

HB Responsible Tourism Policy

As an organisation Hidden Britain is committed to the development and delivery of Tourism in a responsible and sustainable manner. This policy sets out our pledges and aims in order to achieve this goal.

Rural communities:

- By developing long-term relationships with our destination communities we aim to ensure benefits are ongoing and sustainable.
- We aim to work with our destination communities to develop the skills and knowledge of local volunteers so that they can continue the work independently of Hidden Britain.
- We aim to help develop tourism that is appropriate to local conditions and does not exceed the capacity of local infrastructure, environment or residents.
- We will work with communities to encourage tourism products and practices that actively benefit the environment.
- We aim to work closely in partnership with all relevant local bodies and authorities to help conserve or improve the environment and deliver a long-term benefit for the host community.
- We will encourage local involvement and support for other economic, social or environmental projects that complement tourism and that will benefit the local communities.
- We will aim to be inclusive in our work with communities and encourage all community members who are interested in being involved without prejudice.
- We will work to instil these same responsible policies within all groups that we work with.

The public:

- We aim to encourage the wider public, through our communications, to act responsibly on visits to rural destinations.
- Through our communications with the wider public we strive to create a better appreciation of the impacts of travel to rural destinations, thereby enabling visitors to get more out of their travels as well as giving more back to the destinations and their communities.



- We aim to impart an insight and understanding of rural environments, heritage and society to the wider public, so increasing knowledge and understanding of destinations and creating a more interesting and educational visitor experience.

Our responsible working practices:

- Where possible we will; use fair-trade and recycled products, limit use of print, monitor and reduce our energy usage, reuse and recycle.
- We aim to reduce our car travel by using public transport and car-sharing when possible.
- We support local suppliers and purchase local produce wherever possible and encourage our destination communities to do the same.
- We aim to minimise environmental impacts from any tourism development we encourage.
- We will provide regular and ongoing training in the principles and practices of responsible tourism, for all staff and volunteers.
- We will review this policy on a regular basis and update and amend as necessary.

Last Revision: October 2010