



# Visit Eden Newsletter

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# Welcome to Issue 58 of the Visit Eden Newsletter

## The 2020 Eden visitor guide is now available

The 2020 Eden visitor guide we produced in partnership with Bucket and Spade was delivered just in time for Christmas. The guide will be widely distributed via a national media campaign, Catalink e-campaign, TICs, PR and promotional projects and via our ['Order a brochure'](#) page. The guide can also be viewed [online](#).

This year's guide includes a range of high quality accommodation plus a 'where to eat' section, attractions, key events for 2020, plus a section on local shops - offering the visitor an introduction to the whole of the Eden holiday product. The publication promotes Eden's key themes of adventure, food and drink, culture and relaxation and the stunning front cover is designed to attract visitors to come and enjoy the Eden Holiday experience.

Gorgeous photos show Eden at its best and carefully chosen editorial gives the visitor a taste of the highlights they can enjoy when staying in Eden.

We are always keen to hear your views and opinions about the guide, if you have any comments please let us know by emailing [tourism@eden.gov.uk](mailto:tourism@eden.gov.uk)



## Save the date! 2020 Eden Leaflet Swap and Networking event

Following on from last year's successful event, we are again planning to hold an **Eden Leaflet Swap and Networking event on Thursday 19 March 2pm to 4pm (drop in event) at Hutton-in-the-Forest Historic House, near Penrith.**

The drop in event will follow a similar format to last year. Attractions and organisations will bring a selection of leaflets and accommodation operators will have the opportunity to see what's new for the coming year, network and make sure that they have stocks of leaflets for their guests.

More information will follow. If you are an attraction or organisation interested in taking a table (there will be a small charge of £12 including VAT for those taking a table) or an accommodation operator interested in attending, please email us to register your interest [tourism@eden.gov.uk](mailto:tourism@eden.gov.uk)



## Langwathby Phone Box now an 'Information Kiosk' helped by our Eden Tourism Grant

We were delighted to support Langwathby Parish Council through our Eden Tourism Grant Scheme. The once drab and neglected, Langwathby Phone Box has received a new lease of life as a Village Information Kiosk.



The Information Kiosk is now fully operational, displaying a map of the village, bus and train timetables, emergency contact details, local tourism leaflets and a host of other information. The Kiosk also doubles up as a lending library.



The intention being to provide a focal point for information, for both residents and visitors to the village, whilst also retaining an iconic piece of street furniture. Information is continually being added and two Parishioners are looking after it. It's hoped that there will be flower tubs outside it next spring. The Kiosk is located opposite the rear entrance to the Shepherds Inn Car Park.

Read more about this on our [website](#).

Contact the Parish Clerk for further information regarding the facility [langwathbypc@hotmail.co.uk](mailto:langwathbypc@hotmail.co.uk)

More information on the [Eden Tourism Grant](#) scheme is available on our website.

## English Tourism Week 2020



This year English Tourism Week takes place 18-25 April 2020.

English Tourism Week campaigns to raise the profile of the industry and celebrate the value and quality of tourism in England. It's a national campaign led by VisitEngland and celebrates our exciting, diverse and vibrant sector, raising awareness of the enormous contribution English tourism makes to the UK economy.

We will again be holding a special launch event for Eden - so watch this space for more details!

More information and a Toolkit will be available on the [VisitEngland](#) website.

## 2020 Cumbria Tourism Awards

Calling all Eden operators! The 2020 [Cumbria Tourism Awards](#) are now open for entries!



If you're a tourism business this is your chance to put yourself forward as one of our best but hurry - applications close at 5pm on the 17 February. Learn more on the [Cumbria Tourism Awards](#) website.

## Penrith TIC news

The Penrith TIC team are looking forward to welcoming many thousands of visitors in 2020. As a way of helping to track where people come from a new canvas map of the world has been purchased. With the aid of pin flags the idea is to create a visual display of where our TIC visitors have travelled from. We look forward with interest to see how many parts of the world people come from!





## Why not join the Eden Tourism Network in 2020?

As we start 2020, why not join the [Eden Tourism Network](#)? The Network acts as



a collective voice for the Eden tourism industry and now has over 100 members. Members represent the broad range of tourism businesses in the Eden visitor economy, from attractions, accommodation and tourism organisations. The group meets quarterly at different venues around the district to discuss the latest developments and issues within the industry. We have guest speakers and practical business presentations.

The next Eden Tourism Network meeting is on Tuesday March 10, 2pm to 4pm and we're delighted that The George Hotel, Penrith will be hosting the meeting. If you'd like more information on joining the Network, please email [tourism@eden.gov.uk](mailto:tourism@eden.gov.uk)

## In-Cumbria Magazine feature on Tourism in Eden

There was a great article in January's In-



Cumbria magazine about tourism in Eden, including the work of our Eden Tourism Network and interview with our Chair Jim Walker.

You can read the article online (page 58 onwards) on the [In-Cumbria website](#).

## The first section of the new Pooley Bridge has now been delivered on site!



The first section of the new Pooley Bridge has now been delivered on site! The new structure will be the first stainless steel road bridge of its kind in the country. We'll be encouraging visitors to come and see the fascinating works and enjoy a coffee or lunch in Pooley Bridge village whilst there with a look round the shops too! For more information on this visit our [website](#).

## One final chance to buy a Pooley Bridge Paver



As work progresses apace on Pooley 'New' Bridge, there is one final chance to get involved with the wonderful Pooley Bridge paver initiative: you can 'buy' a part of Pooley 'New' Bridge for posterity in the form of an engraved stone paver.

Each will be engraved with a family name or business name (a maximum of 13 characters including spaces) and laid on the pavements either side of the new road bridge.

The engraved pavers are priced at £275 each and all monies raised after costs will go towards creating a community fund to support Pooley Bridge village initiatives and enhance community life. It's hoped that that figure may be in excess of £40,000! For more information visit the [Ullswater.com](http://Ullswater.com) website.

## Familiarisation Workshop for Eden Reception Staff and TICs 2020



Last year we organised the first Familiarisation Workshop for a range of accommodation front of house staff and Tourist Information Centre staff. The idea came from some of our Eden Tourism Network members who often have new reception staff who may be unfamiliar with the area.

The workshop provides the opportunity for the staff to talk to local attractions and activity providers and find out about their visitor offer.

Tourist Information staff were also on hand to answer other queries including information about local transport, e-bike hire, places to eat, local walks etc.

Due to the success of the event and feedback from the workshop we will be holding a similar session in mid-April, venue to be confirmed. Further detailed information will be available soon. If any attraction providers wish to express an interest in pre registering for the event please email [tourism@eden.gov.uk](mailto:tourism@eden.gov.uk).



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

## Sustainable Tourism

Following on from the sustainable tourism workshop held at last year's Tourism Summit at the North Lakes Hotel in October, we are keen to continue to provide more information to our tourism businesses. At



the event delegates were able to learn how Daniel Holder and his team at the award winning Quiet Site are adapting and adding new sustainable methods and practices throughout their location. Laura Short, Partner CBEN Partnership also talked about a Case Study from 'the natural business lifestyle,' which included a range of information and suggestions about sustainable practice. During 2020, we will be looking to bring speakers to the Eden Tourism Network who can cover a range of topics relating to sustainability. More information will be available in subsequent articles. Contact the Eden Tourism Team if you have ideas/suggestions that you think would be helpful to cover, email [tourism@eden.gov.uk](mailto:tourism@eden.gov.uk)

### Congratulations to:

**Askham Hall** - have once again received the prestigious AA Notable Wine List award.

**A Corner of Eden** who have won a national award at the iNews Staycation Awards - 'Dog-friendly Accommodation of the Year Award.'

**Brownber Hall** also won 'Hotel of the Year' at the same awards ceremony.

**Shap Chippy** - Out of 10,500 fish and chip shops in the UK they have earned the distinguished honour of coming in 2nd place as part of the National Fish & Chip Awards 2020.

## Fellfoot Forward Scheme receives National Lottery Heritage Funding

The North Pennines Area of Outstanding Natural Beauty (AONB) Partnership has been awarded over £2million of National Lottery Heritage funding to support the £3.4million Fellfoot Forward Landscape Partnership Scheme, a major project that will conserve, enhance and celebrate natural and cultural heritage.

The scheme focuses on the fellside and valley landscapes between Hallbankgate and Melmerby. The area covered by the project includes a large section of the Cumbrian part of the North Pennines AONB, and parts of Eden and Carlisle districts. It brings in the villages and settlements of the lowland area, to the east of the River Eden. It will bring together management and restoration of habitats such as woodland, peatland and grasslands, with community archaeology, conservation of historic buildings, community arts and education.

Eden District Council is a partner in the scheme with other partners including Carlisle City Council, Eden Rivers Trust, Historic England, Natural England, the RSPB, The Environment Agency, Cumbria County Council, The Farmer Network and Cumbria Action for Sustainability.

EDC's Tourism team will be jointly delivering the "Fellfoot Welcome" elements of the scheme alongside the NPAONB Partnership and Carlisle City Council. There are a number of other tourism related elements which focus on sustainable activities such as walking, cycling and dark skies initiatives. We will keep you updated on the details of the projects as the delivery phase gets underway.

Scheme manager, Fiona Knox, said: "We've worked with local communities and



our partner organisations throughout the development of this project and we're looking forward to continuing this when we start work on the ground. There will be a strong emphasis on community-led activity and public participation throughout Fellfoot Forward.

By the time the scheme ends in 2024, we will have a more resilient landscape, where vibrant communities are better equipped to protect and celebrate their own particular Eden. We'd like to thank National Lottery players who have made this project possible."

Early activity will start in February, with a team in place in the Spring. To get involved with the Fellfoot Forward Landscape Partnership Scheme contact Emma Wright or Fiona Knox at the North Pennines AONB Partnership, on 01388 528801 or email

[fionak@northpenninesaonb.org.uk](mailto:fionak@northpenninesaonb.org.uk) or [ewright@northpenninesaonb.org.uk](mailto:ewright@northpenninesaonb.org.uk)

For more information about the Fellfoot Forward Landscape Partnership scheme visit the [North Pennines website](#).





## Our Eden Tourism Highlights 2019

Before Christmas we shared a few of our 2019 tourism highlights on social media. Here are a few in case you missed them.

**2018 STEAM Research** showed an increase in visitor numbers, spend and jobs supported by tourism.

- **5.06 million visitors** an increase of 1.2% on 2017
- Visitor expenditure contributed **£365.4 million to Eden's economy** up 8.6% on 2017
- **Tourism activity supported 4,639 full time equivalent jobs** an increase of 3.7% on 2017

The massive 8.6% increase in tourism revenue, was the [highest percentage increase in the county.](#)

The Westmorland Dales Landscape Partnership Scheme in which Eden District Council is a partner, was awarded a National Lottery Heritage Fund grant of £2.27m in January.

In March, we were joined by VisitEngland Advisory Board Chairman Denis Wormwell and a range of local tourism industry representatives, to launch [English Tourism Week 2019 in Eden.](#)

We held our first **Leaflet Swap and Networking event** in March at Hutton-in-the-Forest.



In March we attended the **Lakes Hospitality Show** promoting Eden, sharing a stand with Keswick Tourism Association.

**2019 Eden visitor guide:** The 2019 guide was well received with very copies left at the end of the year.

**The North Lakes China Forum** was launched in March at Rheged in the presence of the Chinese Consul General from Manchester.

In April we held a **Familiarisation workshop for Accommodation and TICs front of house/reception staff** at the Rheged Centre. We hope to hold a similar event in 2020.

Eden Tourism jointly hosted a **UKInbound workshop** for our tourism businesses at Rheged. We also jointly produced a video for UKInbound visitors which can be viewed on [YouTube.](#)

Upper Eden welcomed the **OVO Energy Tour of Britain** for the first time in September. Eden got some fantastic media coverage both locally and nationally.

Our 2019 Eden Tourism Summit was held at the North Lakes Hotel and Spa in



October attracted high profile speakers from the Tourism world.

We teamed up with Ullswater 'Steamers' to **launch the sale of the Cards for Good Causes Charity Christmas cards** in Eden's TICs.

Our [Eden Tourism Grant](#) scheme supported projects including a visitor orientation board for the car park at South Tynedale Railway, signage and leaflet for the Makers Den at Kirkby Stephen, a Heritage Trail guide for Sockbridge and Tirril and marketing for the Lady Anne's International Needlework Festival taking place in Appleby in 2021.

**We look forward to sharing our 2020 Highlights with you next year!**

## Penrith and Eden Museum has added a picture to its art collection

[Penrith and Eden Museum](#) has



added a picture to its art collection. Titled 'A Corner of Old Time Penrith' it was painted by William Jackson, and was left to the Museum in the will of Mary Laycock Newman of Christchurch.

Painted in oils on canvas the subject is dated 1909 and shows shops at the corner of King Street and Market Square, Penrith, including a butcher's, a fishmonger's and the premises of John Turner, watchmaker who also traded as a jeweller and gunsmith.

The entrance to the latter was via a stone staircase which can be clearly seen. These were all removed to improve vehicle access as reported later in the 'Herald' newspaper.

The curators at the Museum Dr Sydney Chapman and Rebecca Short are trying to find out more about the artist.

If you have information they can be contacted at [museum@eden.gov.uk](mailto:museum@eden.gov.uk) telephone 01768 865105.

## Accessibility Information

Summaries of information contained in this leaflet are available on request in alternative languages and formats. If you have any concerns or queries contact Eden District Council's Communication Officer. Telephone: 01768 817817. Information on all our services is available 24/7 at [www.eden.gov.uk](http://www.eden.gov.uk)

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



## Tell us about your events!

If you are planning any events for 2020 do let us know about them and we can add them to our ['what's on'](#) listing. The Christmas events campaign we ran promoting Eden's events had a reach of 1.4 million. We'll be running campaigns throughout the year for things such as English Tourism Week, Summer events, the 2020 guide and lots more!

## Contact the Eden Tourism Team



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