



Visit Eden Newsletter

Inside this issue:

- 2 **2019 Eden Tourism Summit**
- 3 **2020 Eden visitor guide / Electric charging points in Eden / BREXIT / Lonely Planet Ambassador praises Cumbria's car-free transport offering / £15,000 pot available to fund Cumbrian event promotion**
- 4 **Charity Christmas cards on sale in Eden's TICs / Be part of Pooley 'new' bridge for posterity**
- 5 **Congratulations to / Tell us about your events / Social media campaigns**



Welcome to Issue 57 of the Visit Eden Newsletter

2019 Eden Tourism Summit: 'Sustainability: Working together to strengthen our visitor economy in a changing environment'

We're delighted to say we hosted our eight Eden Tourism Summit on Thursday 17 October at the North Lakes Hotel and Spa. The one-day event is organised by Eden District Council's Tourism Team on behalf of the Eden Tourism Network. The Summit brought together tourism businesses to enjoy a morning of exciting presentations and very lively debate in the afternoon workshops. Speaker presentations are available on our website.



Jessica Goodfellow, joint Eden Tourism Manager, commented: "We were delighted to give our businesses the opportunity to come together and actively participate in key issues affecting the visitor economy."

Mike Innerdale, Director of National Trust (North Region), who opened the morning presentations, spoke about rising to the challenges of creating a world class visitor experience and how the National Trust has adapted its core strategy to meet changing needs and opportunities at national, regional and local levels.

Anna Harris, Market Intelligence Consultant for VisitBritain, highlighted trends from the International Passenger Survey whilst Helen Tate, Research Manager with Cumbria Tourism, gave the local picture for Cumbria and Eden.



Following a networking lunch, afternoon workshops provided a platform for businesses to express their view points and raise questions. Daniel Holder, owner of The Quiet Site, stated that going green made good business sense on a number of levels, and as well as reducing running costs it was "great at creating a brand which gives you something unique to promote and is also a great motivator with staff". Whilst Laura Short from CBEN provided delegates with some practical tips to utilise in their businesses.

Delegates received some background information about UKinbound Tourism from Nathan Alemany and enjoyed working through practical marketing plans. Jim Walker, Chair of the Eden Tourism Network, summed up the event and closed the conference by commenting: "Never has there been a more important time for businesses to work closely in Eden to achieve success, both in becoming more environmentally and economically sustainable. "The visitor economy is very strong in this district of Cumbria and everyone is very committed to seeing this continue, despite the range of challenges ahead."



2020 Eden visitor guide

As we've mentioned in our previous newsletters, we are again working in partnership with Bucket and Spade on the 2020 Eden visitor guide. The guide will follow a similar format to this year's guide but with updated editorial and photos.



The guide will feature 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.

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

The sales process is now well underway and operators should now have been contacted. If you'd like more information contact us tourism@eden.gov.uk or Claude at Bucket and Spade claud@bucket-spade.co.uk

The deadline for guide advertising is 20 November.

Electric charging points in Eden

We are planning a webpage giving details of electric charging points in Eden for Electric bikes and cars.

If anyone has a charging point or has details of one in Eden, do get in touch and let us know tourism@eden.gov.uk

Lonely Planet Ambassador praises Cumbria's car-free transport offering

An ambassador for one of the world's most influential travel guides 'Lonely Planet', has highlighted The Lake District, Cumbria as one of her favourite places to visit without using a car, thanks to a successful partnership with Cumbria Tourism.



As part of the official destination management organisation's ongoing efforts to reduce the number of cars on the county's roads, it formed a partnership with successful blogger Chloe Gunning; known to her online community as 'Wanderlust Chloe', who enjoys a combined online audience of almost a quarter of a million people. Read more on our website.

Read Chloe's blog online and watch her video via Facebook.

£15,000 pot available to fund Cumbrian event promotion

Thousands of pounds are available to help fund events across Cumbria, thanks to a grants scheme from the Lakes Hospitality Association.

The Association's trade-only show is unique as profits raised every year are redirected into projects and events that directly benefit local economies. Long after the conclusion of the show the money raised will continue to help grow and evolve the £3bn tourism industry on which Cumbria is so reliant.

For more information visit the Cumbria Tourism website.

Charity Christmas cards sail away at Eden's TICs

We'd like to thank Ullswater 'Steamers' for their help with our launch of this year's Cards for Good Causes (CFGC) Christmas Card shops around Eden. We were joined by Father and Mrs Christmas and Vicky Monaghan, Regional Manager North of CFGC who took to the water of Ullswater to help promote this year's launch.



A number of Eden's Tourist Information Centres (TICs) located in Alston, Appleby-in-Westmorland, Kirkby Stephen and Penrith are outlets for an extensive range of charity Christmas cards and gifts and staff look forward to welcoming visitors and local

people in the run up to Christmas.

"TICs provide a perfect backdrop for CFGC's pop up card and gift shops. Not only are centres located in prominent locations but the pop up shops strengthen the already excellent relationships that TICs have established with the local community, as well as the many thousands of visitors they welcome every year" said Charlie Thornton, Tourism Development Officer, Eden District Council.



The cards are sold on behalf of a wide range of well known national charities. For every £1 spent 70p goes directly to the charity. Over the last six decades, charities have received in excess of £100 million from CFGCs.

During the past 18 years that TICs across Eden have been involved with CFGCs they have contributed in excess of £100,000 towards the charities, an amazing achievement from all involved.

Be part of Pooley 'New' Bridge for posterity!

As work progresses apace on Pooley 'New' Bridge, a lovely new initiative has



been announced: members of the public can 'buy' part of Pooley 'New' Bridge for posterity in the form of an engraved stone paver.

232 stone pavers are on sale on Ullswater.com/pooleybridge 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 will be available on a first come first served basis. 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 on all the events, news and developments, visit ullswater.com.

Congratulations to:

Shap Chippy who have made it to the Top 10 in the UK in the National Fish & Chip Awards 2020. The grand finale is in London in January 2020 where they will find out who's won Best Fish and Chip Shop UK. The very best of luck!

Askham Hall after the restaurant was awarded its first Michelin Star.

Hillcroft Park - Awarded the VisitEngland Rose Award for recognition of excellence in service. This is a one-off award for accommodation providers who go the extra mile and achieve consistently good online reviews. Just 100 are awarded each year - you have to be nominated by a Visit England Assessor and panel of judges make the final decision.

Hillcroft Park - For the fourth year in a row - awarded the Hoseasons Diamond Award AND Hoseasons Best In Britain in the Small Holiday Park category.

Congratulations to **Penrith** for winning GOLD at the Britain in Bloom finals.

Larch Cottage Nurseries - Awarded the title of 'The Nation's Favourite Garden' in the North.

Tell us about your events

If you are planning any events for Christmas, do let us know and we'll add them to our 'what's on' listing and help with promotion. We've been adding 2020 events for a while now and these are already proving popular with visitor to our website. So, if you are planning events for 2020 do let us have the details.

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

Social Media Campaigns

Our recent social media campaign for summer events in Eden had a reach of 2 million, which may be a record! In addition, our Tour of Britain campaign had a reach of just under half a million.

Another good reason to tell us about your events!

Contact the Eden Tourism Team



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