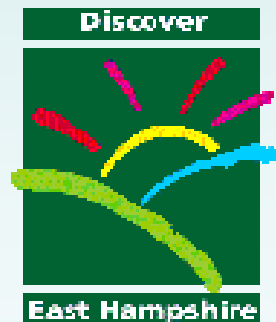


East Hampshire Tourism Conference 2010/11



Hampshire South Downs



Shared story

“Hampshire’s South Downs - around Chawton where Jane Austen lived – has quite a different feel from the rest of the new National Park.

With its steep wooded hills and hidden valleys of watercress farms, lavender fields, vineyards, hop gardens and trout-filled streams ... its picture-perfect villages and peaceful market towns ...this is one of the loveliest parts of rural England ...”

“Hidden away between the cathedral cities of Winchester and Chichester, this is great walking, cycling and riding country. Invigorating long-distance trails and circular routes dip and rise through ancient woodlands, and out onto the tops of the Downs.

The poet Edward Thomas loved these wooded chalk hills. So did Britain’s first naturalist - the great Gilbert White. When, in the 18th century, he described his lovely Selborne as a ‘rural, sheltered, unobserved retreat’, he could have been writing about the area today ...”

“There’s a rich cultural life here, with contemporary arts and crafts thriving in small studios and galleries, live performances at Bedales, festivals and events in the market towns and villages.

“And – only 40 miles from London – it’s got a cosmopolitan feel when it comes to places to eat and stay. So there are chic green B&Bs, wonderful foodie pubs with open fires, classy restaurants with rooms - all serving delicious food, beers and wine from this fertile, fruitful land ...”

The official tourism website for Hampshire

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East Hampshire and the South Downs

With the spectacular hills of the South Downs and the lovely chalk streams and water meadows of the [Meon Valley](#), East Hampshire has a lot to offer visitors to rural Hampshire.

The [South Downs Way](#) crosses through East Hampshire and the new [South Downs National Park](#) and is accessible to walkers, horse riders and cyclists.



In East Hampshire you'll find unspoilt villages, nature reserves and heritage sites, such as Buriton, near Petersfield where Edward Gibbon lived, and the ancient oak forest at Alice Holt woodland park near Bordon.

Petersfield

The ancient market town of Petersfield lies within the South Downs National Park and has twice-weekly markets and a vibrant music and art scene. The week-long [Petersfield Musical Festival](#) is an annual feature and music, drama and travelling art exhibitions can be enjoyed at Bedales Arts in nearby Steep.

Alton

The thriving market town of Alton was built around a wealthy Saxon settlement. Its most famous artefact, the Anglo Saxon Alton Buckle, is displayed along with a Roman cup and other important finds in the town's Curia Museum, while the 14th Century St Lawrence Church was the

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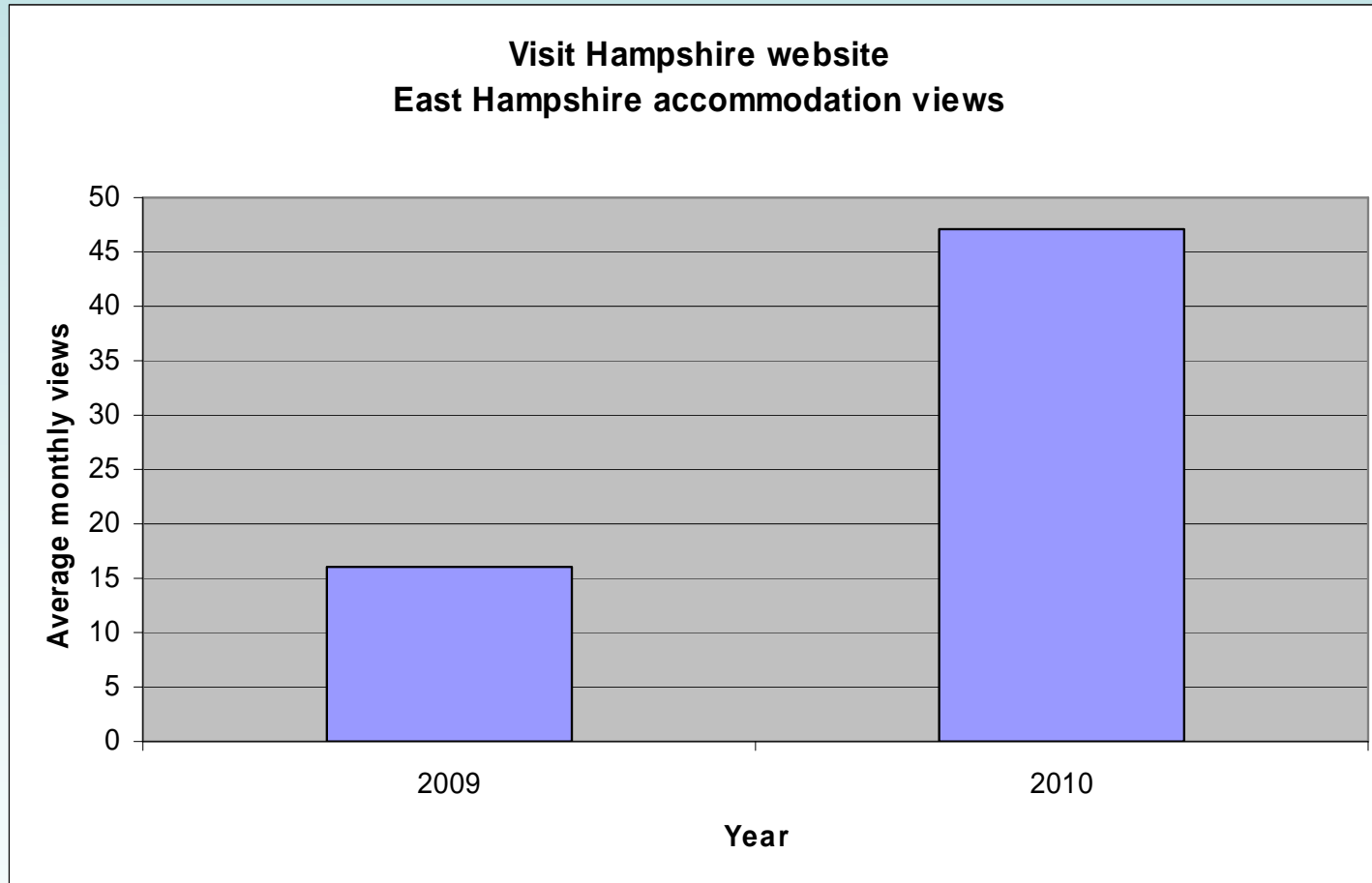
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Visit Hampshire website




Local Explorer Card



20% discount from:

- Birdworld
- Butser Ancient Farm
- Gilbert White's House & the Oates Museum
- Mid-Hants Railway Watercress Line
- Milestones, Hampshire's Living History Museum
- The Studio @ TPS
- Virgin Balloon Flights

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Hot Topics



"Never act with children or animals" is the old showbusiness adage. To this list should now be added plants...



Petersfield Square packed out with people hoping to meet Pudsey Bear at the town's Christmas Lights Switch-On.



Improvements to this year's Alton Yuletide Festival will ensure that it remains the premier town centre Christmas event for far and wide

[More news](#) ▶

In the Community



[Meet the world's most performed living composer](#) ▶

East Hampshire Events

- ▶ Arts and Crafts Exhibition St Peters Church
- ▶ All Dayer headlined by Aliases at The Lounge Bar
- ▶ Little Shop of Horrors
- ▶ The Cecilia Concert, Bedales School
- ▶ Richard III

[More events](#) ▶ [Add an event](#)

Local explorer card

Join the community at easthampshire.org and get an extra Christmas present!

Register for free and we'll give you the Local Explorer Card - with 20 per cent off admission price to some of the area's top attractions.



Latest news

- ▶ Traditional Christmas in Petersfield
- ▶ Could you offer support for patients looking to die at home?
- ▶ Get Partners on-line - not through the door
- ▶ Homdean youngsters speak out on leisure facilities
- ▶ Pudsey lights up Petersfield

Welcome Host Gold

The Welcome Host Gold one-day training course gives participants core customer service skills - reflecting the latest techniques and best practice.

It is a highly flexible course, tailored to include content and knowledge specific to destinations and businesses.

Green leaf tourism scheme



Quality



Business EastHants



A **new** business-led partnership serving businesses in East Hampshire.

AIM

- To lead the development, improvement and promotion of economic growth, business engagement and business support in East Hampshire.

ROLE

- Identify economic and business needs within East Hampshire and take action.
- Inform and influence the policies of East Hampshire District Council, East Hampshire Community Partnership and others to meet local business and economic needs.
- Engage the business community in the achievement of the partnership's aim.
- Advise businesses on how to get the best out of business support services and agencies.
- Act as an avenue for exchanging ideas, developing strategies and initiating appropriate actions.
- Represent the business community in the district.

BENEFITS

- Network and business development opportunities.
- Business development training and information services.
- Marketing and publicity e.g. joint marketing opportunities
- Representation: Business East Hants serves as a voice for local businesses
- Opportunities to meet potential buyers/suppliers
- Access to decision making bodies in the public sector.

MEMBERSHIP

- Free and open to all local businesses
- Simply complete an application form and return it to: Business East Hants Partnership Correspondence, East Hampshire District Council, Penns Place, Petersfield, GU31 4EX
- The membership application form is available to download from www.easthants.gov.uk/beh or email beh@easthants.gov.uk to request a copy.

For more information and to get involved with **Business East Hants**:
Tel: **01730 234165** • Email beh@easthants.gov.uk
Web www.easthants.gov.uk/beh

Business East Hants
is supported by
East Hampshire District Council