

STC ECONOMY AND TOURISM TAFF VGS EVIDENCE – JULY 2019

Ethical and Responsible Tourism

The following are posts from the VGS Futures Forum blog

The Experience Economy comes to Sidmouth (April 2019)

We seem to have had enough of stuff and want more 'experiences':

[Futures Forum: Peak stuff >>> Are consumers getting tired of consuming?](#)

[Futures Forum: Peak stuff: and the 'experience economy'](#)

And it's happening in Sidmouth, with ideas developing on making it a 'festival town':

[Futures Forum: Festival town Sidmouth](#)

[Futures Forum: Making Sidmouth a festival town](#)

This has been some time in the making.

There have been several academic studies looking at the Sidmouth Folk Festival:

[FESTIVAL SPACES AND THE VISITOR EXPERIENCE](#)

[What Makes a Good Festival? Understanding the Event Experience](#)

[The experience economy approach to festival marketing: vivid memory and attendee loyalty | Journal of Services Marketing | Vol 28, No 1](#)

Sidmouth also features in other academic explorations of the experience economy - this time, based on plans to revive the fortunes of the Drill Hall at Port Royal:

[TourFish – Sidmouth Coastal Community Hub CIC](#)

[Tourfish | GIFS Project](#)

And the study gives us a definition:

Developing the experience economy:

> in its simplest form this is the selling of experiences. Responsible tourism experiences can be framed in a range of ways; however, connecting tourists in an authentic way with local sustainable food, local livelihoods and culture, and the meaning of place, is particularly relevant in the context of agri-food and small-scale fisheries.

[\(PDF\) Responsible tourism: A guide for tourism and sustainability in small-scale fisheries and agri-food | Adriana Ford – Academia.edu](#)

So there should be plenty of scope for expanding the enjoyment of the eastern end of the Esplanade:

[Futures Forum: Sidmouth Sea Fest > Saturday 18th May](#)

[Futures Forum: Rockfish in Exeter - and coming to Sidmouth](#)

[Futures Forum: Latest plans for Alma Bridge passed by County Council > "The bridge will be very welcome."](#)

Meanwhile, elsewhere, it's taking off:

[Welcome to the Experience Economy - Harvard Business Review \(July 1998\)](#)

[Experience Economy: It's No Longer About The Product – Forbes \(October 2018\)](#)

A note or two of caution, however, from this week's edition of the Baffler which warns

against the commodification of spaces:

[The Spectacular Desert | Anya Ventura - The Baffler](#)

And from the World Economic Forum:

The experience economy is booming, but it must benefit everyone
07 Jan 2019

In our overpopulated world, stuffed with an ever-growing stockpile of products, offline experiences have become key to personal fulfilment. While [78% of millennials choose to spend money on a desirable experience](#) over something material, the trend extends beyond just young people, to every age bracket and socioeconomic class.

This tidal wave is already having extreme effects on the global economy and traditional business models. It requires a fundamental shift in how we look at everything, from revenue growth to personal happiness. Ultimately, the shift to an experience economy has the power not only to change how we spend our time and money, but also to promote inclusion and democratize happiness.

[The experience economy is booming, but it must benefit everyone | World Economic Forum](#)

From: [Futures Forum: The Experience Economy comes to Sidmouth](#)

Overtourism (September 2018)

Large-scale tourism does not benefit 'the locals':

[Futures Forum: How locals in Britain's smallest city lost in their 'David and Goliath' fight with Whitbread to build a Premier Inn](#)

And meanwhile, 'the locals' continue to be overwhelmed:

[Futures Forum: The West country struggling to cope with tourists](#)

Unless somebody does something:

[Futures Forum: Barcelona's Experiment in Radical Democracy](#)

Because 'overtourism' is coming to a place near you:

[The Genesis of Overtourism: Why We Came Up With the Term and What's Happened Since – Skift](#)

[Overtourism. What is overtourism and how can we avoid it. - responsibletravel.com](#)

[Travel tech and the rise of 'overtourism' | afr.com](#)

['Overtourism' Worries Europe. How Much Did Technology Help Get Us There? - The New York Times](#)

[The Guardian view of over-tourism: an unhealthy appetite for travel | Editorial | Opinion | The Guardian](#)

[Overtourism: a growing global problem - The Conversation](#)

Here's a piece this week from the Nation looking at the issues - and asking a few salient questions:

'Overtourism' Is Driving Europeans Crazy

IS ANTI-TOURIST SENTIMENT CODE FOR CLASSISM, RACISM, AND XENOPHOBIA, OR A LEGITIMATE CONCERN OVER A CITY'S CAPACITY TO ACCOMMODATE VISITORS? September 12 2018



Tourists make their way through one of Lisbon's narrow medieval streets, 2016.
[‘Overtourism’ Is Driving Europeans Crazy | The Nation](#)

From: [Futures Forum: Overtourism](#)

The West country struggling to cope with tourists (August 2018)

All those crowds...

It is possible to beat the crowds if you're a little curious:

[There's a big difference between being a traveller and a tourist, and it is all to do with experience - i news](#)

And the locals would appreciate it if you went elsewhere:

[Futures Forum: Restricting parking in Sidmouth > residents against commuters and tourists](#)

And it seems to be getting just too much in the South West:

[Cornwall stops telling people to come to tourist beaches after heatwave triggers severe overcrowding | The Independent](#)

As tourism has its costs:

[Futures Forum: Taming tourism](#)

[Futures Forum: World Tourism Day >>> too many tourists?](#)

[Futures Forum: Airbnb: tourists, local residents and the sharing economy](#)

[Futures Forum: Airbnb and irresponsible tourism](#)

[Futures Forum: How to deal with the Tourist Tide @ Radio 4's 'Costing the Earth'](#)

[Futures Forum: "Struggling to adapt to the challenges posed by a booming tourist sector: money comes in from outside, pushing prices up, forcing the locals out, second homes proliferate and the traditional activities that define a place become little more than window-dressing."](#)

[Futures Forum: "Objections to tourism are often contradictory" .](#)

From: [Futures Forum: The West country struggling to cope with tourists](#)

The tourist industry in Sidmouth: 'we can't be complacent' (January 2018)

Sidmouth is clearly a very attractive place to spend a holiday - and has been so for a long time:

[Futures Forum: "Tourism rises" ... "Loving Sidmouth"](#)

But one can't be too complacent - as this piece suggests from some four years ago:

[Futures Forum: "Tourism rises" ... but questions remain for Sidmouth](#)

This is exactly what the Town Council have been saying of late:

[Is a brochure the best way to attract Sidmouth holiday makers? | Latest Sidmouth and Ottery News - Sidmouth Herald](#)

And indeed there is plenty to attract the tourist:

[Futures Forum: Enjoy Sidmouth Regatta over the bank holiday weekend >>> Saturday 26th and Sunday 27th August](#)

[Futures Forum: Christmas Farmers' Market in Sidmouth >>> this Saturday 9th December](#)

[Futures Forum: Sidmouth Seafest 2017: celebrating a maritime heritage](#)

But there are many squares to circle, including the fact that many tourists are also second home owners:

[Futures Forum: Sidmouth has the largest number of second home sales in East Devon](#)

And that many tourists actually like the coffee shops and charity shops:

[Futures Forum: Sidmouth: a town of charity shops and coffee shops?](#)

And that getting the balance right is going to be tricky:

[Futures Forum: "Objections to tourism are often contradictory"](#)

From: [Futures Forum: The tourist industry in Sidmouth: 'we can't be complacent'](#)

Do charity shops benefit the local economy? (May 2017)

Are charity shops a good thing for the local economy?

The Chamber of Commerce doesn't think they're good for Honiton:

[Futures Forum: "We don't want a main shopping area of charity shops and coffee chains."](#)

And there's a lot of resentment about them in Plymouth:

[Are charity shops killing Plymouth city centre? | Plymouth Herald](#)

Charity shops enjoy huge tax breaks:

[Futures Forum: Corporation tax, small towns and small businesses >>> giving SMEs the same 'level playing field' as multinationals](#)

And a recent study shows them to be pretty inefficient :

[Curb the number of inefficient charity shops that clog up our high streets, say charity campaigners – Telegraph](#)

Here's a debate on the issue in Sidmouth from a couple of years ago:

[Futures Forum: Sidmouth: a town of charity shops and coffee shops?](#)

And here's the front page piece from the latest Herald - which gives an interesting take on what charity shops are doing for the economy of Sidmouth:

Charity shops putting town on tourism map

STEPHEN SUMNER
stephen.sumner@archant.co.uk

Some traders are facing a slow start to the year, but special coach trips mean business in Sidmouth's charity shops continues to boom.

Day trippers come from across the country to support a good cause and bag a bargain – and there are reports some tour operators are even handing out printed guides of where to find the stores.

That 'ingenuity' has been celebrated by Sidmouth's tourism champion, who said the visitors undoubtedly also boost the town's shops, pubs and cafés.

Save the Children shop volunteer Pat Rose said: "All the day trippers want to know is where the toilets are, where they can get a cup of tea and where the charity shops are. They come from all over the country. You see them year after year."



Fore Street, Sidmouth.

Picture: BETH SHARP

Her colleague Eileen Pockett said complaints in the town that there are too many charity shops have died down – the total currently stands at 11.

Sidmouth Pets owner James McLean told the *Herald* he had heard several accounts of printed guides being handed out.

Cancer Research UK shop manager Sarah Batt said: "On Tuesdays and Thursdays, the

shop's booming. It's really picking up."

Lesley Kerry, the assistant manager at Marie Curie, said: "It's common knowledge that people visit for the charity shops and I think it's a jolly good idea.

"They make the shop quite a lot busier and I'm sure they bring a lot of custom to the cafés as well."

WESC social enterprise manager Sharon Green said:

"The charity shops are more expensive in Sidmouth than other places because of the location – they target goods depending on the customers.

"It's a location where a lot of coaches come for the charity shops."

Councillor Simon Pollentine, who chairs the town council's tourism and economy committee, told the *Herald*: "It's not something I'm aware of, but it shows the ingenuity of the operators in capitalising on a market.

"Every tourist is welcome and I defy them to go home without buying something from some of our other shops, pubs and cafés.

"High street retailers face many challenges and what is most important is seeing as many premises as possible operating in some role and not being converted away from retail or 'normal' high street uses – that's why we act to protect our primary shopping area."

['Ingenuity' of Sidmouth charity shop coach tours celebrated - Breaking news & sport in Sidmouth | Sidmouth Herald](#)

From: [Futures Forum: Do charity shops benefit the local economy?](#)

Rewilding Britain > restoring intensive farmland back to it's natural and uncultivated state - and becoming financially sustainable (*December 2017*)

The campaign 'Rewilding Britain' was set up a couple of years ago:

[Welcome - Rewilding Britain](#)

Although there are arguments about what it really stands for:

[Futures Forum: Rewilding Britain >>> "a bio-engineered pastiche", or >>> "a feat of natural renewal"?](#)

'Rewilding' is generally thought of as re-introducing larger mammals that had been hunted to extinction:

[Futures Forum: Reintroducing wolves to Devon](#)

[Futures Forum: Rewilding Devon: the return of the lynx?](#)

[Futures Forum: On the River Otter: beavers and rewilding Devon ... and "trying to repair the monstrous damage we have inflicted on nature in Britain"](#)

However, these animals have to live alongside human communities:

[Futures Forum: What does 'rewilding' mean for rural communities?](#)

[Futures Forum: Rewilding and rural communities: "The only reasonable argument to pay farmers £3bn in subsidies is ecological restoration."](#)

And there is the issue of land-use and farming:

[Futures Forum: Wilderness vs farming: How can we produce enough food for both humans and life on the planet to survive?](#)

One idea to try to balance many of these issues is eco-tourism - and this is happening in East Devon:

[Futures Forum: On the River Otter: beavers, nature tourism and rewilding](#)

It is also happening on the South Downs, as reported on Open Country on Radio 4:

[BBC Radio 4 - Open Country, Rewilding at Knepp Castle](#)

As covered in the blog on Rewilding Britain - whose chair is also the owner of Knepp:

[Second Nature - Rewilding Britain](#)

[The Burrell Family & Modern Knepp Castle — Knepp Wildland](#)

The press has been very interested in the project:

[Rewilding Farm Creates Refuge for England's Rare Turtledoves - National Geographic](#)

[On safari in the South Downs: the 'rewilding' of Knepp – Telegraph](#)

From: [Futures Forum: Rewilding Britain > restoring intensive farmland back to it's natural and uncultivated state - and becoming financially sustainable](#)

On the River Otter: beavers, nature tourism and rewilding (*October 2016*)

The Beavers on the Otter seem to be doing very well since their official release earlier this year:

[Futures Forum: On the River Otter: releasing beavers as part of the DWT's "groundbreaking project"](#)

The Devon Wildlife Trust is overseeing the project:

[Devon Beaver Project | Devon Wildlife Trust](#)
[River Otter Beaver Trial | Devon Wildlife Trust](#)

Not everyone loves the beaver:

[Eccentric baronet offers £1,000 reward to kill beavers on his estate because they are 'devouring' his trees – Telegraph](#)

But the general public are very taken by the creatures, as reported across the national and international media:

[Captivating pictures show they're back in our rivers - and DAM good at breeding: It's the beaver baby boom! | Daily Mail Online](#)

[Reduce flood-risk through rewilding, says new report from Rewilding Britain - The Ecologist](#)

[UK's most talented architects are not human | Global Ideas | DW.COM | 04.10.2016](#)

[How beavers will transform the UK, AsiaOne World News](#)

With a piece from the latest Herald:

Friday, October 14, 2016 | [sidmouthherald.co.uk](#)

WILDLIFE



■ The beaver family at home on the River Otter.
Picture: MIKE SYMES DEVON WILDLIFE TRUST.

Thriving beavers 'add another string to East Devon's nature tourism bow'

Wild beavers on the River Otter are continuing to thrive – and to bring in tourists.

The Devon Wildlife Trust (DWT) is holding a trial assessing the impact of the first wild beavers to live in England for hundreds of years.

The DWT estimates there are now between 15 and 20 beavers living in the Otter's catchment area, but says this is still well short of the number it could accommodate. The DWT's Dan Smith said: "Visitors from Canada, New Zealand and

London talked to Devon Wildlife Trust staff on hearing that there were beavers on the River Otter and set out for the river in the hope of seeing the animals. So the beavers are adding another string to East Devon's 'nature tourism' bow."

[Breaking news & sport in Sidmouth | Sidmouth Herald](#)

This is very much part of the general 'rewilding' movement:

[Futures Forum: Rewilding and rural communities: "The only reasonable argument to pay farmers £3bn in subsidies is ecological restoration."](#)

With this piece from the Guardian earlier this year:

[I'll be dammed! Beavers are Devon's latest visitor attraction | Travel | The Guardian](#)

From: [Futures Forum: On the River Otter: beavers, nature tourism and rewilding](#)

Helping the visitor economy to thrive in Britain's coastal communities (November 2017)

Coastal communities are having a hard time:

[Futures Forum: Left behind: coastal communities on the fringe](#)

And coastal businesses are also having a hard time:

[Futures Forum: Brexit: and the West Country's Brend Hotel group's concerns about attracting staff from the EU](#)

They can 'build resilience':

[Futures Forum: Coastal communities and building resilience](#)

And they can reinvent themselves:

[Futures Forum: Regeneration of iconic seaside heritage >>> Hastings pier wins Stirling Prize](#)

[Futures Forum: Hastings Pier completed >>> made possible because 3000 resident investors purchased shares in the community venture](#)

A parliamentary committee has been looking into the issues:

[APPG - All-Party Parliamentary Group for the Visitor Economy](#)

With a report from the BBC:

[BBC Local Live: Devon & Cornwall on Tuesday 21 November 2017 - BBC News](#)

[Seaside towns: "old-fashioned, "closed off" in winter, difficult to get to | East Devon Watch](#)

This is what the hospitality industry thinks:

[Government urged to take hospitality ... | The Caterer](#)

FROM: [Futures Forum: Helping the visitor economy to thrive in Britain's coastal communities](#)

"Struggling to adapt to the challenges posed by a booming tourist sector: money comes in from outside, pushing prices up, forcing the locals out, second homes proliferate and the traditional activities that define a place become little more than window-dressing." (August 2017)

Tourism is a vital part of our economy:

[Futures Forum: "Statistics show us that small and medium-size businesses \(including](#)

[those in tourism\) are our life blood."](#)

And most of those businesses are SMEs:

[Futures Forum: "99% of East Devon's businesses are either micro or small enterprises" >>> Will the District Council be giving them 'discretionary relief' against business rate increases?](#)

However, tourism is often low-wage and seasonal:

[Futures Forum: Low wages in the South West](#)

[Futures Forum: Brexit: and small seaside towns attracting seasonal staff](#)

The question is who benefits in this seasonal, low-wage economy:

Picture-postcard perfect – but the English fishing village is not all it seems

As tourists pour in, global forces push local fishermen out

In many coastal communities, locals have been encouraged to take matters into their own hands, developing economic plans and deciding for themselves how they want a community to develop. Tim Acott of the Greenwich Maritime Centre points to the example of Hastings, where the [Fishermen's Protection Society](#) has drawn attention to the work of fishers in the town and their cultural and economic contribution.

"Hastings has the largest beach-landed fleet in Britain," he says, "and the community has pushed above its weight in protecting fishing as part of its cultural heritage. There are places where the fisher communities are still thriving, but there are also places in the UK where you could call it a besieged industry."

Last year the New Economics Foundation launched its [Blue New Deal](#), aiming to identify and address the problems afflicting coastal communities. "We need a new approach to the development of coastal areas," says the foundation's Fernanda Balata. "One that puts local people in control. We need to think about places in the round and consider how all the different parts of a town's coastal economy can work together. If nothing is done, the small-scale fishing industry will die out. We can see the impact of that in inequality and how these communities come to feel left behind, and the social and political problems that follow from that."

[Crisis in Britain's coastal villages as local fishing communities fight for survival | Environment | The Guardian](#)

The EDA asks whether East Devon coastal towns are to expect the same:

[Exmouth – the next Porthleven, where posh tourist money doesn't trickle down | East Devon Watch](#)

And the question is whether new projects can help.

The NEF's Blue New Deal is mentioned in the article as a way forward:

[Futures Forum: A New Vision for English Seaside Towns](#)

[Futures Forum: The Blue New Deal from the New Economics Foundation > launching an action plan for coastal communities](#)

The Seafest has worked with both Hastings fisherfolk and the Greenwich Maritime Centre:

[Futures Forum: Sea Fest: Inshore fishing traditions gather in Sidmouth](#)

[Futures Forum: Sidmouth Trawlers at Tourfish in Hastings](#)

The Seafest has also been involved in promoting 'sustainable' or 'responsible' tourism

[Futures Forum: Climate Week in Sidmouth: TOURFISH: Making Coastal Communities Resilient >>> Wednesday 9th March >>> "Responsible Tourism and Blue Economic](#)

[Growth"](#)

[Futures Forum: Climate Week in Sidmouth: presentation of the TourFish project report: 'Making Coastal Communities Resilient' >>> Wednesday 9th March](#)

This has to be the future of the tourist industry:

[Futures Forum: Sustainable Tourism](#)

[Futures Forum: Airbnb and irresponsible tourism](#)

See also:

[Futures Forum: Looking to the future of the South West seaside town](#)

[Futures Forum: Looking to the future of the South West seaside town part two](#)

From: [Futures Forum: "Struggling to adapt to the challenges posed by a booming tourist sector: money comes in from outside, pushing prices up, forcing the locals out, second homes proliferate and the traditional activities that define a place become little more than window-dressing."](#)

Airbnb and irresponsible tourism (September 2016)

Tourism is on the up:

[Futures Forum: Devolution, tourism and misplaced priorities in East Devon](#)

And according to the Express today, much of it is thanks to Airbnb:

[Airbnb: MASSIVE tourism boost for UK as Brits opt for staycations | Travel News | Travel | Daily Express](#)

The question is whether any of this constitutes 'responsible tourism':

[Futures Forum: World Tourism Day >>> too many tourists?](#)

[Futures Forum: Climate Week in Sidmouth: TOURFISH: Making Coastal Communities Resilient >>> Wednesday 9th March >>> "Responsible Tourism and Blue Economic Growth"](#)

Or even the notion of 'sustainable tourism' - which is a bit out of date and perhaps rather misused:

[Futures Forum: Sustainable Tourism](#)

Many would consider the business model offered by Airbnb constitutes neither a responsible nor a sustainable notion for the tourist industry and the wider community in which it operates:

[Futures Forum: Airbnb: tourists, local residents and the sharing economy](#)

[Futures Forum: The sharing economy: the good, the bad, and the real](#)

[Futures Forum: The sharing economy >>> "What's yours is mine"](#)

The press has been full of stories of late - and all over the place:

[Airbnb and short-term rental sites are transforming London's property market | London Evening Standard](#)

[When Airbnb rentals turn into nuisance neighbours | Technology | The Guardian](#)

[Anti-Airbnb rally ahead of City Council's short-term rental regulations vote | WGNO](#)

[Here's proof Airbnb is destroying the New Orleans housing market | 2016-09-26 |](#)

[HousingWire](#)

[Airbnb faces fresh crackdown in Barcelona as city council asks residents to report illegal](#)

[rentals | TechCrunch](#)

And last week saw Channel Four look into the phenomenon:

Most of room bookings site Airbnb's millions of users have positive experiences, but this documentary reveals what can go wrong for owners and renters, and how it can change neighbourhoods

[Airbnb: Dream or Nightmare? - All 4](#)

[Airbnb, Dream or Nightmare: Channel 4 documentary goes into the dark side of the travel site | London Evening Standard](#)

[Airbnb is more Nightmare than Dream - according to Channel 4 doc - The i newspaper online iNews](#)

[Airbnb, Dream or Nightmare: Channel 4 show highlights some horror experiences using the travel site – Independent.ie](#)

It's been happening for some time now:

[The Battle of Barcelona: Pissed Off Residents Vs Drunk, Naked Tourists | VICE | United Kingdom](#)

On the other hand...

[Airbnb: disruptive innovation and the rise of an informal tourism accommodation sector](#)
[Can Social Networks Contribute to Responsible Tourism?](#)

From: [Futures Forum: Airbnb and irresponsible tourism](#)

“Belligerence and creativity” >>> entrepreneur-led revitalisation of seaside towns >>> "People aren't interested in that old seaside ice cream cone and walk along the beach any more. They're looking for more." (My 2016)

There have been fears that the British seaside town is in permanent decline:

[Futures Forum: What future for coastal communities?](#)

[Futures Forum: Looking to the future of the South West seaside town](#)

[Futures Forum: Looking to the future of the South West seaside town ... part two](#)

Perhaps waiting for the council to 'do something' to regenerate East Devon's seaside towns is not really the point anyway...

It does seem that it's either over-kill:

[Seaton Jurassic to welcome royal visitor - News - Sidmouth Herald](#)

Or let's upset the locals:

[Listen to people of Exmouth on seafront plans, urge town council | Exeter Express and Echo](#)

Instead, maybe the 'growth' is going to come from initiatives from local businesses and communities:

[Home | Jurassic Paddle Sports](#)

[Sidmouth In Bloom](#)

And:

[Sweet success for Branscombe brewery's bitter - News - Sidmouth Herald](#)

[Cheers! East Devon MP Hugo Swire reopens Sidmouth pub after £500,000 revamp -](#)

[News - Sidmouth Herald](#)

[Exmouth Repair Cafe returns this Saturday - News - Sidmouth Herald](#)

[Sidmouth Sea Fest buoyed by support for local event - News - Sidmouth Herald](#)

Indeed, one of the biggest pulls for any seaside town is the 'festival':

[Sidmouth Folk week - Welcome to Sidmouth FolkWeek!](#)

[Sidmouth Science Festival – Home](#)

And this is the conclusion of a recent report:



From ebb to flow: how entrepreneurs can turn the tide for seaside towns

Seaside resort towns feature some of our most magnificent and memorable landscapes and hold a special place in many people's hearts. They also face a unique set of challenges...

But there are reasons for optimism and hope. New industries are replacing the old; technology is reconnecting these often marginalised communities and, at the same time, stemming the brain drain. A pioneering generation of entrepreneurs, investors, cultural institutions and local politicians are finding fresh relevance for these towns, harnessing their natural and architectural beauty in novel and imaginative ways.

Just as entrepreneurs built seaside towns, we believe that it is the invention and drive of entrepreneurs that will revive them.

In this report we identify and celebrate examples of entrepreneurs leading the reinvention of five seaside towns across the UK, and take lessons from their successes.

We put forward the recommendations that we believe will secure an entrepreneur-led revitalisation, ranging from coastal devolution and investment in infrastructure – particularly broadband – to boosting educational outcomes and skills.

To achieve them, we must ensure that key stakeholders in seaside towns – entrepreneurs, investors, government, educators and charities – come together with a common vision geared towards nurturing entrepreneurship.

Ultimately, it is down to each of Britain's seaside towns to formulate the unique strategy – based on the town's identity – that will revive its fortunes.

[Download this report](#)

[From ebb to flow: how entrepreneurs can turn the tide for seaside towns - The Centre for Entrepreneurs](#)

With comment from today's Guardian:

Once more on to the beach: how Britain's seaside towns bounced back

The co-author of [*From Ebb to Flow*](#), a report exploring the great British seaside revival explains:

Matthew Rock cites “belligerence and creativity” as qualities that will help declining seaside towns “turn the tide”. Creativity, of course, but you’ve got to love that belligerence – a dogged refusal to die.

And as one businessman in Bute comments:

“People aren’t interested in that old seaside ice cream cone and walk along the beach any more,” he says. “They’re looking for more.”

This, no doubt, is true. Yet nostalgia surely plays a part. Seaside towns are built on strata upon strata of happy memories; a sort of emotional geology.

[Once more on to the beach: how Britain’s seaside towns bounced back | Travel | The Guardian](#)

[“Britain’s seaside towns bouncing back” | East Devon Watch](#)

See also:

[Futures Forum: The Blue New Deal from the New Economics Foundation >>> formal launch of 'action plan to deliver jobs and economic prosperity to coastal regions'](#)

[Futures Forum: Iconic coastal heritage sites set for £3 million makeover >>> but none in East Devon](#)

[Futures Forum: St Ives and seaside Britain: banning new second homes](#)

[Futures Forum: Beach huts "should not be a cash cow for the benefit of the privileged few"](#)

[Futures Forum: "Regency Seaside Town Sidmouth?" ... "Is there a future for a town with a past?"](#)

[Futures Forum: "Statistics show us that small and medium-size businesses \(including those in tourism\) are our life blood."](#)

[Futures Forum: Peak stuff: and the 'experience economy'](#)

From: [Futures Forum: “Belligerence and creativity” >>> entrepreneur-led revitalisation of seaside towns >>> "People aren’t interested in that old seaside ice cream cone and walk along the beach any more. They’re looking for more."](#)

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