



# Visit Eden Newsletter:

## Inside this issue:

- 2      **2020 Eden visitor guide / 2019 Eden Tourism Summit**
- 3      **The A Word filming / OVO Energy Tour of Britain / Pooley 'New' Bridge**
- 4      **Alston VR / Nenthead Art and Visitor Centre / Congratulations to .....**



# Welcome to issue 55 of the Visit Eden Newsletter



## 2020 Eden Visitor guide - it's advertising time!

As we mentioned in our previous newsletter, we are again working in partnership with Bucket and Spade on the 2020 Eden visitor guide. The guide will follow a similar format to this year's guide but with updated editorial and photos.

The guide will feature paid for advertising from accommodation, attractions, eateries and shops. This will be in addition to editorial pages and information on key events, visitor information and TIC provision in Eden.

Accommodation advertisers in the visitor guide will also receive an online advert onto the Accommodation section of the Visit Eden website. The sales process has now begun and operators should have received information on advertising. If you'd like more information contact us [tourism@eden.gov.uk](mailto:tourism@eden.gov.uk) or Claude at Bucket and Spade [claud@bucket-spade.co.uk](mailto:claud@bucket-spade.co.uk)

## 2019 Eden Tourism Summit

Invitations were emailed this week for our 2019 Eden Tourism Summit 'Sustainability: Working together to strengthen our visitor economy in a changing environment' to be held on Thursday 17 October 2019 at North Lakes Hotel and Spa. This is now our eighth Summit and we are really looking forward to the day. There will be a welcome from Jim Walker, Chair of the Eden Tourism Network and Councillor Mary Robinson Commercial Services Portfolio Holder and Deputy Leader of Eden District Council.



### Our Speakers include:

- Mike Innerdale, Regional Director, National Trust
- Kurt Janson, Director of the Tourism Alliance
- Anna Harris, Research and Marketing Insight Specialist, VisitBritain
- Helen Tate, Cumbria Tourism

### Delegates will choose two workshops out of three. Workshops will be:

- Sustainable practice with CBEN with a case study from the award-winning Quiet Site
- Inbound Tourism, how to encourage more overseas visitors
- Understanding red tape in tourism with Kurt Janson

There will also be the opportunity for a tour of the Hotel at lunch time. The cost to attend is £30 plus vat (£36). If you would like more information please email [tourism@eden.gov.uk](mailto:tourism@eden.gov.uk) places are limited so do RSVP as soon as possible. Look out for our Summit Special Newsletter later this month with more information on speakers and workshops.

**[www.visiteden.co.uk](http://www.visiteden.co.uk)**

## The A Word filming

It was great to see the recent filming in Penrith for the next series of The A Word. The picture shows Christopher Eccleston as Maurice and Leon Harrop as Ralph. Look out for this and other scenes filmed in Eden when the series returns to BBC One.



## OVO Energy Tour of Britain Stage 4: Gateshead to Kendal



Eden welcomed Stage 4 of the OVO Energy Tour of Britain: Gateshead to Kendal on Tuesday 10 September 2019.

Stage 4 of the race passed through Brough, Great Musgrave and Kirkby Stephen before heading to Sedbergh and a finish in Kendal.

Eden District Council was once

again a partner in Stage Four and the race was shown live on ITV4 giving great coverage of Eden.

Brough, Kirkby Stephen and Great Musgrave held some special events and the bunting, scarecrows and yellow bikes were out in force.



## Pooley 'New' Bridge

Pooley Bridge is open for business! While the road bridge is closed and the new bridge is under construction, Pooley Bridge will remain connected to the rest of the valley via a footbridge (please note that currently there is no access across Pooley Bridge whilst the temporary footbridge is installed. It's hoped the temporary footbridge will be in place by 16 September).



You will still be able to park both in the village itself and in a temporary car park opposite Waterfoot Holiday Park just a 5 minute walk to Ullswater 'Steamers' pier house and a 7 minute walk to the village centre via the foot bridge.

### Arriving by road? Broadly here's what you need to know:

From the north - leave at Junction 40 and follow diversion signs via Eamont Bridge.

From the south - leave at Junction 39 and follow diversion signs via Shap.

From the east - leave the A66 at Kemplay Bank roundabout and follow diversion signs via Eamont Bridge.

From the west - leave the A66 at Kemplay Bank roundabout and follow diversion signs via Eamont Bridge.

More information and the latest updates about the new bridge can be found on the Cumbria County Council website. Visit [Ullswater.com](http://Ullswater.com) for more information on the Pooley 'New' Bridge Loyalty Lottery.

## Alston VR

We have worked in partnership with the North Pennines AONB on a new digital visitor interpretation - the first time we have trialled this at an Eden visitor centre.



A corner of Alston TIC has been dedicated to a display and an area where visitors can use headsets to experience the history of High Mill through a Virtual Reality experience which takes users through the centuries to the present day.

There are 4 headsets and also cardboard ones which can be used with mobile phones and an app. These will also be available at other Alston outlets.

There is also an Alston Explorer app available for download from app stores. Developed in conjunction with the school it has two town trails to follow with a quiz attached where you have to be at the actual place it refers to in the town before you can open the question. A third app called Alston Time Traveller will be available from app stores very soon and is an augmented reality experience based on the stories of an Alston postman in days gone by.



**Nenthead Arts and Visitor Centre** officially opened on 16 August. The Centre is housed in a restored Wesleyan Chapel and offers exciting gallery space and

a cafe. There are lots of events and activities planned over the coming months. Visit their website for more information and read their latest newsletter online.

## Congratulations to:

**Larch Cottage Nurseries** who have been voted as one of the UK's favourite visitor gardens!



Well done to everyone who worked so hard to make **Penrith** look so lovely this Summer and huge well done to you all for your 10 awards from 'Cumbria in Bloom'.

## Contact the Eden Tourism Team



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[www.visiteden.co.uk](http://www.visiteden.co.uk)