

Working with communities, delivering for Pembrokeshire



Cydweithio gyda chymunedau, cyflawni dros Sir Benfro

Sustaining Rural Life The Tourism Link

Kate Lindley



PLANED's Interrelated strategies

- Supporting local community activities to improve their quality of life, celebrate sense of place and value the environment
- Developing a community culture of enterprise
- Supporting sustainable agriculture
- Developing sustainable tourism



Principles of Rural Tourism

- ❑ It will, at least, have minimal detrimental effect on the environment and should preferably seek to enhance it.
- ❑ It will celebrate language, culture and community life and thus minimise any detrimental effect to these aspects of the community.
- ❑ It will flourish all year round, encourage visitors to stay for as many nights as possible and encourage visitors to return again and again because of their satisfaction with the tourism product.
- ❑ It will provide a good rate of return on investment ensuring enough profits to invest in improved services and facilities.



Principles of Rural Tourism

- ❑ It will ensure that the majority of these profits to remain in the area. It will, therefore, be locally owned and make maximum use of local resources and 'added value' products.
- ❑ It will see the benefits of employing well trained, well paid local staff, and offer them career opportunities.
- ❑ It will act as a "motor" to the development/ diversification of other sectors (such as the crafts, food and agricultural industries).



Making the tourism link...

In every action plan and development plan local people identify tourism as an opportunity to be explored

The unique cultural, built and environmental heritage of all rural areas are assets for the 21st century, rather than symbols of the past

Key to Process

- Assisting the communities to identify needs, opportunities and supporting them to develop activities and projects which strengthen their local distinctiveness and their sense of pride so that they feel ownership of the results
- Integrate tourism with other elements of the local social and cultural fabric e.g. festivals, local products, facilities and services
- People involved in other sectors of the local economy need to be assisted to identify both direct and indirect benefits of a successful tourism sector e.g. adding value to local projects



PLANED activity linked to Tourism

- ❑ Area based integrated rural development
- ❑ Town/Village Action Groups / Area Enterprise Groups
- ❑ Infrastructure/interpretation e.g. heritage access and consolidation, footpaths, village & environmental enhancement. Heritage, walking leaflets linked to public transport, local distinctiveness/sense of place initiative.
- ❑ Distribute information to 500 tourist information points, 200,000 leaflets
- ❑ Linking footpath networks to create walking trails



Extensive footpath improvements and themed walks created



PLANED activity linked to Tourism

- ❑ Close collaboration with Greenways Sustainable Transport Initiative partners - Pembrokeshire Coast National Park Authority, Pembrokeshire County Council,
- ❑ Awareness raising/training/quality issues
- ❑ Network of B&B's/Guesthouses
- ❑ Market test Greenways holidays



Training

Pick and Mix variety of training seminars and marketing support via special interest networks e.g. Rural Women & Green Tourism



Network of B&Bs

Niche Tourism
3 & 7 day walking routes developed

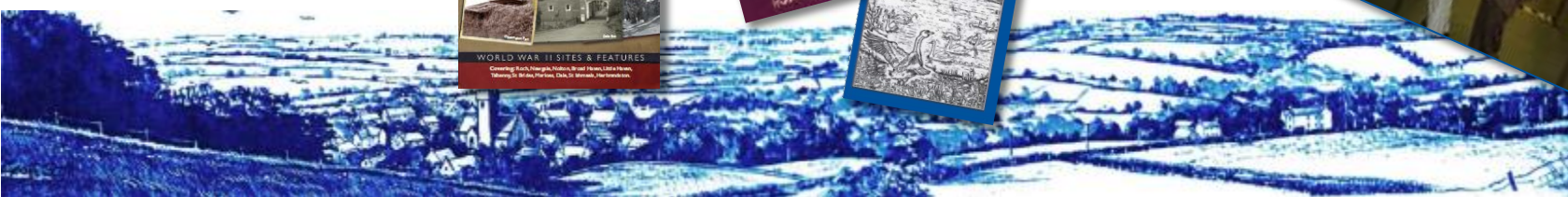
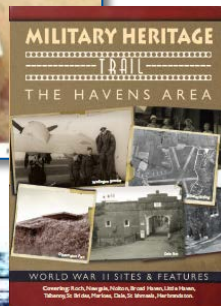
Greenways Holidays



Recent PLANED Tourism Related Themes

Assisting local people to add value to celebrating their environment, heritage and culture, linking local community activity to tourism development:-

- Sense of Place
- Valuing the Environment
- Supporting Festivals and Events
- Experience Pembrokeshire



Sense of Place

- ❑ ‘Sense of Place’ is that **feeling** that your community and its people are **special** and **distinct** from anywhere else.
- ❑ It is about the people, environment, heritage, culture, language, community activities, festivals and events, local products.

All of these add to a feeling of **belonging** and a sense of **pride** in a community.

The Sense of Place initiative is about CELEBRATING all of this.



Heritage Interpretation



- ❑ Supporting research into local history - heritage and environment audits – resource for communities
- ❑ Heritage groups
- ❑ A community heritage training programme developed which gives background on researching local history with practical sessions culminating in a heritage exhibition
- ❑ Developing local information material – panels / leaflets; consolidation of heritage assets; interpretation plans
- ❑ Supporting community archaeology



One project's journey – Linking Heritage to Enterprise Carew Cheriton Control Tower

Research on history of World War I and II Control Tower, resulting in:

- ❑ Its restoration through LEADER II Makers of Wales
- ❑ The establishment of a community owned Development Trust to develop the Control Tower as a tourism/educational resource





Control Tower Group
The Royal Air Force
RAF
RAF

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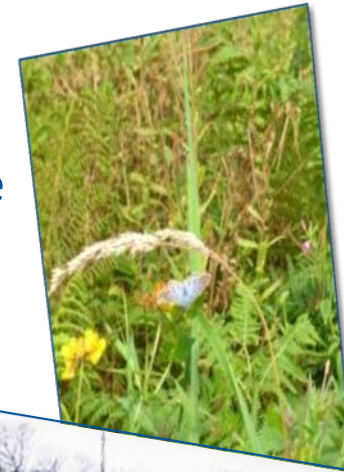
Valuing the Environment

The goal is to:-

To provide everyone with the opportunity to become more involved in protecting and enhancing Pembrokeshire's environment for future generations.

Implemented around four themes:

- Awareness & Understanding
- Heritage & Landscape
- Recreation & Access
- Bio-diversity



Supporting Festivals and Events

- ❑ Almost every community and many organisations are involved in organising and promoting festivals & events, whether its carnivals, exhibitions, rallies, eisteddfodau etc.
- ❑ **Such activities are excellent examples of communities coming together to CELEBRATE**
- ❑ PLANED has supported a number of community festivals and events i.e. Food, walking, maritime festivals, carnivals and also developed:
- ❑ A training programme for festival organisers which covers all aspects of festival and event organisation and a training manual



Experience Pembrokeshire

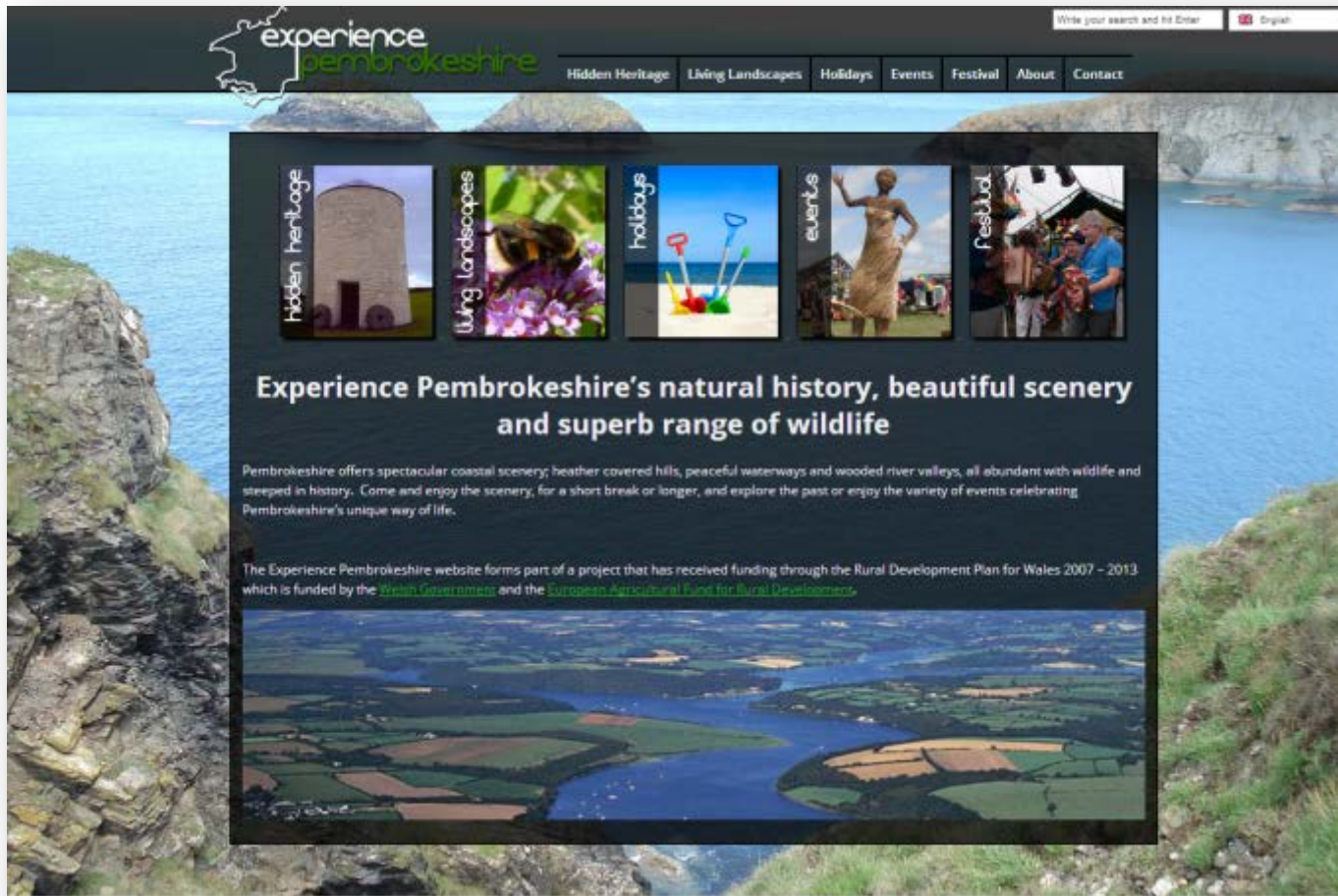


The goals are to:-

- ❑ Identify ways of fostering local distinctiveness through Sense of Place activities
- ❑ Maximise tourism potential of local festivals and events
- ❑ For local businesses to understand the business benefits and to contribute to festival/events and local heritage development
- ❑ Encourage young people to become involved in celebration of local culture
- ❑ Encourage local people and businesses to develop social enterprises linked to heritage and culture
- ❑ To provide training to tourism businesses
- ❑ Develop ways to promote local distinctiveness to potential visitors



www.experiencepembrokeshire.com



The screenshot shows the homepage of the Experience Pembrokeshire website. At the top left is the logo, which includes a map outline of Pembrokeshire and the text "experience pembrokeshire". To the right of the logo is a search bar with the placeholder text "Write your search and hit Enter" and a "English" language selector. Below the logo and search bar is a navigation menu with the following items: "Hidden Heritage", "Living Landscapes", "Holidays", "Events", "Festival", "About", and "Contact". The main content area features a central dark box with five vertical image thumbnails: "hidden heritage" (a stone tower), "Living Landscapes" (a bee on a flower), "holidays" (beach toys), "events" (a woman in a dress), and "Festival" (a group of people). Below these thumbnails is the main heading: "Experience Pembrokeshire's natural history, beautiful scenery and superb range of wildlife". Underneath the heading is a paragraph: "Pembrokeshire offers spectacular coastal scenery; heather covered hills, peaceful waterways and wooded river valleys, all abundant with wildlife and steeped in history. Come and enjoy the scenery, for a short break or longer, and explore the past or enjoy the variety of events celebrating Pembrokeshire's unique way of life." Below this paragraph is another paragraph: "The Experience Pembrokeshire website forms part of a project that has received funding through the Rural Development Plan for Wales 2007 - 2013 which is funded by the [Welsh Government](#) and the [European Agricultural Fund for Rural Development](#)." At the bottom of the central box is a large landscape photograph of a river valley with green fields and a blue river.



Who can we learn from?

- ❑ People from different countries and regions of Europe have much to teach and learn from each other
- ❑ Transnational cooperation is more than just networking
- ❑ An effective mechanism for helping rural areas to jointly develop new solutions to common issues and improve their potential
- ❑ Transnational projects linking heritage and culture to tourism



Adding Value to Community Tourism Transnational Project

Aim:

To share best practice and exchange experience on the engagement of local people in development of community tourism through creation of heritage, environmental and cultural experiences.

Partners from Finland, the Czech Republic, Scotland, Italy and Slovenia.

Objectives:

- To share best practice through networking events and study
- To examine how other countries package and promote initiatives that relate to development of sustainable tourism
- To develop a Best Practice Guide with examples of successful community tourism initiatives across Wales and from Europe that highlight the benefits of sustainable rural tourism



In Wales

Wales Community Tourism Forum - a network which provides opportunities to:

- ❑ Share best practice and learn from each other in supporting the development of sustainable community tourism activities that will help to strengthen and give depth to Wales unique tourism offer
- ❑ Collaborate to ensure potential visitors to Wales have the opportunity to enjoy community activities and events linked to tourism

**Upcoming Wales Community Tourism
Forum Conference in Autumn**

WATCH THE SPACE!!!





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