

*Working with communities, delivering for Pembrokeshire*

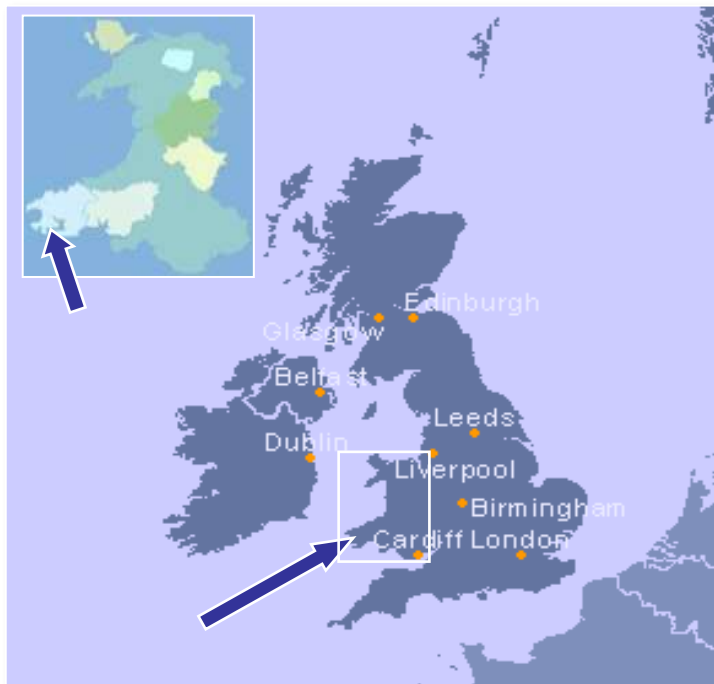


*Cydweithio gyda chymunedau, cyflawni dros Sir Benfro*

# **Developing Community Tourism through Sense of Place**

**Kate Lindley**





1/3 of the area is National Park

Main industries agriculture & tourism

Rich history and heritage



**An enterprising community can help to build a better future.**

**Developing local resources can strengthen the local economy.**

**The greatest resource of any area is its people, their skills, knowledge, enthusiasm and commitment.**





## To achieve its objectives over the years PLANED (and predecessors SPARC & TCRI) have developed and implemented a number of strategies:

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



## How we do it...

### 20 years' experience - Involving Local People

PLANED is a community led development trust, a charity, a company limited by guarantee.

Community Led Partnership designed to encourage participation – 80% representatives of communities, 20% public / private

Since 1991, managed Leader I, II and Leader + programmes and now RDP Axis 4



# How we do it...

Engage everyone in the community to participate in Community Visioning process to:

- Agree shared vision for future
- Agree holistic Action Plan for the future
- Support implementation of Action Plan
- Form Community Association / Forum





# 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 21<sup>st</sup> 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



# 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.





## Types of activities which can celebrate a community's Sense of Place

- ❑ Local History Research & Interpretation
- ❑ Celebrating Historic Events & Places
- ❑ Organising & taking part in cultural events
- ❑ Celebrating local talents e.g. artists, craftsmen
- ❑ Exchanging local stories & folklore
- ❑ Making the town or village look nice i.e. Best Kept Village
- ❑ Develop new traditions that will continue to bring the community together



# Celebrating Pembrokeshire's Sense of Place through PLANED Tourism Related Themes

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

- ❑ Heritage Interpretation, Valuing the Environment
- ❑ Supporting Festivals and Events
- ❑ Experience Pembrokeshire
- ❑ Transnational projects linking heritage and culture to tourism





# 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





# 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

Pembrokeshire Local Action Network for



# 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





# 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 – Thematic tours and market testing



Local Activities



Social Enterprise





# 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, France and Slovenia.

## Objectives:

- To share best practice through networking events and study visits
- 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



# 'From Cows to Crowds' One Project's Journey Linking Heritage to Enterprise - Carew Cheriton Control Tower





# 'From Cows to Crowds'

## 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



# 'From Cows to Crowds'





# From Cows to Crowds





# From Cows to Crowds



# From Cows to Crowds









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