



Visit Eden Newsletter:

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Welcome to Issue 51 of the Visit Eden Newsletter

Accommodation Operators invited to new Eden Leaflet Swap and Networking event - Wednesday 6 March 2019 at Hutton in the Forest 1pm-3pm

We're planning a special one day event on Wednesday 6 March 1pm-3pm in partnership with Hutton in the Forest, which will be of great interest to accommodation operators in the area.



The Eden Leaflet Swap and Networking Event will be held at Hutton in the Forest historic house and is specifically designed to give accommodation operators the opportunity to meet a wide variety of Eden's attractions under one roof and discover what's new and different about this year's tourism offer within the Eden Valley, North Pennines and Ullswater area.

There will be the chance to meet representatives from around 18 Eden attractions including two of the region's main literature distribution companies and those attending can enter a special prize draw.

In addition, between 1.30pm-2.30pm, people attending the event will be given the chance to look around some of the historic rooms of Hutton in the Forest which is the home of Lord and Lady Inglewood. The house does not officially open to the public for the season until 3 April so this is a unique opportunity to see inside the house with knowledgeable guides on hand and discover the rich history and heritage that it contains.

The event is free to attend and light refreshments will be available. For more details visit our website.

English Tourism Week: 30 March - 7 April 2019

Taking place in spring each year, English Tourism Week campaigns to raise the profile of the industry and celebrate the value and quality of tourism in England.



We're busy planning a special launch event for Eden with some very special guests - so watch this space for more details!

How can you get involved with English Tourism Week 2019?

Run in association with VisitEngland, the week is owned by YOU - the destinations, visitor attractions, accommodation providers, related sectors and stakeholders - who make the industry the success that it is!

The campaign provides you with a vehicle to kick start the season and promote your local tourism products and offers. Whether you are an accommodation provider, an attraction, a tourist information centre or a destination, or work in a related sector such as hospitality, transport or retail, everyone can participate. Use the hashtag #EnglishTourismWeek19 to get involved on Social Media. For more information and to download the toolkit, visit the VisitBritain website.

Save the date! Familiarisation event for accommodation operators

We're planning a familiarisation event (half a day) for accommodation operators so they can find out more about what there is on offer to visitors.

We plan to invite attractions to present to accommodation operators on a one to one basis in timed slots (a bit like speed dating!).

The event will take place at Rheged on Monday 29 April.

If you are an accommodation operator who would like to send some of your team along (2 people per organisation) or you are an attraction who would like to take part, please register your interest by emailing tourism@eden.gov.uk

National B&B Week 18-24 March 2019



National B&B Day will be flying the flag for B&Bs across the UK for an entire week, raising awareness of and recognising the hard work of independent hosts and hoteliers and their contribution to the hospitality industry.

The goals are to:

- Get as many holidaymakers as possible staying in B&Bs over National B&B Week
- To raise the profile of the independent accommodation sector

Independent hosts and hoteliers can take part in National B&B Week. All you need to do is give prospective holidaymakers a great deal for coming to stay with you during National B&B Week.

To get involved visit the National B&B Week website.

Northern Lake District China Forum introduces Tover Yu to the area



We were delighted to welcome Tover Yu and show her the amazing things to do and see in the Northern Lake District. Tover also enjoyed experiencing some iconic places to stay and the best of Cumbrian fayre. Tover Yu is Marketing Manchester's on territory member of staff in Beijing and was delighted to have the opportunity to visit the North Lakes for 2 days to familiarise herself with the businesses our members represent. Chinese visitors are keen to extend their visit outside the Central Lakes and explore more of Cumbria. When Tover returns to Beijing she will be meeting up with tour operators and groups of independent travellers to tell them about our area and hopefully include the Northern Lake District in their itineraries.

Follow up event planned for tourism businesses in Fellfoot Forward area

Following a successful workshop held in November for tourism businesses based in the Fellfoot Forward Heritage Lottery funded Landscape Partnership scheme area, a follow up event to discuss the tourism proposals in the scheme will be held in late March at Talkin Tarn (date TBC). Eden Tourism is working with the North Pennines AONB on the tourism elements of the scheme. This will give local businesses the chance to comment on and feed into the draft proposals which have been put together following the first workshop. We'll let you know the actual date when it's confirmed. For more information contact Fiona Knox Development Officer Tel: 07891 414412 or email Fionak@northpenninesaonb.org.uk. For more information on the scheme itself visit the North Pennines website.

Top 5 Places to Live



Eden has recently been named as one of the top five places to live in Halifax's annual quality of life survey: 'the top 50 places to live in Britain'. The survey looks at a range of data covering the labour market, the housing market, the environment, education, health, personal wellbeing and leisure to rank the areas with the best quality of life.

Here are the top 10 places in the UK in Halifax's 2019 quality of life survey:

1. Orkney, Scotland
2. Richmondshire, Yorkshire and the Humber
3. Rutland, East Midlands
4. Hambleton, Yorkshire and the Humber
5. **Eden, North West**
6. South Oxfordshire, South East
7. Cotswold, South West
8. Ryedale, Yorkshire and the Humber
9. St Albans, East of England
10. Derbyshire Dales, East Midlands

For the full list of 50 winners, visit the ITV news website.

Congratulations to:

South Tynedale Railway - runner up in the HRA awards for Outstanding Visitor Attraction 2019.

The Stag Inn, Dufton - Joint Runner Up for the CAMRA Westmorland Pub of the Year 2019.

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

Changes to Google+ accounts

Google+ are to shut down for consumers in April 2019 due to low usage and various challenges. This means that any Google+ pages you have will be shut down and content deleted. This includes our Visit Eden Google+ page which will disappear after this date.

For more information on the changes visit the Google+ support page.

You can still find us on Twitter, Facebook, Pinterest and Instagram.

Contact the Eden Tourism Team



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