



Visit Eden Newsletter:

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Welcome to issue 45 of the Visit Eden Newsletter

English Tourism Week 2018 launched in Eden

We were delighted to welcome VisitEngland's Head of Programmes, William Smart plus representatives from local accommodation, attractions and transport to this year's Eden launch of English Tourism Week.



The event was held at Kirkby Stephen's Mountain Rescue Base where the group watched a demonstration of how search and rescue dogs like trainee Kaiya play a vital role with Kirkby Stephen's Mountain Rescue Team (KSMRT), to rescue walkers who get into difficulties.

We were delighted that ITV Border came along and covered the launch on their programme that evening. Before the launch, William Smart also enjoyed a walk along the Ullswater Way.



The Tourism Week launch marked the start of a number of special events and offers around Eden. We also organized a special [competition](#) with the chance to win a range of prizes donated by local tourism businesses. A series of [walks](#) were also offered by Penrith Ramblers in different parts of the district. Walks were held around Askham and surrounding fells, Dufton Pike and the Pennine Way including High Cup Nick. In addition, Kirkby Stephen and District Walkers are Welcome held a special access for all Dawdles walk taking in local viaducts near the town.

Eden welcomes a very special royal visitor

On the 26 March, His Royal Highness the Prince of Wales visited Cumbria to officially mark the Lake District National Park's UNESCO World Heritage Site inscription.



Prince Charles stepped off the Royal Train at Langwathby railway station where he met [Settle to Carlisle](#) volunteers and railway staff before travelling to other engagements in Eden and Cumbria, including Newton Rigg College. As part of the official royal visit HRH Prince of Wales visited the award-winning visitor attraction [Ullswater 'Steamers'](#) and cruised from Glenridding to Pooley Bridge on their flagship vessel Lady of the Lake.

Westmorland Dales Landscape Partnership Scheme Tourism Business Event Wednesday 18 April 2018 2-4pm, Fat Lamb Country Inn, Ravenstonedale

Do you have a tourism business in or near the Westmorland Dales? Come and find out about the Landscape Partnership Scheme funded by the Heritage Lottery Fund and the opportunities it brings for your tourism business. For more information visit our [website](#).

New Trade pages now live on the Visit Eden website!

Our new [Trade section](#) is now live on the Visit Eden website.



This is to keep businesses up to date with our latest news and promotional opportunities, plus details of upcoming Eden Tourism Network meetings, annual Eden Tourism Summit and our Tourism Grant scheme.

Do have a look at the new section and tell us what you think and if there's anything else you'd like to see in there. We'll be adding information regularly.

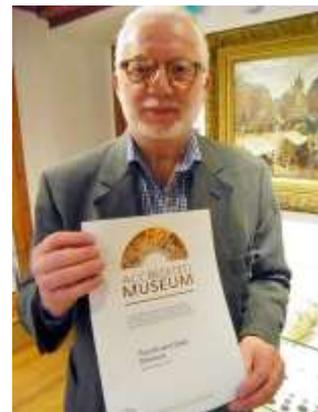
Change of day for Eden Tourism Network meetings

As you will be aware the [Eden Tourism Network](#) is a group of tourism businesses who meet on a quarterly basis in different locations around the district. The group is chaired by Jim Walker from Ullswater Steamers and supported by the Eden Tourism Team. The meetings include a presentation from various speakers on a wide range of tourism related subjects, plus various project updates and the opportunity for businesses to suggest potential new initiatives. The meetings will now move to a Tuesday taking place from 2-4pm.

The next meeting is scheduled for Tuesday 12 June in Penrith and will include a visit to the Eden Valley Artist Network gallery. New members are always welcome, please get in touch for more information tourism@eden.gov.uk

Penrith and Eden Museum Art Council Accreditation Status renewed

Congratulations to [Penrith and Eden Museum](#) who have had their Accredited Museum status (last awarded in 2013) renewed.



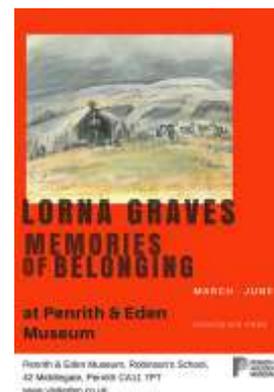
With just under 1,800 museums participating, the Accreditation Scheme is the national quality standard for museums and galleries and has led the way in raising standards in the UK, and has been used as a model and source of inspiration.

The Museum is managed by the Eden Tourism Team and we know how much work curators Sydney and Corinna have put into the application.

Read the full story on our [website](#).

Lorna Graves: Memories of Belonging

The Museum's latest exhibition is now open (until 1 June) which celebrates the work and life of [Lorna Graves](#), a widely recognised 20th century Cumbrian artist and her relationship to the Eden landscape. Free admission to the Museum and Exhibition.



New 2018 Eden Street Maps leaflet

The new 2018 Eden Street Maps we produce with Codair design have now been delivered for distribution around Eden's TICs.

Including street maps for Penrith, Appleby, Alston and Kirkby Stephen.



Web only advertising options for 2018

Just a reminder about what advertising options we are offering for 2018 on the Visit Eden website.

Accommodation Web only entries

If you missed the guide deadline and would like to take a web only entry onto www.visiteden.co.uk for the remainder of this year, do get in touch with us. Prices are dependent on how many rooms/unit you have but start from just £150 plus vat for the whole of 2018.

Online Booking Option

Add the online booking option to your web entry for just £60 plus vat and we don't currently charge commission on online bookings taking through our website.

Enhanced web entries for Attractions and Eateries available for 2018

We're again offering Eden Attractions and Eateries the opportunity to benefit from an Enhanced entry in the relevant website sections.

Enhanced web entries for Attractions and Eateries would include:

- Up to 2 photos
- A description (of up to 150 words)
- The ability to change your description and/or photos at any time throughout the year through Eden Tourism
- Opportunity to promote seasonal offers throughout the year, eg Valentine's Day, Easter, Mother's Day, Christmas
- Opportunity to promote your special offers throughout the year in our designated 'Special Offers' section (this is only available for enhanced entries)
- Attractions can be promoted in our regular visitor e-newsletters

The cost for either an enhanced 'where to eat' entry or Attractions entry is **only £90 plus VAT** (£108 Total) for 2018.

Enhanced Conference Entry:

A small charge of £90 plus VAT a year will be introduced with effect from January 2018 for those venues who wish to retain their enhanced entry. A standard entry will still be free of charge.

An enhanced entry features:

- Up to 2 photos
- A description (up to 150 words)
- Room layout plus table showing available room layouts and list of conference facilities available
- The ability to change your description and/or photos at any time throughout the year through Eden Tourism
- Opportunity to promote your special offers throughout the year in our designated 'Special Offers' section on the VisitEden website (this is only available for enhanced entries)
- Promotion through our regular visitor e-newsletters

Email us at tourism@eden.gov.uk for more information on any advertising package.

Lakes Hospitality Show

We shared a stand with the Keswick Tourism Association at the Lakes Hospitality Trade Show in March.



It was great to talk to so many people at the Show and we are looking into the possibility of attending more trade shows in the future.

Eden Community Fund



The Eden Community Fund has a total of £110,000 available in 2018/19 for projects and events capable of delivering wide community benefit in Eden.

Applications are welcomed from community and voluntary groups, parish and town councils, charities and social enterprises to deliver projects that benefit communities in Eden District. Applications are not accepted from individuals.

To be eligible to apply to the Eden Community Fund, groups and organisations must have their own constitution (unless a parish council) and bank account with at least two unrelated signatories. For more information please visit the [Eden District Council](#) website.

The next deadline for applications is Friday 4 May 2018. Future deadlines are Friday 7 September 2018 and Friday 11 January 2019.

Cumbria in Bloom 2018

Entries have now opened for the 2018 awards, with a closing date of Monday 30 April. Cumbria Tourism is supporting six special categories for tourism businesses to enter:

- Public Houses
- B&Bs / Guest Accommodation
- Small Hotels
- Large Hotels
- Visitor attractions
- Self-Catering establishments

For more information please visit www.cumbria-in-bloom.org.uk/

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

Changes to Data Protection

As you will no doubt be aware, changes to General Data Protection Regulations (GDPR) come into effect on 25 May 2018.

This affects the way personal data is stored.

We will be contacting our databases in the next few weeks asking you to confirm you still want to receive our newsletters.

Please respond to these emails or we will be unable to email you after 25 May.

Contact the Eden Tourism Team



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