



# Visit Eden Newsletter Issue 64

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# Welcome to the Visit Eden Newsletter

## Kirkby Stephen Way marking and Interpretation scheme

We are undergoing a project in Kirkby Stephen to produce a series of interpretation panels for the town.

The interpretation panels will help visitors find their way around the town, increase footfall and increase dwell time in Kirkby Stephen.

The work is part of a wider UK Shared Prosperity Funded (UKSPF) project which seeks to enhance the look and feel of Kirkby Stephen town centre and assist local businesses who are trading in the town centre. The project will help to improve footfall and draw people into the town centre, increasing employment and productivity in the area by creating a space that the community want to spend time in and meet the aim of reducing the number of vacant units. These outputs will also increase a sense of local pride and belonging in the local community.

We have appointed a design agency to help develop the project - Make Things Happen, a creative agency providing interpretation design services across the culture and heritage sector.

The aim of the scheme is to use the panels to create an engaging outdoor trail that celebrates Kirkby Stephen's character, community and businesses. The panels will share local heritage, stories and little-known facts as well as practical direction and signage. The trail will capture the attention of visitors to the town and residents alike, directing them to areas of the town that they might not have thought to explore before.



## 2023 STEAM figures for Eden

We still continue to receive Eden visitor research which shows Eden has the strongest growth (+6.9%) in the county for visitor numbers in 2023 and we've increased the value of tourism revenue by 0.8%.



The 2023 STEAM (Scarborough Tourism Economic Activity Monitor) figures show:

- 4.92 million tourism visits to Eden
- £665.5 million to Eden's economy
- Tourism provided employment for 6,487 full time equivalent (FTE) posts

## The benefits of working together - Eden Tourism Network



We are frequently reminded about the importance of partnership working and the benefits it can bring. The Eden Tourism Network is a positive testament to the successes of working together as a group of businesses and a local authority.

Over the years the Network has:

- helped inform the Council's delivery of tourism within the economic development sector,
- helped establish a widely recognised and successful Tourism Summit event,
- worked on joint projects to maximise resources, delivery and impact
- built partnerships with fellow businesses to maximise the visitor product offer

The group continues to meet quarterly at different locations throughout the Eden area giving operators the opportunity to host the event and showcase their business. Location offers are always appreciated.

The next Eden Tourism Network takes place on 3 December 2024. If you are a visitor economy business and would be interested to join or learn more about the Network please get in touch email [tourism@westmorlandandfurness.gov.uk](mailto:tourism@westmorlandandfurness.gov.uk) and we can respond to your query or ring back to discuss.

## Tourism Summit



The next Westmorland and Furness Tourism Summit will take place in Spring 2025. Watch this space for more details.

## Visit Eden social media Summer campaign

We ran a social media campaign over the summer to promote Summer events taking place in Eden, which had a reach of over 633,000 and 722,000 impressions. This was in addition to our campaign which had a daily themed post to promote activities, our towns, walks and cycling. The campaign had a reach of over 135,000 and 145,000 impressions.

## Christmas campaign



We're planning a Christmas social media campaign which will include promotion of Christmas events, activities and shopping local.

## Tell us about your Eden events



If you are planning a Christmas events, please email us with the details and we will include it in our 'what's on' listing and promote on our social media. We're also already being asked for dates for key events for 2025, so please let us know of any events [tourism@westmorlandandfurness.gov.uk](mailto:tourism@westmorlandandfurness.gov.uk)

## Welcome to Work in the Visitor Economy

Cumbria Tourism is involved in a UKSPF funded project, in partnership with Westmorland and Furness Council to support jobseekers into employment within the visitor economy, but bridging recruitment gaps for employers. You can watch the video on [YouTube](#).



## Promote your Eden accommodation for free

In 2024 we offered all Eden accommodation a **FREE standard entry** in the 'Where to Stay' section of our Visit Eden website and this will continue for 2025.

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** (see below for more details of inspection schemes).

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](mailto:tourism@westmorlandandfurness.gov.uk)

## AA and VisitEngland assessment scheme

The current classification scheme changed earlier this year to a



simpler format and structure to ensure quality assurance remains best in class.

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

Visitor Ready 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).

Properties can also be 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.

If you wish to have a Quality Star Rating (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

## 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 in 2025.** Please contact us for more information [tourism@westmorlandandfurness.gov.uk](mailto:tourism@westmorlandandfurness.gov.uk)



**Westmorland and Furness Council is working with a range of local partners to deliver a comprehensive programme of business support funded by the Government's UK Shared Prosperity Fund.**

### **REPF Advice Vouchers, Cumbria Business Growth Hub**

Vouchers of up to £500 are available for a consultant of your choice for services including accountancy, legal and marketing. To apply please visit the Cumbria Growth Hub website.

### **Cumbria Accelerator Westmorland and Furness**

Delivered by Enterprising Cumbria, the Cumbria Accelerator includes free 1-2-1 adviser support from specialist partners and start-up support for new entrepreneurs with the potential for a grant of up to £500. For more information please visit the Cumbria LEP website.

### **W&F Green Enterprise Hub**

Cumbria Action for Sustainability are working with a range of partners to create the W&F Green Enterprise Hub, a dynamic initiative dedicated to supporting local businesses on their journey towards decarbonisation and sustainability. The hub offers tailored expert advice, training and events, and a vibrant network of partners and collaborators, for small and medium-sized businesses and social enterprises. For more information please visit the CAfS website.

**Cumbria Social Enterprise Partnership**  
Community based organisations and social enterprises can apply for wrap around business support and capital grants from the Cumbria Social Enterprise Partnership. Find out more online.

**[www.visiteden.co.uk](http://www.visiteden.co.uk)**

### **Greening Businesses scheme now open for applications**

Westmorland and Furness Council is pleased to announce applications are open for its new Greening Businesses Scheme. The newly launched scheme will help local businesses across Westmorland and Furness to understand how to reduce their carbon footprint and cut costs, promoting a more sustainable and environmentally friendly future for the area. Read more on the Council's website. Deadline for applications is Friday 29 November.



### **Grant Finding Service**

The Council has launched a grant finding service. To access this new service you simply need to register and then log in to search through the opportunities and find the ones that best suit you. There are two funding portals, one focuses on business funding the other covers community funding. Once registered, you can search through any portal.

- Businesses
- Communities



### **Small Business Saturday 7<sup>th</sup> December**

Small Business Saturday is the UK's most successful small business campaign and has seen billions spent on the day. On the day the public are encouraged to head out and support small firms, and many small businesses mark the day with events, promotions or sharing support for the campaign on social media.

For more information visit the Small Business Saturday website.



## Annual Business Survey - results



In our last newsletter we featured the 2024 Westmorland and Furness Annual Business Survey. Thank you those who completed the survey. The feedback helps us to better plan for future employment development and to understand the opportunities and challenges facing our business community. The results of the survey are available on the Invest in Eden website.

## Business Breakfasts



Cumbria Chamber of Commerce

teamed up with Westmorland and Furness Council to stage a series of business breakfasts during 2024. Our final breakfast for 2024 takes place on 8th November at North Lakes Hotel & Spa, Penrith and focuses on skills and employment.

We're pleased to be joined by representatives from Cumbria Chamber of Commerce, Cumbria Tourism and Adult Education who will be giving updates on the Local Skills Improvement Plan, the Welcome to Work Programme and the Adult Education offering. Members of Westmorland and Furness Council's Economic Development and Regeneration team will also be in attendance.

For more information on attending email [lesleyr@cumbriachamber.co.uk](mailto:lesleyr@cumbriachamber.co.uk)

## Invest in Westmorland and Furness website and newsletter

Our Invest in Westmorland and Furness website has 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.



You can sign up to receive the latest business newsletter online and select "Invest in Westmorland and Furness" under "Environment, Economy and Infrastructure." You can read the latest newsletter online.

## MyCumbria



MyCumbria is an initiative exclusively for Cumbrian residents and those who work in the county. The idea of this scheme is to promote the very best of what the county has to offer directly to the people who live and work here. An essential part of the scheme is to support local businesses by generating sales through local trade, particularly important outside of the main visitor season.

As a business or offer provider it is completely **FREE** to join. It is completely up to you as to what you offer. Whether that be 50% off a product or buy-1-get-1-free on certain items. All Cumbria Tourism ask is that you agree to a timeframe for the offer again it's your choice as to how long the offer would run for.

They provide **FREE** marketing on their website, social media and eNewsletters

with a combined database of over 10,000 followers.

There are currently approx. 2500 MyCumbria Card holders in the county and this number is always growing.

There are over 200 different offers from providers all over Cumbria, and some in Lancashire and Yorkshire. From 10% off tickets for Ullswater 'Steamers' to 1/3 off tickets with Northern Rail.

Find out more online.

**Council unveils dynamic online platforms for aspiring apprentices**



Westmorland and Furness Council has unveiled a new online platform designed to support local residents in accessing its apprenticeship opportunities. It provides insights into the variety of apprenticeship pathways available, helping prospective apprentices and their families make informed decisions about their career journeys.

Key features include:

- **Vacancies:** A comprehensive list of apprenticeship opportunities during recruitment windows, spanning diverse industries such as health and social care, highways, project management, business administration and more.
- **Guidance and resources:** Access to a variety of resources, including information on apprenticeship

### 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](http://www.westmorlandandfurness.gov.uk)

benefits, interview preparation tips and advice on choosing the right apprenticeship programme.

- **Success stories:** Inspiring testimonials and case studies from successful apprentices within the council, showcasing the positive impact of apprenticeships on their careers.

Read more of the Westmorland and Furness Council website.

### 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](mailto:tourism@westmorlandandfurness.gov.uk)



### Contact us

Jessica Goodfellow (Senior Economic Development and Tourism Officer / Economic Development Manager),  
Monday - Thursday.  
Telephone: 01768 212165

Catherine Brockbank (Economic Development & Tourism Technical Officer),  
Monday - Thursday.  
Telephone: 01768 212265

 Economic Development and Regeneration, Westmorland and Furness Council, Voreda House, Portland Place, Penrith, CA11 7BF

[tourism@westmorlandandfurness.gov.uk](mailto:tourism@westmorlandandfurness.gov.uk)  
Website: [www.visiteden.co.uk](http://www.visiteden.co.uk)

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