





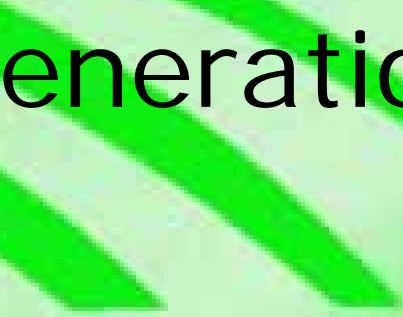


Hidden Britain Centres



Foot and Mouth epidemic
devastated rural tourism



Independent evaluation
showed HB to be an effective
tool for regeneration



Churches a key pivotal
role

Duddon Valley



Eskdale



Dent



Rural visitor perceptions:



Unfriendly ✓

Fearful

Poor information ✓

"Go away
disappointed"

What is a HBC?



Community led ✓
Community controlled
Local ingredients

Linked to national HBC Ltd ✓
Social Enterprise
or Co-operative

Community led



- Opening energy
- Avoid dependency on one leader
- Consultation
- Inclusive
- Individuals, groups and businesses
- Possible new structure

Local Ingredients



- Food and Drink
- Accommodation
- Transport
- Culture
- Local businesses
- Environment
- Events
- People
- Leisure

Food and Drink



- Farm visit
- Local produce on sale
- Local food in restaurants
- Local food producers
- Pub food
- Farmers and Country Markets
- Specialist menus
- Local breweries
- Allotments being worked

Accommodation



- Bed and Breakfast
- Guest houses
- Hotels
- Camp sites
- Self catering
- Hostels

Transport



- Taxi firms
- Access to public transport
- Bike Hire
- Stabling for horses
- Car parking spaces
- Travel information
- Ferries

Culture



- Church building
- Local music or singing group
- Folk dancing
- Privately owned momentos
- Other historic buildings
- Village trails
- Historic re-enactments
- Arts and crafts

Environment



- Footpaths
- Cleanliness of public spaces
- Accessible natural features
- Public toilets
- Nature trails
- Archaeology digs

Events



- Festivals
- Open garden days
- Concerts
- Coffee mornings
- Steam rallies
- Ploughing matches
- Sheepdog trials
- Country fairs
- Horse and pony events

People



- Memories of older folk
- Schoolchildren's presentations
- Famous village people
- Community councillors
- Churchyard characters

Leisure



- Fishing
- Canoeing
- Walking
- Pony trekking
- Off-roading
- Swimming
- Bird watching
- Golf
- Leisure centre
- Clay-pigeon shooting

How to become a HBC



- Open the church and present it well
- Link with others already managing their own tourism product
- Link to other websites

Aims of HBC



- Bringing economic benefit to existing and new business
- Limiting environmental impact by reducing visitor travelling
- Building community pride
- Increasing local employment

Adding Value to what already exists



- Not-for-profit company
- Join the family of HBCs
- UK website with global access
- How-to-handbook
- Quality assurance monitoring



www.hidden-britain.co.uk