



Visit Eden Newsletter Issue 63

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Welcome to the Visit Eden Newsletter

New Visit Eden leaflet showcases the area

We've produced a brand new Visit Eden leaflet to promote Eden as a great place to visit.

The leaflet contains stunning images of the area which compliments the range of activities on offer in the Eden Valley area, Ullswater, Alston and the North Pennines and was available just in time for the Half Term break. Copies are available from local Tourist Information Centres and via a local distribution campaign.



Visit Shap leaflet

We've also recently produced a leaflet with Shap Parish Council to promote the Shap area. The leaflet is the latest in a series of town leaflets which cover Appleby, Penrith, Kirkby Stephen, Alston and Orton and Tebay. Leaflets are available from local Tourist Information Centres.

Businesses who would like to have a supply of leaflets for their visitors are asked to Email: info@theoldcourthouse.org

Eden's Rural Pools leaflet

We've updated the Eden Rural Pools leaflet just in time for the 2024 season. The leaflet again features the Swim Eden Challenge. Swim at each of the pools featured in the leaflet (Lazonby, Askham, Greystoke and Shap) collect all 4 stamps and receive a 5th swim free for one person at any of the pools. The leaflet is available from Eden Tourist Information Centres.



Westmorland and Furness Tourism Summit

We're busy planning for our 2024 Westmorland and Furness Tourism Summit which will take place in the Autumn and be held in the Furness area. Building on the success of our previous Eden Tourism Summit's we look forward to welcoming tourism businesses from the wider

Westmorland and Furness area. Watch this space for more details!

Congratulation to Jim Walker

Huge congratulations to Jim Walker who has been recognised with an MBE in the King's Birthday Honours List 2024 for services to tourism. Jim is one of the best-known figures in our industry and the Chair of our Eden Tourism Network.



The next meeting of the Eden Tourism Network is Thursday 5 September at 2pm at The George Hotel, Penrith. More information about the Eden Tourism Network is available on our website or email us tourism@westmorlandandfurness.gov.uk

www.visiteden.co.uk

Promote your Eden accommodation

We have recently reviewed our website accommodation section and for 2024 will be offering all Eden accommodation a FREE standard entry in the 'Where to Stay' section of our Visit Eden website.

A standard entry will include your business name, address, email address, telephone number and link to your website. Sections include 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.

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 the remainder of 2024. 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

Cumbria Tourism Awards 2024

The very best of luck to the finalists in the 2024 Cumbria Tourism Awards taking place on 2 July.

Eden finalists include Kendal Calling, the George and Dragon, Clifton, The Quiet Site, Ullswater, North Lakes Hotel and Spa, Hutton John Estate and The Roundthorn.

For more information visit the Cumbria Tourism website.

www.visiteden.co.uk

AA and VisitEngland assessment scheme modernisation

The current classification schemes have changed to a much simpler format and structure to ensure quality assurance remains best in class.

This includes a brand new FREE entry-level scheme called Visitor Ready.

There are now three primary levels of accreditation:

- A brand new entry-level scheme called Visitor Ready

This is free to join and it takes about 20 minutes to sign up. (It is worth noting that we accept Visitor Ready as a method of accreditation to feature on our website).

- Quality Assessed

This accreditation level involves a full assessment testing all services to ensure minimum quality standards are met, but with no star rating awarded.

- Quality Star Ratings from 3 to 5 Stars.

This involves an overnight assessment testing all services, resulting in a star rating (from 3 to 5) if the criteria are met.

Read more about:
AA Quality Standards
VisitEngland Quality Standards



Promoting Sustainable Transport

The Ullswater bus



Following the success of the 2023 pilot Ullswater Bus service, this year Stagecoach will be running an extended service including an extended season, increased number of services and destinations.

Operated by Stagecoach, the service will run until 3 November 2024.

The service is being provided as part of the drive for more sustainable transport and reduced private vehicle traffic in the Ullswater Valley; improving connections between where people are and where they wish to be within the valley.

The 509 service will operate between Keswick and Penrith visiting locations including Troutbeck, Dockray, Glenridding, Patterdale, Aira Force, Pooley Bridge, Askham and Lowther Castle.

Another service, UB1, will cover many of the holiday parks and other accommodation between Aira Force and Howtown. All buses are dog friendly, and all services are included in the Government's National bus Fare Cap Scheme meaning single fares are £2.

Single and return tickets are available as well as day tickets valid on any Stagecoach bus, not just the 509 and UB1. People can also buy a combined bus and boat ticket for a trip involving both Ullswater 'Steamers' and buses.

Bus timetables are available on the Situ website.

563 Stagecoach bus

The 563 Stagecoach bus service originally ran from Penrith to Appleby but will now also link to Kirkby Stephen, Sedbergh and Kendal between Monday to Friday.

On Saturday's, the service will continue to run between Penrith, Appleby and Kirkby Stephen.

The £2 cap on bus tickets continues until 31 December 2024

Visitors can continue to enjoy the reduced £2 single fare until the end of the year.

Arragons teams up with Avanti West Coast

Avanti West Coast has teamed up with a Cumbrian cycle business to make Penrith station



a designated pick-up point for bike hire.

The station, on the West Coast Main Line, will become a designated pick-up point for e-bike hire thanks to the partnership between the town's Arragons Cycles and Avanti.

The train operator has introduced the service with free delivery and collection for those arriving at the station.

Bookings can be made up to 24 hours in advance with Arragons Cycles.

Read more on our website.

New Invest in Westmorland and Furness website



As part of our Invest in Westmorland and Furness programme supporting our business community, we have recently launched our new look website - www.investinwestmorlandandfurness.co.uk - to bring all business information together.

The website will have up-to-date information on business support and advice, skills and training, current investments, and available land and premises, all of which make this online resource for existing businesses and those looking to invest, grow or relocate here.

Sign up for the Westmorland and Furness Business Newsletter

There's also a brand new Business newsletter that will bring you the latest information about business support, events and funding as well as economic investments and initiatives across Westmorland & Furness.

You can sign up to receive the newsletter online.

Complete our Invest in Westmorland and Furness 2024 Business Premises Survey

Each year, we will carry out our business survey to all business premises within our area. Your survey response is central to

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

www.visiteden.co.uk

the work we do, as it will give us useful feedback on the supply and demand for business premises and land across our geography.

This helps us to better plan for future employment development and to understand the opportunities and challenges facing our business community.

Work will soon begin on our new Local Plan for Westmorland and Furness, and your survey response will support this process.

- More information and complete the survey

The survey closes on 28 June 2024.

Contact us

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