

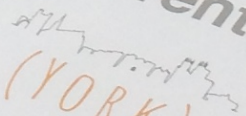
WARRINGTON
CASTLE

**tourism with a difference...
that makes a difference**



If this poster
were a **homeless**
person, then
most **people**
wouldn't even
look down.

#SeeThingsDifferently

INVISIBLE 
(YORK)

@GoodOrgCIC

who we are...

Good Organisation (Social Ventures) CIC is an award winning Community Interest Company, which is collaboratively run by people with personal experience of homelessness, substance addiction and the criminal justice system.

It seeks to support some of York's most marginalised residents to share in the positive benefits of heritage based tourism, and has piloted a number of successful initiatives across the city to that end.

York attracts over nine million visitors each year, contributing in excess of £1.73 billion to the local economy, and our ambition is to leverage the potential of that thriving sector for social good.



what we do...

INVISIBLE 
(YORK)

York is one of the UK's most popular tourist destinations, and our walking tours provide a unique overview of the city.

Each tour is operated by people affected by homelessness, and is shaped by their own interests or personal experience.

The tours cover a broad range of themes, encompassing **York's Railway Heritage**, the **Story of Guy Fawkes**, and an excursion through time to uncover the **Health and Wealth of York**

All of our tours have attained a five-star rating on both Trip Advisor and the AirBNB Experiences platform.





At Good Organisation, we know there's still a great deal of stigma surrounding homelessness, and not everyone engaged by our work wants to serve in a high profile role where their situation is publicly known.

With this in mind, we launched a small photography project in 2019 to assist those individuals (and others who felt uncomfortable participating in group activities). The project provided good quality cameras to rough sleepers, where the resulting images were published as a series of postcards.

Entitled 'Postcards from the Edge', it not only reflects the marginalisation experienced by those we support, but also captures the secondary aim of the scheme, where the images promote architectural and heritage attractions outside of the city centre that tourists rarely see.

Those are distributed locally to raise small amounts of money to support the continuation of the project, leading to two further collections within our range.

'Postcards From The Past' features archived images of city which have been curated by the participants, and 'Postcards From The Pandemic', which documented the impact of coronavirus lockdown restrictions within York.

DIGITAL INCLUSION LAB

Our 'Digital Inclusion Lab' offers a supportive environment where homeless people can acquire a variety of skills and knowledge related to emergent technology from within the tourism sector.

The project moves beyond the provision of basic foundation computer literacy to incorporate app development, heuristic programming, and the practical application of proximity based technology, including the use of RFID beacons and Extended Reality production techniques.

It has recently seen the creation of a critically acclaimed tour guide app utilising an array of multi-media content, from animated videos and interactive storytelling to transitional photographs showcasing local landmarks at different points throughout time.

The GPS activated tour, hosted by 'Milo' (a homeless time-traveller) explores poverty and philanthropy within York across the decades, and forms part of an expanding collection of immersive audio experiences enabling visitors to uncover the city's history from a variety of different social perspectives.

Other self guided tours developed by the Digital Inclusion Lab, include '100 Women' (created in partnership with HerStory York) which celebrates the life of inspirational women who have helped to shape the city, and 'A Queer History Tour', which is narrated by older LGBT residents, drawing upon their own personal insights and memories throughout a period of unprecedented social and legislative change in the UK.

The informal approach to learning adopted by the project, has led to a number of other experimental initiatives, and the participants are currently producing 'Hidden Tracks', which is a digitally chipped guidebook featuring York's famous 'Snickelways'. The book exploits the NFC capabilities of mobile technology, enabling the reader to access supplementary digital content as they explore the network of snickets, ginnels and alleyways that cut through the city centre.





'Armed With Ink' is a micro-enterprise project, developed in partnership with Cotermious CIC, which brings local artists and designers together with homeless people to co-produce a range of distinctive t-shirts.

Our collection celebrates York's diverse heritage and architecture, and seeks to maximise an ethical supply chain where organic fair-trade garments are printed by those we support.

It's based on a fair-shares model, allowing the artists to retain a small royalty for their contribution, whilst also providing employment at Living Wage Foundation rates for the printers.



Tourism and Hospitality Employability Network

Good Organisation's Tourism and Hospitality Employability Network forms part the Yorkshire Employability and Enterprise Programme, which provides peer led employment advice and practical assistance to former offenders, those at risk of homelessness and individuals managing substance addiction or mental ill health.

The project offers pre-recruitment training to assist unemployed adults back into meaningful work, which includes:

- CV writing, helping the participants to reflect upon their own past achievements.
- Support to undertake online job searches or formatting written applications.
- Opportunities to participate in job interview role play, and other activities to strengthen interpersonal skills.

Last year, the programme supported 86 individuals within York to secure employment or to move into further education.

Unlike similar employability schemes, the project also seeks to build lasting relationships with local businesses operating within the tourism, hospitality and heritage sector.

Those employer partnerships are intended to provide external ongoing transitional support to those recruited through the programme in order to improve retention rates.

our broader impact...

partnerships and research

The positive contribution that tourism makes in York is widely lauded, but the city's popularity as a visitor destination can also have a negative impact, contributing to environmental concerns, unaffordable property prices and a variety of other social problems, which fragment community cohesion or perpetuate a sense of disconnect between local residents and visitors.

As one of only a handful of specialist social enterprises operating within the tourism sector across the UK, we undertake extensive research to identify and mitigate some of those adverse effects.

In doing so, we have developed a strong global network, tapping into the knowledge and expertise of non-extractive tourism projects around the world, ranging from those working in remote island locations to those in major population centres across Europe and the USA.



International Network of Social Tours Conference (Switzerland)

voice and representation

The confidence and communication skills acquired by those we support has led to a strong culture of self advocacy within the organisation since its inception.

That approach has been instrumental in shaping the early stage relationships to establish a local Poverty Truth Commission, bringing key decision makers and civic leaders together with those living at the sharp end of poverty to effect positive social change.

Good Organisation has also served as an incubator for LIFE (Lived Insights From Experience) since 2020, which aims to enhance the voice and representation of those facing a wide range of social and economic challenges. By placing those closet to the problems at the heart of the solutions, its work ensures that corresponding support services across York are actively shaped and improved by those that use them.



Outside Influence 'Big Conversation' (York St John University)

Homeless Bound: A hardback book (created in partnership with LIFE) which explores a range of themes, including how language and stereotypes ultimately lead to the infantilisation and disempowerment of those affected by the issue.





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