

*“ Peer to launch Eden’s 1930’s Tea Party on the Pier for British Tourism Week “*

**Photo / Radio Opportunity**

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 Dalemmain House / RNLI will have stalls set out. 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.

\*\*\*\*\*

**News for Immediate Release pre 11<sup>th</sup> March**

Lord Inglewood of Hutton in the Forest will be one of a number of invited guests at a launch this week to mark the start of British Tourism Week 2011 in Eden.

Eden District Council’s Economic Development and Tourism team are joining forces with Ullswater Steamers to stage a unique “Tea Party on the Pier “ which will take place on Saturday 12<sup>th</sup> March.

Visitors to Pooley Bridge Pier on Saturday between 10am and 3pm will be greeted by people in 1930’s costume provided by Penrith Players.. They will also have a chance sample light refreshments being supplied by Dalemmain Historic House and the local RNLI group. The pier at Pooley Bridge will be specially decorated with bunting for the occasion and scheduled steamers calling at Pooley Bridge that day will also be decorated with bunting and flags.

The special event is one of many “ Party on the Piers “ being staged all around the country to mark the launch of British Tourism Week.

‘Party on the Pier’ will be a national celebration of Britain’s piers and their heritage, and the biggest nationwide event on Britain’s piers since Year of the Pier in 1996. Piers have entered the country’s collective psyche as an integral part of the authentic British seaside experience, and the recent outcry over the tragic fire at Hastings is a clear sign of the esteem in which these coastal icons are still held.

Working in partnership with the National Piers Society, and with the support of other organisations including the British Resorts and Destinations Association (BRADA), British Association of Leisure Parks, Piers and Attractions (BALPPA), and the Tourism Management Institute (TMI), the organisers of British Tourism Week have invited the owners and managers of seaside piers, harbours and jetties around the coast and on inland rivers, canals and lakes to host a party, encouraging residents and tourists to visit, and highlighting the importance of maintaining and restoring our piers.

On Saturday 12<sup>th</sup> March steamers will call at Pooley Bridge pier at 12.10pm and 2.45pm as part of round trips that start at Glenridding. People may want to travel to Glenridding and travel up to Pooley Bridge by steamer. Boats depart Glenridding at 11.10am and 1.45pm. The round trip takes just under 2 hours.

“ We are delighted that Ullswater Steamers are letting us launch British Tourism Week in Eden “ highlights Charlie Thornton, TIC Network Manager for Eden District Council. “ We hope that our Tea Party on Pier will capture the imagination of local people and make them aware of the diverse range of tourism attractions the Eden area has to offer “

British Tourism Week runs from 12<sup>th</sup> to 20<sup>th</sup> March and is co-ordinated by the country’s national tourism agencies. It provides a platform for the region’s tourism industry to make people more aware about what it offers and the contribution it brings in to the local economy

For more information on British Tourism Week please see [www.britishtourismweek.com](http://www.britishtourismweek.com)

For more information on Ullswater and the Eden Valley please see [www.visiteden.co.uk](http://www.visiteden.co.uk)