



Visit Eden Newsletter:

Inside this issue:

- 2 **Successful Familiarisation Workshop held at Rheged / 2020 Eden Visitor Guide**
- 3 **Save the date! 2019 Eden Tourism Summit / Why not join the Eden Tourism Network? / Eden's TICs are there to help your business / Penrith TIC advertising opportunities**
- 4 **Easter Social Media campaign / Penrith and Eden Museum joins Twitter / Pooley Bridge Update / Tour of Britain returns to Cumbria with Stage 4 of the race**
- 5-6 **Cumbria Tourism Awards 2019 / Congratulations to....**



Welcome to Issue 53 of the Visit Eden Newsletter

Successful Familiarisation Workshop held at Rheged

In partnership with Rheged we held a successful Familiarisation workshop for Accommodation and TICs front of house/reception staff on Monday 29 April.



This was to help equip staff working in the accommodation sector with more detailed information about Eden's Attractions, so enabling them to confidently answer the diverse range of questions our visitors ask.



The event ran in a similar way to speed dating, with front of house staff having a maximum of 8 minutes with each Attraction to learn about their offer and new developments for the upcoming season.

14 of Eden's Attractions attended and we have received excellent feedback so far from front of

house staff and the Attractions who found the session extremely useful. 100% of those surveyed would like to see the event happen again next year - so we will keep you updated.

Photos from the day can be found on our Facebook page. Thank you to all those who attended and to Rheged for hosting the event.



2020 Eden Visitor Guide

We will again be working in partnership with Bucket and Spade on an Eden visitor guide for 2020 - the only visitor guide for the Eden area. The guide will follow a similar format to this year's guide with 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.

Advertising in the visitor guide will also receive an online advert onto the Accommodation section of the Visit Eden website.

Advertising information will be sent out in the summer.



Save the date! 2019 Eden Tourism Summit

We're busy planning for the 2019 Eden



Tourism Summit which will take place on **Thursday 17 October** at the North Lakes Hotel and Spa, Penrith.

The day will follow a similar format to previous Summit's with presentations in the morning and workshop sessions in the afternoon.

Keep an eye on our Eden Tourism Summit webpage for more details.

Why not join the Eden Tourism Network?



The Eden
Tourism

Network acts as a collective voice for the Eden Tourism industry and we now have over 100 members representing the broad range of tourism businesses in the Eden Visitor Economy. The group meet 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.

We're delighted that Center Parcs have offered to host our next Eden Tourism meeting on Tuesday 11 June.

If you'd like more information on joining the Network, please email tourism@eden.gov.uk

Eden's TICs are there to help your business



Eden's TICs welcome thousands of visitors and local people every year enabling them to discover all that Eden has to offer. Staff can provide advice and information on where to stay, details of local attractions or events, directions, public transport information and much more! Many also stock a great range of merchandise from local books, gifts, postcards and souvenirs.

Please continue to support your local TIC - they are there to help and support your business!

Penrith TIC has recently undergone a few changes to its counter area making it more accessible to wheelchair users.

TV Screen Advertising opportunities at Penrith TIC



Get your business or Attraction noticed by the thousands of people who travel past and visit Penrith TIC each year with two great advertising opportunities.

Do you have a promotional PowerPoint or video? Why not advertise on the 48" Flat Screen HD TV - positioned in a prime window location- which can reach thousands of people who visit and travel past Penrith TIC every year.

There's also the opportunity to advertise on the TIC's internal smart screen projector that gets seen by nearly 30,000 every year.

Prices start at just £30 plus vat per month and discounted annual packages are available.

Contact Charlie Thornton for more details: charles.thornton@eden.gov.uk / 01768 867466.

Easter campaign on Social Media

We ran an Easter campaign on Social Media to promote Eden's Easter events. We were pleased to see that it had a reach of 414,000.



We can see from the statistics that our posts were seen all over the UK, Europe, North and South America and Japan.

The Tour of Britain returns to Cumbria with Stage 4 of the race



Cumbria will once again be hosting a Stage of the Tour of Britain when the country's premier road cycling race heads to the county in September.

Stage 4 of the 2019 race will start in Gateshead and finish in Kendal on Tuesday 10 September. The Stage 4 route will take the OVO Energy Tour of Britain through several western Yorkshire Dales communities in Cumbria for the first time, including Brough and Kirkby Stephen.

Some of the sport's biggest names will be competing in this year's OVO Energy Tour of Britain and Cumbria is once again in line for a potential multi-million pound economic boost from hosting the race. Last year Cumbria received an £11m economic benefit from hosting two full stages of The Tour.

For more information on the OVO Energy Tour of Britain visit the Tour of Britain website.

Pooley Bridge Update

On the 15 May 2019 Cumbria County Council started the works required to enable the construction of the new Pooley Bridge.



Following the consultation and design stage which involved key stakeholders including the local community to develop a first of its kind iconic structure that is also in keeping with its surroundings, this marks a key stage in the project.

The works to rebuild the bridge have been planned in a way to minimise disruption to the local community, businesses and tourism in the area, whilst the exciting project is completed.

Details of how the bridge has been designed along with a history of Pooley Bridge, upcoming events and progress on the works to build the first stainless steel road bridge in the UK can be found at www.cumbria.gov.uk/pooleybridge

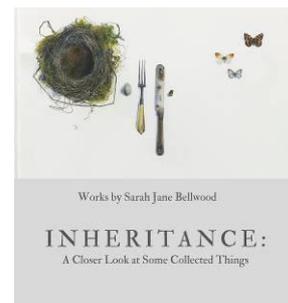


Penrith and Eden Museum is now on Twitter

Penrith and Eden Museum has joined Twitter. You can find them on there as @penrithmuseum

Do give them a 'follow' to keep up to date with the latest news and events at the Museum.

Their latest Exhibition: 'Inheritance: A Closer Look at Some Collected Things' by artist Sarah Jane Bellwood is running until the end of June.



Cumbria Tourism Awards 2019

We're delighted to see so many Eden operators who have reached the final of the Cumbria Tourism awards.



This year's awards have 16 categories with many winners going on to represent the county nationally at the VisitEngland Awards for Excellence. Exciting changes for 2019 include the launch of two brand new categories: a Makers and Producers Award and an Accessible and Inclusive Tourism Award, highlighting both the importance of ensuring that businesses cater to those with additional needs and Cumbria's strong reputation for top-quality produce enjoyed the world over.

The winners will be unveiled on 19 June at Cartmel Racecourse.

The Cumbria Tourism Awards 2019 finalists are:

Accessible & Inclusive Tourism Award - Sponsored by Expedia

- Lake District Calvert Trust, Bassenthwaite
- Treetop Trek, Windermere

Camping, Glamping & Holiday Park of the Year- Sponsored by Natwest Commercial Banking

- Park Cliffe, Windermere
- Waterfoot Park, Pooley Bridge
- Castlerigg Hall Caravan, Camping and Glamping Park, Keswick

Ethical, Responsible & Sustainable Tourism Award - Sponsorship opportunities available

- The Quiet Site, Ullswater
- Ullswater 'Steamers'
- Cedar Manor Hotel, Windermere

B&B & Guest House of the Year- Sponsored by Lamont Pridmore

- Haven Cottage, Ambleside
- The Sally, Irthington
- Raise View, Grasmere

Experience of the Year Award- Sponsored by Carlisle Lake District Airport

- CBA Events @ Graythwaite
- Alpacaly Ever After CIC, Portinscale
- Cumbria Crystal, Ulverston

Large Hotel of the Year - Sponsored by Christie & Co

- Lodore Falls Hotel and Spa, Borrowdale
- Armathwaite Hall Hotel and Spa, Bassenthwaite
- Another Place, The Lake

Large Visitor Attraction of the Year- Sponsored by H&H Reeds

- Ravenglass & Eskdale Railway
- Tullie House Museum and Art Gallery Trust, Carlisle

New Tourism Business of the Year - Sponsored by Thomson Hayton Winkley

- Dome House Lakes, Bowness-on-Windermere
- 1692 Wasdale, Gosforth
- The Black Bull, Sedburgh

Makers & Producers Award - Sponsorship opportunities available

- The Lakes Distillery, Setmurthy
- Grasmere Gingerbread®, Grasmere
- Pure Lakes Skincare Ltd, Staveley

Pub of the Year - Sponsorship opportunities available

- The Black Labrador, Underbarrow
- The Black Swan, Ravenstonedale
- The Crafty Baa, Windermere

Self-Catering Accommodation of the Year - Sponsored by Out of Eden

- Bon Vivant Boutique Smart Villa, Bowness on Windermere
- The Lodges at Artlegarth, Ravenstonedale
- The Lingholm Estate, Portinscale

Small Hotel of the Year- Sponsored by Colliers International

- Brownber Hall, Newbiggin-on-Lune
- The Regent Hotel, Ambleside
- The Halston, Carlisle

Taste of Cumbria - Sponsored by The Cumberland for Business

- 1863 Restaurant and Rooms, Pooley Bridge
- Askham Hall, Penrith
- Plato's, Kirkby Lonsdale

Small Visitor Attraction of the Year - Sponsored by Northern

- Wordsworth House and Garden, Cockermouth
- Brantwood, Coniston
- Birdoswald Roman Fort, Gilsland

Wedding Venue of the Year - Sponsorship opportunity available

- Cote How Lake District Weddings, Rydal
- Lodore Falls Hotel and Spa, Borrowdale
- Lindeth Howe Hotel, Bowness-on-Windermere
- Cragwood Country House Hotel, Windermere

The Sheila Hensman Award for Outstanding Customer Service

- Richard Monk-Steel (Waterfoot Park, Pooley Bridge)

- Marion Thompson (Bowness Bay Visitor Centre)
- Jake Winter (Lyzzick Hall Hotel, Underskiddaw)

Visit the Cumbria Tourism Awards website for more information. The very best of luck to all our finalists!

Congratulations to....

Hillcroft Park - 'Regional Winner' in the #Top100sites once again.

Contact the Eden Tourism Team



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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