

APPENDIX (b)

MEDIA CAMPAIGN (1)

WINTER - SPRING
'06 '07

" A GUIDE TO IN AND AROUND
CARLISLE AND SURROUNDING
AREAS "

Western Lake District

From a heritage to award winning attractions, you are sure to find an activity, attraction or outdoor pursuit to suit your tastes in the Western Lake District.

The incomparably beautiful mountains and lakes of the Western Lake District offer everything from a gentle stroll to an exploratory hike, in an area which truly is the North's best kept secret.

This is an area of undiscovered gems, from the Solway Coast Area of Outstanding Natural Beauty and its interactive discovery centre, to Georgian Whitehaven and the fascinating recreation of the Slave trade at The Rum Story.

Enjoy a mining experience at one of our historic mines at Florence, Haig or the still working slate mine at Honister. Or discover our Roman connection at one of the sites at Ravenglass bathhouse, Senhouse Roman Museum at Maryport or the 13th Century pele tower at Muncaster, whilst also enjoying everything Maryport and Muncaster have to offer from the Lake District Coast Aquarium to the world owl centre at Muncaster.

Take a journey of discovery and see how real ale is brewed at Jennings Brewery in Cockermouth or take a trip on a real steam train at the Ravenglass and Eskdale railway, on the way pop into Sellafield for the story of energy production in the present day.

You can also try something different like surfing at Allonby, pony trekking along the beach at Silecroft, watching the amazing birds of prey flying displays at Trotters or brand new to the area, riding with the horses at Lakeland Heavy Horse centre at Dearham.

Don't forget that you can also view England from its highest point, or take in the view of our deepest lake - the possibilities are endless!

Whatever you are looking for in a holiday or short break the Western Lake District has it all. With a packed diary of events there is plenty to see and do all year round.

To find out more and get details of all our events please log onto our website

www.western-lakedistrict.co.uk

To request one of our Holiday Guides, which is full of information on accommodation, restaurants, attractions and

events in the Western Lake District please call **01271**

336056 quoting Ref No 3534/0.

Look out for our Top Attractions leaflet in any of the attractions or tourist information centres in the area, for a full listing of attractions, information and restaurants.



Cockermouth

At the foot of the hills, on the edge of the Lake District, the market town of Cockermouth is best known for its connection to the poet, William Wordsworth, who was born here on April 7, 1770 and spent his first 13 years in the town.

Cockermouth's position at the junction of the River Cocker and the River Derwent made it an ideal location for farming, fishing, and fresh water.

The town was granted a Market Charter in 1221.

The cattle market building in the town centre served as a site for livestock auctions.

Overlooking the town, Cockermouth Castle was built in the early 1100's.



The castle was added to in the 13th and 14th centuries. The massive walls were at one time surrounded by a moat, and a drawbridge and gate defended the castle.

Cockermouth has a town trail with small cast iron plaques to guide the visitor. The ruins of an ancient market bell and a windmill are part of the trail. The 1700's cobbled Kirkgate remains mostly unchanged.

With a wealth of galleries, antique shops, arts and crafts, plus a marvellous selection of restaurants and eating places. There is something to suit all palates including a National award winning vegetarian restaurant.

Christmas in Cockermouth

On Saturdays 2nd and 9th December between 11.30am and 3.00pm the Jennings Brewery Horse and Dray will be offering

FREE rides up and down Main Street.

Thursday 14th December sees the

Christmas Carol Service outside Jennings Brewery with the Cockermouth Mechanics Band and the Dean Singers.

