex Snowdrop Trust <https://thesussexsnowdroptrust.digitickets.co.uk/category/32266> No amount is too small.

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Important News

We usually keep this presentation very focused on Visit Arundel and the business, but unfortunately life has not been simple for us as a family in the past 5 months.

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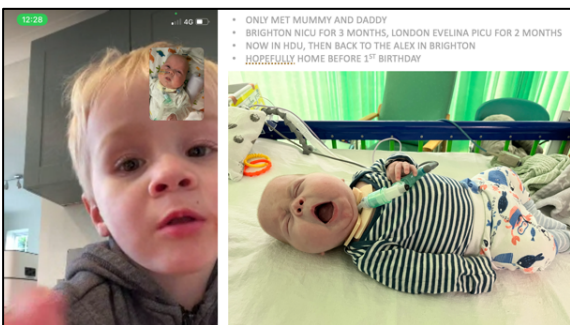


Baby Beauden, a life changing situation for our family

On 21st September Eloise was rushed to Worthing hospital with severe pains. 5 hours later, in order to save Eloise’s life, our second baby boy Beauden was born by emergency c section under general anesthetic. It was found during the c section, that there was 2 liters of blood already present coming from a ruptured ligament, it took a further 3 hours to stop the bleeding, a total loss of 3.5 liters.

Beauden was born 10.5 weeks premature and rushed from Worthing to Brighton, where he stayed for 2.5 months.

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During this time in Brighton NICU (neonatal intensive care) we nearly lost him through pneumonia and lung collapse episodes. He was then diagnosed with CCHS (congenital central hypoventilation syndrome), he doesn’t breathe when he’s asleep. This is a genetic condition that means he will need long term ventilation. Just before Christmas he was moved to London Evelina and had a tracheostomy. What happened to Eloise has only been recorded once previously in the 90s in India, and there are only 1,500 diagnosed cases in the world of CCHS, the 2 are completely unrelated.

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Since the new year he has been progressing well, but the commitment of us travelling to London as a family half a week has been very tough. We have a room at the Ronald McDonald House, which we come back and forth from.

When Beauden finally comes home, hopefully in the Summer, he will need 24/7 awake care.

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Due to what has happened to us and the realization of our new life when he comes home, we made the difficult but necessary decision to move on from Visit Arundel. Ash has owned and run the website for 15 years and loved every minute of it and the challenge of representing the Town and its community as Arundel's main online presence.

However we have the exciting news to tell you all, of someone new taking over the website.

- The rebuild and work we have put in over the past 2 years has put the website in its strongest ever position, and will keep growing with so much potential moving forward
- Barb, Katherine and Graham will carry on in their roles
- Eloise and I will not be going anywhere immediately and will be in the background as advisory roles to the new owners for the next 12 months
- Karl and the technical team will be staying and Everything will run as it still is, nothing is dramatically changing with our framework

It gives us great pleasure to welcome, Amanda Hopkinson, who will be the new owner of Visit Arundel and Love Arundel from 1st April

Recently married and living in our village of Poling, her background is in events and radio. Being a 'make it happen' enthusiast, she's the perfect person to take over this website and build on the work that Eloise, Ash and the team have done so far.

Amanda is a keen community supporter and looking forward to taking Visit & Love Arundel to the next level and enhancing Arundel's position on the map for 2022 and beyond.

She believes in the value of building in-person connections with those in our local community. And by bringing people together, supporting and engaging the

businesses and residents, means everyone can benefit from a vibrant community.

We will support Amanda and her husband Christopher over the coming year and we're confident Visit and Love Arundel will continue to grow under their ownership.

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Over to you...

Donate at the bar, meet a new face
Win some prizes, raffle at 8.15pm!

Thank you for your support Arundel Castle • Gastro Catering • The Sussex Snowdrop Trust • Arundel Chamber of Commerce • Arundel Town Council • Our Sponsors & Advertisers • Simplified Ideas • Charlotte Wilson Design • Arundel Community Partnership • The Bell

We raised a fantastic £500 for The Sussex Snowdrop Trust through the donation bar, raffle and gift tree.