

## **Coronavirus Positive Stories**

Below are some stories from our tourism businesses that are making the best of very difficult times and reaching out to make our lives that little bit easier.

### **Gilbert White's House**

The former home of the eighteenth century pioneering ecologist and naturalist has teamed up with the local pub to create a lifeline for the village. They have been providing takeaway dinners from the newly-restored White's cafe, and selling basic items such as bread, milk, and even some toilet roll. There is no shop in the village and the village is particularly vulnerable, being rural and having many residents aged 70 or over. The shop/cafe is running whilst the museum is closed, staff have been delivering things to people who can't leave their houses, and the gratitude from the village has been really overwhelming in this time. The Selborne Arms offers a takeaway menu which can be delivered to the doorstep with no social contact. [www.gilbertwhiteshouse.org.uk/](http://www.gilbertwhiteshouse.org.uk/)

### **Butser Ancient Farm**

This experimental archaeology site has lambs that have just been born and two of its English goats are pregnant. These are a rare breed with less than 100 registered in this country. The goats will be born in June and they may even be twins! So there's a lot going on and the excitement will be shared on the website through Instagram, Facebook, blogs and twitter. So people who planned to visit can still witness the Spring joy of these animals. Butser's plan whilst it's closed is to make more videos for online resources and are publicising an 'Ask Butser' service whereby children and young people learning remotely can get in touch through email or social media with questions about Butser, life in the Stone Age, Iron Age, Roman or Saxon periods and they will receive a response. The topics are all related to the National Curriculum for Primary History. The topics are all related to what is on the national curriculum for primary history. Email [volunteers@butserancientfarm.co.uk](mailto:volunteers@butserancientfarm.co.uk), <https://www.butserancientfarm.co.uk/>

### **Rural Life Living Museum**

This unique country life museum has opened an online shop with Folksy to sell images of the museum to keep people in touch with the Museum and give them a chance to buy a small slice of rural life! This will also help to keep its fundraising going. The Facebook page is being kept up to date with museum memories etc. <https://rural-life.org.uk/>  
<https://folksy.com/shops/RuralLifeLivingMuseum>

### **Hampshire Cultural Trust's Museums and Galleries**

Are all closed, but the Trust is working a new programme to make sure that it brings people the very best of arts and culture, wherever they are. This programme will include live streams of exhibitions, a sharing of history and heritage, classes and workshops, education and activities, news and articles, all in virtual form. In this area the Allen Gallery and Curtis Museum in Alton are run by Hampshire Cultural Trust.  
<https://www.hampshireculture.org.uk/>

### **South Downs National Park**

The National Park Authority is currently collating information about local food and drink initiatives still operating to communities across the National Park. It has also introduced lots of ways for people to connect with nature remotely. These include virtual walks of stunning beauty spots in the National Park which you can join via the Park's video section on Facebook, a 10<sup>th</sup> anniversary online quiz competition, footage of otters, reptiles, birds, magical woodlands and chalk grassland to help people enjoy the wildlife of the National Park (via Instagram, Facebook, Twitter and YouTube), a newsletter for updates, wildlife diaries from the Sussex Wildlife Trust and online resources for children such as its Learning Zone <https://www.southdowns.gov.uk/discover/>

### **Jane Austen's House Museum:**

Will be sharing memories, news, stories, photos and videos on social media to keep people in touch with the museum and all things Jane. This will be done primarily via social media. For example, why not explore which are the best on-screen adaptations of Jane's work? Jane's Emma believed 'there is nothing like staying at home for real comfort.' So now is the time to enjoy an on-demand streaming of Emma, barely a month after it hit the cinema screens.

[www.penguin.co.uk/articles/2020/mar/best-jane-austen-film-adaptation-emma/](http://www.penguin.co.uk/articles/2020/mar/best-jane-austen-film-adaptation-emma/)

Or hear the stories, pictures and views of all things #JaneAusten and her beloved house from the amazing volunteers. Nicola Scarlett kicks things off with her 'Musings on Elizabeth Bennet. Read [buffly/2QLjfi3!#KeepingSpiritsUp](https://www.jane-austens-house-museum.org.uk/single-post/2020/03/25/From-our-volunteers) or go to <https://www.jane-austens-house-museum.org.uk/single-post/2020/03/25/From-our-volunteers>

And, very excitingly, newly-acquired collection items are being launched on the Jane Austen's House website. The new items depict a jilted fiancée, Austen family friends and a modern tribute to Mr Darcy! Videos of the collection will be on the website and also shared via social media, allowing the public a sneak peek at the new treasures, presently closed to the public due to the Coronavirus. Items include paintings, including a delicate

watercolour miniature depicting Mary Pearson, briefly engaged to Jane's brother Henry. Mary is said to have inspired the character of Lydia Bennett from *Pride and Prejudice*. The collection also includes a charming hand-painted decorative fan, inscribed 'The Devoted to Darcy Forever Fan Club, which bears a striking resemblance to Colin Firth! These new objects are displayed as part of refreshed room displays throughout the House, which see a focus on Regency dress and needlework, Jane Austen's family portraits and pastimes, and her love of nature and the outdoors. While the Museum must remain closed, it wants to give the public a chance to step into Jane Austen's world and capture a glimpse of what her life was like.

The first 'Treasures from the Collection' videos focus on these new objects, and can be found at

<https://www.jane-austens-house-museum.org.uk>

### **Chawton House:**

Over the coming few days and weeks, Chawton House will introduce new ways of enjoying all that is done at Chawton House - from the comfort of people's home.. The first is The University of Southampton's free online course, *Jane Austen: Myth, Reality and Global Celebrity*, which is now open. It is produced in partnership with Chawton House, using the collection and parts of the MOOC were filmed at the house. Now is the perfect time to sign up. Jane Austen went from being a moderately successful anonymous novelist in her own time to a global celebrity in ours. On this course you will explore how that happened, exploring Austen's own literary influences, and her reputation over time. You will learn about her origins in Hampshire, uncovering her formative years, and the society she lived in, asking how Austen's location, background and reading influenced her novels. You will also consider the ways her own contemporaries read and responded to her, and her place in the modern canon of world literature today, 200 years after she died. <https://www.futurelearn.com/courses/jane-austen> And if you had always wanted to find the time to work your way through the Chawton House Novels Online, then why not delve into the transcripts on the Chawton House website <https://chawtonhouse.org/the-library/library-collections/womens-writing-in-english/novels-online/>

### **Chawton House and Jane Austen's House**

The two houses have teamed up to bring people a little cheer during this time. The idea is to showcase various elements of the two attractions, following the order of the rainbow.

Inspired by #rainbowsofhope they will be highlighting some of their favourite objects in their collections, focussing on the different colours of the rainbow.

They are encouraging other attractions, museums and followers to join in too! Hampshire Top Attractions, which includes Butser Ancient Farm, Chawton House, Jane Austen's House, Gilbert White's House, the Watercress Line, Staunton Country Park and Queen Elizabeth Country Park, Birdworld and Hollycome Steam Collection, have joined the campaign. Starting on Monday 29 March, for the next seven weeks they'll post images in ROYGBIV order that they find special:

Week 1 red

Week 2 orange

Week 3 yellow

Week 4 green

Week 5 blue  
Week 6 indigo  
Week 7 violet

website <https://chawtonhouse.org/>, <https://www.jane-austens-house-museum.org.uk/>

### **The Marketing Collective**

The Marketing Collective agency has been supporting struggling tourism businesses through a strong social media campaign. They have also sent their clients a plan to help with working from home and juggling home educating for young children now isolated at home.

Another initiative is helping Hampshire gardens now closed to the public keep their name in the public domain through projects like a leaflet on 'grow your own' and they are creating a checklist of communications and marketing work to get in place for when attractions open again. <https://www.themarketing-collective.com/>

Link to the Marketing Collective Planner - <https://bit.ly/TMCPlanner> and

Tips for working from home: <https://www.themarketing-collective.com/tips-working-from-home/>

### **National Trust launches #BlossomWatch to emulate Japan's Hanami**

The National Trust is asking people to celebrate the blossom season – emulating *Hanami*, the ancient Japanese tradition of viewing and celebrating blossom as the first sign of spring.

The conservation charity is encouraging those who can see a tree in flower to take a moment to pause, actively notice and enjoy the fleeting beauty of blossom, and share their images on social media for those who can't see blossom themselves - to kick off a new British tradition of #BlossomWatch.

The move is part of the Trust's campaign to help people of all ages to become more connected with everyday nature. Blossom sweeping the country is one of nature's key moments that could help lift the spirits during these uncertain times and enable people to celebrate nature and history together. National Trust properties like Hinton Ampner in East Hampshire are sharing their own beautiful blossom images via social media etc.

The charity is asking those with trees in bloom in their gardens and on their streets to share pictures on social media using #BlossomWatch and tagging their location, so everyone can enjoy this year's blossom season. And next year there are plans to develop a #BlossomWatch map. Those lucky enough to have blossom locally can share the joy with others who can't see it during these times of lock-down.

The Trust will be encouraging those who'd like to get involved to share and tag their images via @nationaltrust on Instagram and Twitter using the #BlossomWatch and also inserting the name of the place where they live. Plenty of blossom facts and images plus content for all ages can be found at <https://www.nationaltrust.org.uk/lists/blossom-in-the-south-east> And to engage younger children Education volunteer Kirstie Rogers has put

together some Spring nature activities to excite and inspire young imaginations. See <https://www.nationaltrust.org.uk/features/blossom-nature-activities-for-younger-children>

### **Applegarth Farm**

In these difficult times, Applegarth are doing all they can to help get food delivered to the local community. They have set up an online ordering facility for both restaurant meals which can be heated up at home and 70 different shop products that can be added to this order. They have also partnered with 4 other local shops to create a hub of delivery for non-Applegarth but essential products such as meats and butchery, cleaning products and homeware, vitamins and health supplements. They take no monies for doing this, they are simply trying to plug a hole for local people.

Delivery will be done as quickly as possible and customers will be notified when delivery is expected. For customers desperately in need of other items for the household Applegarth will do all it can to help and pick these items up. Visit the online food ordering page on the website and order through this wherever possible.

<https://www.applegarthfarm.co.uk/>

### **Friends of the South Downs**

This organisation has produced a number of videos on YouTube that will give you a taste of the stunning landscape of the South Downs – straight from your armchair or computer. It might give you ideas for when lock-down is all over! Try this one:

<https://www.youtube.com/watch?v=qzIFDd7rMIQ&list=PLXx1-WZWjGhPhaNQ2I4CX-cWovSEVqj9F&index=2&t=0s> And this

<https://www.youtube.com/watch?v=uqoVHWyfTFk> - from the Bald Explorer, Richard Vobes.

### **Two Hoots adults-only glamping and camping site**

This award-winning site has produced a charming video about its site and potential visitors can get a taste of what to expect from a stay here. Another idea for the end of lock-down! <https://www.twohootscampsite.co.uk/video#video>

### **Old Thorns Hotel**

The entire Old Thorns Hotel and resort can be viewed from an armchair with its 360° virtual tour. You can walk round the property as if you were there, view hotspots to give you extra information and even use the measuring tool to get dimensions (ideal for our wedding and events guests looking to decorate their function room ahead of their big day). The tour even features the hotel cat, who sneakily jumped onto the reception desk without staff realising whilst the cameras were taking the 360° images! Another great idea to give you a taste of where to stay on a future break!

<https://www.oldthorns.com/about-old-thorns/old-thorns-virtual-tour/>

