



# Hidden Britain

...Leading the way in discovering and developing responsible rural tourism

## What is Hidden Britain?

Hidden Britain helps businesses, residents, community groups and local authorities come together and work as a team to identify and develop the tourism potential within their community.

We help groups understand and develop what they have to offer visitors and working with them, turn these ideas into effective business and marketing activities. Then we help them to deliver the plan, attracting visitors who will really value the experiences and want to return.

Essentially, we help people share what they love about where they live to ensure long-term economic and social benefits for the whole community.



*Market Towns*



*Rural Villages*

[www.hiddenbritainse.org.uk](http://www.hiddenbritainse.org.uk)

# Who are we?

Hidden Britain is an organisation run on social principles which means we are effectively a not-for-profit business. Our purpose is to support as many rural communities and towns as we can, in as cost-effective ways as possible. This enables us to ensure professional standards are maintained at all times but also to charge minimal prices for our services.

We aren't driven solely by profit and we don't have expensive overheads. We just need to generate enough income to continue to offer our free and paid for services. Any profit we do make is invested 100% back into working with the communities we support.

As a team of rural tourism, fundraising and marketing experts, we have over 30 years of experience and are totally committed to Hidden Britain's social goals.

Hidden Britain itself has been in existence since 2004, and has worked with over 20 destinations to develop and manage tourism locally.



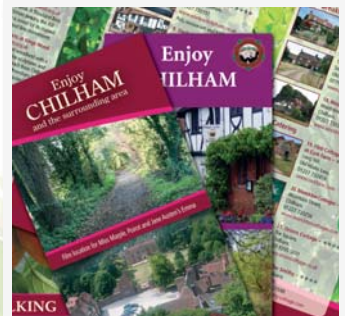
*Promoted Routes*



*Events & Festivals*

# How we help communities

We help communities with a simple range of services, depending on how much work they are able to deliver themselves and how much progress they have already made developing their rural tourism ideas.



*Publications*

# Our Services



## 1. Developing your tourism potential

From developing ideas through to evaluating success, we work through a proven process with each community group. This includes: bringing together your community group, developing your tourism products, defining your brand, finding sources of funding to pay for the projects, audience targeting and research, marketing activities and developing the partnerships needed to grow visitor numbers.



## 2. Delivering your tourism project

Some community groups don't have the time to work with us on their tourism project so this service enables the group to have Hidden Britain deliver specific aspects as and when the group need support. For example, the team can deliver particular research campaigns or indeed the entire project if required.



## 3. Mentors

Communities may just need some guidance or support on certain aspects of their funding or tourism activities. Our Mentors service gives groups access to time with a lead mentor who understands their community, as well as our in-house marketing and fundraising experts.

Not every community needs the same services so we are more than happy to work with groups and develop a more tailored approach.

# Why work with Hidden Britain?

With increasing uncertainty around funding and continuing economic pressure on all of us, rural communities more than ever need to find sustainable ways of ensuring their long-term survival. Hidden Britain is unique in our ability to help:

- We are experts in rural tourism
- We have helped over 20 rural communities and smaller towns in the last 6 years
- We happily work with agencies and government departments as part of larger rural or community development projects
- We are experts in responsible tourism- making the most out of the local environment without damaging it
- We believe in sustainable tourism which means our ideas support long-term benefits, not just a quick fix
- We understand the challenges of a community working together to deliver meaningful results.
- Because we are working to social principles, we can keep our prices low to support community groups



Get in touch to discuss how Hidden Britain can help your community realise its tourism potential.

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