



NEWS RELEASE

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Tebay and Orton Tourism Event

Tebay and Orton recently became the centre of attention for Tourist Information Centre (TIC) staff from across Cumbria. The TIC staff and local tourism business representatives enjoyed a special tour of the area in a Cumbria Classic Coach, stopping off at many of tourist attractions the area has to offer, with commentary from local Blue Badge guide Wendy Higgins.

The familiarisation event was organised by ACTion with Communities in Cumbria (ACT), to coincide with English Tourism Week, as part of their wider Tebay and Orton Local Distinctiveness Project. It gave TIC staff the opportunity to gain first hand experience of the villages and local tourism providers, which they are now able to share with visitors to the area.

ACT's Annie Hamilton-Gibney said "the day has been a huge success, and all the TIC staff have been so complementary about the wonderful hospitality shown by local tourism businesses providers. I hope this 'Local Distinctiveness Project' event will have a lasting and positive effect and help to introduce many new visitors to such an inspiring area"

The event started with coffee at the Cross Keys Inn in Tebay where the group learned about local witches, ghosts and legends before heading over to St James' Church for a look at the Tebay in Steam exhibition. The group were then joined by the ITV Lookaround film crew for a guided tour of the disabled accommodation at Primrose Cottage B&B and a round of fresh baked scones at the Old School Tea Room and village shop.

A Cumbria Classic Coach took the group through the scenic lanes of Gaisgill and Kelleth to Bessy Beck Trout Fishery, where they were all treated to a fly fishing demonstration and tasty smoked trout pate canapés. The wonderful vintage bus moved on to a networking lunch at Westmorland Hotel where presentations were given by local tourism businesses such as the Riverside Golf Course and Cook in Cumbria, both based in Ravenstonedale and the Orton Farmers Market.

After a scrumptious lunch, the group then moved on to Orton where they toured All Saints Church and Kennedy's chocolate shop, pausing at Barn House B&B before returning along the country lanes to Tebay.

Charlie Thornton, TIC Network Manager at Eden District Council said "Familiarisation visits are a great way for TIC staff to learn about different parts of Cumbria. The Tebay and Orton event is very important as it gives the opportunity for local tourism operators to show TIC staff what this beautiful part of the Eden Valley has to offer. TICs have an important role to play in advising the region's many visitors and local people what is on offer – events of this nature form the backbone of ensuring staff knowledge is kept right up to date."

For more information about the event please contact Annie Hamilton-Gibney at ACT on Tel: 01768 869517 or Email: annieh-g@cumbriaaction.org.uk. The Tebay and Orton Local Distinctiveness Development Project is funded by the Rural Development Programme for England and Wales.

- Ends -

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Notes to Editors:

Action with Communities in Cumbria (ACT)

- ACT is Cumbria's Rural Community Council and a registered charity that provides community development services, helping to build strong and sustainable communities.
- Working in partnership with government, local authorities, private and voluntary sectors, ACT delivers a wide range of projects that have a positive and long-lasting impact on communities in Cumbria.
- Every member of the ACT team is knowledgeable and experienced in finding solutions that best meet the needs of community groups - and help partners to communicate and engage to deliver strong sustainable futures.
- Registered in England as Voluntary Action Cumbria, Charity Registration Number 1080875, Company Number 3957858.
- To find out more information, please visit ACT's website: www.cumbriaaction.org.uk

Rural Development Programme for England and Wales

The Rural Development Programme for England is jointly funded by the Government and the EU through the European Agricultural Fund for Rural Development: Europe investing in rural areas. Defra is the managing authority for RDPE which forms part of 'Solutions for Business', the Government's package of publicly funded support designed to help companies start and grow.

The Regional Development Agencies have been charged with managing the delivery of the RDPE and, in Cumbria, it is delivered by Cumbria County Council through two Local Action Groups covering the Cumbria Fells and Dales and the Solway, Borders and Eden area.

