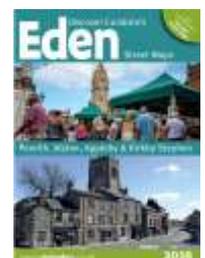




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Welcome to issue 52 of the Visit Eden Newsletter

Free Familiarisation workshop for Accommodation reception staff and TICs - 29 April at Rheged

As we've mentioned in previous newsletters we are holding a **Familiarisation workshop for accommodation reception staff and TICs** on Monday 29 April 10.30am to 1pm in partnership with Rheged. The idea was suggested by one of the Eden Tourism Network members. This is the first time we will have held such an

event and if successful we would seek to stage similar events in the future. The workshop will comprise two one hour sessions where reception staff will have 10 minute slots to chat to individual attractions. There will be ample time for networking during the refreshment break and there's a chance to look around Rheged and see their new exhibition.



The aim of the workshop is to provide front of house/reception staff with up to date information about what there is to see and do in the Eden area, so they can in turn pass this on to visitors. This gives attraction operators, activity and transport providers the opportunity to talk about any new developments and plans for the 2019 season. It's also a great chance to talk to other local businesses. If you are front of house staff (max 2 representatives per establishment) or are an attraction operator who is interested in participating in the event, please RSVP by **Tuesday 16 April**. This is a **free event** for Eden tourism businesses and Tourist Information Centre staff. Attraction tables will be allocated on a first come first served basis.

For more information and a booking form email tourism@eden.gov.uk

English Tourism Week launch event in Eden

A spirit of adventure was in the air as we took to the water to launch English Tourism Week (30 March-7 April 2019) in Eden.

Accompanied by VisitEngland Advisory Board Chairman Denis Wormwell and a range of local tourism industry representatives, a number of exciting water based adventure activities were staged including a canoeing taster was provided by Distant Horizons and a sailing taster session from Ullswater Sailing School.



Denis Wormwell - VisitEngland Advisory Board Chairman said: "English Tourism Week is about celebrating the quality and value of England's tourism offer, shining the spotlight on our wonderful destinations, attractions and heritage and encouraging locals to get out and explore what's on their doorstep. I was delighted to join the Eden Council's tourism team for the day in the lead-up to English Tourism Week and see their fantastic work promoting visitor activities in the local area." Read more on our website.

New promotional video for Ullswater and surrounding area



We are delighted to share with you the brand new promotional video for Ullswater and surrounding area, which we have been involved in the production of.

It's aimed at attracting more overseas visitors to the area.

View the video on our Facebook page.

Successful Eden Leaflet Swap and Networking event held

We recently hosted a special one day Eden Leaflet Swap and Networking event in partnership with Hutton in the Forest.



18 Eden Attractions including two of the region's main literature distribution companies took a table at the event and we have received some great feedback from those accommodation operators who attended.

Tours of the house were provided by Hutton-in-the-Forest. The event was free to attend and we hope to make the leaflet



swap an annual event to start the season.

Plans for Pooley Bridge reach another milestone



The contract for building the new Pooley Bridge has now been awarded by Cumbria County Council. The final design is innovative and is the only single span bridge of this type in the country. The final cost will be in the region of £5 million and work is currently scheduled to start on site in May 2019, with a target completion date around late Spring/early Summer 2020 (completion date is subject to factors such as the weather.) The detailed design work has now been substantially completed and the target dates for the project are as follows:

- March 2019 - Bridge construction Contract Award
- May 2019 - Start enabling works in Pooley and around the bridge (Temporary road bridge remains open)
- September 2019 - Remove temporary road bridge
- October 2019 to April 2020 - Construct permanent road bridge
- Late Spring/early summer 2020 - Open permanent road bridge

More information about the new Pooley Bridge project including the new "Routes in and Out of Pooley Bridge" leaflet, which will be useful for tourism businesses to pass onto their guests and visitors can be found on www.cumbria.gov.uk/pooleybridge Here you will also find information from previous stakeholder events, newsletters and upcoming construction events.

For fuller details on the "Plans for Pooley Bridge reach another milestone" recent announcement visit the Cumbria County Council website.

Fellfoot Forward Landscape Partnership Scheme: Tourism Activity Proposals: Feedback workshop 7 May

A second workshop aimed at tourism businesses in the Fellfoot Forward Landscape Partnership Scheme area is going to be held at Talkin Tarn Cabin on Tuesday 7 May from 2-4pm. In Eden, the scheme covers the areas around the villages of Melmerby, Kirkoswald and Ainstable, but businesses on the fringe of the area in Alston, Nenthead, Armathwaite, Lazonby and Langwathby are also invited.

The workshop is being run by the lead partner for the scheme, the North Pennines AONB, in partnership with Eden Tourism and Carlisle City Council.

The Fellfoot Forward Landscape Partnership Scheme has a draft tourism activity plan shaped by partners and businesses for encouraging sustainable tourism and supporting visitor businesses in and on the edge of the Scheme area. The workshop will also provide an update on plans for walking and cycling routes.

This workshop is a chance for tourism businesses to comment on and refine the draft final plan of tourism activity proposals before they are submitted as part of the Round 2 Bid to the National Lottery Heritage Fund.

We hope you can join us - your input will be very welcome and light refreshments will be served.

If you have questions or are unable to attend but keen to contribute and would like the draft activity plan sent out to you, please contact Fiona Knox
Tel: 01388 528801
Email: fionak@northpenninesaonb.org.uk

More information about the scheme can be found on the links below:

Website: www.northpennines.org.uk/our-work/fellfoot-forward

Facebook:
www.facebook.com/groups/fellfoot



New Eden Street Maps leaflets

The 2019 Eden Streets maps leaflets are now available from Eden's TICs - with street maps for Penrith, Appleby, Kirkby Stephen and Alston.



Why not join the Eden Tourism Network?

The Eden Tourism Network brings together members of the tourism industry and tourism organisations to discuss current issues in the visitor economy.

The network is made up of over 100 representatives from tourism businesses in Eden and provides an opportunity to share information and discuss the latest tourism developments and issues at both a local and national level. Meetings are held quarterly at venues throughout Eden and include visiting speakers on topical issues and practical business presentations, enabling members to be informed and take away practical ideas for their own business. For more information visit the Trade section of our website or email tourism@eden.gov.uk

North Lakes China Forum launched

The North Lakes China Forum has been officially launched at Rheged.

The Forum is now the largest overseas marketing collective in Cumbria and comprises 25 member businesses and destinations from around north Cumbria (including Eden District Council). Its aim is to raise the profile of the area to the growing Chinese market.

The launch was attended by the Chinese Consul General Mr. Zheng Xiyuan and over 50 representatives from members of the group. The new bespoke filmic 'tour' of the North Lakes was premiered on Rheged's big screen. After lunch guests went by open top Stagecoach bus to Pooley Bridge where they joined an Ullswater 'Steamer' for a celebratory cruise.

Working with Marketing Manchester the group so far have held a Familiarisation trip for 14 travel agents from all over China, created bespoke print in Mandarin, held China Welcome training for members, created a dedicated Chinese language micro website, had representation at the 2018 Visit Britain Workshop in China, built itineraries, created Social media posts in China and created a new North Lakes video with mandarin language voice over.

The next steps will see the group attend a special overseas operators' workshop in Manchester and conduct sales calls to Chinese operators' offices in London.

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

Congratulations to:

Shap Chippy - Cumbria's Best Fish and Chip Shop 2019 in England's Business Awards.



Shap Chippy will now be put into the finals for the UK's best Fish and Chip Shop 2019 which will be held later this year in York.

Ullswater 'Steamers' - Winners at the British Coach Tourism Awards in the inland cruise and river category.

Contact the Eden Tourism Team



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