



part of british tourism week

## **MEDIA RELEASE**

**21 February 2011**

### **JOIN THE UK'S ONLY INLAND 'PARTY ON THE PIER' IN ARUNDEL**

#### ***Sussex's capital of style gets on board British Tourism Week for the first time in 2011***

For the first time, Arundel will take part in British Tourism Week this year (12<sup>th</sup> – 20<sup>th</sup> March), spearheading the celebration with the only inland 'Party on the Pier' event in the UK, as part of a national celebration of Britain's seaside piers, harbours and jetties around the coast and on inland rivers, canals & lakes. Kicking off Arundel's eclectic calendar of events is the river-life themed 'Party on the Pier', 12<sup>th</sup> March, which will be attended by local celebrities and dignitaries including Arundel & South Downs MP and Minister of State for Policing and Criminal Justice, Nick Herbert. The 'Party on the Pier' will demonstrate Arundel's historic importance as an inland port and, in contrast, the significance of the town's new pontoon, opened just eighteen months ago by TV personality, Ben Fogle. British Tourism Week is a nine day national promotion, which aims to demonstrate the importance and diversity of the UK tourism industry to the government, the media, the industry and consumers. Arundel's participation is part of its 'Arundel - Sussex in Style' tourism initiative to raise the national profile of Arundel as the gateway to the new South Downs National Park; a town of style, heritage & leisure and encourage visitors to experience all the modern, stylish attractions that Arundel has to offer.

Cabinet Member for Tourism at Arun District Council, Councilor Norman Dingemans says: *"We are very pleased to be working with the Arundel Community Partnership, who is organising this unique event, and joining in the national celebration of Britain's £115 billion tourism industry."*

*Arundel is the only UK inland pier privileged to participate in this year's British Tourism Week headline event, 'Party on the Pier', and I hope Arundel's residents and visitors will all join in the fun between 12th - 20th March to help raise awareness of Arundel's 'Sussex in Style' initiative".*

Highlights in Arundel for British Tourism Week include:

**Saturday 12<sup>th</sup> March - 'Party on the Pier'**

Join the Arundel 'Party on the Pier' from 2pm to 5pm around the Town quay, the Town Square and Mill Road. Key activities include a children's competition to decorate river objects, which will be judged by the Mayor of Arundel at 4pm on the day. Arundel boat club will have a variety of boats moored on the pontoons for visitors to explore; Arundel Museum will be displaying Arundel's history as a port alongside a photographic archive of pictures and postcards, some of which are around a hundred years old; Wey and Arun Canal trust will be displaying Arundel's history as part of the canal network; Arundel Castle will be exhibiting, as will the WWT. This event is free to attend with no need for prior booking – just turn up. For more information visit the 'Party on the Pier' page on [www.britishtourismweek.com](http://www.britishtourismweek.com)

**Saturday 12<sup>th</sup> March – The Arun Valley Line 'Local Produce Day'**

To celebrate Local Produce Day, stallholders will be selling locally sourced produce from 7.30am – 3pm at Arundel station and other stations along the Arun Valley line, which runs from Gatwick Airport to the south coast. The event, which is run by The Arun Valley Community Rail Partnership and ACORP (the Association of Community Rail Partnerships), will celebrate the diversity of local produce whilst encouraging and promoting greater rail use for leisure.

Stalls selling at Arun Valley line stations on the day include 'O'Hagan's Sausages' - Winner of Britain's "Best Sausage Maker" Award with such flavours as their Wild Boar, Apple and Calvados sausages, 'Flax Farm' – traditional linseed whole food producers and 'Slindon Bakery' – as recommended by [localfoodadvisor.com](http://localfoodadvisor.com). For more information visit [www.sussexcrp.org](http://www.sussexcrp.org) or call Amy at the Sussex Community Rail Partnership on 0785 222 1274.

### **Sunday 13<sup>th</sup> March – ‘Arundel Ghost Experience’**

Between 12pm - 6pm, take a unique candlelit tour of the haunted prison at Arundel Jailhouse. Come and hear stories of Sussex ghosts and take a ghostly walk around the old prison cells, which themselves house the hauntings of many local inmates. Tickets are £5 for adults (aged 13 and over), £4 for concessions & £3 for children. A 10% discount is available for groups of over ten people. Call in advance to check availability to avoid disappointment. For more information visit [www.arundeljailhouse.co.uk](http://www.arundeljailhouse.co.uk).

### **Thursday 17<sup>th</sup> March – ‘Craft Club’**

Attend one of two sessions, 2pm - 5 pm or 7pm - 10 pm, for card making, scrapbooking and paper crafts workshops at the Design & Image Studio, Park Farm. All ages are welcome and all skill levels will catered for. Basic craft kit is desirable but all equipment can be borrowed. Cost is £7.50 and includes all materials used and refreshments. For more information please contact 01903 763551 or 07719925291.

### **Sunday 20<sup>th</sup> March – ‘Wild About Art – Growing’**

Children can get their creative juices flowing at the Arundel Wildfowl & Wetlands Trust from 11am - 1pm, in the ‘Wild About Art’ workshop, which will use natural materials to create cress-head characters to take home and grow and other green-fingered fun. ‘Wild About Art’ is part of the WWT’s ‘Festival of Gardening’ month, sponsored by NFU Mutual and backed by expert gardener Alan Titchmarsh, which champions the link between gardening and wildlife conservation. Prices are £4.50 per child, with 1 free adult attending per child. All children must be accompanied by an adult.

For more information on celebrating British Tourism Week in Arundel please visit: [www.arundel.org.uk](http://www.arundel.org.uk)

**- Ends -**

## **Notes to editor**

### **Arundel – Sussex in Style**

The 'Arundel - Sussex in Style' tourism initiative is focused on raising the national profile of Arundel as a town of style, heritage and leisure encouraging visitors to come all year round and return time and time again to experience all the modern, stylish attractions that Arundel has to offer, including a thriving music, theatre and art scene and a great range of independent boutique shops and restaurants.

As the gateway to the new South Downs National Park, Arundel is a great place to be based for walking, mountain biking or kayaking on the River Arun. It's also the perfect destination for a great day out or for those who want a weekend or short break with an outstanding range of hip, fashionable and exhilarating experiences. For more information visit: [www.arundel.org.uk](http://www.arundel.org.uk)

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