



# 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](http://www.hidden-britain.co.uk)