



Visit Eden Newsletter Issue 65

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Welcome to the Visit Eden Newsletter

2025 Westmorland and Furness Leaflet Swap and Networking event

We're running a FREE Leaflet Swap and Networking Event on Wednesday 19 March at Hutton-in the-Forest Historic House 1pm to 3pm. It's a drop in event, so if you are an accommodation provider, feel free to pop in between 1pm and 3pm to chat to our attractions about what's new for the season and pick up some leaflets! There will also be a special chance to have a look around Hutton-in the-Forest Historic House that afternoon, prior to its main seasonal opening. Refreshments will be provided.



If you run an attraction or provide activities or transport or run an organisation, project or scheme of interest to local accommodation providers, then this is the ideal opportunity to showcase your latest promotional literature and special offers. It's also an ideal chance to talk to other local tourism businesses. If you would like to book a table, please contact us for a booking form (the closing date to register is Wednesday 5 March.) Tables will be allocated on a first come first served basis and there is no cost to attend.

The event is FREE to attend and we look forward to seeing you there! For more information email tourism@westmorlandandfurness.gov.uk

Visit Eden Tourism Grant

We offer a small tourism marketing grant for tourism related projects in the Eden area. There is a maximum of £500 available per project and the grant is aimed at projects, events and activities which add value to the Eden visitor offer and/or contribute to the Eden visitor economy. In the past the Visit Eden Tourism Grant has supported the production of leaflets and supported events. For more information email tourism@westmorlandandfurness.gov.uk

Why not join the Eden Tourism Network?

The Eden Tourism Network brings together a variety of Eden tourism businesses and organisations who meet on a quarterly basis at venues throughout the local area.

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 chaired by the commercial sector 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. We are always keen to welcome new members, so if you would like to find out more about the meetings please get in touch email tourism@westmorlandandfurness.gov.uk



Following the success of the Eden Tourism Network, we are in the process of setting up a similar group for the Furness area.

Lakes Hospitality Trade Show 26 and 27 February

Have you got your FREE ticket



to the 48th Lakes Hospitality Trade Show?

The longest-running trade show in the area will return to J36 Exhibition Hall, bringing together innovative technologies, talented artisans, businesses of all sizes, fresh ideas and helpful resources. You will have access to more than 160 exhibitors showcasing a wide range of cutting-edge industry products as well as the popular Demonstration Zone where industry experts will wow and delight. For more information visit

www.lakeshospitalitytradeshow.co.uk

FREE workshop: 'Agritourism—Bringing together farming and tourism to enrich people & place', Wednesday March 12, 9.30am to 3.30pm at the Civic Centre, Carlisle

This FREE workshop brings together the agriculture, food and drink, and tourism industry to look at how Cumbria is not just a destination for its National Parks, World Heritage Sites and National Landscapes, but is also a place steeped in farming and food, and how through collaboration the agri-food sector can be protected, developed and celebrated now and for the future.

This workshop is run in partnership between Digital Dairy Chain, H&H Group, Cumberland Council, Cumbria Chamber of Commerce, Cumbria Tourism, Westmorland and Furness Council and Food Cumberland. Lunch and refreshments provided, register via EventBrite.



Help shape the future of electric vehicle infrastructure in Westmorland and Furness

Residents, businesses and visitors are being invited to help shape the future of electric vehicle infrastructure in Westmorland and Furness. Last year, the council successfully secured £703,000 in funding as part of the pilot Local Electric Vehicle Infrastructure (LEVI) Fund and have been allocated a further £3.2m to improve electric vehicle charging infrastructure for households without off-street parking.

The council will use this significant funding to develop a more robust charging network with the provision of appropriate, well distributed electric vehicle chargepoints, both on-street and in car parks, ensuring convenience and accessibility and promoting the uptake of electric vehicles. The survey is available online and will close on Sunday 2 March 2025.

Council seeks input on potential

Circular Economy Hub



Westmorland and Furness Council is inviting local businesses, community groups, charities and schools to share their views on a potential new Circular Economy Hub for the area. This initiative is part of the council's ongoing efforts, supported by Innovate UK's Pathfinder funding, to explore innovative solutions for achieving rural net zero.

The concept of a circular economy focuses on keeping products and materials in use for as long as possible through repair, reuse, recycling, and composting. You can read more on the Westmorland and Furness Council website along with the survey.

**Reminder!
Promote your
Eden
accommodation
for free**



For 2025 we are again offering all Eden accommodation a **FREE standard entry** in the 'Where to Stay' section of our Visit Eden website.

A standard entry includes your business name, address, email address, telephone number and link to your website. Accommodation can be listed under Hotels, B&Bs and Guest Houses, Self-Catering, Camping and Touring, Glamping or Static Caravan and Lodges and Chalets.

In order to feature, we ask that accommodation operators have a valid inspection certificate (more information is available on our website).

There is also the opportunity to have an enhanced website entry (as we offer for the Attractions, Eateries and Conference sections). **The cost is £81 (£97.20 total) for 2025 - we are not increasing advertising costs in 2025.** For more information visit our website.

If you would like including on the website for either a FREE Standard or Enhanced entry, please contact us for a booking form tourism@westmorlandandfurness.gov.uk

Promote your Eden Attraction, Eatery and Conference venue

As per previous years, we will continue to offer a free standard entry on our website in the Attractions, Where to Eat and Conference sections of our Visit Eden website.

A standard entry includes company name, address, contact details and website link.

The cost is £81 (£97.20 total) for 2025 - we are not increasing advertising costs

www.visiteden.co.uk

in 2025. Please contact us for more information tourism@westmorlandandfurness.gov.uk

**Restoration
of historic
Cumbrian
viaduct
completed**



Work to restore a historic Cumbrian viaduct has been completed.

Eden Viaducts have completed the restoration of the Grade II listed Smardale Gill viaduct after urgent repairs were made in 2023 to prevent water infiltration causing further damage.

The viaduct's stonework has now been fully restored and it is hoped the Victorian landmark will continue to attract walkers and visitors for many more years to come. Read more on our website.

**Get involved with
English Tourism
Week (14-23
March 2025) with
the new Toolkit**



An industry toolkit for businesses and destinations to get involved in English Tourism Week 2025 is now available to download. Featuring this year's slogan, "Supporting people and places to drive growth" and the hashtag #EnglishTourismWeek25, the toolkit includes branded imagery and logos that can be shared online to promote the week to your partners, stakeholders, customers and more, to highlight the tourism offer on your doorstep, kickstart the new season and help showcase the value and quality of tourism in England.

Download the Toolkit via the VisitBritain website.

Cumbria Tourism Awards - open for entries

Entries for the 2025 Cumbria Tourism Awards are invited from tourism businesses, local makers and producers and individual nominees for the Unsung Hero Award.

Share your successes, innovations and approach to excellence in your product, customer service, welcome, marketing and sustainable practices.

Enter online by 5pm on Friday 28 February.

If you make and design products, consider joining Made in Cumbria!

Made in Cumbria is a Cumbria Chamber of Commerce brand promoting Cumbria's fantastic makers and manufacturers. Visit the Made in Cumbria website for more information. You can join today for £100 plus vat for the year. By joining you'll receive extensive promotion of your business on the Made in Cumbria website and marketing channels. More information is available online.

Advice and ideas for UK small businesses and SMEs

Smarter Society have recently promoted a website specifically focused on providing business information to SME's. Visit the Small Business website for a range of useful information for SMEs covering topics such as business advice, finance and taxation, employment legislation and business news.

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 Westmorland and Furness Council's Communication Team. Telephone: 0300 373 3300. Information on all our services is available 24/7 at www.westmorlandandfurness.gov.uk

Tell us about your Eden events

If you are planning an event in 2025, please email us with the details and we will include it in our 'what's on' listing and promote on our social media. Email: tourism@westmorlandandfurness.gov.uk



Future Newsletters

If you have any articles for future Eden newsletters, do let us know and we can look to including them. Email tourism@westmorlandandfurness.gov.uk



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