

Town Centre Events during the COVID-19 Pandemic

INSIGHTS FROM HORSHAM West Sussex, UK

Introduction



Garry Mortimer-Cook, Economic Development, Horsham District Council

About Horsham & District

Heritage & Events

- Pre Covid
- During Covid
- Post Covid Recovery

Lessons Learnt

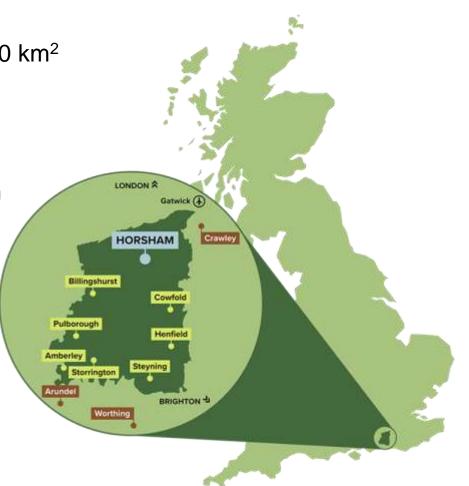
Horsham & Horsham District



Horsham District 150,000 residents, 530 km²

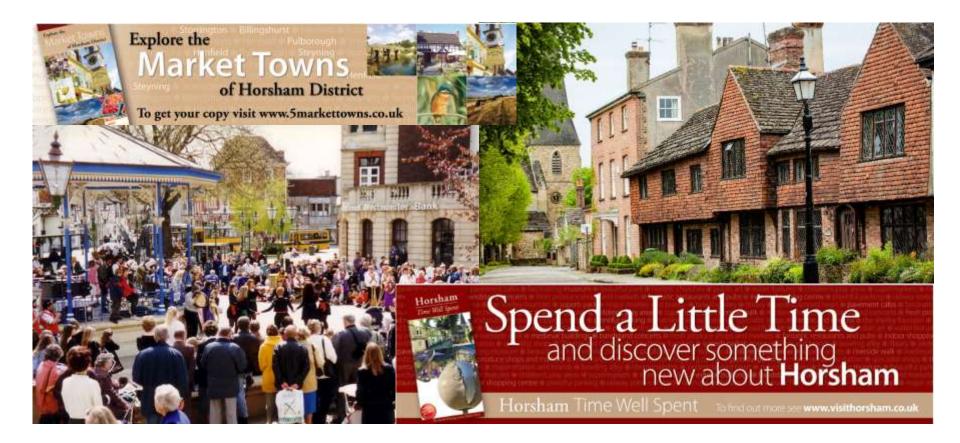
Horsham Town 60,000 residents Medieval Market Town Half way between London and Brighton on South Coast Lovely but No Major Attractions

Plus 6 other Market Towns



Horsham – A Medieval Market Town





Pre COVID – British Festivals





Horsham Time Well Spent Events Partnership Approach

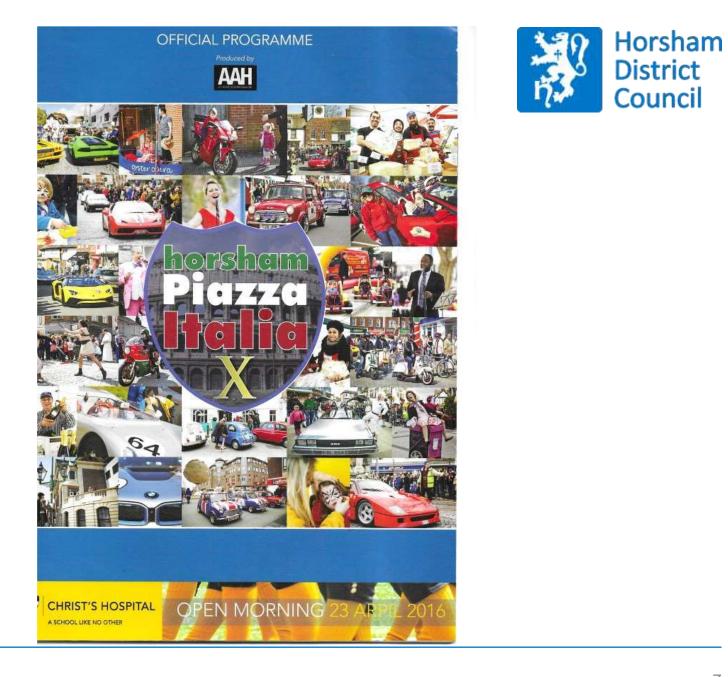




Pre COVID – Italian Festivals







West Street Opening Event





COVID IMPACT!





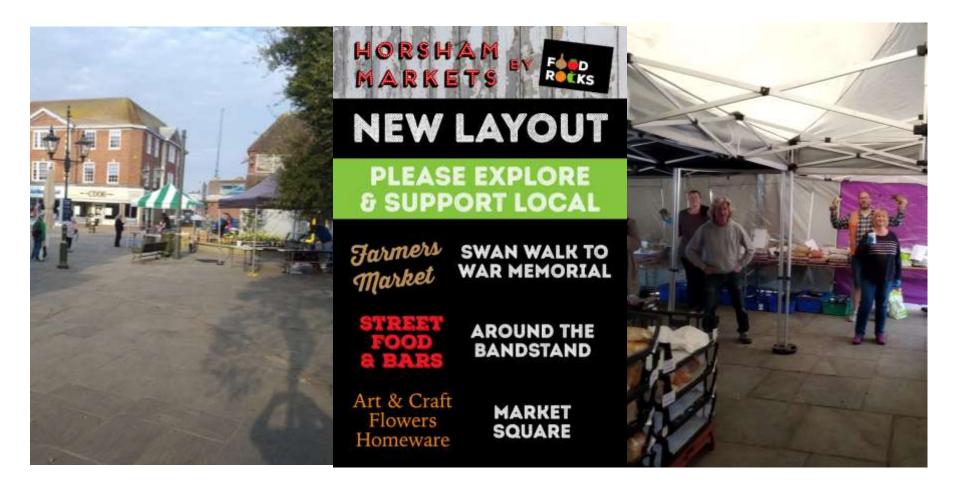
COVID – Safety First!



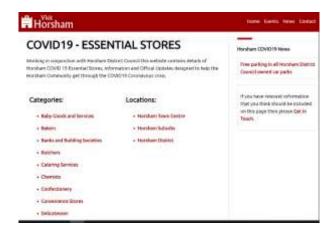


Essentials Markets





Online Resources









Horsham District Business Support

Weekly Online Competitions





Virtual Events







Event Challenge





Virtual Big Nibble









Government Grants





European Union European Regional

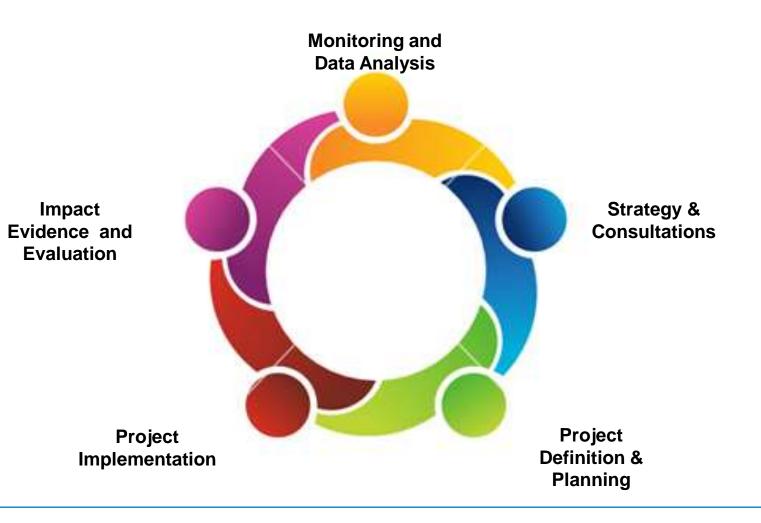


RHSS **Reopening High Streets Safely Fund**

Welcome Back Fund

Typical COVID Project Path









TownandPlace.Al	至 Q. Search for any location (9, Advarced Search and Rive	© About 0 🎧
iorsham (O Compare Locatione. A Maps le Analytics le Footfall Beports Catchment Visitors Notional Chain Provision Location Provision Logalty Layolty. Catchment Visitor Row	
dborough <mark> 0 ♡</mark> 5 2230 — 220 million	April 22' Time of Visits	
torrington 👔 🤹 🗢	Harsham 🔚 Billingshurst 🔛 Pulborough 🔛 Storrington 🛃 Steyning 🌆 Henlield	
eyning 👔 🍵 🗢	70,000	
13,754 🗰 3,44 miles	80,000	
vield 👔 🍵 🗢		
tatifi 🛲 0.00 mine	50,000	
Press & above for a location mmory and use the main menu		
ompore locations. Manage	8 40,000	
leading of fovourite or cached ations vio account settings .	30,000	
Add Location Great	20,000	
Sove Selection	10,000	
A Load Previous Selection	, latil, 12.10, 1990a 1990a Unite Maile	Inter Inter In
Cond Favourities	00000 06600 06600 06000 10000 10000 10000 10000 10000 10000	22500
WSA VIUM _Digit _mp4		Show all

New Audiences





Visit Horsham District Videos



https://www.whistlestoparts.org/visit

Video Trailer

https://youtu.be/lj7T4dQWlpA



European Union

European Regional Development Fund



HM Government



Post Covid





Mystery Trails





Funded and commissioned by



European Union European Regional Development Fund



Mystery Trails – The Concept





Trail Hubs











Enjoying a Trail





Impacts To Date





What Next

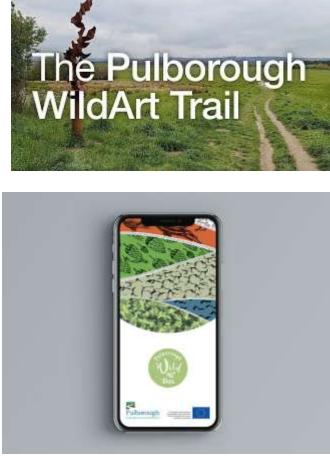
Pulborough WildArt Trail



WHAT IT'S GREAT FOR:

Unique and totally enthralling trail! Prepare to be mesmerised(!) as you are guided by the friendly Pulborough Giant (a 3D augmented reality (AR) character) and introduced to some local wildlife.

- * Captivating for children and adults alike
- * Original we'd never done anything like it!
- * Fun and educational interactive wildlife quiz
- * Take a selfie with the giant!
- * High quality sculptures and way markers













Presented by Garry Mortimer-Cook Economic Development +44 7917 427 631

Garry.Mortimer-Cook@horsham.gov.uk