Hidden Britain

Community-led Rural Tourism

James Turner - Hidden Britain
Community Led?
Communities lead on developing and managing tourism

- Who knows local issues and needs best?
- Who knows the best places to go?
- Who gains or loses the most?

It's about...

- Enthuse, Engage and Enhance
- Partnership to provide grassroots product
What is Hidden Britain?
What we do...

• Responsible tourism
  – To champion responsible rural tourism

• Developing communities
  – To bring people together to form cohesive destinations

• Developing Relationships
  – To develop and sustain long-term relationships with these destinations

• Assisted 40 towns, villages or rural areas to develop tourism

• Involved over 150 volunteers in developing tourism

• Network of locally owned organisations actively managing and developing tourism
An Example...

Hassocks, West Sussex

- In South Downs National Park
- Main train line but little reason to stop
- But great countryside
- Improve access and provide a differentiating point
- Community & Business working together
An Example...
In Practice...
Attracting...
Manageable...
Challenges & Support
Challenges …

- Motivation of volunteers
- Lack of tourism knowledge
- Local politics
- Lack of understanding about tourism structures
- Cynicism over what they have
- Measuring impact
- Effective marketing channels for small scale destinations
• Confidence building
• Understanding the processes & structure of tourism
• Evaluating critically with a visitor’s eye
• Strategic planning
• Funding, finance & organisational structures
• Understanding their surroundings
• Making the most of technology
Final thoughts
Drivers for Success...

- Having the right people to provide external guidance
- Managing conflict and local politics successfully
- Clear vision and objectives to sustain momentum
- Small scale and inexpensive initiatives can effect great change
- Local knowledge is priceless...
- There is no “one-size fits all” answer
Hidden Britain

Leading the way in discovering and developing responsible rural tourism

www.hiddenbritainse.org.uk

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