



Brading

Project Case Study



Hidden Britain Project Case Studies



From November 2006 the England Rural Development Programme has been implemented by SEEDA. Hidden Britain is a programme managed under the existing scheme and supported by Defra, Tourism South East, and SERCC. The project works to ensure social and economic growth in rural communities across the South East through small tourism initiatives. www.seeda.co.uk



SERCC is the regional umbrella organisation of the eight Rural Community Councils across the South East. RCCs are independent, county-based, rural community development charities, providing support and advice to rural community organisations and individuals. They are the major rural VCS stakeholder in a range of local, regional and national funding and support initiatives in the delivery of public services. They also provide infrastructure support to rural voluntary and community groups in both generic and specialist arenas. www.sercc.org.uk

TOURISM SOUTH EAST

Tourism South East is the regional body dedicated to fostering tourism growth and innovation in the region; a partnership of industry with regional and local government.

www.industry.visitsoutheastengland.com



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Project Report	4	This report is intended to describe the process used and results delivered by an individual Hidden Britain project. It covers all the major elements of the project so it can be used as a case-study for other communities. In order to make this as useful as possible it is presented in an objective light with attention paid to the failings as well as the successes.
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Overview of project

This Project set out to develop sustainable tourism management within Brading. The project is all about making more of what already exists, providing better promotion and information, and adding value to Brading's existing attractions. However the project also set out to benefit the non-business community by helping to provide an identity for the town, and involving the community directly, thereby capacity building for the future.



stay and are unaware of what else the town and area offer, outside of the main attractions.

During the Market Towns Healthcheck Appraisal undertaken by the community of Brading in 2003, two particular issues of interest were highlighted; firstly that more benefit could be made from those who visit the town, and secondly the support for developing Brading as a "green destination". Projects are underway to address the "green" issue but so far there has been little activity carried out at a local level to promote the town, hence the need for this project.

The Project aimed to implement a sustainable Tourism Project in Brading, which importantly involves the wider community of the town. The key aims of the project were:

- ◆ Increase number of visitors, staying longer and spending more.
- ◆ Make Brading in itself a first-choice destination for visits.

Need for the project

Brading is a small Isle of Wight town with a huge amount of history and heritage; sited within the landscape of an Area of Outstanding Natural Beauty. Brading *is* a tourist destination; however it has never managed to attract the level of economic return or interest that other destinations on the Isle of Wight have. Visitors to Brading are often only short-





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- ◆ Improve information and interpretation in the town.
- ◆ Encourage sustainable, “green” tourism.

Planning the project

The Brading Hidden Britain working group was formed to undertake a project to address the issues raised by the Healthcheck and ensure a better and more vibrant flow of interest and economic return from visitors into the town and surrounding area, which in turn will ensure its survival as a multi-faceted community.

In the spring of 2005, James Turner attended a meeting with Brading Town Council to explain how Hidden Britain could assist in achieving the tourism objectives of the Healthcheck.

Research was gathered using visitor surveys, community workshops, tourism stakeholder meetings and business ques-

tionnaires. From this base data the local project group developed an action plan of tourism projects. All actions came forward as ideas proposed by local residents and stakeholders, with the support and guidance of the Hidden Britain SE project development officer.

Who was involved?

The project group comprised representatives from; Brading Town Council, Brading Town Trust, Brading Roman Villa, Brading the Experience, local residents, and other local businesses.

With the advice and support of Hidden Britain, the partnership was able to turn this action plan into achievable objectives by securing funding.

Status of funding

£14,953 grant obtained from England Rural Development Programme, Rural Enterprise Scheme in March 2006. This was matched by an estimated £3,300 of





in-kind time and £1000 contribution from the local businesses.

What was included?

- ◆ Design and produce a visitor dedicated website for Brading.
- ◆ To design and produce an A5 28 page guide booklet to accompany the website.
- ◆ To design and produce an DL leaflet based on the town heritage trail specifically aimed at families and children.
- ◆ To undertake community engagement work that will facilitate the design of welcome signs for Brading that will stand at town gateways. The signs will be designed by local craftsmen, and will reflect Brading's green plans.
- ◆ An event was also planned to

launch the project to the general public.

- ◆ There will be accompanying publicity to promote the project to both local residents and visitors.

Project implementation

A group of volunteers was set up to work with business owners in the parish to create a new town guide and a new 'visit Brading' website. Volunteers were given I.T and photography lessons to help them with the project and worked with the businesses and attractions to write the guide, design adverts and create publicity material for them.

A competition was run in the community to enable residents to design gateway signs to the town. Volunteers worked with the town council to create publicity for this competition and then helped to judge the designs. The winning designs have been incorporated into the final sign design by local architects and will be installed shortly.





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Residents are delighted with the final design and the competition winners are very excited about seeing their designs come to life when the signs are installed.

Young children were also involved in the Hidden Britain Project by designing a leaflet to accompany the town trail in Brading. The Heritage Lottery Fund granted the council £24,400 to install a town trail throughout the town but the trail boards were aimed at adults. The children therefore walked the trail and designed a children's quiz so that children can walk with their parents and take part. They also designed a word search and colouring exercise for the leaflet. The young people are very proud of their design and positive comments have been received from members of the public about it.



Who benefits?

In terms of tourism the project has de-



livered Brading a cohesive visitor package, which can be used to draw visitor in, inform them when they arrive, and interpret the surroundings in a meaningful way. The benefits from this will in main be to the local businesses by increasing visitor spend, however the community as a whole will profit through the boost this will give to the local economy.

The businesses and attractions are extremely pleased with the outcome of the project as they have received a wide range of good quality free publicity which has encouraged visitors from across the Island and from the Mainland to visit Brading.

However in delivering this project, a large cross-section of the community has been involved both in the production of materials and also through engagement as a part of the gateway project. As such the community of Brading has had a real say in how this project has been delivered and have derived benefits through



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this approach. A key benefit has been the increased confidence and capacity to undertake similar ventures, which has culminated in the production of a series of walks guides.

“The volunteers are also very pleased with the website and town guide and are extremely pleased with the work they have completed. Not only have they learnt new skills which can be utilised in other community projects, they have also got to know one another much better, helping to develop more of a sense of community in the area.”

“This funding has enabled Brading to produce high quality publicity to promote tourism and assist local businesses in attracting extra custom without spending lots of money on advertising themselves. All in all, the community, businesses and visitors are very happy with the outcomes of this project!”



Hidden Britain input



The Hidden Britain Development Officer (James Turner (JT)), worked with the project group every step of the way to deliver the project. He helped to plan the initial action plan, facilitated at the stakeholder meeting, co-wrote the funding bid and wrote the delivery plan.

The group managed to undertake implementation quite successfully on their own and JT was required to provide only support and guidance when asked, he was particularly involved in the financial management of the project, and overseeing that the targets in the delivery plan were achieved.

Achievements

- ◆ The self-sufficiency of the project group
- ◆ The inclusion of a wide section of the community
- ◆ Support from IOW council on many issues.



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- ◆ Excellent administration support from Brading Town Council
- ◆ The level of volunteer support

Lessons learnt

- ◆ With effective local coordination the HB model doesn't require constant input and supervision from the development officer.
- ◆ Areas dependant on seasonal tourism are easier to engage with.
- ◆ Vested interest in tourism promotes continued enthusiasm and interest.
- ◆ Local groups even with excellent local coordination struggle with financial management of projects.

Future Plans

An evaluation of the project is planned with a view to developing a tourism strategy. JT has been asked to help facilitate the development of this. The website is an ongoing project as with the content



management system it has the ability to be expanded in the future and include more and more of what Brading has to offer.

There is a definite awareness of the impact tourism can have within the town and therefore there is a sustained interest in projects of this kind. What the next stage is will be in some respects determined by the evaluation.

