

INTRODUCTION

The importance of the visitor economy as a major contributor and sector of the economy of Eden is widely acknowledged. The visitor economy is intrinsically linked to our towns and rural communities and the landscape, heritage, culture, arts and sporting activities that makes Eden a great place to visit. In this context this work stream is supported by all priorities within the Inspiring Eden Framework which, for example, includes ensuring improvements to Eden's buildings and places (such as those undertaken via the Appleby Heritage Action Zone) and proposals to activate our communities through arts and culture are driven forward with visitors as well as residents and businesses in mind. There is also a focus on aligning services across the Council with Eden's ambitions for the visitor economy which includes, for example, ensuring these ambitions are reflected in planning policies.

Eden District Council is committed to supporting tourism businesses through Covid recovery and to continue to develop the sector to achieve a quality and sustainable visitor destination.

The area offers the visitor a diverse range of landscapes, attractions and a mix of towns and rural villages. Amongst its natural assets are areas of the Lake District and Yorkshire Dales National Parks, World Heritage Site status and the North Pennines area of Outstanding National Beauty.

Eden is well located in terms of accessibility, served by the M6 motorway and the A66. Penrith Station offers rail connections nationwide and the Eden district benefits from the proximity of the recently opened Carlisle airport.

In developing the tourism product the opportunities presented by the destination need to be realised whilst recognising a number of potential challenges.

EMERGING ACTIVITY

To accelerate economic recovery and prosperity across the sector additional activity will focus on:

- Increasing marketing and promotional campaigns and events
- Focused business support to address emerging needs and unlock potential
- Fast track job match initiative to help businesses to meet their labour and skills needs
- Exploring how best to secure investment into local and strategic projects that unlock the full potential of the synergies between Eden's visitor economy, town centres, rural communities and arts and cultural activity

SUSTAINABILITY AND GREEN PRACTICE

To help drive decarbonisation and achieve the zero carbon target, sustainable and green practices will be incorporated into all work areas



HOW TO FIND OUT MORE

Our tourism team are happy to advise, signpost and deal with any enquiries you may have. Please contact them;

Visitor destination site and Tourism sector trade section:
www.visiteden.co.uk

Email: tourism@eden.gov.uk

Telephone: 01768 817817

Web: www.eden.gov.uk

Business focused advice: www.investineden.co.uk



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CONSULTATION DRAFT



Eden
District Council

INSPIRING EDEN VISITOR ECONOMY
WORKSTREAM PROSPECTUS

www.visiteden.co.uk

OPPORTUNITIES

- Continuation of the staycation visitor market
- Providing offers to the 'new' visitor to retain market share
- Increased interest in sustainable outdoor activities including walking and cycling
- Growing demand for a connected network of electric bike and vehicle charging points
- Growing demand for experiential tourism
- Reopening of overseas markets
- Changing focus of farming with focus on diversification and stewardship
- Local Government Reorganisation
- Planned upgrades of the A66 between Penrith and Scotch Corner
- The developing local food and drink offer in Eden



CHALLENGES

- Impact of Covid & Brexit on travel to work patterns and supply of labour and skills
- Availability of funding
- Increased competition with reopening of short and long haul overseas destinations
- Infrastructure – public transport availability for both visitors and employees, car parking capacity
- Accessibility to remote and rural locations
- Congestion of main destinations and increasing visitor pressures
- Tourism business recovery to pre pandemic levels
- Competition from other UK Destinations

MARKETING AND DESTINATION PROMOTION

Market Eden as a quality visitor destination using a range of promotional channels and activities;

- VisitEden website / social media
- Print / Guide / Themed print
- Marketing campaigns
- Visitor e newsletter
- Visitor management

AUDIENCES AND THEMES

- Target specific audiences including the emerging 'new visitor'
- Focus on the key themes of outdoor activities, culture and heritage film and TV locations, local experiences and food



NORTH PENNINES
Area of Outstanding
Natural Beauty



PARTNERSHIP AND JOINT WORKING

Maximise opportunities through joint working to galvanise the sector behind a collaborative approach and secure extra resources to support and grow Eden's visitor economy.

- Tactical Visitor Management Group
- Eden Area Planning Groups
- Ullswater Association
- North Pennines AONB Partnership
- Lake District National Park Authority
- Friends of the Lake District
- Yorkshire Dales National Park Authority
- Cumbrian Local Authorities
- Cumbria Tourism
- Parish and Town Councils
- Community groups
- Creative England
- Penrith Tourist Information Centre and Penrith and Eden Museum (operated by EDC)



BUSINESS SUPPORT AND ENGAGEMENT

Deliver a programme of tourism business support and engagement to reflect changes in the visitor market and external factors that influence the visitor economy.

- Eden Tourism Network
- Annual Tourism Summit
- Advice and guidance
- Trade e newsletter
- Tourism Grant Scheme
- Research: annual STEAM report
- Cumbria Residents Week
- English Tourism Week

