



Ashdown Forest

T O U R I S M A S S O C I A T I O N

A P P L I C A T I O N F O R M

I/We wish to join the Ashdown Forest Tourism Association and enclose our cheque for the annual subscription of £25.00 due for 2005 made payable to AFTA.

I also require the enhanced web entry at £50.00 (please tick appropriate box)

I do not require the enhanced web entry

TOTAL enclosed £

(Please use capital letters)

BUSINESS NAME

contact name:

address

fax:

website:

email:

Please send your completed application form and cheque to:

AFTA c/o Ashdown Forest Llama Park, Wych Cross, Forest Row, East Sussex RH18 5JN

Please keep a copy for your records.

Please complete the member data sheet attached and return to :

AFTA c/o Ashdown Forest Llama Park, Wych Cross, Forest Row, East Sussex RH18 5JN

If you have ordered an enhanced entry, Allan Rees will contact you to arrange for the page to be placed on the AFTA website. His contact details are:

Allan Rees, Arka Cartographics Ltd, 28 Hartfield Road Forest Row East Sussex RH18 5DY.

Tel: 01342 823423 Fax: 01342 823001 or email mapman@arka.co.uk

A full copy of the AFTA Constitution is available on request.



Ashdown Forest

T O U R I S M A S S O C I A T I O N

A F T A M E M B E R D A T A

Membership of the Ashdown Forest Tourism Association (AFTA) is open to all businesses involved in tourism, hospitality and visitor services based in and around the Ashdown Forest area. The annual membership fee is £25.00.

The establishment of **AFTA** has been supported by **Sussex Enterprise, Tourism South East** and **Wealden District Council**, all of whom are working with us to develop a sustainable tourism business network in the area. The Association is formally constituted as an unincorporated Association and the management committee are: -

Chairman **Linda Johnson** (Ashdown Forest Llama Park, Wych Cross)
Secretary **Alex Everett** (West Meadows B & B, Nutley)
Treasurer **Dominic Osborne** (Ashdown Park Hotel, Wych Cross)
Allan Rees (Arka Cartographics, Forest Row) - Website and PR
Chris Serjeant (Forest Cars, Forest Row)
John Smith (Perry Hill Cider Centre, Hartfield)

Benefits of membership:

- **Free listing** on the high profile AFTA Website: www.ashdownforest.com. This will become the website for tourist information about Ashdown Forest. The free listing is exclusive to AFTA members with an enhanced entry available for an extra cost of £50(see sample enclosed).
- Representation in **area publications**; also in 2005 Ashdown Forest has an entry in the Sussex Top Attractions brochure, promoting the area and AFTA's website www.ashdownforest.com. One million copies of this publication are produced and distributed throughout SE England.
- Access to **free/subsidised training** opportunities.
- **Networking events**
- Quarterly **Newsletter** keeping you informed of developments and opportunities locally.

Our key aims:

- To build a **strong business network** in and around the Ashdown Forest area.
- To promote and develop a **positive and sustainable tourism** product and to work with other agencies (SEEDA, Tourism South East, Sussex Enterprise, DEFRA) to bid for funding for the continuing development and management of sustainable tourism in the Forest area.
- To ensure that the business voice is heard in local decision making. AFTA is represented on the Ashdown Forest Tourism Forum, which Wealden District Council has established to develop a **management strategy for tourism** on the Forest.
- To bid for available **funds for tourism programmes**, particularly for training and marketing. (Already we have secured funding for the development of the website.)
- To work with other stakeholders (Wealden DC, The High Weald Unit, The Conservators of Ashdown Forest, Tourism South East) to **raise the profile of tourism in Ashdown Forest**.

For more information call: Linda Johnson on 01825 712040 or Alex Everett on 01825 712434



Ashdown Forest

TOURISM ASSOCIATION

AFTA MEMBER DATA

BUSINESS NAME

Section / category

Used to place your entry within the directory

Extra categories

Please note that extra categories are only available with the enhanced entry - see overleaf

Contact name:

Address

Town/village:

County:

Postcode:

Telephone:

Fax:

Website:

Email:

Short description,

as you wish it to

appear on the

AFTA website

(max 20 words):

Long description:

(Up to 200 extra words, enhanced entries only)

Large text area for long description with horizontal lines.

Please attach an extra page if necessary. Where possible, please supply digital copy in either a raw text or a MS Word format on a floppy disk. Alternatively, e-mail it as an attachment to mapman@arka.co.uk.

2 photographs

Please supply 2 photographs for inclusion on your enhanced AFTA member page.

Where possible, supply on disk as jpeg formats and ensure that all files are named accurately. Alternatively, e-mail as attachments to mapman@arka.co.uk.



Ashdown Forest

TOURISM ASSOCIATION

AFTA MEMBER EXAMPLE

Sample of Enhanced Entry (cost £50)

<http://www.ashdownforest.com/details.php?myID=17>

Ashdown Forest
TOURISM ASSOCIATION

Information Area of Outstanding Natural Beauty WDMB Conservation Rights of Way Maps News & Events Directory

Ashdown Forest Llama Park

SEARCH

DIRECTORY

- Accommodation
- Business Services
- Eating and Drinking **Category**
- Getting around
- Heritage
- Information **Category**
- Local producers **Short description**
- Outdoors **Category**
- Retail **Category**
- Visitor attractions **Category**

Over 150 Llamas & Alpacas, Goats, Play Area, Museum, Coffee Shop, Alpaca Knitwear & South American Craft Shop. Open daily 10.00 am - 5.00 pm

AFTA member

Ashdown Forest Llama Park is located on Ashdown Forest, East Sussex, on the A22 about 5 miles south of East Grinstead.

The Ashdown Herd of llamas and alpacas was started in 1987. Over the years the numbers have increased and in 1995 what is now the Park was purchased, and opened to the public in 1999. There are now more than 100 llamas and alpacas at the Park.

There are three original buildings. One is now the museum, one the goat house and one the shop. The Farmhouse, occupied by the owners of the Park, Linda & Keith Johnson, was built in traditional Sussex style in 1997. The new visitor centre was opened in spring 2001.

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[Site Map](#) | [Credits](#) | [Terms & Conditions](#)

Business name

Photographs (2)

Contact name

Address

Contact details

Local map

Area map

Category

Category

Short description

Category

Category

Category

AFTA member

Long description



Ashdown Forest

TOURISM ASSOCIATION

AFTA MEMBER EXAMPLE

Sample of Free Entry for members on the AFTA website www.ashdownforest.com



[Information](#) [Area of Outstanding Natural Beauty](#) [WDMB](#) [Conservation](#) [Rights of Way](#) [Maps](#) [News & Events](#) [Directory](#)

Business name

Ashdown Forest Llama Park

Contact name

Inda Johnson

Ashdown Forest Llama Park

Wyck Cross

Wyck Cross

East Sussex

RM19 5JH

Address

Contact details

Telephone: 01825 712640

Fax: 01825 713690

Website: www.llamasandgoats.co.uk

E-mail: info@llamasandgoats.co.uk

Over 100 Llamas & Alpacas, Goats, Play Area, Museum, Coffee Shop, Alpaca Knitwear & South American Craft Shop. Open daily: 10.00 am - 5.00 pm



SEARCH

DIRECTORY

[Accommodation](#)

[Business Services](#)

[Eating and Drinking](#)

[Getting around](#)

[Heritage](#)

[Information](#)

[Local producers](#)

[Outdoors](#)

[Retail](#)

[Visitor attractions](#)

Short description
(max. 20 words)

AFTA member

Main section with
one category only

Location dot on
area map





Ashdown Forest

TOURISM ASSOCIATION

AFTA CATEGORIES

Please select the category under which you would like to be listed on the web site.

If you have paid for an enhanced entry you can select more than one category.

Section	Category			
<input type="checkbox"/> Accommodation	<input type="checkbox"/> Hotel	<input type="checkbox"/> Bed & Breakfast	<input type="checkbox"/> Inn	
	<input type="checkbox"/> Guest House	<input type="checkbox"/> Self Catering	<input type="checkbox"/> Camping / Caravan	
	<input type="checkbox"/> Other			
<input type="checkbox"/> Artists & Craftsmen	<input type="checkbox"/> Artist	<input type="checkbox"/> Forge	<input type="checkbox"/> Furniture	
	<input type="checkbox"/> Picture Framing	<input type="checkbox"/> Pottery	<input type="checkbox"/> Stained Glass	
	<input type="checkbox"/> Sculpture	<input type="checkbox"/> Wood Turning	<input type="checkbox"/> Other	
<input type="checkbox"/> Attractions	<input type="checkbox"/> Animals / Farms	<input type="checkbox"/> Gardens	<input type="checkbox"/> Historic Houses	
	<input type="checkbox"/> Other			
<input type="checkbox"/> Disabled facilities	<input type="checkbox"/> Toilets	<input type="checkbox"/> Other		
<input type="checkbox"/> Eating & Drinking	<input type="checkbox"/> Cafe	<input type="checkbox"/> Fish & chips	<input type="checkbox"/> Pub	
	<input type="checkbox"/> Restaurant	<input type="checkbox"/> Sandwich Bar	<input type="checkbox"/> Take away food	
	<input type="checkbox"/> Tea rooms	<input type="checkbox"/> Other		
<input type="checkbox"/> Garden Centres & Nurseries	<input type="checkbox"/> Garden Centre	<input type="checkbox"/> Nursery		
	<input type="checkbox"/> Other			
<input type="checkbox"/> Health & Beauty	<input type="checkbox"/> Health Club/Fitness Centre			
	<input type="checkbox"/> Other			
<input type="checkbox"/> Visitor Information	<input type="checkbox"/>			
<input type="checkbox"/> Local Produce	<input type="checkbox"/> Bakery	<input type="checkbox"/> Cheese	<input type="checkbox"/> Farm Shop	
	<input type="checkbox"/> Vineyard	<input type="checkbox"/> Wood Products	<input type="checkbox"/> Other	
<input type="checkbox"/> Entertainment	<input type="checkbox"/> Cinema	<input type="checkbox"/> Live Music	<input type="checkbox"/> Theatre	
	<input type="checkbox"/> Other			
<input type="checkbox"/> Outdoor Activities & Sport	<input type="checkbox"/> Activity Holidays	<input type="checkbox"/> Camping	<input type="checkbox"/> Climbing	
	<input type="checkbox"/> Fishing	<input type="checkbox"/> Golf	<input type="checkbox"/> Mountain Biking	
	<input type="checkbox"/> Riding	<input type="checkbox"/> Sailing	<input type="checkbox"/> Other	
<input type="checkbox"/> Shopping	<input type="checkbox"/> Antiques	<input type="checkbox"/> Arts & Craft	<input type="checkbox"/> Chemist	
	<input type="checkbox"/> Fashion	<input type="checkbox"/> Food/Drink	<input type="checkbox"/> Maps & Guides	
	<input type="checkbox"/> Newsagent / Village Store	<input type="checkbox"/> Outdoor Equipment		
	<input type="checkbox"/> Petrol Station	<input type="checkbox"/> Other		
<input type="checkbox"/> Transport	<input type="checkbox"/> Airport	<input type="checkbox"/> Bus	<input type="checkbox"/> Car Hire	
	<input type="checkbox"/> Coach	<input type="checkbox"/> Taxi	<input type="checkbox"/> Train	
	<input type="checkbox"/> Other			
<input type="checkbox"/> Walking & Cycling	<input type="checkbox"/>			
<input type="checkbox"/> Winnie the Pooh	<input type="checkbox"/>			
<input type="checkbox"/> Other	<input type="text"/>			

(Please specify)

Ashdown Forest Tourism Association