Brecks Regenerative Tourism Collaboration and Local Value Toolkit

Who this toolkit is aimed at: Brecks businesses and LVEP through an eco-tourism business network (transferable to other parts of the region)

Brecks businesses and organisations already hold extensive local knowledge and relationships. This toolkit offers practical prompts for making those connections more visible, exploring:

- who they are connected to locally,
- where opportunities for collaboration exist,
- and how visitor spending and benefits can circulate within the local area.

Use the whole toolkit or dip into the sections most relevant to you. The prompts are starting points, not requirements, and can be adapted to different contexts. You can use this toolkit individually, in a conversation with a potential partner, or as part of a small group workshop. We encourage you to set up at least one realistic next move in the action plan.

As you work through the toolkit, consider whether a collaboration could help *Protect, Restore, Create or Change* something, and what should not be compromised in doing so.

1. Who is in our local network?

List the organisations, businesses and people that your visitors already encounter, or could encounter, as part of their experience.

Local partner	**What do they offer**	**How are we connected now?** (existing, occasional, informal, new connection or not yet connected)	**Potential opportunity (examples)**
Café /restaurant	Food and drink experience		Refer visitors; joint experience
Museum/heritage site	Heritage and culture		Combined ticket; itinerary
Local producer	Food/crafts		Product showcase; site visit
Outdoor provider	Walking/cycling/water sports/activities		Linked activity
Community group	Local knowledge		Storytelling; events
Accommodation provider	Overnight stays		Cross referrals

Who else helps make the visitor experience in our destination possible?

Who is missing?

What aspect of the Brecks may need to be represented in this collaboration, such as wildlife, water, dark skies, quietness, heritage or community access?

2. Referral opportunities

Think about the questions visitors commonly ask you.

Visitors often ask us about:

- Where can I eat?
- Where can I stay?
- What else can I see?
- What can I do nearby?
- Where can I buy local products?
- Are there walks or activities nearby?
- What is happening locally?

Who could we refer visitors to?

Visitor need	**Local business/organisation**	**How could we make the referral?**
Food		
Accommodation		
Transport		
Activities		
Heritage/culture		
Local products		

Small action:

Identify one new local business you could confidently recommend to visitors, and note any information you would need before doing so.

_____

* Before cross-referring, check that information is current and that the other organisation is comfortable receiving the referral.

3. Can we create something together?

Collaboration doesn't have to mean creating a major new product. Consider simple ways of joining existing experiences together.

Tick any ideas that might work for you:

☐ Joint itinerary
☐ Combined experience
☐ Cross-promotion
☐ Shared event
☐ Joint ticket or package
☐ Shared storytelling
☐ Guided walk/ self-guided trail linking several businesses
☐ Food/craft/culture experience
☐ Shared transport
☐ Shared equipment or facilities
☐ Shared marketing/content
☐ Shared seasonal calendars
☐ Shared visitor information
☐ Shared volunteer support
☐ Shared training or risk resources
☐ Visitor-care or citizen-science opportunities
☐ Other: _____

Our most realistic collaboration idea:

We could work with _____ to _____.

What would each partner contribute?

Partner	**What they could bring**	**What they would gain**
Our organisation		
Partner		
Other partner(s)		

How will decisions, workload, costs, income and recognition be shared?

Purpose, fairness and limits

What are we hoping to Protect, Restore, Create or Change together?

What kind of visitor shift are we seeking, such as longer stays, better dispersal, deeper learning or appropriate contribution?

Who and what should benefit?

What should not be compromised?

Who will carry the work, cost and risk?

What might get in the way?

What is the smallest, realistic idea we could test?

4. Sharing knowledge and resources

Local collaboration doesn't always need money. Businesses can share knowledge, skills, contacts, equipment, space or time.

What could we share?
☐ Local knowledge
☐ Stories / interpretation
☐ Staff expertise
☐ Marketing content
☐ Social media reach
☐ Equipment
☐ Meeting / event space
☐ Visitor information
☐ Customer insights
☐ Training
☐ Supplier contacts
☐ Other: _____

What support or resource would help us, and what might we offer in return?

We would benefit from _____.

A local organisation that might help is _____.

5. How does value circulate locally?

This exercise explores how visitor spending already circulates and where there may be realistic opportunities to strengthen local benefit. Think about a typical visitor and what they spend money on.

Visitor → Our business → Where does the money go next?

Visitor spending	**Who receives the benefit?**	**within the Brecks / nearby in Norfolk or Suffolk / further afield**
Accommodation		
Food & drink		
Attraction/activity		
Transport		
Local products		
Gifts/souvenirs		
Guides/services		
Other		

The key question:

How much of the visitor's spending could potentially stay within the local area?

This isn't about calculating an exact percentage. It is about spotting opportunities.

For example:

Visitor → Tourism business → Local food supplier → Local producer → Local employee

rather than:

Visitor → Tourism business → National supplier → External contractor → Money leaves the area

How about creation and development of jobs, skills, knowledge, staff and community wellbeing, volunteer capacity, ecological evidence, community spaces and stronger relationships?

6. Find one opportunity to increase local value

Having completed the previous sections, identify one simple change.

Our local-value opportunity:

What happens now:

_____

What might we test and strengthen:

_____

This would involve:

_____

Potential local partner:

_____

Potential benefit to visitors:

_____

Potential benefit to the local area/businesses:

_____

Could this create any unintended pressure, cost or exclusion?

_____

Could this strengthen wellbeing for visitors, staff or the wider community?

_____

7. Our 30-day collaboration action plan

In the next 30 days, we will:

Contact:_____

About:_____

Our proposed action:_____

Who will do it?_____

By when?_____

How will we know it worked?

We:

☐ Made a new connection
☐ Made a visitor referral
☐ Received a referral
☐ Created a linked experience
☐ Shared knowledge/resources
☐ Increased local purchasing
☐ Strengthened trust
☐ Reduced duplicated effort
☐ Supported a local skill or job
☐ Improved access or community benefit,
☐ Helped visitors learn or care
☐ Protected or restored something important
☐ Other: _____