

*Lord Inglewood takes tea on the pier to highlight British Tourism Week “*

### **Two Unique Photo / Radio Opportunities**

Date : Friday 11<sup>th</sup> March

Time: 10.45am

Location : Pooley Bridge Pier

Lord Inglewood of Hutton in Forest will launch event with help from senior Eden District Council officials and members of the Eden Tourism Network. Historic boat will be moored at pier and Dalemain Mansion / RNLI will have stalls set out with marmalade and refreshments. Guests will be offered tea by people dressed in 1930's costume courtesy of Penrith Players and a vintage bicycle loaned by Northern Counties Veteran and Classic Cycle Club will also be on show.

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Date Saturday 12<sup>th</sup> March

Time 12.10pm or 2.45pm

Location : Pooley Bridge Pier

Passengers on board scheduled Ullswater Steamer boats will be greeted by people dressed in 1930's costumes and will be able to buy and taste marmalade supplied by Dalemain Mansion and support a charity tea/ coffee morning hosted by the local RNLI. Boats and pier will be decorated with bunting

### **News for release post 11<sup>th</sup> March**

Pooley Bridge Pier was taken back to the 1930's this week as Ullswater Steamers transformed the pier into a nostalgic tea party to celebrate British Tourism Week 2011.

To mark the official launch of the week, ladies and gentlemen dressed in 1930's fashions ( supplied by Penrith Players ) welcomed a party of special guests to the pier who included Lord Inglewood of Hutton in the Forest, Kevin Douglas – Chief Executive of Eden District Council and other senior tourism and civic representatives. During the launch, the guests took tea on the pier with the help of Dalemain Mansion and the local RNLI group who provided refreshments for the occasion. Following Dalemain Mansion's record breaking Marmalade Competition held recently guests were also able to sample some of the hundreds of marmalade entries that were submitted. A vintage bicycle also added a touch of nostalgia to the occasion which was loaned by the North Counties Veteran and Classic Cycling Club

Ullswater Steamer's Western Belle provided a superb backdrop to the event. It is the attraction's newest acquisition and blended in totally with the event as it was originally built to the order of the Millbrook Steamboat & Trading Co. Ltd in 1935. The historic vessel is one of several that are still in service on Cumbria's most beautiful lake. The National Historic Ships organization was delighted that Ullswater Steamers was involved in British Tourism Week. The organization, set up in 2006, has a wide remit that includes looking after the support infrastructure for historic ships, their potential for contributing in the wider economic, social and community context together with maintaining a watch list of vessels abroad with potential UK significance.

The 1930's theme continued on Saturday as the public were invited to visit Pooley Bridge Pier and join in the party with Dalemain Mansion and the local RNLI providing marmalade sales and taster sessions along with other light refreshments. There was also a charity tea / coffee morning hosted by a local RNLI fundraising group. People alighting or joining Ullswater Steamer sailings from Pooley Bridge were greeted with music and characters from the 1930's. Those who travelled were offered discounted cruise vouchers and were invited to take part on a special online competition which had some great prizes to be won.

Three people from Eden District Council's Economic Development and Tourism section dressed up as ladies and a gentleman from the era. The clothes came from the extensive wardrobe owned by Penrith Players who put on a regular series of plays for the public at their base in Penrith Playhouse

The event provided a great start to British Tourism Week and the Tea Party on the Pier was just one of many Party on the Pier events that took place across the country. From coastal seaside resorts to riverside jetties the party

atmosphere has re-engaged the imagination of the public at large of the important role they play within the nation's £115.4 billion tourism industry. Source : Deloitte study 'The Economic Contribution of the Visitor Economy – 2009.

In Eden, the value of tourism to the area's economy is no less important. The latest tourism research compiled by STEAM highlights that tourism to the area was worth £223 million in 2009 and that the region attracted nearly 4.5 million people in the same period. British Tourism Weeks provides a national backdrop for destinations such as the Eden Valley and North Pennines to raise awareness of how important tourism is to the local economy supporting local industry and jobs. The national initiative has been co-ordinated by the country's national tourism agencies over several years and, with HRH The Prince of Wales as patron, has done a lot to raise the profile of the importance of tourism for the country within government and business circles.

“ Tourism remains a very important industry within Eden's economy “ highlighted Charlie Thornton – Eden District Councils Tourist Information Centre Network Manager, who helped organize the week's events in Eden. “ It provides valuable revenue for the district and employs the full time equivalent of 3,623 people. The event at Pooley Bridge Pier highlights just one aspect of this dynamic and forward looking industry which spans a huge range of businesses in the area that cater for visitors.”

Eden District Council's Economic Development and Tourism Section are responsible for promoting tourism in the area. The section publishes a variety of promotional guides including the successful Eden Holidays / Short Break Guide and Eden Attractions. It also works in partnership with a range of tourism bodies in both the public and private sector to develop sustainable tourism initiatives such as cycling routes and green tourism. The section also oversees that running of the council's award winning network of Tourist Information Centres (TIC) at Alston, Kirkby Stephen and Penrith. It also grant aids Appleby TIC that last year won North West Regional Development Agency's Highly Commended TIC of the Year.

Charlie Thornton MTS  
TIC Network Manager  
Eden District Council  
Penrith  
Cumbria

Tel. 01768 212181/867466

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