

Social Tourism

**How can we all reap the benefits of our
UNESCO World Heritage borough?**

John Kinnear

**Head of Programmes
Family Holiday Association (FHA)**

BECAUSE A LITTLE
SUNSHINE
GOES A LONG WAY



FAMILY HOLIDAY ASSOCIATION

Registered charity No 800262

The difference we made in 2018...

3,820

Families received a short
break or day out

6181
Adults



8612
Children

Nationwide coverage
We worked with referrers in
93% of all local authority areas



ISSUES AFFECTING FAMILIES

56% Mental health issues	36% Domestic violence
27% Physical health issues	23% Disability
19% Young carers	14% Bereavement

HOW FAMILIES BENEFITED

97% of children have new experiences	97% of families created happy memories
95% spent more time together	91% were better able to cope after their break
91% were more optimistic about the future	90% had reduced stress and worries
90% got on better as a Family	87% had more confidence

Statistics collated from applications and feedback from families and their referrers.

Some of our providers





National Trust days out now available [<](#) [>](#)

We are now taking applications for family passes to National Trust places across England, Wales and NI. Click on [Days Out](#) to place your order!

My Applications

You have **1** application requiring attention
[View My Applications](#) >



Short Breaks

We have no more short breaks available this year. Please do not apply. We open in mid-November for breaks in 2019

[More Info](#) >

[Apply](#)



Days Out

You can apply for a fantastic range of day trips across the country, which will be displayed here as they become available.

[More Info](#) >

[Apply](#)



Group Trips

We can provide funding for organisations to run trips for groups of families, such as a simple day out by coach to the seaside or a few days away at an outdoor centre.

[More Info](#) >

[Apply](#)

Creating memories: families still talking about their break the following year

“We talk about how funny it was when we did some of the activities together - remember when you went down the slide... that singer on stage.. that comedian that made us laugh”

“The children talk about swimming all the time.”

“About how we played games in the caravan”

“My kids talk about the friends that they made and the beach that they visited and the long train journey”

“The boys still have the pebbles they painted and keep as treasure.”

“The children talk about the river boat and all the people dressed up in funny clothes”

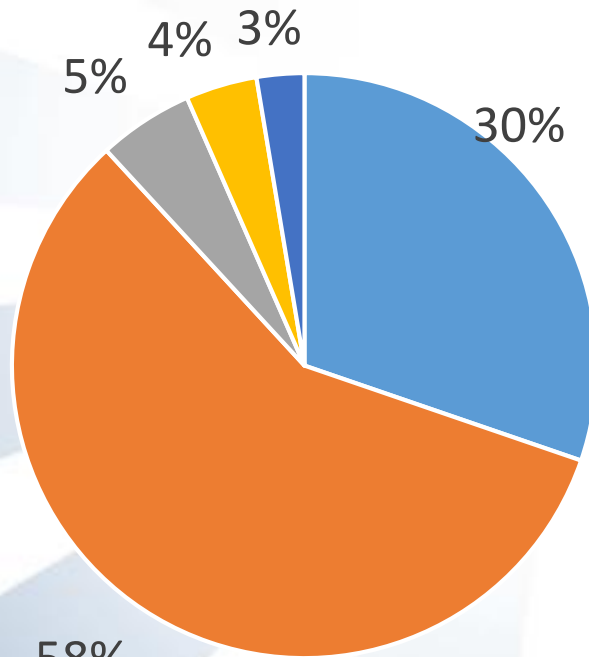
“We do still talk about it, especially my youngest as it was something new for him , we all loved the caravan and the views, sitting outside in the evenings with a hot chocolate”





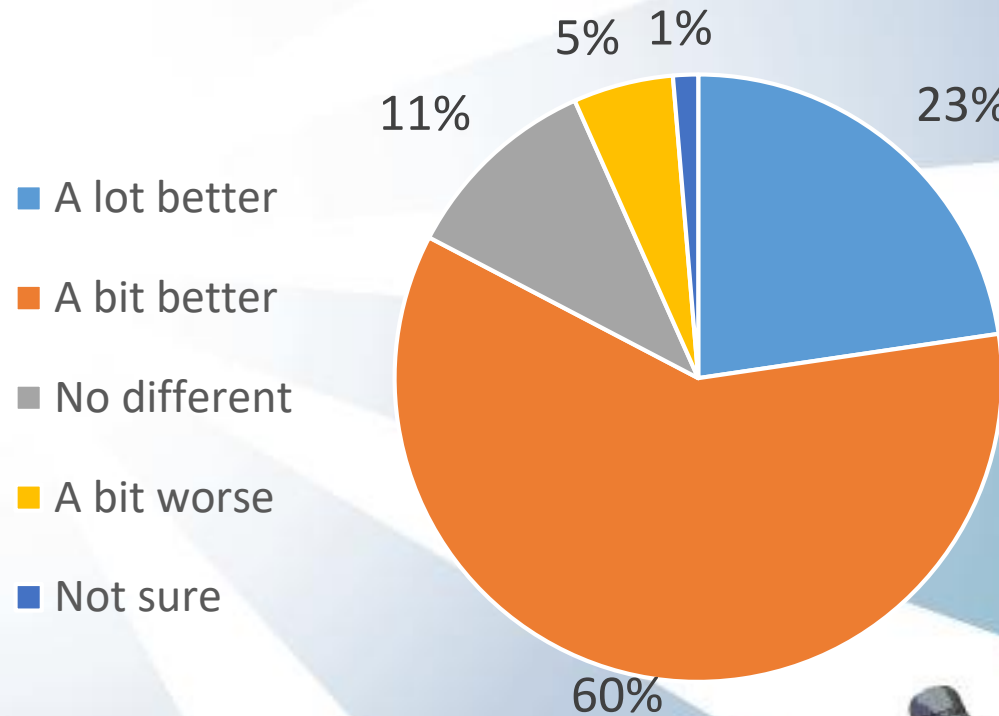
Reported Impact of a Family Holiday Association break on mental health

Just after the break



n=75

And now compared to before break



- A lot better
- A bit better
- No different
- A bit worse
- Not sure



Able to cope better

"I was so tired and stressed - a break made it easier to cope"

Family communications / relationships

"After this break I am giving more time to my family and I have a better control my anxiety and depression as before."

Reduced isolation

"I am not so anxious about every little thing and feel more confident to talk to people.....I have opened up a lot more to friends about how I feel"

Parental mental health improvements benefit children

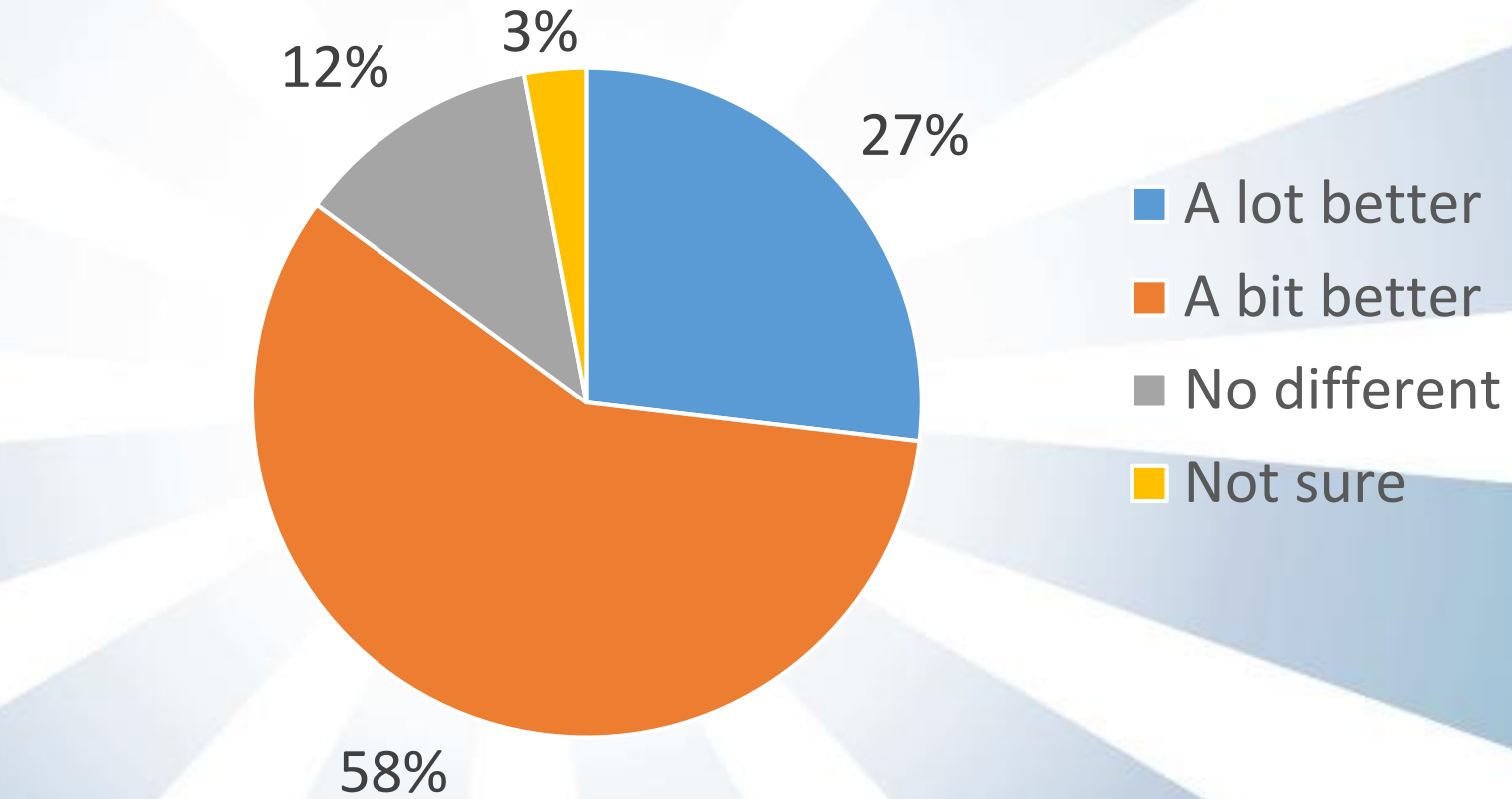
"My children worry less when my mental health is improved"

Child mental health improves

"My daughter especially has had an improvement in her mental health....and feels more optimistic about her future"



How the break impacted on isolation



n=67



Relationships

“I feel more confident to talk to other mums in the playground, I didn't really do that before”

More able to access services

“I have joined a gym and went to a series of talks about domestic violence which I had always backed away from doing before as was worried about who would be there”

Doing more with / for children

“felt more confident in going to activities with the children and the children felt more confident also.”

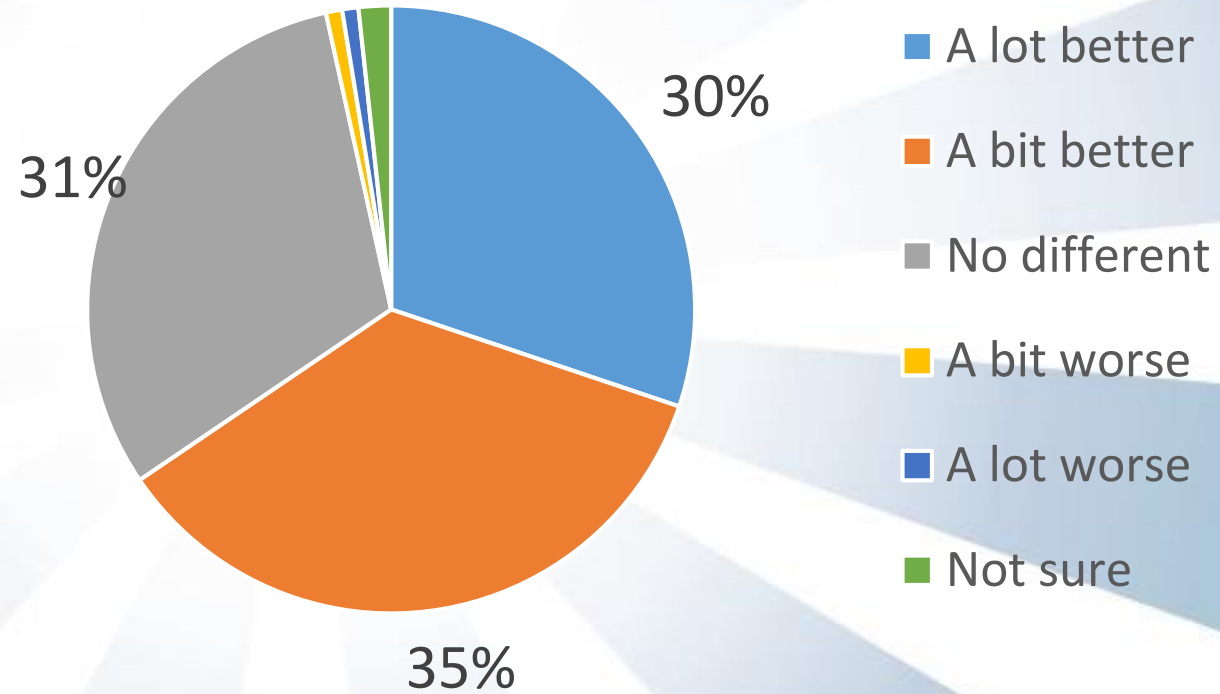
Increased self-efficacy

“I have gained confidence and am now applying for jobs and considering applying to college.”

“(It) made me have more confidence in myself, knowing I was able to travel and go out”



How the break impacted referrer-family relationships (from referrer point of view)



n=116

Improvements in family dynamics impact other areas

“Family were more relaxed and open to us”

More willing to engage with services

“Mum has been more willing to contact social work for advice and views the service as more supportive than she did previously.”

Less engagement with services

“Mum used to contact us more to ask for help but is coping better now and feeling more optimistic.”

Shows that referrers ‘on the side’ of families

“This experience allowed the family (to see that we) do want to help and think of creative ways to offer practical support. The view of social work has changed for the better.”

Family ‘grateful’ for support

“family were so grateful and mum felt better able to take up the group support we offer”



Why does the tourism industry work with us....

Target families who are most in need:

- All families referred and supported by professionals
- All applications assessed by a staff member

Simple

- Single point of contact
- We do the matching with the families and referrers

Creates good news stories & PR

Increase footfall during quieter times of the year

Knowing they're making a difference to local families

- We provide feedback and quotes
- Helping local families be part of wider community
- Potential to reduce issues caused by 'over-tourism'

Family Holiday Association provider 'stamp'



Thoughts for the future

What could using breaks and days out mean for the provision of services?

Does tourism, the act of going somewhere new / different help to address issues such as poor mental wellbeing and isolation

How can we help make sure that every child creates family holiday memories before the opportunity is lost forever?





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Head of Programmes

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@famholidayassoc #HolidaysMatter



Maria O'Connor

**Head of PR and Storytelling
Good Group**



GOOD HOTEL™

A GOOD STORY

November 2019

**The sustainable travel trend is growing
year on year**

**In 2016 62% of travellers intend to stay
in an sustainable accommodation**

In 2017 65%

In 2018 68%



And it is only going to get bigger.

“By 2020, Gen Z will account for 40% of all consumers with disposable income for travel, so the needs of this purpose-driven cohort will become all the more prevalent” – Intrepid Travel



But we didn't simply
join a trend.

**Having a social
conscience is where
we started.**



There are lots of other great brands transforming the hospitality sector, doing things differently and making it more sustainable.*



*Fogo Island, Inhabit, 1 Hotel



But being sustainable today is **complex**.
It covers a huge range of issues; the impact
on the planet, the impact on the place,
and the impact on people.



We focus on people.



At Good Group we believe that in business financial value has become the goal and human value the means...

But we believe **there is a different way**, that all business should be **social business**. Where releasing **human energy is the goal** and profits are the by-product.



**We are not like other
hotel groups.**

**Helping people came first.
Hotels came second.**



It all started with doing good.

Marten was traveling through Guatemala when he met Mirna who had no shoes. He bought her a pair of Converse trainers with flames on the side and that kicked off a charitable chain reaction.

Soon after meeting Mirna, Marten founded Niños de Guatemala, a charity that builds and operates schools in rural Guatemalan communities. In order to generate a sustainable income for the charity and to create quality jobs for the children that graduate from the schools, he set about building a business that could harness the tourism potential, while positively benefiting the community.





We are a social business.

Inspired by Muhammad Yunus's social business model Good Group was founded in 2012 based on the simple idea that doing good is good business.

Our hotels are where we create profit which can go to doing good, and the more successful our hotels are, the more we can give. And the more we can give, the more good we can do.

Our hotels are profit for non-profit, which means we give 100% of our profits to important causes through our Good Global Foundation supporting educational organisations like the original charity Niños de Guatemala and creating other ways to stimulate education, training and skills.

A GOOD STORY

Our promise is simple:
Sleep Good. Do Good.



Sleep good.

Our hotels tick all the boxes. Every room is cleverly designed to maximise space, style and sleep. Extra comfy beds and fluffy down pillows make catching z's a dream, and the powerful shower will help wake you up in the morning. Downstairs you'll find barista-made coffee and plenty of good food that'll set you up to chill out, explore and meet good people.





Do good.

Good Hotel guests can literally do good while they eat, drink, meet, and sleep! The more we make, the more we donate. With a nights stay in London being equivalent to a week's education for the children we support in Guatemala, and our hotel teams supporting long-term unemployed locals - our guests become a vital part of our social mission.



Global Good Foundation.

We believe in human potential. So, we put our profits where the people are and invest in communities around the world. All our profits go into the Good Global Foundation and we distribute this across our social good projects, which all seek to provide education, skills and training, to those who really need it.





Good Hotel School

In 2015 we set up the Good Training Programme, our bespoke hospitality training course. Every Good Hotel works closely with its local council to offer long-term unemployed people the opportunity to build a lasting career in hospitality. The programme includes three months of classroom study and paid work experience. After graduating, every student has the chance to work full-time at the Good Hotel or with one of our carefully chosen partners.



People love what we do.

Forbes

“This is one of the best social enterprise projects I've heard about in a long time.”

VOGUE

“Four stars of good.”



“At a time when many people around the globe are striving to be more responsible travellers, Good Hotel is bridging the gap between those intentions and actual contributions.”

NATIONAL GEOGRAPHIC
TRAVELER

“Good Hotel London — certainly lives up to its name.”



The properties.

The first property was bought in Antigua de Guatemala in 2014. It is where our schools are and where we could have the biggest impact on the community. Good Hotels in Amsterdam and London quickly followed.



GOOD HOTEL ANTIGUA

A former private mansion with minimalistic design infused with local touches, in the heart of UNESCO-protected Antigua, Guatemala.

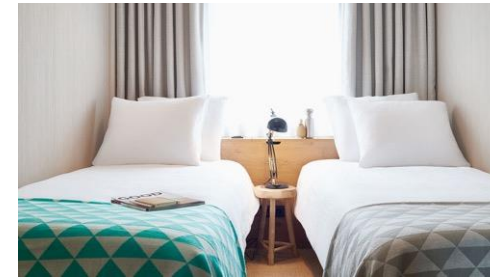
- 22-room boutique hotel; 4 star
- Soon growing to 47 rooms)
- Located in the heart of the old UNESCO-protected town of Antigua
- Training & employing local students and single moms
- Partnerships with small and family-run local businesses



GOOD HOTEL LONDON

A re-designed floating platform, pure industrial design, unique waterfront location, living room and rooftop terrace - all with a view every Londoner would love to wake up with. After popping-up in Amsterdam for a year, the very first floating Good Hotel now lives at Royal Victoria Dock in East London.

- 148-rooms; 4 star
- Award-winning floating hotel
- East London location. Subway, DLR and cable car access / Training & employing 60+ long-term unemployed locals per year



OPENING SOON

GOOD HOTEL **GUATEMALA CITY** / 2020

GOOD HOTEL **ROTTERDAM** / 2020

GOOD HOTEL **ANTIGUA 2.0** / 2020

GOOD HOTEL **AMSTERDAM 2.0** / 2020



Impact at a glance.

London

90+ locals have participated in our Good Training programme in London, providing previously long-term unemployed people with new transferrable skills. Over 200+ people have been trained through Good Group world-wide.

70%+ of our Good Trainees go on to further permanent employment through our 'match making' service. We work hard to find partners who are willing to take on our Good Trainees after participating in our programme

\$200,000+ of our profits has so far been donated to our NGO partner Ninos de Guatemala supporting the education of 500 school children, school staffing, maintenance, building schools, and providing 'beyond school' training through our Good Academy programme.



Pushing **sustainability** even further.

Cleaner waterways

We are the home to London's first SEANBIN - helping to clear the waterways in and around our hotel at Royal Victoria Dock.

Good water

We partner with social enterprise BELU to provide all our bottled water in our hotel. Belu is a UK based bottled water company. The company produces a range of carbon-neutral and ethically-sourced bottled waters, and donates 100% of its profits to WaterAid.

Reducing food waste

We partner with food waste experts OLIO to redistribute leftover food from the hotel to local people and communities that need it.



Reducing plastic

We do not provide plastic straws at our bar and we are working towards making our bar plastic free.

Conscious suppliers

In 2020 we are reviewing our F&B, product and services suppliers to ensure we are using suppliers who are committed to high environmental and ethical standards.

Good collaborations

In 2020 we are investing in collaborating more and more with eco friendly, charitable, and sustainable organisations for events and programming.

Successfully **doing business** and
doing good everyday, we ask the
global community...

How **GOOD** can you be?

#SleepGoodDoGood

Thank you



GOOD HOTEL™

Barrie Kelly

**Chief Executive
Visit Greenwich**

THE GREENWICH VISITOR ECONOMY - LOCAL OPPORTUNITIES

Barrie Kelly
Chief Executive, Visit Greenwich

AGENDA

1. The value of tourism
2. Visit Greenwich setup
3. The visitor economy
4. Wide range of roles/jobs
5. Local opportunities





THE VALUE OF TOURISM

- **Value**
UK = £130bn
London = £36bn
Greenwich = £1.44bn
- **Jobs**
3m UK
700k London
17k RBG
- **Education**
- **Image / Soft Power**



VISIT GREENWICH BOARD



PARTNERS



INTERCONTINENTAL.
LONDON - THE O2



COMMUNITY TRUST
At The Heart Of The Community

SOUTH EAST
LONDON
CHAMBER OF COMMERCE



140

TRINITY
DANCE
MUSIC
LABAN

DRURY
TEA & COFFEE



ROYAL
GREENWICH
HERITAGE
TRUST

COMMERCIAL
PARTNERS



PORT OF
TILBURY



The
CLARENDON
HOTEL



UNIVERSITY
of
GREENWICH



Ravensbourne
University London

Handelsbanken

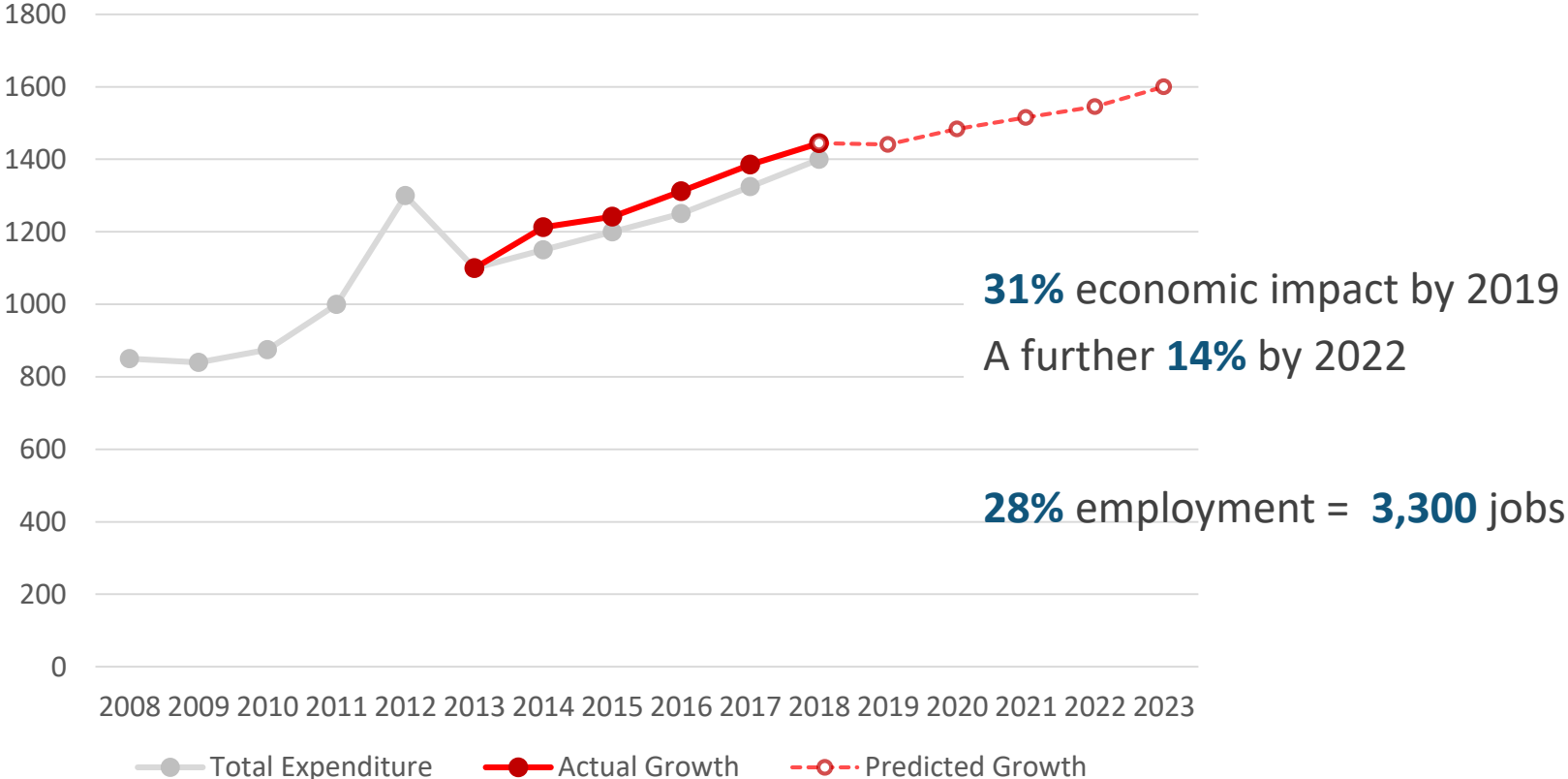
RECOGNITION



VISION 2019-23

**“THE UK’S BEST DESTINATION FOR
HERITAGE, CULTURE AND ENTERTAINMENT
BY 2023.”**

VISION TO 2022



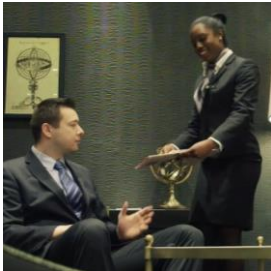
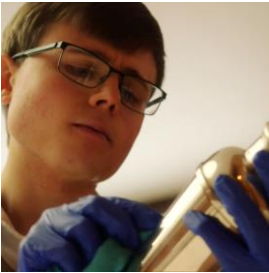
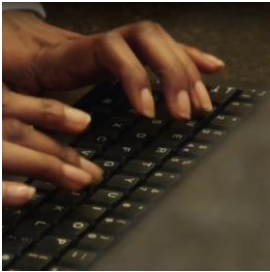
WHAT IS A DESTINATION?

- Attractions
- Events
- Hotels
- Transport
- Food & Drink
- People
- Architecture
- Open spaces
- **Experiences!**
- **Memories!**



VISITOR ECONOMY ROLES

- Front of house
- Sales
- General Management
- Research
- Marketing
- Guiding
- Event management
- Specialist roles
- Warehousing
- Logistics



VOLUNTEERING OPPORTUNITIES

Royal Museums Greenwich

- Astrographic Volunteer
- Visitor Experience Team Volunteer

Old Royal Naval College

- Visitor Host Volunteer
- Tour Guide Volunteer
- Learning Volunteer – Activity Assistant
- Learning Activities Leader Volunteer

Greenwich+Docklands International Festival

- Festival Volunteer
- Team Leaders
- Warehouse & Logistics

Severndroog Castle

- Volunteer Visitor Assistant
- Volunteer Events Assistant
- Volunteer Admin Assistant
- Volunteer Learning Assistant
- Volunteer Marketing Assistant

St Alfege Church

- Heritage Ambassador Volunteer

Royal Greenwich Heritage Trust

- Use volunteers for research, collections, events, education and marketing
- Current opportunities for Activity Volunteer and Evaluation Volunteer

Charlton Athletic Community Trust

- Various opportunities

The Big Half

Greenwich residents can volunteer to help

...and many more!

CASE STUDY - VOLUNTEER CENTRE GREENWICH

Greenwich Film Walking Tours

- Explore one of the world's most filmed locations as you are guided through the heart of Royal Greenwich.
- See the location of over thirty films including Skyfall, Les Miserables, Pirates of the Caribbean, Thor The Dark World and the Kings Speech.
- Hear all of the filming gossip and put yourself in the picture.
- This walking tour will take you through the Old Royal Naval College, Greenwich Park, past the Queens House and along the River Thames. The tour concludes with entrance to the magnificent Painted Hall.
- Every other Saturday at 11am and 1pm.



LOCAL OPPORTUNITIES

- Be “A Local Tourist”
- Pay as you wish Wednesday, The Painted Hall
- English Tourism Week – March 2020 – lots of offers across the UK
- Have a Staycation?
- Greenwich for free – National Maritime Museum, Queen’s House, Greenwich Park, Painted Hall (first Wednesday every month)...
- Greenwich ONE card

TRAVEL ⁵⁰ YEARS WEEKLY

Millennials drive demand for staycations

The British staycation boom will continue in 2019, as holidaymakers rate UK and overseas holidays equally, according to new research by Barclays.

Three in 10 domestic holidaymakers (31%) plan to spend more holiday time in this country in 2019 than in previous years – and more than half of those surveyed (52%) who were aged 25 to 34 plan to increase their UK-based holiday time.



More than half of tourism businesses (55%) reported an increase in domestic tourism since 2017.

The findings come from a poll of 2,006 Brits who take holidays in UK, on behalf of Barclays Corporate Banking.

It also surveyed 528 manager-level respondents from hospitality and leisure businesses across the UK.

Called The Great British staycation, the report said holidaymakers cited convenience and affordability as two reasons behind their staycations – as well as “positive recent experiences of domestic holidays that people want to repeat”.

Most hospitality and leisure businesses in every region of the UK have seen rising demand from domestic tourists, with many reporting increased revenue as a result.

AUTHENTICITY

- GCDA / Good Food in Greenwich
- Local produce
 - Goddards
 - Heaps
 - Rhodes Bakery
 - Meantime Brewing Co
 - Markets e.g. Blackheath Farmer's Market, Eltham Farmer's Market and Beresford Square Market
- GCDA / Made in Greenwich
 - Shop in Creek Road, Greenwich



NEW LOCAL SERVICES?

- How can local people sell products to visitors / tourists?
 - Airbnb Experiences
 - Tour guides, local guides/experts e.g. London Ambassadors, London Greeters
 - Greenwich Market
 - Other markets
 - Made in Greenwich? Souvenirs
 - Specialist services – gifts, flowers etc



SUMMARY

1. Tourism is important – 4th biggest sector in the UK
2. Greenwich has a world class offer – go see it!
3. Huge array of employment and volunteering opportunities
4. **Be part of it!**



GREENWICH
MEANS
YOUR

TIME



@visitgreenwich