



'Authentic experiences created locally'



Autumn 2007 Newsletter

<http://www.hidden-britain.co.uk>

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Hidden Britain News for Members

Things to do this autumn:

- Order copies of the new Hidden Britain consumer leaflet from us, for distribution locally - perhaps from your church, pub or village shop?
- Log on to the Members' Portal and check your page of the Hidden Britain website - does it need updating?
- Would your location like to headline the next Hidden Britain national promotion (spring 2008) by giving a prize or special offer?
- Please forward this newsletter on, to spread the word about Hidden Britain!



Environment Sunday at Hidden Britain Lewknor

We are delighted to welcome **new Hidden Britain members**: Lewknor (Oxfordshire), St Peters (Kent) and Newcastle Emlyn (Carmarthenshire). Also, two developing projects in the East of England are now fully represented on the website: Cardington and Elstow (Bedfordshire) and Hertford (Hertfordshire).

Hidden Britain's main **autumn promotion**, run through Enjoy England's e-newsletter which is distributed to 420,000 subscribers, hit screens on 20th September. With the help of Hidden Britain Edenbridge we were able to put together a fantastic offer of '2 for 1' entry to 3 stately homes in the Eden Valley area, providing the headline for our newsletter entry and enticing people on to the Hidden Britain website to collect their vouchers.

The gorgeous **Eden Valley** working with Hidden Britain development officer James Turner has just produced a new Visitor Information Point, plus guide book, walking leaflets and an exciting new website to tell visitors the story of their hidden corner of the British countryside. Participating in the Hidden Britain autumn promotion provided extra publicity as they launched this new phase of their project.

Our Hidden Britain **partner page on www.enjoyengland.com** has been updated to reflect the content of our new consumer leaflet 'Authentic Experiences Created Locally; your guide to visiting Britain's undiscovered countryside'. A pdf copy of the leaflet can be downloaded from the members' page on our website.

On the Hidden Britain national website we have been working to improve the **facilities for members**. If you have not logged on for a while take a look at the members' page where you can now download our logos and design guide, an index of the Hidden Britain Handbook, the Starter Pack, and much more. From here you can also log on to the Members' Portal to edit your own pages of the website.

Go to the Hidden Britain home page to watch **BBC News 24 coverage** about Hidden Britain, which was aired over the Easter Bank Holiday weekend.



Hever Castle, Hidden Britain Edenbridge

Funding - Awards for All

Three funding applications have gone in from Hidden Britain locations in the East of England to 'Awards for All'. This fund grants between £300 and £10,000 for people to take part in art, sport, heritage and community activities, and projects that promote education, the environment and health in the local community; so many of the Hidden Britain projects will be eligible. They need to know it is the community getting together to promote their heritage and history and to improve the communities' quality of life (and not so much about the tourism as it relates to the economy).

Awards for All is a fairly quick, streamlined process; you can apply at any time, the application form is short and simple and you will be told if you are successful or not within eight weeks

You can apply if you are a not-for-profit group or you are a parish or town council, school or health body. You must have a bank account that requires at least two people to sign each cheque or withdrawal, and must use the grant within one year.

Some of the projects that Awards for All might support include:

- an exhibition and trail walk featuring buildings of local historical interest
- sharing the experiences of older people within the community with young people, explaining their history in the form of a book or mural
- promoting healthy eating and more exercise
- an historic event illustrating various periods of history and the rich cultural heritage of a community

- involving more people in a community event

In the context of these types of project the grant could be spent on things like: Publicity materials, volunteers' expenses, refurbishment, training and equipment.

To find out more visit www.awardsforall.org.uk or ask Beni Wright, our development officer for the East of England, for advice.

Case Study - better value walking tours

Hidden Britain Winchelsea (East Sussex) and Hidden Britain St Peters (Kent) are two innovative projects that have taken the simple idea of a walking tour around village landmarks to another level in very different ways, whilst Hidden Britain Wotton Bridge's (Isle of Wight) more traditional approach has reaped rewards through some unusual distribution channels.

Winchelsea's high-tech project uses handheld computers to deliver an audio-visual tour of the village. Electronic tags at each location trigger each stage of the tour, including 13 reconstructions of historic sites overlaid over a modern photograph. The local archaeological society and literary society, and a specialist archaeologist all helped deliver the content of the e-guide, with funding from Local Heritage Initiative, Action in Rural Sussex from Interreg IIIa and Defra. The project is nearly ready with the completion of extra visitor information in the form of an electronic information board, four interpretation boards at key points around the village, new signage and postcards.

St Peters' walking tour is interspersed by short vignettes played by local volunteers in costume, portraying people from the past. This deceptively simple idea is called 'first person living history' and has attracted 15,000 visitors to date, and won the project many awards. This volunteer-run operation runs only in season, on certain days of the week, by booking only. This allows the team to deliver the tours, controls the visitor flow and has resulted in a waiting list into next season.



Hidden Britain St Peters, Broadstairs - first person living history

Wootton Bridge's popular series of 5 themed walks leaflets have received a big boost to their distribution through the island's health care and healthy living networks, delivering also extra benefits of the project to the whole community. Leaflets are being offered by the island's physical activity coordinator, the local hospital paediatric obesity clinic, cardiac rehabilitation physiotherapists and other practitioners to patients who need an incentive to get them more physically active. A key feature of the leaflets is that they state exactly how long the walk is, how long it will take and what to expect; as well as making walking more purposeful and interesting.

Industry News

Enjoy England has received an additional **£750k funding from the Government** to uplift domestic marketing activity following a difficult summer. This is being combined with £250k Visit Britain funds to form a £1m marketing campaign to promote short breaks and day trips throughout the autumn period and up to the beginning of the spring season.

As part of their strategy to move the web to the heart of all marketing to international visitors, Visit Britain recently unveiled a new-look **www.VisitBritain.com** suite of international websites.

British Tourism Week takes place from 10 - 18 March 2008 and will feature a series of inter-related events with the objective of raising national awareness of the size, value and importance of Britain's £85 billion visitor economy. Be part of BTW 2008 by submitting details of your event online today or register your message of support at www.britishtourismweek.co.uk.

Visit Britain is organising a special **one-day workshop** to look at how we can sensitively develop and effectively promote our countryside, coast and natural tourism product for the benefit of businesses and local people. Speakers will include: Visit Britain, as well as representatives from national organisations, sustainable specialists and innovative small businesses. The event will be on 27 November at London Zoo and costs £75 + vat (includes lunch), booking information from: kate.ellwood@visitbritain.org.

Do you really know what your legal obligations are as an **accommodation provider**? Accommodation Know-How is a new online service, which combines the trusted legislative guidance from the Pink Booklet with news, features, marketing guidance and solutions to common problems, updated regularly with a monthly e-mail alert. The service includes clear guidance and practical information on the new smoking legislation; health and safety; access for guests with disabilities; managing staff; food safety and more... www.pinkbooklet.co.uk

The **UK Tourism Survey** shows 33.6m overnight trips made in the UK, by UK residents during January to April 2007, an increase of +3% from the same four months in 2006. The increase in bed nights recorded during this period was more modest (up +0.1%) indicating that trips were shorter in duration. The value of domestic overnight trips leapt almost +10% during Jan-Apr 07 compared with Jan-Apr 06.

Some useful contacts

National office

Communications / website

Hidden Britain West Midlands

Hidden Britain South East

Hidden Britain East of England

Hidden Britain Wales

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Hidden Britain is a regeneration project to develop community owned and led tourism initiatives, run by the Arthur Rank Centre and partnered by Enjoy England.