



NEWSLETTER

Spring/Summer 2007

- [Easter coverage on the national news](#)
- [Inspirational ideas for running a community Festival](#)
- [How a market town audit has led to 5 new tourism initiatives](#)
- [A new national website to entice consumers](#)
- [Local college brands a Hidden Britain Centre](#)
- [Contact the Hidden Britain team](#)

Hello, and welcome to the latest Hidden Britain newsletter.

It is an exciting time for the project, which is rapidly growing as new locations join our family of Hidden Britain Centres. Just recently discussions have taken place in Nottinghamshire, where there is much interest in developing 10 new centres under the guidance of a new Development Officer. Things are also moving forward in Bedfordshire and Hertfordshire where DO Beni Wright has several more centres almost ready to go.

This newsletter is designed to share information and inspiration amongst the centres themselves, as well as to keep them apprised of what is going on at 'HQ' here at the Arthur Rank Centre at Stoneleigh Park in Warwickshire. But we hope it will be circulated widely so that more people can read the many exciting stories which are part of Hidden Britain. We also hope you will send us your news from the centres around the country to share in the next newsletter.

If you have any questions about the project please contact us, or visit our website www.hidden-britain.co.uk (especially in May when the new version should be live). And do please pass this newsletter on!
Best wishes,

Kathryn Payne
Hidden Britain

kathrynp@rase.org.uk

Hidden Britain hits the headlines

Easter brought a flurry of news coverage for the Hidden Britain project as National Coordinator David Long spent his Easter weekend doing interviews for the BBC.

The fantastic result of his labours included discussion about the project between Clive Aslet and Max Hastings on Radio 4's Today programme, several 'top of the hour' headline reports on the news on BBC Radio 2, 4 and Five Live. Also on Monday four showings on BBC News 24 of a feature with David and DO Beni Wright filmed in Cardington, Bedfordshire. There was a live interview on Radio Shropshire with David and expressions of interest have come in from Radio Derby, Good Morning Scotland and Radio Wales, all of which we are following up.

30 emails (so far) have come in from all over the UK expressing interest in becoming Hidden Britain Centres, so we are suggesting a briefing day for them here at Stoneleigh. Those that join up will also be able to put their material on the website of course.

Watlington celebrates its festival's 30th anniversary **(Hidden Britain South East)**

Watlington's 30th annual festival will be a highlight for visitors to the centre on 26th-28th May. The event will have an overall theme of 'Musical Watlington', with four guided walks of varying lengths planned, and other refreshments and entertainments on each afternoon.

Watlington has put details of the four walks, which go to Cookley Green and Swincombe, Lewknor and Pyrton, Watlington Hill and Watlington Town, on its new website (www.watlington.org), in a leaflet for each walk and on Notice Boards around the town.

First held in 1978 to celebrate the Queen's Silver Jubilee, Watlington Festival is a regular feature of life in the town. Originally held on the late May Bank Holiday Monday, the festival has grown in recent years to provide entertainment for the whole family across the three days of the weekend.

Organised by a team of local volunteers for local people, highlights of this year's festival include a Picnic Ball on the Saturday evening, and a Young Musician Competition with a concert for the finalists. The judging panel will consist of several high profile local professional musicians and the afternoon will culminate in a 'Judge the Judges' concert.

Other events scheduled include hog roasts, fairground rides with craft stalls, a special outside ecumenical service, children's tea party with entertainer, a writing competition and a children's parade.

Full details are available at the new Watlington Festival website: www.watfest.co.uk.

Market Town audit brings new tourism projects in Botley **(Hidden Britain South East)**

Community members and visitors can soon see Botley's first outcomes from the Market Town Health Check and Tourism Guidance notes, which were conducted by community members, local authority officers, parish council members and local businesses over a three year period.

After research was gathered using visitor surveys, community workshops, tourism stakeholder meetings and business questionnaires, the Botley Market Towns Partnership developed an action plan of tourism projects.

With the advice and support of the Hidden Britain South East Project Development Officer James Turner, the partnership was able to turn the action plan into achievable objectives by securing funding from DEFRA.

Now it is launching new initiatives to bring Botley to life for both visitors and residents:

- New branding for Botley to promote to visitors and residents.
- New visitor leaflet promoting Botley, featuring a comprehensive visitor map.
- New visitor website at www.botley.com providing information on places to visit, things to do, walks, history, shopping, events and much more.

- Visitor Interpretation panels at car parks and key sites in Botley featuring mapping, history and ideas for exploring Botley.
- New visitor signage.

Botley's local produce has been chosen as a key to its new identity. The Botley Plum Pudding, produced by local bakery the Oven Door in Fair Oak, is a traditional dish which would be served to the farmers in the Market Hall after the weekly market, and strawberry growing is still a local industry.

Botley's launch event to celebrate and publicise its new agenda is on the 31st May. A short presentation will explain the new projects and the next steps. There will be a local exhibition in the Market Hall demonstrating the project and other community events and projects. The event will finish at 6.30pm with a guided walk around the village highlighting the historic elements of the village connected with Botley's most famous resident, the 18th century radical journalist William Cobbett.

New national Hidden Britain website to launch

May will see the launch of our new national Hidden Britain website: a consumer facing site providing information and inspiration, and showcasing current and future Hidden Britain Centres.

The home page is aimed squarely at visitors. It includes a new way to navigate the centres' pages via a location map or simple links at the top of the home page, meaning visitors can find any centre within three clicks.

Each centre has its own landing page, with uniform information (which is entered using a template that has been designed to allow centres to use their own imagination and diversity, include pictures and highlight unique attractions). The centre pages should provide everything a centre needs to promote itself, but will also link through to your own website if you have one.

Our partnership with Enjoy England has enabled us to include a searchable directory of places to stay.

The administration pages are simpler and more user-friendly, but you can always call us at the national office for backup. Information will be double-checked by the national office too, before it goes live.

Look out for the new members' pages, where you will be able to access marketing information; first to be added will be data on visitor profiles, a press release template, and back-issues of this newsletter.

Go to <http://www.hidden-britain.co.uk/demo/> for a sneak preview.

Farnham rebrands with help from local college **(Hidden Britain South East)**

Farnham has a brand new image following a collaboration with the University College of Creative Arts, Hidden Britain and the Farnham Town Council. Graphic Communication BA (Hons) student Caroline Phillips produced a winning design for a new logo which will be used on promotional material and corporate literature for the town. Chair of Judges Karen Roebuk (Head of Marketing at Tourism South East) praised the standard of submissions as 'agency standard', proving that high quality results are definitely achievable, and making this collaboration an enormous success for all concerned.

Some useful contacts

National office

Communications / website

Hidden Britain Warwickshire

Hidden Britain South East

Hidden Britain Bedfordshire and Hertfordshire

Hidden Britain Wales

David Long davidl@rase.org.uk

Kathryn Payne kathrynp@rase.org.uk

David Long davidl@rase.org.uk

James Turner james.hiddenbritainse@gmail.com

Beni Wright beniw@bedsrcc.org.uk

Jeremy Martineau jeremy.m@onetel.net