

MEETING OF EMPLOYMENT AND TOURISM GROUP 23.3.15 at Amberley Village Tea Rooms,
1930

Present: Sue Wood (SW), Rebecca Beveridge (RB), Mike Toynbee (MT), Sandie Conlon (SC),
Hazel Allinson (HA)

Absent: Rachel King

HA thanked everyone for attending and especially MT who was having to meet the
deadline for the parish magazine.

HA passed a couple of copies of the draft Visitor Questionnaire to the group for their input
as well as a copy of Albourne's Neighbourhood Plan which all agreed was an excellent
example of a simple and well laid out plan.

VISITOR QUESTIONNAIRE

ABOUT YOU

Thought that perhaps this wasn't identifying those from abroad who were not based in
Amberley but visiting perhaps: where have you travelled from today and where are you
resident

AGE CATEGORY

Again a reword to include single travellers: which age group do you or your group fall into

1 WHAT IS THE PRIMARY REASON FOR VISITING AMBERLEY TODAY

Could also be sport: i.e. cricket/stoolball/football

For a meal/refreshments

Event - i.e. Gardens Open, Creative Amberley, Goodwood, Museum Event

Architecture

Church: worship/wedding/funeral

Househunting

Work connected - recceing the area because of new job

Looking at the School

Dog walking

Walking the South Downs Way (in addition to normal walking)

4 HAVE YOU VISITED OR INTEND TO VISIT

The group thought that eateries was possibly important to add

SW mentioned that Riverside Tea Room was a café/lunch where as she is purely teas. And
therefore would like to see Riverside Tea Rooms and Amberley Village Tea Room
categorised separately

Sandie would like to see self catering added as well as B and B

Following on from that - perhaps we should also think of camping and also a box for the
Playpark

5 WHAT FACILITIES WOULD HAVE IMPROVED YOUR VISIT TO AMBERLEY

Possibly add boat hire

COMMUNITY ENGAGEMENT

RB said that she would be happy to host a session with parents who are in the Parish at the school and will liaise with Holly.

SW said that she would also be very happy to host a session in the Tea Room with those who have worked in the tea room in the past and also their families and possibly some from Newland Gardens.

EMPLOYMENT

Lack of transport not a problem for those working at home because of new technology - however of course would be better with improved mobile phone signal and also when the fibre optic broadband gets connected to Amberley

Lack of transport could be a problem for those working in the village as there is no transport and this could be a problem in the future for younger workers

CHILDCARE

RB mentioned that childcare was available locally at Great Ballard, Chuckleberries and Cootham which now has a link with Dorset House. However when she moved to the village she found it difficult to access this information. MT to possibly include in welcome pack which could also include babysitters.

VILLAGE INFORMATION

It was mentioned that a village information booklet would be useful as well as an online link. It was mentioned that APC could possibly help by having a link on their website.

B AND BS/ACCOMMODATION

SW said how she very often recommended places to stay to people who enquired and RB is going to give her details to MT as well

TOURISM

Whilst wishing to promote tourism within Amberley the group felt that care needed to be taken so that we kept the right balance. i.e. sustainable tourism. SC quoted from Coniston's NP (Lake District) which she felt should be applied to Amberley:

Coniston's special attraction as a visitor destination is that it appears as a hard-working, friendly, "real" local village free from the pressures of mass-tourism and tacky tourist attractions. We will aim to maintain this quality of service and Coniston's unique appeal to avoid discerning visitors from going elsewhere

CAR PARK

RB pointed out that one of the unique qualities of Amberley was the flow within the village - from walking to the pottery, church, shop, tea room, pub, school it promoted good neighbourliness. She felt that if the car park became a Hub - and some facilities from the village located there we would lose the charm and flow of Amberley. She told us very briefly about Creative Industries which is something she was involved in when she worked in London and will tell us more as soon as she returns from holiday. Also RB concerned that if visitors to the pub parked in the car park then the village would suffer from noisy chat as they left the pub.

SC thought that we would have to think as well about the possibility of travellers or groups of bikers meeting up as in Whiteways

HA invited to join us at The Bridge after the launch. The meeting finished at 2110