



Hidden Britain

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

HB Resource - Getting Started (Forming a Group)

Finding the Right People...

The cornerstone of any community project is the local management group, start by considering who might be interested in getting involved. You will need committed people who have the enthusiasm and drive to help the project meet its aims.

However in tourism related projects there is no substitute for having the involvement of the local businesses, by having them on board it lends credibility to your group as well as providing key experience from the sharp end of the visitor market. Try to engage anyone locally with a stake in the visitor economy, such as:

- Accommodation providers
- Attraction owners
- Pub landlords
- Shop owners & Retailers
- Local Guides

However although tourism buy-in is important you need to ensure the people you bring on-board have the time and dedication necessary to really take the initiative forward. Rural businesses are generally small and often owner-run and there may be a limit on the time and input they are able to give (particularly at busy times of the year). Bottom line - be realistic and structure your group around what will work for you.

Of course there may already be local organisations and groups in existence that are fit for purpose. If so approach them and see how they feel about your ideas and proposals, however don't automatically assume they will take on your idea's and projects just because they already have a ready-made group, it may be beyond their remit.

It is also worth thinking outside your community itself, representatives from local conservation or land management organisations (such as wildlife trusts or protected landscapes for example) may have an interest in being involved. Again they can bring key experience to the project as can local authority officers if they have the time and resources.

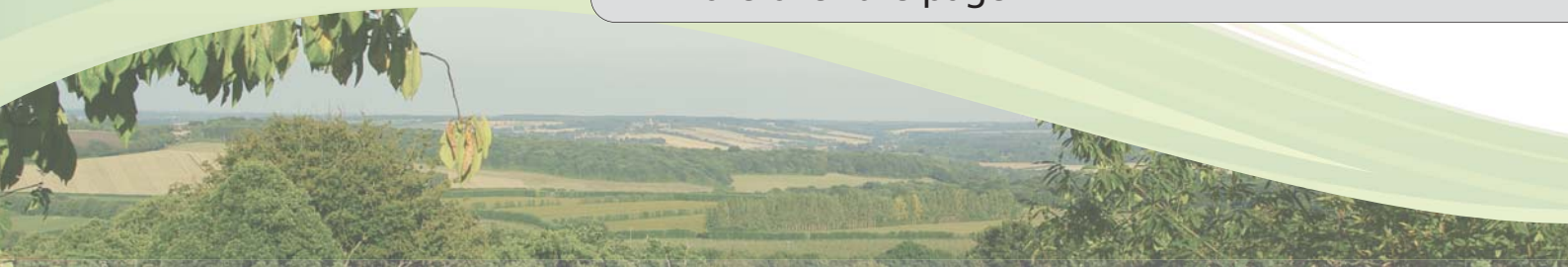


The Right Stuff..



Engaging...

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It is also important to try and involve as wide a cross-section of the community as possible in the planning and implementation. By getting peoples views early you can be sure that you are delivering something for the benefit of the community as a whole, and also avoid issues with local politics later on. So even if people aren't being involved use this time to get their views.

Try to ensure you have a group of dedicated people, and that the work load will not fall onto one or two individuals. Everyone should play a role and be clear on what is expected of them from day one.

Its also key to make sure everyone is clear on the purpose and timescale of their involvement. If they are onboard for a finite project thats fine, but remember you may have to recruit new members if new projects come up.



Dedication...



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.

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

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