

ALDO PAPONE 2004  
RATTON SCHOOL  
EASTBOURNE

COMMUNITY TOURISM

FEATURING

THE WEALD AND DOWNLAND

OPEN AIR MUSEUM



Presentation given by

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And

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- Eastbourne, England
- 110km from London
- Bounded on 3 sides the countryside and to the south the sea
- The Downs



- Weald and Downland Open Air Museum
- Chichester



**WEALD AND  
DOWNLAND OPEN  
AIR MUSEUM**

- Launched in 1967
- Centre to rescue tradition in the south east of England
- Increase public awareness and interest
- Community crafts, industries, building trades and agriculture
- Favourable impact on the local community
- Preserved and protected
- Strength of the community
- Economic
- Cultural
- Environmental

- Broad Appeal to Customers
- Serious History Enthusiasts
- Families wanting a nice day out
- 130,000 visitors in 2003
- 1650 students attended courses in 2003
- Visitor and student numbers increasing
- Financial benefits for local community
- Restaurants and Pubs
- Bed and Breakfast
- Local shops
- Local produce sold at the museum
- Village post office now situated at the museum
- Local area of outstanding natural beauty protected

- 300+ volunteer force
- Taken from local community
- Period costume
- Sense of cultural pride
- Education for life, age does not matter



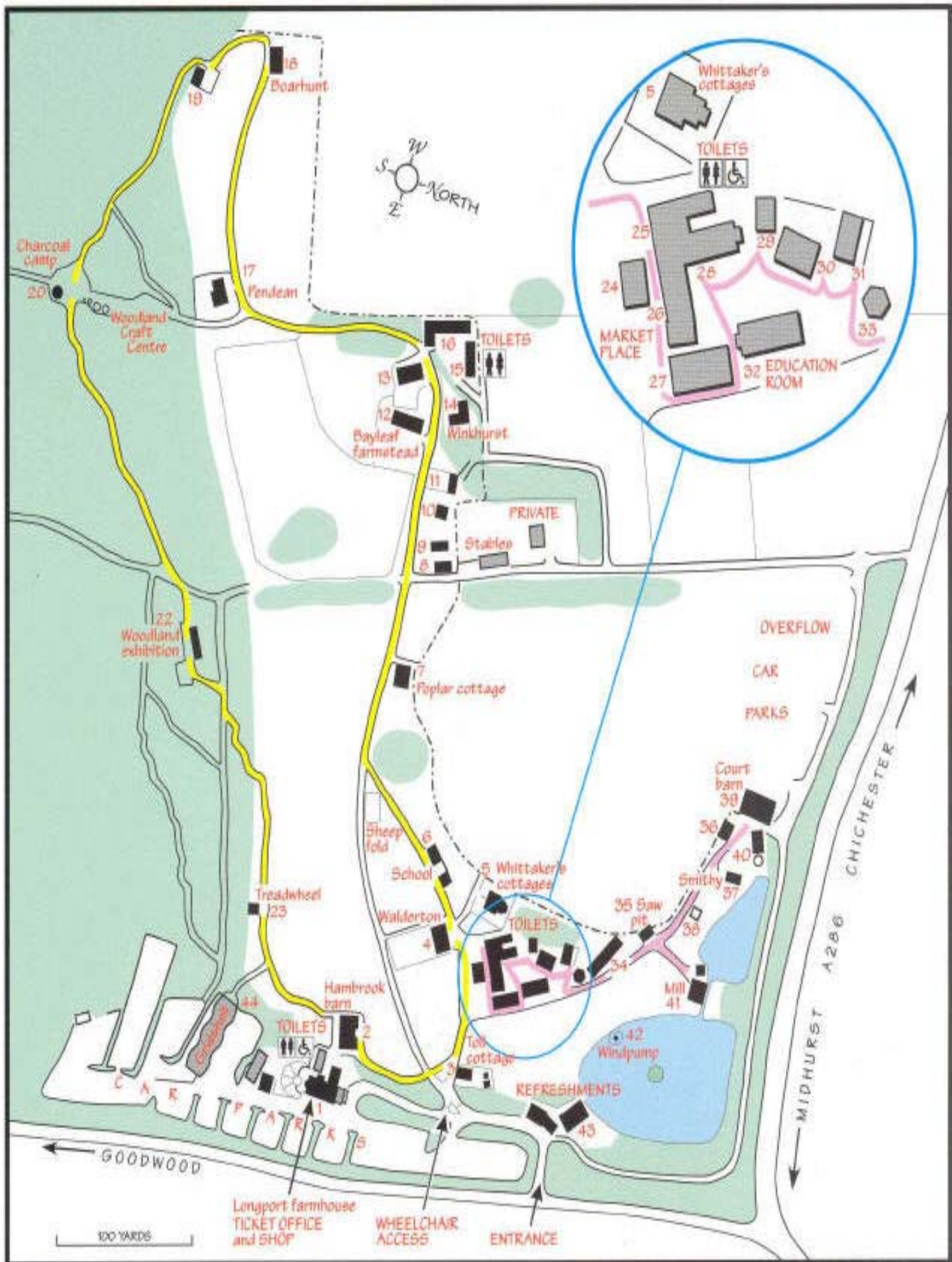
- Registered charity
- Set in 50 acres to of Sussex countryside
- 50 historic buildings from the 13<sup>th</sup> to the 19<sup>th</sup> century
- Working Tudor kitchen
- Working farm
- Award winning indoor workshops
- Working water mill
- Grind their own flour



Events are held throughout the year, inspired by the lives and times reflected at the Museum.

- Times past
- Music and theatre
- Children's activities
- Rural crafts
- Traditional farm animals
- Seasonal celebrations and more ...

All our events are included in the usual cost of admission except open air theatre performances.





# Old English Tudor Kitchen

- Bread
- Pottage
- Sweetmeats
- Open fire
- Oven for baking
- Dairying
- Brewing
- Food preserving – smoking, salting, drying
- Tudor dining experience





## Down on the Farm



- Variety of livestock
- Managed in the traditional way
- Horses – Pure bred shire
- Cattle – Oxen used for ploughing



Sheep – Traditional  
Short Wool Downland  
Breed



Pigs – Traditional  
Tamworth Breed



Bees for honey, Geese an Poultry are also kept.



WEALD & DOWNLAND OPEN AIR MUSEUM





## Watermill

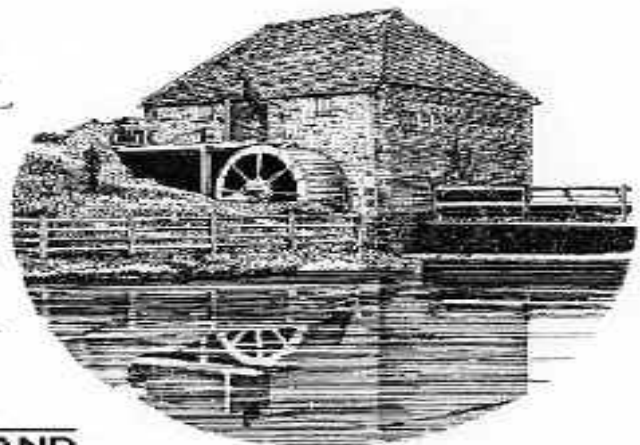
- Grinding corn, flour and animal feed
- Flour produced can be bought in the shop

# STONEGROUND WHOLEMEAL FLOUR

*Milled in*  
**LURGASHALL MILL**

The 17th century Lurgashall Mill is one of the very few water powered flour mills which can be seen working daily.

Restored at the Weald & Downland Open Air Museum, Chichester, it is one of over forty authentic historic buildings rescued from destruction and re-sited in a lovely 50 acre park.



*at the*  
**WEALD & DOWNLAND  
OPEN AIR MUSEUM**

SINGLETON, CHICHESTER, WEST SUSSEX. TEL: (01243) 811348

# *THE QUIZ*





*A HOP PRESS*



*AN EEL SPEAR*



*OX SHOES*



*A CHAFF CUTTER*



*TUDOR BREAD OVEN*

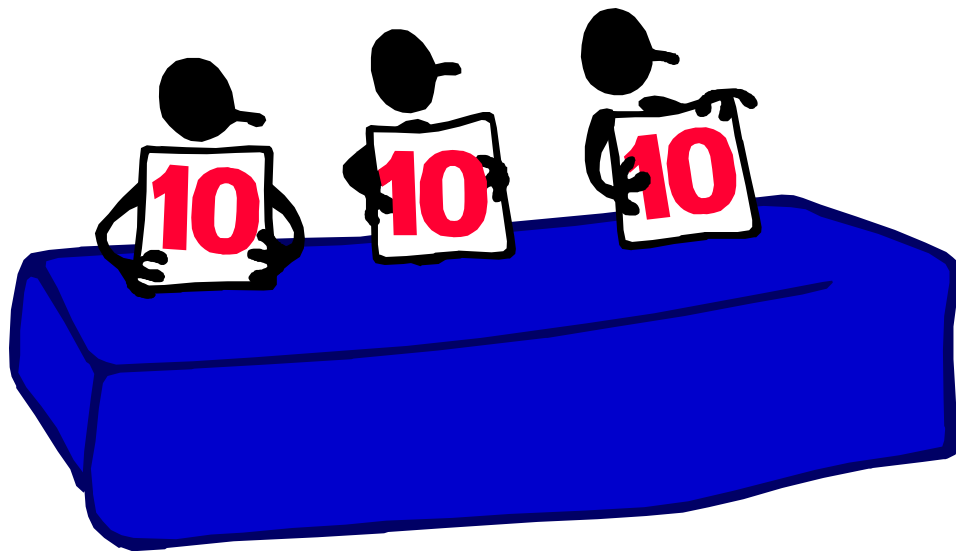


*A HAY RAKE*



*POTATO RIDDLE (SORTER)*

*WHAT DID  
YOU  
SCORE?*



## Award Winning Indoor Workshops

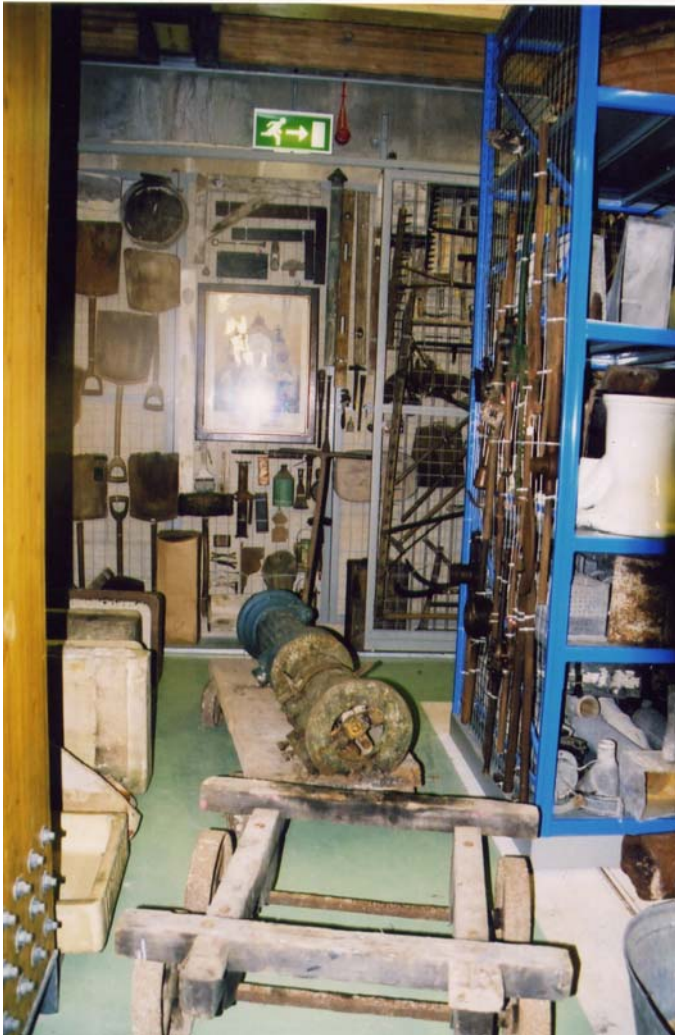
- 20 years inadequate provision for collections, workshops, stores.
- Downland Gridshell completed in 2002.



- Storage basement sunk into hill
- Huge volume of space
- Minimal landscape impact
- Top of store is a huge deck for building conservation and workshops




- Basement store environmentally controlled
- Over 10,000 items
- Research also carried out
- Workshop areas large
- Large framed buildings assembled




- Tutors both local and non-local
- Employment opportunities created
- Students need places to live
- Financial contribution to local community

**COURSES IN  
TRADITIONAL  
RURAL TRADES  
& CRAFTS**

*Learning from the past,  
training for the future*



January – December 2004



**WEALD & DOWNLAND  
OPEN AIR MUSEUM**

## Weald and Downland Shop

- Gift shop
- Book shop
- Axes
- Stoneground Wholemeal flour from the Lurgashall Mill
- Homemade furniture





## Stone-ground Wholemeal Flour

Weight	Retail Price £	Trade Price £
0.5kg	.55	4.00 for 10
1.5kg	1.15	8.00 for 10
5kg	3.45	2.50
10kg	5.95	5.00
25kg	12.95	12.00



## Post Office

- Opened in April 2000
- Was opened to the public as a result the closure of the local post office
- Other services are available



## To Sum Up....

- Museum is very popular
- Provides opportunities for the local community
- Brings money to the local community
- Safeguards heritage
- Education for life
- A fine example of the community and a tourist attraction working together.

***“Community Tourism”***



# Finally a BIG Thank you

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The Dutch airline company.



The German Lufthansa group has six main business activities. LSG Sky Chefs, Thomas Cook AG, engineering, flight operations and communication. Many thanks for providing the flight tickets.



The WTTC serves as a forum for the heads of the worlds 100 leading private travel and tourism organisations.