



Visit Eden Newsletter:

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Welcome to issue 50 of the Visit Eden Newsletter

The 2019 Eden visitor guide is now available

We're pleased to say that the 2019 Eden Visitor guide we produced with Bucket and Spade Marketing is now available from Eden's TICs and via our website. The guide will be widely distributed via a national media campaign, Catalink e-campaign, TIC's, PR and promotional projects.

The guide promotes Eden's key themes of adventure, food and drink, culture and relaxation and the front cover (with photo by Val Corbett) is designed to attract visitors to come and enjoy the Eden Holiday experience.



The 'where to eat' section again has a contemporary design and the adverts have an editorial feel. The addition of the retail section also highlights the great range of local shops we have to offer, whilst the attractions showcase the diverse range of 'things to do' 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

Westmorland Dales Landscape Partnership scheme awarded a National Lottery grant of £2.27 million

The Westmorland Dales landscape partnership scheme has been awarded £2.27 million from Heritage Lottery Fund thanks to money raised by National Lottery players. We're delighted to be a partner in this scheme and are looking forward to working together to help deliver some of the tourism related projects.



21 projects will be delivered by a partnership of organisations over a four year period. These will aim to reveal, conserve and celebrate the rich geology, wildlife, cultural heritage and spectacular limestone landscapes of the Westmorland Dales. The area lies to the north of the Howgill Fells in Cumbria, extending over 200 sq km from Maulds Meaburn in the north to Tebay in the south-west and Ravenstonedale in the south-east.

Some of the projects will help visitors to enjoy and understand this special landscape through improved interpretation and sustainable activities such as walking and cycling. Eden Tourism will be leading on the tourism business support elements of the scheme.

The total value of the scheme is estimated at £3.45m, with £2.27m from HLF and £1.18m match funding in cash and volunteer time. The scheme will be delivered through a broad partnership of organisations working closely with communities in the area. Friends of the Lake District will continue to be the lead partner with the Yorkshire Dales National Park Authority as the accountable body. Read the full story on our website.



English Tourism Week 30 March - 7 April 2019



We're busy with preparations for our Eden launch event for English Tourism Week 2019.

English Tourism Week highlights the value of tourism, raises the profile of the industry and celebrates the value and quality of tourism in England.

Last year saw us work with Kirkby Stephen Mountain rescue to encourage safe walking. Previously we've had launch events to raise the profile of local food and drink, celebrated our heritage and focused on the local tourism industry's ability to meet the needs of visitors with disabilities.

More details of this years' launch event will be available soon.

Visit the **English Tourism Week** website to find out how you can get involved with English Tourism Week. The website has toolkits, and you can submit your special events and offers. Use the hashtag #EnglishTourismWeek19 on social media.

Tobacco jar dated 1897 given to Penrith and Eden Museum

A tobacco jar which appears to have been made at the Wetheriggs pottery in the year of Queen Victoria's Diamond Jubilee in 1897 has recently been given to Penrith and Eden Museum.



With the inscription on a white slip band Wm Robinson Tirril October 2nd 1897, the jar is in the form of a tree trunk showing

stumps of trimmed branches. The lid has similar stumps and a perched bird affords a convenient means of lifting it off. The name on the jar has the museum stumped as they have not yet been able to find out anything about the William Robinson of Tirril who was the recipient of this jar. It is possible that it was a birthday or even retirement gift (for a woodsman it would be quite appropriate) but a similar example elsewhere also has the date 1897 suggesting it was to mark the royal event. Any information about the Victorian gentleman of Tirril would be welcomed by the Curators who can be contacted via email museum@eden.gov.uk (telephone 01768 865105).

Leaflet Swap event in Eden

Before Christmas we approached our Eden Tourism Network to see if there was interest in holding a leaflet swap event in Eden.

For those not familiar with leaflet swaps, this is where attractions and organisations bring a selection of leaflets to a venue (usually held before Easter). It's a chance for accommodation operators to collect a selection of leaflets for the coming season and chance to network and see what's new for the coming year.

There does seem to be interest amongst Network members to hold a leaflet swap event so we will be organising an event for Eden operators.

If it's something that you would be interested in, please email us to register your interest tourism@eden.gov.uk

We'll let you know when a date and venue have been confirmed.

Our Eden Tourism Highlights 2018

Before Christmas we shared a few of our highlights from 2018 on social media. In case you missed them here are a few of our 2018 tourism highlights.

STEAM Research 2017: showed an increase in visitor numbers, spend and jobs supported by tourism.

- 4.998 m visitors (8.8% up)
- £336.59 m spend (4.7% up)
- 4472 FTE (4.4% up)

2018 Eden visitor guide: The 2018 guide was well received with very copies left at the end of the year.

Penrith and Eden Museum

Accreditation: Penrith and Eden Museum Accredited Museum status was renewed by Arts Council (England). We welcomed a new curator to the Museum - Rebecca Short to job share the curator role with Sydney Chapman.

March 2018 English Tourism Week launch:

We were joined by VisitEngland's Head of Programmes, William Smart, plus local accommodation providers and transport operators to launch English Tourism Week 2018 in Eden. The launch event at Kirkby Stephen Mountain Rescue base celebrated walking in Eden. We also ran a special competition and worked with Penrith Ramblers and Kirkby Stephen Walkers are Welcome on a series of walks around Eden.



New Trade pages on VisitEden: New industry/trade section launched on the VisitEden website to enable Eden tourism businesses to stay up to date with all the latest news, developments and marketing opportunities

www.visiteden.co.uk

Heritage Project:

Launch of the series of Heritage leaflets for Penrith, Appleby, Kirkby Stephen and Alston at Brougham Castle with



characters from Eden's past. There is also an app and interpretation panels at the main TICs.

Antiques Road Trip: Penrith and Eden Museum featured on the BBC show The Antiques Road Trip.

Lorna Graves Exhibition in Penrith and Eden Museum: A successful exhibition held in the Museum celebrating the work of local artist Lorna Graves.

2018 Eden Tourism Summit:

Successful Summit in October held at Shap Wells Hotel.



Eden involved in two HLF Landscape Partnership Schemes: Westmorland Dales and Fellfoot Forward.

North Lakes China Forum: Eden Tourism is a partner in this group which now has 25 members including Allerdale Borough Council, Keswick Tourism Association, Marketing Manchester and businesses throughout northern Cumbria. A programme of marketing activities is now underway to encourage Chinese visitors to Eden.

New promotional Video for Eden:

Launched at the Eden Tourism Summit - our first promotional video.



We look forward to sharing our 2019 Highlights with you next year!

Visit Eden web only advertising:

Prices frozen again for 2019!

We are offering numerous advertising options for 2019 on the Visit Eden website and have frozen prices again for 2019.



designated 'Special Offers' section (only available for enhanced entries)

- Attractions can be promoted in our regular visitor e-newsletters

The cost for either an enhanced 'where to eat' entry or Attractions entry is **only £90 plus VAT** (£108 Total) for 2019.

Accommodation Web only entries

If you missed the guide deadline and would like to take a web only entry onto www.visiteden.co.uk for the remainder of this year, do get in touch with us. Prices are dependent on how many rooms/unit you have but start from just £150 plus vat for the whole of 2019.

Online Booking Option

Add the online booking option to your web entry for just £60 plus vat! We don't currently charge commission on online bookings taking through our website.

Enhanced web entries for Attractions and Eateries available for 2019

We're again offering Eden Attractions and Eateries the opportunity to benefit from an Enhanced entry in the relevant website sections. A standard entry is free of charge.

Enhanced web entries for Attractions and Eateries would include:

- Up to 2 photos
- Description (up to 150 words)
- Ability to change your description and/or photos at any time throughout the year through us
- Opportunity to promote seasonal offers throughout the year, eg Valentine's Day, Easter, Mother's Day, Christmas
- Opportunity to promote your special offers throughout the year in our

Enhanced Conference Entry:

We're again offering Eden Conference venues the opportunity to benefit from an Enhanced entry in the Conference venue section of our website. A standard entry will still be free of charge.

An enhanced entry features:

- Up to 2 photos
- Description (up to 150 words)
- Room layout plus table showing available room layouts and list of conference facilities available
- The ability to change your description and/or photos at any time throughout the year through us
- Opportunity to promote your special offers throughout the year in our designated 'Special Offers' section on the VisitEden website (only available for enhanced entries)
- Promotion through our regular visitor e-newsletters

The cost for an enhanced Conference entry is **only £90 plus VAT** (£108 Total) for 2019.

Email us at tourism@eden.gov.uk for more information.

Eden Tourism Grants

Just a reminder about the small Eden Tourism Grant available for tourism related projects in the Eden District. There is a maximum of £500 available per project and applications can be made at any time throughout the year. Projects we've supported in the past include Hoff Beck interpretation panels, the Ullswater Way Herdwick Stones and Shap Information Point. Visit our website for more information.

Instagram

Just before Christmas Visit Eden joined Instagram. This is in addition to our other social media accounts on Twitter, Facebook, Google+ and Pinterest. We've been surprised at how quickly our followers have already built up on Instagram. Do give us a follow if you have an Instagram account.



Congratulations to: Waternook: Winner of Conde Nast Johansens Awards for Excellence "Best Serviced Accommodation in UK & Ireland."

Askham Hall: Awarded 2 stars in the 'World's Best Wine List Awards 2018'.

1863 Bar and Bistro: on their SECOND AA Rosette.

Hillcroft Park: Winning the prestigious 2018 Award for its washrooms - Platinum Loo of the Year.

Good luck South Tynedale Railway shortlisted in the 2019 Heritage Railway Association Awards in the category of Outstanding Visitor Attraction. Results in February.

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

www.visiteden.co.uk

Tell us about your events



We've been adding events for 2019 to our 'what's on' listing for some time now. If you're planning any events, do let us have the details and we can promote them on our website and social media accounts.

Our recent social media campaign for promoting Christmas events in Eden had a **reach of 1.5 million** (an increase from 900k for last year's campaign) so it's a great way of publicising your events!

Contact the Eden Tourism Team

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