

APPENDIX (d)



Wednesday 13 December 2006

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**Personal Assistant - Private Healthcare Operator**  
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Updated daily

06 Nov 2006

**Tourism brochure to market western Lake District**

Tourism officials in the western Lake District have launched a new tourism brochure and website to encourage UK visitors to the area in 2007.

The new 36-page brochure and Top Visitor Attractions leaflet will market more than 200 accommodation providers, restaurants, visitor attractions and events in the area, alongside a media and public relations campaign. Details: [www.western-lakedistrict.co.uk](http://www.western-lakedistrict.co.uk)

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# Second Thoughts

"Every human being is interested in two kinds of worlds: the Primary, everyday world which he knows through his senses, and a Secondary world or worlds which he not only can create in his imagination, but which he cannot stop himself creating." W.H. Auden



## ABOUT

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## RECENT COMMENTS

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Andrew Burton, aka Jarod Godel on

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November 04, 2006  *Osprey*

## The Real Ravenglass



*Hadrian's Wall, part of the World Heritage sites of Roman legacy in ruins to be found in West Cumbria.*

I've been reading quite a bit and thinking about the corporate invasion of SL -- an intrusion of Real Life that began much earlier, really, as all kinds of people began to brag that they were doing "RL in SL" projects.

## PHOTO ALBUMS



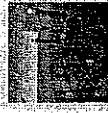
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Second Life



Simcast Game-Within-A-Game

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My Predictions for 2007

The Tigger Trap

Did Jesus Have a Central Asset Server?

Nobody vs. Somebody

NUMEROUS FALLACIES OF NOBODY'S MATH GUY

Did Jesus Have a Central Asset Server?

Profoky Neva on Did Jesus Have a Central Asset Server?

Andrew Burton, aka Jarod Godel on Did Jesus Have a Central Asset Server?

**A R C H I V E S**

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Virtuality is getting rather tattered at the edges when you can see legions of corporate suits now on cement stadiums chattering about interacting with their brands.

But what of those smaller companies that will seize on the beauties and possibilities of SL because it could mean leveraging their limited PR budgets and saving significantly? Just like at one time they got themselves a web site?

Google newtrackers brings tidings of yet another "first" in SL today -- a [Western Lake District tourism company in UK](#) that evidently does RL tours of the real-life localities of Ravenglass, Maryport...wait, are these names sounding familiar to you?!

The Lindens name sims after all kinds of things as they thumb their way through Wikipedia or the Encyclopedia Britannica or whatever it is they use. At one point in December 2004, when they fashioned new mainland sims, they named dozens of sims after lakes, and that's how the Hidden Lakes area of SL sprang up with names like Alston, Maryport, Ravenglass, Furness, Seascale, and Egremont.

My first whole auction sim was named Ravenglass; eventually I formed an inworld company called "Ravenglass Rentals".

I remember nearly passing Ravenglass up, thinking it sounded too much like men-in-tights -- I didn't know at first it was named after a place in the real world. But I fell in love with its majestic rolling hill, stony coast, and steep-sided mainland island -- a rarity at that time in SL. I successfully bid for the sim, and sold off parcels on the open market. I

Life-Logging

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Liberated Second Life: Part I

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had custom houses built on the parcels, and sold them with a notecard that we'd try to keep the area residential. It was among the first or even the first of the experiments of its kind selling an area to strangers, rather than a tight-knit group like Slate, and hoping to keep it as a distinct community.

The UK news story says the tourism group in West Cumbria has opened an office in Ravensglass, but curiously, I see no sign of it. I looked around the neighbouring sims where I own most of the land and didn't find it. I'm puzzled. I look forward to finding the new company and asking them if they need primland lol.

Yet another first for Second Life, and opening up some interesting questions. What if people from the real-world localities mythically taken for the Second Life sims that often bear no resemblance to their namesakes show up, looking for even more real-life exactitude than the existing residents of SL seem to require?

Over the last two years, Ravensglass has been populated with everyone from Goth princes to furries to elves -- even a mermaid! Somehow, I never imagined it to be the destination of middle-aged ladies in sensible shoes, readers of Barbara Pym, briskly taking a walking tour.



UPDATE: Wow, am I ever amazed! Turns out this company or agency is my tenant in Ravenglass Hall market! I saw a new avatar move in named Travel Go take one of the shops on the docks. He proceeded to move in some lovely RL pictures. I glanced at them and figured he or she was one of a legion of newbies who figure out quickly that the first business to get into easily is the replication and sale of public-domain art -- many people like to decorate their homes. I saw the words "Keswick and Western Lake District Cumbria," but being American, didn't put two and two together with the word "Ravenglass".

Now I'm clicking on the pictures, which aren't newbie sale items, but links to real-world locations (!). Here's one: "This is Muncaster Castle, which is less than a mile from Ravenglass in England. It was home to the famous jester Tom Fool who is said to be among the Castle's many ghosts. Today, it is the only castle in the world which still appoints its own jester."

Hehe this is great stuff : ) Come check it out, pick up a picture of a RL Tom Fool actor for only \$5 L, and order a real-life tour of this real-life place -- I plan to save up for it next summer!





---

November 04, 2006 in [Web/Tech](#) | [Permalink](#)

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## TrackBack

TrackBack URL for this entry:

<http://www.typepad.com/t/trackback/6696181>

Listed below are links to weblogs that reference [The Real RavenGlass](#):

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## Comments

Is this an example of a real life company actually advertising real life services to the Second Life community? If so, it's not quite a first, but definitely a rarity in these days of RL companies using the platform to gain press coverage with never a thought for the world or it's residents.

---

Posted by: [Khamon](#) | November 04, 2006 at 06:47 PM

Yes, it appears to be exactly that, a RL company advertising RL services. It's like a promotional stall for their real life tourism industry. They've been here for awhile, and only got the press coverage recently, possibly as a piggyback off other press coverage.

When I IM'd the owner today, I said, "I didn't realize you were from real life."

And he said, "Isn't everybody?"

Which is about the most profound thing I've ever heard said in Second Life : )





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News - 23/11/2006 - Lake District tourist opens virtual office

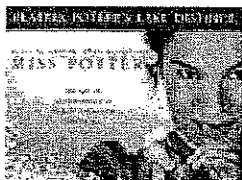
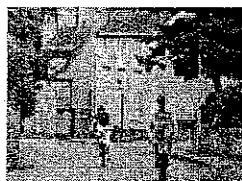
*Osprey*

The Western Lake District tourist office has become the first facility of its kind to open premises in the online world called 'Second Life'. The massively-popular virtual planet offers its time-rich/girlfriend-poor members the chance to build a 'second life' and interact with other people's made-up identities online. The site is currently receiving a million visits a week. Real rock stars have played virtual concerts and trend-following politicians have hosted meetings there. The Western Lake District's tourism office has been established in an area of Second Life called Ravenglass, and visitors can also visit other places near Ravenglass that are also real locations in the Western Lake District, including Scafell, Maryport, Honister, Seascale and Egremont. [Source](#)

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## WESTERN LAKES FIRST TO SECOND LIFE

*Asprey*

Published on 03/11/2006

A TOURISM group in West Cumbria has just opened a new office with a community of millions in mind – but it's all virtual.

The Western Lake District has become the first tourism region in the UK to be promoted in Second Life, the fast expanding online community.

The Western Lake District Tourism Partnership has opened an office in the increasingly popular virtual world, where residents can find out about what is on offer in this part of the real world.

Second Life has grown rapidly, with the number of residents, known as Avatars, passing the one million mark.

Participants can take part in games, go shopping or simply meet up with other people from all over the world.

Musicians have held concerts in Second Life, including Suzanne Vega, an American politician held a meeting there and Reuters set up a news agency.

The Western Lake District's tourism office has been established in an area of Second Life called Ravenglass.

Visitors to Second Life can visit other places near Ravenglass. There are also locations in the Western Lake District, including Scafell, Maryport, Honister, Seascale and Egremont.

Second Life can be found at [www.secondlife.com](http://www.secondlife.com)

GIRLS from the 1st Aspatria Brownies officially opened the town's new-look Co-op store last week.

They were presented with a donation of £200 for their funds by store manager Elizabeth Garrett to mark the occasion.

The Co-op has undergone a £120,000 transformation.

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ARCHIVE SEARCH

### SOMETHING FOR EVERYONE

Published on 30/11/2006



launch: Mike Ashbrook, the council's portfolio holder for tourism, and marketing specialist Fiona Tubman

A NEW guide to tourism in the Western Lakes has been launched for the 2007 season. The guide features a foreword by Sir Chris Bonington and is aimed at boosting visitor numbers to the area.

The glossy new brochure is supported by a website, offering information on local attractions and places to stay in West Cumbria.

Tourism bosses from the Western Lake District Tourism Partnership have produced the 38-page tourism brochure and website, which showcases more than 200 accommodation providers, attractions and events.

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## GUIDE TO BOOST TOURIST NUMBERS

Published on 09/11/2006

WLDTP local & national  
Osprey press release

A NEW guide to tourism in the Western Lakes has been launched this week.

Featuring a foreword by Sir Chris Bonington, it is aimed at boosting visitor numbers to the area.

The glossy new brochure is supported by a website, offering information on local attractions and places to stay in West Cumbria.

Tourism bosses from the Western Lake District Tourism Partnership have produced the 38-page tourism brochure and website, which showcases more than 200 accommodation providers, attractions and events, from the Solway Coast to the Duddon Valley, taking in Whitehaven, Egremont and Ravenglass.

60,000 copies of the brochure will be distributed nationwide and supported by a media and public relations campaign.

Sir Chris said: "The mountains, lakes and coast are truly the north's best kept secret, and whether wet or dry you are sure to find an activity or attraction to suit the entire family."

Copeland and Allerdale councils and the West Cumbria Development Fund all provided extra funding to promote tourism in the area.

Attractions in the guide include the Whitehaven International Maritime Festival, Egremont Crab Fair and Florence Mine Heritage Centre.

For more information visit [www.western-lakedistrict.co.uk](http://www.western-lakedistrict.co.uk)

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The tourism office in Second Life

## A Second Life for Cumbria

The Western Lake District has become the first tourism region in the UK to be promoted in Second Life, the fast expanding online community.

The Western Lake District Tourism Partnership has opened an office in the increasingly popular virtual world, where residents can find out about what is on offer in this part of the real world.

The Western Lake District's tourism office has been established in an area of Second Life called Ravenglass. In the real world Ravenglass is one of the destinations in the Western Lake District.

Visitors to Second Life can visit other places near Ravenglass that are also locations in the Western Lake District, including Scafell, Maryport, Honister, Seascale and Egremont.

By clicking on the pictures at the tourism office Avatars can get more information about the area. For example, a picture of Whitehaven Harbour reveals details about the town's International Maritime Festival and the fact that it was the only place in the country attacked by the Americans during the War of Independence.

Visitors will also be able to see the tourism office's pet sheep, which the Western Lake District Tourism Partnership ordered from an Avatar in Second Life's Egremont. Sheep are an integral part of the Lakeland landscape.

### Postcards

There is a postcard that Avatars can buy at the tourism office for five Linden dollars (L\$), the currency used in Second Life. The money can be bought and sold in Second Life for real world money at an exchange rate of about L\$500 to the £1. Trading in Second Life has grown with the number of residents and over £200,000 of real money is spent every day in the virtual world.



The tourism office in Second Life

Fiona McLeod from the Western Lake District Tourism Partnership says: "With over one million people now resident in Second Life and

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numbers showing exceptionally speedy growth, this is obviously a big market. So we thought we'd set up a tourism office to show people there what they can see in the most beautiful part of England."

### About Second Life

Second Life has been growing rapidly, with the number of residents, now number over 1 million. Participants can take part in games, go shopping or simply meet up and chat with other people from all over the world.

A number of musicians have held concerts in Second Life, including Suzanne Vega, an American politician held a meeting there and Reuters have even set up a news agency in the virtual world.

last updated: 23/10/06

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# Virtual visit to Lakes

## Hotel is sheep and cheerful

THE Western Lake District has become the first UK tourism region to be promoted on a virtual world website.

Second Life, the fast expanding online community, has opened an office, where residents can find out about what is on offer in the part of the real world.

Second Life is growing rapidly with the number of residents, known as Avatars, passing one million.

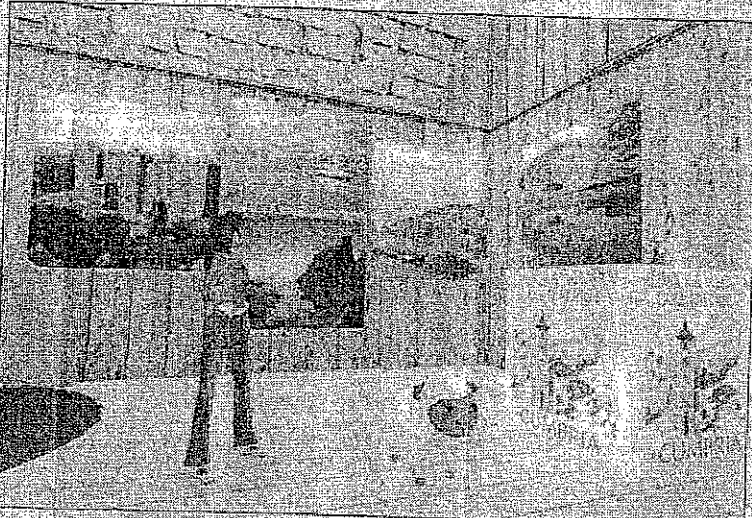
They can take part in games, go shopping or simply meet up with their people from all over the world.

The office has been established in a town of Second Life called Everglades and visitors can also look in on Scarth, Maryport, Horwister, Seasdale and Egremont.

Tourism partnership spokeswoman Alison McLeod says: "With over 100 million people now resident in Second Life and numbers showing exceptionally speedy growth, this is obviously a big market.

"So we thought we'd set up a tourist office to show people there what they can see in the most beautiful part of England."

Avatars can buy a postcard at the tourist office for five Linden dollars (LS), the currency used in Second Life. The money can be bought and sold in Second Life for



MEETING PLACE: The virtual tourist office, complete with pet sheep, in Second Life

real world money at an exchange rate of about 1 \$500 to 1 £.

Trading has grown with the number of residents and over £200,000 of real money is spent every day in this virtual world.

Visitors can also see the tourist office's pet sheep, which was "bought"

from an Avatar in Second Life's Egremont. You'll find the virtual world at [www.secondlife.com](http://www.secondlife.com) and Avatars can visit the tourist office at Ravonglass (co-ordinates 241, 15, 23). For more information on the REAL Western Lake District hit [www.west-lake-district.co.uk](http://www.west-lake-district.co.uk)

AND from virtual sheep to live animals – as unlikely as it sounds, livestock or harvested food can be offered in payment for accommodation at the 18-bedroom Dunsley Hall Country House Hotel in North Yorkshire.

Owner Bill Ward will accept, say, two tons of hay or a couple of heads of livestock in exchange for a weekend break at three star Dunsley Hall, set on the edge of Whitby.

Originally designed for farming colleagues seeking a rest after the rigours of the harvesting period, the scheme is now extended to other guests. A two night stay for two people can be gained for two tons of grain, three ewes can be exchanged for three nights and a yearling allows a weeks stay.

For more information contact [www.dunsleyhall.com/eng/0194713903437](http://www.dunsleyhall.com/eng/0194713903437) for details.

- Thailand:** Thomson Holidays (0570 885 2555) offers seven nights at the Phuket Orchid Resort in Karon from £349, flying November 29.
  - Costa del Sol:** Travelcare (0870 428 0371) offers seven nights self-catering at the Horlos IV Apartments in Fuengirola from £249, flying November 30.
  - Caribbean fly cruises:** RCL Holidays (0848 458 8808) offers 15 nights onboard P&O's four star Oceana, visit Key West, Antigua, Dominica, St Lucia and Barbados, from £899, flying December 8.
- All flying from Manchester**



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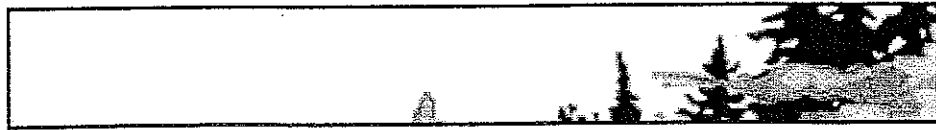
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## WEST LAKES TOURISM GUIDE

Published on 10/11/2006

A NEW brochure advertising the Western Lake District has been launched.

More than 250,000 copies have been printed and mountaineer and author Sir Chris Bonington is helping to promote the area. The 38-page brochure shows off the area's accommodation, restaurants, attractions and events.

Sixty thousand copies will be distributed nationwide and will be supported by a media and public relations campaign.

David Thomas, Allerdale council's executive member for tourism, said: "We welcome the launch of the 2007 guide, which represents another significant milestone for tourism in the Western Lake District."

It has been produced by the Western Lake District Tourism Partnership, Allerdale and Copeland councils and the West Cumbria Development Fund.

**View this story and the latest newspaper in full digital reproduction, just like the printed copy at [www.timesandstar.co.uk/digitalcopy](http://www.timesandstar.co.uk/digitalcopy)**

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- Times & Star starts Farepak fund

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### FRIENDS OR FAMILY ABROAD?





# TRAVEL

Edited by **KEN BENNETT**

## Discover a hidden gem and unwind



WINDER HALL... the perfect bolt hole

WALKERS and seekers of peace and quiet could be forgiven for steering clear of the Lake District during the busy summer months.

For finding a quiet fell to wander upon is nigh on impossible as droves of people flock to the Cumbrian beauty spot to marvel at the mountains and languish by a lakeside.

Yet the tranquil shores and dramatic scenery of Buttermere, just beyond the popular market town of Keswick, remain almost a hidden gem.

It is one of a delightful trio of lakes, lying next to Crummock and Loweswater, which ripple along the valley floor and are surrounded by a breathtaking mountain horseshoe.

Yes, they have been discovered by some discerning tourists, but the area is a far cry from the hustle and bustle of the mid-Lakes, where parking is at a premium and a steady stream of traffic makes driving a chore.

### Recharge

It remains a mystery to me why so few people venture those few miles further north to experience one of the Lake District's most tranquil and picturesque valleys.

But the fact that they don't means it is the perfect place to find a bolt hole from the stresses and strains of everyday life, and enjoy a quiet break to recharge the batteries — all within a couple of hours drive from Oldham.

Another hidden delight ideally placed for exploring Buttermere and its surrounding countryside is Winder Hall Country House Hotel, a beautiful old Lakeland manor house, parts of

## Buttermere... a secret far from the madding crowds

by **MARINA BERRY**

which date back to the 16th century, and nestled in the peaceful village of Lorton.

Ex-NHS manager Nick Lawler and his anaesthetist wife, Ann, quit their busy, lucrative jobs in Yorkshire four years ago and went looking for "the good life".

They and their three young children quickly turned Winder Hall into a family home, and a stay there is just like being welcomed into the family, where nothing is too much trouble — the philosophy is "if you want something, just ask."

Nick explained: "I wouldn't swap our way of life now for the world. I'm doing something I love, it's great being part of someone's holiday experience.

"And although we basically

beleaguered NHS, the biggest problems now concern eggs, pigs and chickens — and how the vegetables are growing. Nick keeps busy in the kitchen, working alongside "Chef Heien," where their passion for "real food" is a joy to see.

Diners are welcome to pop into the kitchen to find out what's on the stove — and they will find home cooking at its best, everything from breads and cakes to jams and chutneys.

And what's more, nearly everything is organic, with produce from chickens and pigs, and a small range of vegetables and herbs, grown on the couple's own smallholding.

To find out more visit [www.winderhall.co.uk](http://www.winderhall.co.uk) or for general information about Buttermere from [www.gocumbria.org](http://www.gocumbria.org)

### OLDHAM EVENING Chronicle Good Old Days



The Oldham Evening Chronicle 2007 Calendar features 12 great nostalgic pictures - one for each month - capturing the memorable Good Old Days.

Lightweight but with plenty of room for writing appointments and other important dates, it is the perfect gift for any Oldhamer, whether home or abroad.



Only **£2.99** ON SALE NOW!

Available from the Oldham Evening Chronicle, Promotions Dept, 172 Union Street, Oldham. OL1 1EQ and selected newsagents. Tel: 0161 633 2121 (Ext 300-303) Email: [promotions@oldham-chronicle.co.uk](mailto:promotions@oldham-chronicle.co.uk)

**TRAVEL is on the move — find it next Tuesday in our new LIFESTYLE pull-out**

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## TOURISM OFFICE OPENS IN CYBER COMMUNITY *Asprey*

Published on 23/10/2006

By Ross Brewster

A TOURISM group in West Cumbria has just opened a new office with a community of millions in mind – but it's all virtual.

The Western Lake District has become the first tourism region in the UK to be promoted in Second Life, the fast expanding online community.

The Western Lake District Tourism Partnership has opened an office in the increasingly popular virtual world.

Musicians have held concerts in Second Life, including Suzanne Vega.

The Western Lake District's tourism office has been established in an area of Second Life called Ravenglass.

Visitors to Second Life can visit other places near Ravenglass that are also locations in the Western Lake District, including Scafell, Maryport, Honister, Seascale and Egremont.

Second Life can be found at [www.secondlife.com](http://www.secondlife.com).

**View this story and the latest newspaper in full digital reproduction, just like the printed copy at [www.newsandstar.co.uk/digitalcopy](http://www.newsandstar.co.uk/digitalcopy)**

**Other stories from this category that may interest you:**

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- Warning to joggers: Don't go with flow.
- Hi-tech system keeps track of patrol cars
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### Waterside & Craig Manor

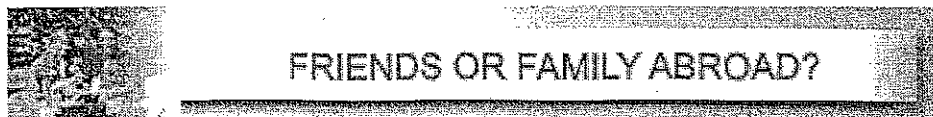
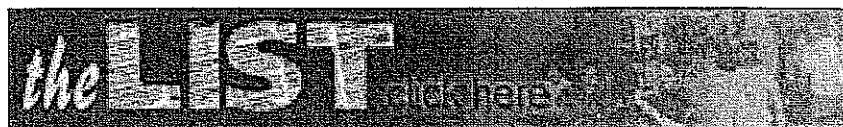
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### Grasmere bed & breakfast

44 secluded tranquil forested acres log fires,  
candles, badgers, deer

Advertise on this site







## Family-run feed firm flourishes

**ANIMAL** feeds business Jolly Jodhs, based in Diggle, is celebrating its fifth anniversary this month.

The business, run by mother and daughter team Pamela and Emma Wadsworth, is going from strength to strength. A website has recently been launched so customers can buy online.

Pamela and Emma are both riders and they own two horses, a traditional coloured cob, Toby, and Mac, a warmblood cross.

The shop sells a full range of horse feeds, as well as clothing and tack. Stock includes well-known brands such as Harry Hall, Caldene and Masta, as well as a big range of giftware in the run-up to Christmas.

Pamela and Emma also stock a full range of other animal feeds, from farm animals to pets, including brands such as James Wellbeloved and Royal Canin. You can also get your horse, dog and cat wormers there.

Jolly Jodhs is in Wharff Mill, Diggle, just over the hill from Marsden. The website is [www.jollyjodhs.co.uk](http://www.jollyjodhs.co.uk). The phone number is 01457 878315.

# Life's such a beach!

## Great day out riding

Compiled by  
Louisa Riley



LAST month I was lucky enough to be invited on a break in the western Lake District to go pony-trekking followed by a beach ride.

Like many riders, I've always wanted to gallop along a beach, so I jumped at the chance.

I took along my friend Lisa, an experienced rider who was also looking forward to the beach.

The ride we were offered was a half-day beach and fell ride, with a stop for lunch along the way.

We arrived at Murthwaite Green Trekking Centre on Monday morning, not knowing what to expect.

Happily, we could see as soon as we arrived that the horses were all well-fed and well looked after and the yard was tidy and well-maintained.

I was given a lovely coloured gelding called Tom to ride and Lisa



■ **WATER LOT OF FUN** - Hitting the sands with the horses

was given Jazz, a chestnut Welsh cob.

We had to have an assessment lesson before we set off on our hack, just to make sure we could ride as well as we said we could.

Luckily we passed inspection!

We were accompanied by Linda Burnet, a ride leader, who proved

to be a great guide and entertained us with funny stories about the horses along the way.

The scenery along the fells was great and we got to stop for lunch next to a stream.

After lunch it was on to the best bit — the beach. We rode down brideways and then on to the

sands, where Linda asked us how fast we wanted to go.

All abilities are catered for, so you can choose to go as fast or as slow as you like.

We chose fast and had several great gallops along the beach.

The horses were fast and responsive, not at all ploddy or boring. The beach is lovely and seems to go on for ever, which was great because we didn't want the ride to end.

We stayed at the nearby Underwood House, a beautiful country guest house run by Andrew and Wendy Miller.

I'd definitely recommend this as your base if you are exploring the western Lake District. The food is great and the swimming pool and steam room are a great way to relax after a hard day's riding.

It's also ideally situated for easy travel to the trekking centre and other attractions such as Muncaster Castle, the coastal village of Ravenglass and the Eskdale Trail, a scenic bike ride through the fells.

For more information on Murthwaite Green Trekking Centre visit [www.murthwaitegreen.co.uk](http://www.murthwaitegreen.co.uk) or ring 01229 770876.

For details on a stay at Underwood House visit [www.underwoodhouse.co.uk](http://www.underwoodhouse.co.uk) or ring 01229 771116.









September 2006

Osprey.

Bromsgrove  
Advertiser

# Train



In the West Midlands, you'll find a wide range of welcome attractions that will appeal to kids and adults alike. In a quiet family-friendly landscape...

THE views from the castle stretch for miles over the woodland and fields. It's a must-see for anyone visiting the area.

Manchester and beyond. You can enjoy the gardens and castle to explore the area. There are many shops and restaurants nearby.

Even young children will find plenty to do. The Birds display on the lawn when some of the castle's feathered residents including owls, buzzards, kestrels and kites are introduced to the crowd.

They'll also love the Meadow Vole Maze, where you shrink to the size of Max Meadow Vole to explore his world.

From nearby Ravenhill Station you can take a ride on a charming steam train. Children will love the little trains on the Ravenhill & Eskdale Railway. A number of the trains in the Thomas the Tank Engine Series were based on the locomotives that taken passengers on the line. You can see the side to Dale railway station. From here you can explore the tiny village of...

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**RELAXTRAVEL**

ON a hot Sunday morning we found ourselves at the foot of England's highest mountain and at the edge of England's deepest lake.

There was hardly a soul about - I counted six - on the shores of Westwater lying virtually in the shadow of Scafell - and it was pure bliss.

Normally when I venture over to the Lakes it is teaming with people, usually near Windermere, Ambleside or Keswick, and the roads are full of traffic. This time, we had gone on a little further - to the Western Lake District - largely overlooked by the vast majority of visitors, yet it's an area of great natural beauty, with some fine man-made attractions to appreciate too.

In just two-and-a-half hours, we arrived at our first night's stay, Moresby Hall just outside of Whitehaven.

Not really a hotel, but a country mansion with adjacent cottages, the house itself is a Grade 1 listed building, and certainly one of the oldest in Cumbria. It has been given a new lease of life and a lot of it as a rather upmarket guesthouse by David and Jane Saxon, who are delighted that after an English Tourist Council

**EVER found yourself in a seething mass of people and traffic in the Lake District? LES OLIVER went into the Western Lakes to find a completely different world.**

inspection they have just been awarded a five-star guesthouse rating.

Jane showed us to a grand room, complete with king-sized four-poster.

There was an absolutely decadent bathroom where you can lie in a jacuzzi watching a TV set into the wall at the end of the bath (highly recommended, and the rates are very reasonable).

As we were making a long weekend of it, next morning took us to Whitehaven, an attractive coastal town showing evidence of post-industrial investment and restoration after its shipping and mining heritage.

An interesting attraction for tourists is the Rum Story, a walk-through exhibition showing the history in sound and imagery of the UK rum trade centred on Whitehaven's seafaring links with the slave-worked Caribbean sugar cane plantations.

The visit ends with a free tot of rum and the option of a snack at the very reasonably priced courtyard café.

Heading south past Egremont, you can hardly miss one of the largest nuclear sites in the world - Sellafield.

It's also one of the biggest visitor attractions in the region.

I'd been there almost 30 years ago and was curious to see what it was like today. I was disappointed, perhaps because, first time around I had toured the plant with other visitors by bus. Since 9/11 that's all changed.

Tourists are restricted to a visitor centre, understandably well away from the nuclear plant itself.

Nowadays, it's an educational interactive attraction largely for children with a 180-degree cinema showing films on sharks or dinosaurs.

Interestingly, though, the static displays make no attempt to shy

**TRAVELFACTS**

**HOW to get there:** head west, via either A69 or the A66.

**We stayed at:** Moresby Hall (superb) from £50 per person per night (£70 for luxury 4-poster, jacuzzi, etc), (01946 696317).

**Also:** Gosforth Hall Hotel from £55 per double room, Tel: 01946 725322).

**Sellafield:** free.

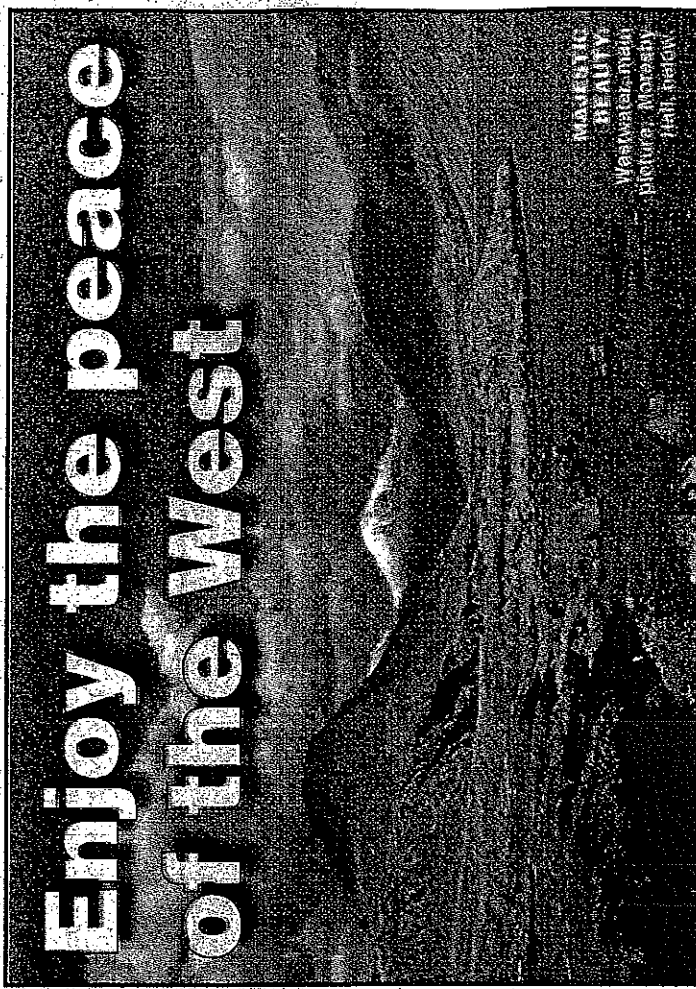
**Muncester Experience:** £6.50 (child £4.50); family (2+2 children, £20) (closed Saturdays), Tel: 01229 717614.

**Ravenglass-Eskdale Railway:** all-day ticket £9; child, £4.50 (under-fives free), Tel: 01229 717171.

**Rum Story:** £4.95; child £2.95, Tel: 01846 592933

**For a good pub meal (£24 for two, including drinks), The Strands Hotel, Nether Wasdale.**

**For more on all the above:** www.western-lakedistrict.co.uk



**Enjoy the peace of the West**

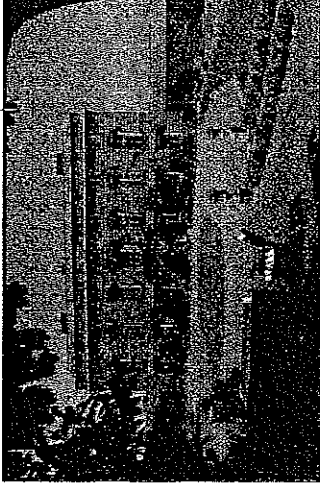
**NATURE'S BEAUTY**  
Westwater, Whitehaven  
Picture: Moresby Hall Hotel

away from its controversial history, highlighting previous protests and present-day opposition.

Another four-poster in the Gosforth Hall Hotel, south of Egremont on the A595 was the perfect base for our last full day in the Western Lakes.

There we enjoyed a trip back in time chugging along behind on the world's oldest working 15in. gauge steam locomotive on the Ravenglass and Eskdale Railway or "Lal Ratty" as it is affectionately known. For seven miles it took us through two of Lakeland's loveliest valleys to Dalegarth station, nestling at the foot of Scarfell and still clearly enjoyed by young and old alike. Nearby Muncester Castle was a perfect example of a stately home with its historic furnishings and works of art successfully turned into a tourist attraction by the landed gentry, the Pennington family, who still live there.

Visitors are entertained and informed by means of an audio guided tour narrated by members of the family, whose ancestors (and ghosts) have occupied its rooms for eight centuries. Children are catered for with a natural history maze. There's also a world owl sanctuary. And at 4:30pm every day, a bit of a show is made of feeding dead mice, chioots, etc, to herons nesting in the treetops on the estate.



**GREATDAYS OUT**

**LOOKING for something a bit different to do this week? Nuffin world**

**BISCUIT FACTORY, NEWCASTLE**  
BRITAIN'S biggest original art store has two floors of exhibition spaces full of fantastic art. Everything is for sale - choose from a range of paintings, drawings, prints, sculpture.

**7:30pm - top-quality acts and plenty of laughs.** Featuring John Bishop, Junior Simpson, Angelo Tsarouchas & Jim Jefferies.  
www.galadunham.co.uk

**LATEdeals**

**TOUR operator Direct Holidays is offering the following late deals:**  
DEPARTING September 3 from Newcastle, £4.95



# GURNER BE A FAIR OLD DAY

The Egremont Crab Fair in Cumbria will be looking for the world's ugliest face on September 16.

Contests from around the globe will put faces through a horse collar or 'brafil' in an attempt to win the coveted title of worlds top gurner. Events kick off with the junior championship, followed by a table gurning display and finally the official World Gurning Championship.

The fair has been held since 1267, except in wartime, and includes terret shows and the traditional local sports of Cumbria and wrestling and hound trailing.



Free entry, but there's an admission charge for field events. From 9am-11pm at Baybarrow Sports Field, Harpur Place, Threkhill, Egremont, Cumbria. Call 01946 620693. [www.egremontcrabfair.org.uk](http://www.egremontcrabfair.org.uk)

Daily Mirror.

26th August

Osprey

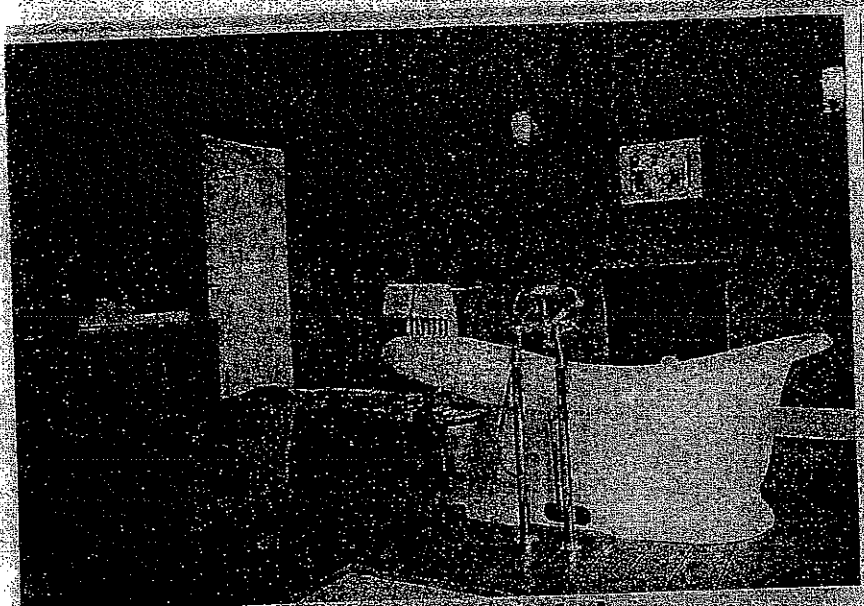


August 19<sup>th</sup>  
2006

Osprey

# Weekend

## Home



### Ann's Hill, Cockermouth, Cumbria

This new addition to Cumbria's Luxury in a Farm collection of self-catering and catered accommodations further evidence that rural doesn't always mean rustic. These days, you're likely to get flatscreen TVs and chocolate truffles along with the uninterrupted views and peaceful idyll which a farmhouse location traditionally affords.

Ann's Hill is a handsome 18th-century house whose design mimics Wordsworth's childhood home in Cockermouth, two miles away. A self-

catering stay here might well inspire a bit of poetic inspiration – since restoration, the house has become a somewhat sumptuous indulgence just for two. The bathroom – adorned in Farrow & Ball's Rectory Red – has a white slipper bath in the centre of the room and a 17-inch digital TV to watch while you lurk in the soaps. The bedroom has a king-size brass bed with Hypnos mattress, Sanderson silks and antique oak furniture. And the open-plan sitting room below has its original

sandstone flags and stone along with a log-burner curl up and recite romances.

Owner Vanessa Steel offers champagne hampers, truffles and continent baskets discreetly to those who won't be disturbed.

Short breaks £324 for two  
01900 827838, [annshill.luxuryinafarm.co.uk](http://annshill.luxuryinafarm.co.uk)

### As nature in

The Soil Association Festival – the biggest of its kind in Europe – take place on the harbourside in September. The quaysides will be alive with offering talks and tastings. Hugh Fearnley-Whittham leading other chefs in.

Admission £3.50 (free advance tickets on 0800 300 3000) [soilassociation.org/fe](http://soilassociation.org/fe)

Fortnight events in your area £500, [soilassociation.org](http://soilassociation.org)

### Click for Bri

Here's a short-cut to seaside boutique hotels, one-stop site for four boutique hotels, including House and Drakes – more. Rates from £100.

Weekend is written by Sally Shalom at [sally.shalom@guardian.co.uk](mailto:sally.shalom@guardian.co.uk)

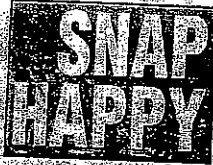




4 *your* **Life** travel

**DFDS SEAWAYS**  
JUST SAIL AWAY

**SNAP Happy** is back! You could win a super prize in our photo competition. We are asking you to send photos of yourselves, friends and family holding a copy of the Chronicle, write on your jollies.



It doesn't matter if you're in Honolulu or Hebburn, the best of the bunch will appear on your Life in Saturday's Evening Chronicle. And every month one lucky family will win a Mini-Cruise Break with DFDS Seaways. The trick is the photo, the better the chances.

Please remember to include your contact details, who is on the picture, where they are from, and where the picture was taken. Any photos without a copy of the paper will be uploaded onto our Snap Happy holiday photo album on [www.icnewcastle.co.uk](http://www.icnewcastle.co.uk) where photos with the paper go in print are entered into the competition. To send pictures via MMS, start your message with the word "Chronicle" and send it to 07527558462. Picture messages are charged at the normal network rate, plus 25p per the highest resolution and best picture size. For the Snap Happy, Promotions Dept, Evening Chronicle, Great Market, Newcastle, NE1 1ED, or [cccompetitions@icmedia.co.uk](mailto:cccompetitions@icmedia.co.uk). DFDS NC competition rules apply. Terms and conditions at [www.icnewcastle.co.uk/legal](http://www.icnewcastle.co.uk/legal). The editor's decision is final.



**CHICAGO** - Thanks to Norma Pate from Palmersville for sending in a snap of her reading her paper while on holiday in Chicago. Think the boat a bit of a giveaway...



**ALGARVE** - Thanks to Alan Barker of West Denton, Newcastle, for this snap of him in a sports bar in Albufeira on the Algarve. He was first one in to guarantee himself the best seat in the house for the England match. Bet he wishes he hadn't bothered!



**ACHILLES** - And we extend our thanks to David Bell from Whickham for sending in this picture of his wife, Betty, reading her Chronicle at the foot of Achilles at the Achilleio Palace in Corfu.

**Evening Chronicle Promotion**

**SAIL AWAY ON A 3-NIGHT CITYCRUISEBREAK TO GOTHENBURG WITH DFDS SEAWAYS FROM ONLY £37 pp**

Including Free Breakfasts! Sailing from Newcastle (North Shields), Gothenburg is the destination for our three-night city cruise breaks. Enjoy this fabulous break cruising at sea, departing on Mondays, with a night ashore in "downtown" Gothenburg, featuring an excellent choice of bars, restaurants, bistros, wine bars, jazz and nightclubs. And when you've had enough of the night life, you can return to your comfortable cabin accommodation on board ship, which is bedded in port overnight.

Available for travel up to: October 31, 2006. Book by August 31, 2006.

**PRICE INCLUDES:**

- 3 nights on board in a four-berth economy cabin
- Coach transfer to and from the city
- Buffet breakfast each morning
- Live on board entertainment
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**WHY NOT EXTEND YOUR STAY?**

With a selection of hotels to choose from, your city cruise break may also be extended with a hotel stay from just £27 pp per night.

For further information and to make a booking, visit [www.dfds.co.uk](http://www.dfds.co.uk) or telephone 08705 335222 and quote booking code: X1675 or Z2898 for hotel stay.

**Offer Terms and Conditions:** DFDS Seaways full terms and conditions apply. £10 telephone booking fee applies. Offer applies to new bookings only and is subject to availability on selected departure dates. Credit card charges apply (which will be advised at time of booking). A £1 per person fuel surcharge currently applies. Price shown is based on flexible tariff and on traveling in low season.

**Chronicle**

**I**t's got it all: rolling hills, glistening lakes, quaint village settings and scenery to take your breath away.

The western Lake District is also the home to the highest mountain in Britain: Scafell Pike, and England's deepest lake, Wastwater.

It's not everything and my family and I were not enough to stay there for the sun shone, the flowers were in full bloom and the air was just what I needed.

The small town of Cockermouth was our base and the Trout Hotel was where we ate our way through after a busy day. The hotel was a real gem and the sports bar had the best beer in the area. It has been recently refurbished and tastefully done - still retaining its grand, carpeted, elegant dining room and we even had an original marble fireplace in our bedroom.

We ate in the Terrace Restaurant, which was trendy but stylish where the New Zealand green-lipped mussels topped with lemon pesto and melted cheese had our taste buds dancing before a main meal of perfectly cooked sea bass.

It was a great base where you felt it was special but homely and a place to "come home" to.

But outside, the views were marvellous and we were keen to see them all.

Andrew Barker took the photo of Alan Barker in the sports bar in Albufeira on the Algarve.

The photo was taken by Alan Barker of West Denton, Newcastle, for this snap of him in a sports bar in Albufeira on the Algarve.

It's a seven-mile wide lake with a depth of 200 feet and is the deepest lake in England. It's a beautiful sight and a great place to visit.

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# It's natural to love Lakes

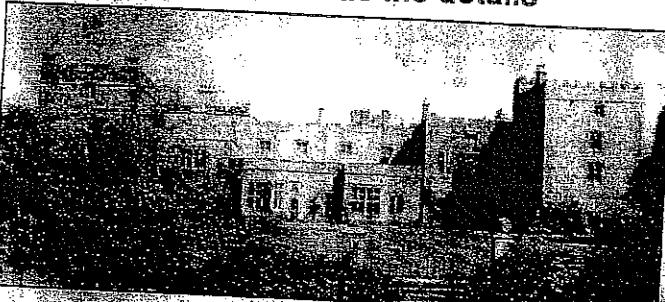
THE western Lake District has natural beauty and visitor attractions that have tourists flocking from across the world. LISA HUTCHINSON has the details

As you go from station to station the scenery just gets better and better. At one point thousands of beautiful purple and pink rhododendron bushes cling to the mountainside to create a cascade of colour, while the riverside pastures, meadows and historic oak wood along the track are home to roe deer, red squirrels and buzzards.

At the journey's end is the hamlet of Boot. There are two pubs, a church a short walk away and the oldest working mill in England.

While most of the visitors headed for a meal in one of the beer gardens, we walked literally a 100 yards further and found the quaint flour mill that was a picture in its own right.

From top to toe, Boot was beautiful and I could have quite easily spent the full day soaking up the sun



**BEAUTIFUL** — The stunning Muncaster Castle, home to the World Owl Trust

and taking in the views of Scafell Pike and its surroundings.

But we jumped back on the train and headed back to Ravenglass where only half a mile away is yet another breathtaking attraction — Muncaster Castle.

The castle is home to the World Owl Trust, a charity which breeds endangered species and re-introduces them back into the wild.

And as the haunted castle makes the perfect setting, each day at 4.30pm the herons from the nearby river fly to the treetops and wait to be fed.

Muncaster Gardens are spectacular with plants from all over the world, especially flowering shrubs, from the Sino-Himalayan region, nesting in the wild splendour of over 70 acres of garden, with the dramatic backdrop of the glorious Lakeland Fells.

Whatever the time of year there is always something in flower but between May and mid-June there is a riot of rhododendrons.

Back at base was also another must on our visit list. Wordsworth House, owned by the National Trust, was next door to our hotel and it was where the

famous poet spent his childhood.

A maid and manservant help you understand how William Wordsworth lived.

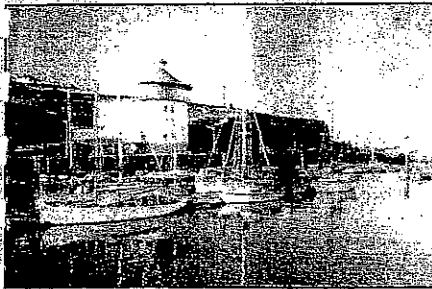
Even as a young boy he found inspiration from his surroundings and after a day out in the western Lake District, I can understand why.

You can't help but feel tranquil and at ease with life when in countryside like this.

We only touched the tip of the iceberg. The area is ideal for family breaks, wildlife trips or even a cycling holiday on Hadrian's Wall Cycleway. Whatever your preference, you'll find it here.

■ For information on the Western Lake District, visit [www.western-lakedistrict.co.uk](http://www.western-lakedistrict.co.uk)

■ For details on the Trout Hotel, visit [www.trouthotel.co.uk](http://www.trouthotel.co.uk) or call 01900 823591.



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# COOL CUMBRIA

## DOWN ON THE LUXURIOUS FARM

After foot and mouth, some farmers turned to tourism. In the Lake District they set their sights high. **Ian Herbert** reports on a new breed of quality holiday accommodation

**W**e are bound for Cumbria, to sample life among the cows on a farm b&b, and even before we hit the road an unexpected animal of our own is helped aboard. He is Barnie, the reception class toy bear, who visits a different family each weekend for a range of experiences.

Barnie means pressure. A photographic record of each adventure is pasted into his big album and put on show in class, and judging from his recent adventures we have a fair bit to live up to. The bear, who travels with hot and cold weather outfits, has reached Monaco, Walt Disney World and all points in between, in recent weeks. Shared bathrooms and frilly furnishings - many people's preconceptions of a farm holiday - just won't do.

It is with the album in mind that we linger in the Borrowdale Valley, where Friday's late-afternoon sun is still high in the sky as we, the children and the bear clamber up Cat Bells and gather photographic evidence that you don't need Monaco for moments of exquisite beauty. And once back down to earth again, it's on to the farm, near Cockermouth, the unburied, uncommercialised and surprisingly bohemian market town 10 minutes west of Kendal.

Behind the town, in the lee of Skiddaw, is The Homestead, a farm worked for 400 years, the last 100 by the family of Christine

Watson. Mrs Watson's husband, Allan, was told to cull his herd of 800 Holstein cattle on Easter Sunday 2001, because a neighbouring farm had foot and mouth disease. He tried restocking but his heart wasn't in it, so he and his wife instead turned their attention to converting a traditional Cumbrian longhouse in their grounds into one of the Lake District's new, up-market farm b&bs, with 10 airy, oak-beamed rooms, stone floors, undulating lime walls and stylish ensuite shower or bathrooms.

The conversion job, showered with architectural prizes, has evidently been a labour of love. The longhouse was once a communal bakery and the cast iron oven around which the locals once gathered with their dough retains pride of place. So, too, the cavernous boiling pot, which dominates the dining room. When the winter storms felled oak and cherry trees on the Watsons' land, they sent the wood to a local carpenter, Danny Frost, who turned them into the four-poster bed.

The couple live a discreet distance away in their own house on the farm. With Allan on hand, serving up the Cumbrian breakfast his wife has cooked and fielding questions on everything from the boiling pot to Snowflake and Tassles, the nanny goats, there's also a generous helping of the hospitality and intimacy which defines farm tourism.

The Homestead's qualities belong to a quiet revolution in farm tourism, which has seen the gradual

emergence of accommodation that is a cut above. It is one of 16 establishments signed up to Cumbria's new Luxury in a Farm initiative which is highlighting properties like The Homestead, with its vaulted ceilings, mullioned windows - and underfloor heating. The 16 venues include Lakeland cottages, converted granaries, country guesthouses and an old coach house.

They and around 1,200 farm holiday venues are also to be found through Farm Stay UK, an independent farmers' cooperative set up by the tourist boards and the former Ministry of Agriculture Fisheries and Foods to improve what once was the variable quality of this sector. The unpredictability was a product of what Farm Stay describes as the "Johnny's gone to boarding school, we can let his room" theory of farm tourism, which did the image no good at all in the early days.

But word is getting around about the changes. Business people are attracted by the security of these secluded locations as they lug expensive equipment around the country. The Homestead is among those that have hosted corporate team-building trips.

All Farm Stay venues are subjected to independent inspections under national tourist board schemes, and from next year English farms will fall in line with the Scottish and Welsh star grading system with a "farmhouse" designator. From September, the Farm Stay website will have online booking. The Homestead also

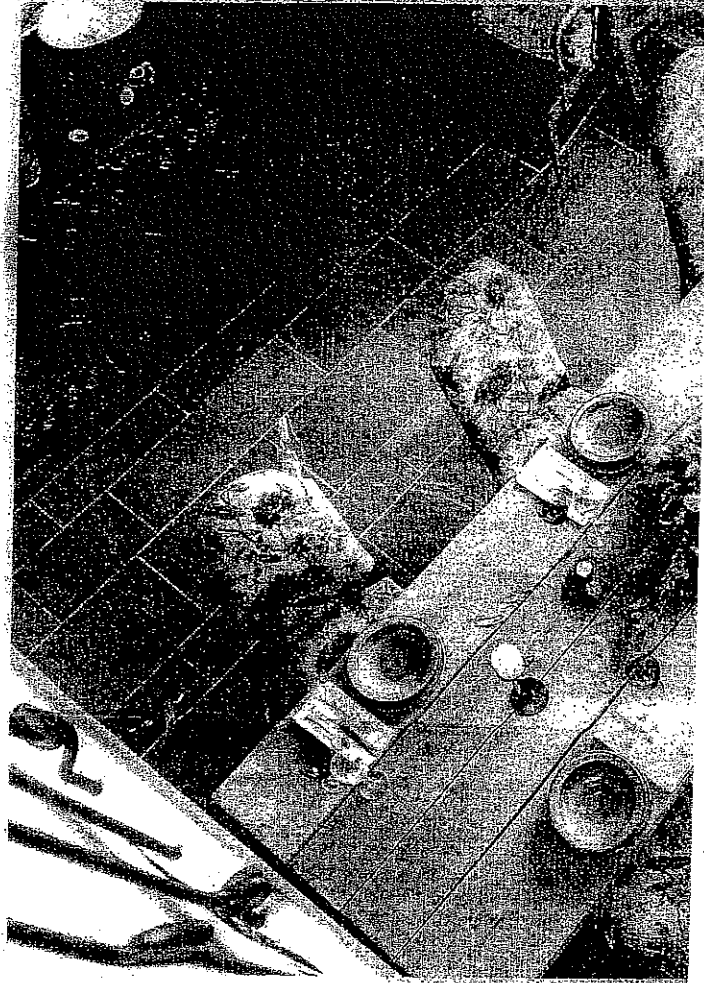
provides a gateway to the less known Cumbria. Cockermouth has a similar informal charm to the farm, it transpires, with few establishments more relaxed than the Front Room - a wine bar and bistro run from Thursday to Sunday. A guided tour of Cockermouth's Jennings Brewery, where soft water drawn from 50ft beneath the town is used to produce the beer, reveals the legendary effects of Cockle Warmer, the 63 per cent proof "session ale".

Cockermouth's renowned Castlegate House Gallery specialises in leading 20th-century Scottish and Cumbrian painters. An exhibition of St Ives painters runs until 21 August and the town's summer festival of art, theatre, music and storytelling runs until 5 August. Wordsworth's birthplace restored by the National Trust, can be visited.

On the way home, we stop at the Pencil Museum in Keswick, dedicated to an industry born of the discovery of graphite in Borrowdale in the 15th century. Barnie will return to school with a brand new pencil as well as photos for the album to rival any glamour trip.

Ian Herbert stayed at The Old Homestead, Byresteads Farm, see details, right. (luxuryinfarm.co.uk; farmstayuk.co.uk). The Front Room Wine Bar & Bistro (01900 826655), Jennings Brewery (0845-129 7190), The Pencil Museum (01768 773626; pencils.co.uk), Castlegate House Gallery (01900 828149)

### 10 STYLISH LAKELAND RETREATS



#### 5. The Old Homestead at Byresteads Farm

**WHAT'S IT LIKE?** Spend the night in a traditional 16th-century, renovated Cumbrian longhouse - The Old Homestead at Byresteads Farm near the town of Cockermouth. Opt for The Masters Room, a self-contained guest room with an airy, vaulted ceiling, exposed beams, wooden floor and canopied four-poster bed. **CONTACT:** Byresteads Farm, Cockermouth (01900 822223, byresteads.co.uk). Doubles from £60 per night b&b. Children under 10 are no longer permitted.

#### 7. Silverbank

**WHAT'S IT LIKE?** No 1 Silverbank may be a 200-year-old cottage in Coniston village, but its chic interior owes more to the 21st than the 19th century, with its open-plan living room, oak floors and shaker kitchen. **CONTACT:** 1 Silverbank, Coniston (0207-704 9071; boutiquegetaways.com). The cottage sleeps two to four, and starts at £400 for four nights' self-catering.

#### 8. Fellsides Studios

**WHAT'S IT LIKE?** Set around a small gravel courtyard and tucked up a grassy lane by the village of Loweswater, Fellsides dates in part from the 14th century. Inside, it's a tasteful mix of chintz and beams, with spectacular views over Crummock Water. **CONTACT:** Rural Retreats (01386 764177; ruralretreats.net). A week's self-catering for up to six sharing starts at £870.

#### 9. Fellsides Studios

**WHAT'S IT LIKE?** Slits-dad bed room, wooden floors, kitchen with all mod cons. This duo of stylish studios, each sleeping two, is tucked down a lane in the sleepy village of Troutbeck. **CONTACT:** Fellsides Studios, Troutbeck, near Windermere (015394 340 00; fellsidesstudios.co.uk). Doubles start at £52 per night, bed & breakfast.









July 2006



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### Pedalling with the Romans *Osprey*

Letters

A NEW cycle route opening this month will give more people the chance to discover some of the less well known parts of Hadrian's Wall country.

Columnists

Echo Woman

Health

Breast Cancer Diary

The new Hadrian's Wall Cycleway starts at Ravenglass in the Western Lake District, 70 miles south of what most people think of as the end of the Roman defence system.

The Tuesday Poem

Expats

In-Paper Supplements

Next week, cyclists from across the UK will be taking part in a trailblazing ride organised by Sustrans along the route. They will leave Ravenglass, where the Lake District National Park meets the sea, on Monday, riding north to the start of the wall at Bowness-on-Solway and arriving at the eastern end of the wall on July 22.

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Hadrian's Wall board member Eric Robson, who lives in Wasdale, says: "I'm delighted that the new cycle route includes the Western Lake District. Many people probably don't know that the Hadrian's Wall defence system extended south down to Ravenglass.

"So the new Hadrian's Wall Cycleway should enable more people to discover the Roman heritage in this area as well as the beautiful scenery and attractions that can be seen along the route."

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Hadrian's Wall did not solve the Romans' problem of border of security because the Cumbrian coastline is close to the Scottish border. The defences were therefore extended down the coast as far as Ravenglass with a series of forts.

Guide to the Region

At Ravenglass, people can see the ruins of a Roman Bathhouse, which is one of the largest surviving Roman structures in England.

Dating

Archive

Advertising

Nearby, at the end of the Eskdale valley, is Hardknott Roman Fort, one of the most remote outposts of the Roman Empire. Its situation, perched eyrie-like with dark crags above and below, gives the fort an atmosphere which few others can match.

Contact Us

Newsletter

Further up the coast in Maryport is Senhouse Museum, which is next to the remains of a Roman Fort from which the artefacts have been recovered. It has some of the most exciting archaeological finds in Britain and is dramatically sited on the cliffs overlooking the harbour at Maryport and the Solway Firth.

Fiona McLeod, from the Western Lake District Tourism Partnership, says: "The new route opens up the opportunity for cyclists to experience the wealth of things that the Western Lake District has to offer. As well as the Roman heritage there are also magnificent coastal views, breathtaking countryside, fascinating attractions, quaint villages and historic towns, all of which can be seen when using this new route."

The section from Silloth will be opened on Wednesday at the Solway Coast Discovery Centre. The centre provides an informative and entertaining introduction to the area. This year is also the 40th anniversary of the Solway Coast Area of Outstanding Natural

#### EDITOR'S CHOICE

##### STEWART DOWNING AUCTION

Footballer Stewart Downing is auctioning items to raise money for the Vicki Downing Memorial Fund. You can bid on items online including an England shirt, signed and framed, and worn by Stewart against Trinidad and Tobago in the World Cup, by clicking [here](#)

##### NEWS IN VIDEO

- \* Village flies the Union flag
- \* £12.3m Durham leisure complex work has begun
- \* Rob Andrew goes back to school

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Beauty.

The section between Ravenglass and Silloth is expected to be fully opened later this year once work has been completed to bring it up to National Cycle Network standard.

For more information about the new cycle route visit [www.cycle-routes.org/hadrianscycleway](http://www.cycle-routes.org/hadrianscycleway). To find out more about what there is to see and do in the Western Lake District visit: [www.western-lakedistrict.co.uk](http://www.western-lakedistrict.co.uk).

6:01am Saturday 15th July 2006

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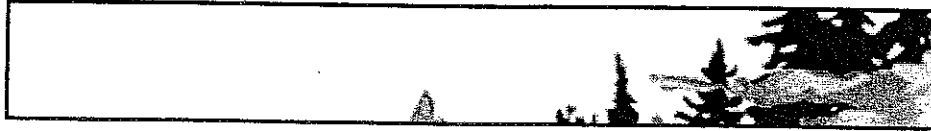
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### EMAIL UPDATES



## OSPREYS WORTH £2M TO ECONOMY

*Osprey*

Published on 02/06/2006

THE ARRIVAL of three osprey chicks at Bassenthwaite has had thousands of people flocking to the district to see the baby birds.

And while their survival will depend on the weather over the next two or three weeks, their economic impact on the region is in no doubt.

The Osprey Project has now updated the impact, doubling the value of the birds from £1 million to £2 million's worth of tourism cash a year.

This is the first season, since the adult ospreys arrived here in 2001, that three chicks have been hatched.

On one day alone, more than 700 people visited the Whinlatter Forest Visitor Centre to watch the babies in their nest through the video camera placed above it, transmitting pictures to a large osprey exhibition room in the centre.

More excitement could follow with the sighting of more ospreys in the district.

David Hirst, representative of the Royal Society for the Protection of Birds (RSPB) said that at least one of the birds was tagged but nobody had been able to get close enough to see if it was a returning chick.

It was their hope that a colony of birds could be established here, he said, but even if the chicks were returning to elsewhere in the UK it would still be a massive achievement.

A recent RSPB report said that ospreys were the UK's top bird tourism species and that the Lake District ospreys were attracting twice as many visitors as any other nesting site.

Around 90,000 visits are made to the osprey viewpoints near Bassenthwaite Lake each year, contributing as much as £2 million to the local economy.

Fiona McLeod, of the Western Lake District Tourism Partnership, said: "The Bassenthwaite Ospreys have been a phenomenal eco-tourism success story. They have really caught people's imaginations, giving a substantial boost to tourism businesses in the Western Lake District."

The ospreys have been nesting near Bassenthwaite Lake since 2001, returning to the Lake District after a gap of 150 years.

Whinlatter Forest Visitor Centre has become the focus of the birdwatchers with the live pictures beamed from cameras in the nest.

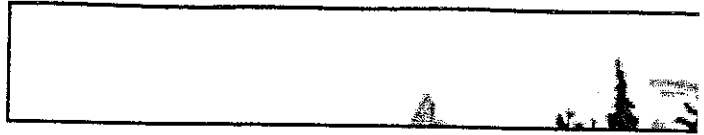
Meanwhile the adult birds can be observed feeding on the lake from a viewpoint at nearby Dodd Wood, where volunteers are on hand with telescopes and binoculars.

One of the businesses that has benefited from osprey tourism is Highside Farm, which is on the opposite side of Bassenthwaite Lake from where the birds are nesting. There are even binoculars in each of the rooms so people have the chance to watch the birds from the guesthouse.

Deborah Mawson, of Highside Farm, said: "People are so excited to get a glimpse of the Ospreys. They really are very beautiful and we certainly have a lot to thank them for."

Other stories from this category that may interest you:





16:11 - 1 June 2006

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## **OSPREYS TO BECOME AN EVEN BIGGER HIT** *Osprey*

Published on 01/06/2006

THE number of visitors who come to see the ospreys at Bassenthwaite is expected to rise, following news that three chicks have now hatched at the nest.

A recent RSPB report said that ospreys are the UK's top bird tourism species and that the Lake District ospreys are attracting twice as many visitors as any other nesting site. Around 90,000 visits are made to the osprey viewpoints, near Bassenthwaite Lake, each year, contributing as much as £2 million to the local economy.

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The ospreys have been nesting near Bassenthwaite Lake since 2001, returning to the Lake District after a gap of 150 years. It is the first time since the birds started nesting in the area that three chicks have successfully hatched.

People can follow the progress of the chicks on a giant screen at Whinlatter Forest Visitor Centre. The live pictures are beamed from cameras in the nest for a genuine 'birds eye' view of all the action. Meanwhile the adult birds can be observed feeding on the lake from a viewpoint at nearby Dodd Wood, where volunteers are on hand with telescopes and binoculars.

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**FRIENDS OR FAMILY ABROAD?**

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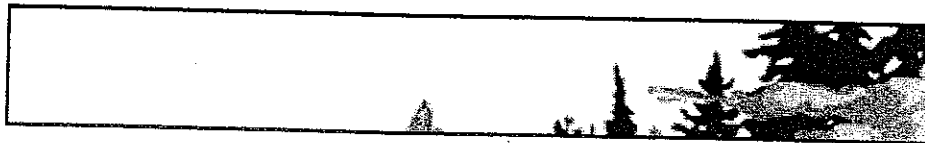
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### EMAIL UPDATES



## FIONA'S MISSION: MORE TOURISTS, MORE OFTEN *WESTA*

Published on 09/06/2006

MARKETING specialist Fiona McLeod is the new woman responsible for selling the delights of West Cumbria to the world.

The 29-year-old mother of one has joined the Western Lake District Tourism Partnership, in Maryport, to develop tourism and promote the best of the area - from its stunning mountain landscapes and coastline to its tourist attractions and many festivals.

As well as trying to bring more people into the western lakes, Fiona also wants visitors to stay for longer.

She said: "Historically we have had people just coming in on a day trip or only staying for a short break.

"We want to increase the number of people who come and stay, and the amount of money they spend when they are here."

Around 70,000 copies of the partnership's holiday and short breaks guide are being sent out to tourist information centres in Cumbria, Scotland, Yorkshire and Cheshire.

A further 250,000 copies of the top attractions leaflet are going out to give people reasons to stay for longer in the western lakes area, as opposed to the "honeypots" of the central Lake District.

Food and drink are also being highlighted in the guides, as well as the best of the accommodation available.

Fiona says she also wants to develop the partnership's website and introduce a system where visitors can book their accommodation online.

In the meantime, she is busy working on a national media campaign to ensure the area gets the best exposure possible.

Allonby and St Bees were recently featured in the '50 best beaches guide' in The Independent newspaper.

Fiona is originally from Whitehaven. She worked in Edinburgh for seven years before returning to West Cumbria, and said: "It's a great job and I was absolutely delighted when I got it.

"I wanted to come back and work in West Cumbria and although I have never worked in tourism before, the skills I have learned at university and in my previous jobs are transferable.

"I know the delights that West Cumbria has to offer and I am passionate about the Western Lake District.

"I also want to show local people that we can be proud of the area and should shout about it."

Fiona studied international business and Spanish at Leeds University before working as a marketing manager for Scottish & Newcastle. She has also worked in advertising and on sales promotion accounts for supermarket firms Sainsbury's, Somerfield, KwikSave and the Co-op.

Fiona works alongside marketing administrator Lucy Wilson, 27, of Workington.



Lucy is also new to the partnership, having previously worked for Cumbrian Newspapers' magazine division.


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 **FRIENDS OR FAMILY ABROAD?**



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## I'LL TELL THE WORLD HOW GOOD WEST CUMBRIA IS **WUWTP**

Published on 02/06/2006

By Andrea Thompson

MARKETING specialist Fiona McLeod is the new woman responsible for selling the delights of west Cumbria to the world.

The 29-year-old mum-of-one, who hails from Whitehaven, has joined the Western Lake District Tourism Partnership to develop tourism and promote the best of the area – from its stunning mountain landscapes and coastline to its tourist attractions and many festivals.

As well as trying to bring more people into the western lakes, Fiona also wants visitors to stay for longer.

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- Thieves steal lawnmower
- Paint region for posterity
- Three on laundering charges



Spreading the message: New manager Fiona McLeod Stan Partleton 2 of 2 Prev | Next



8:52 - 5 June 2006

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## BED AND BINOCULARS FOR OSPREYS *Osprey*

Published on 01/06/2006

A BED and breakfast owner is providing guests with binoculars so they can spy on the Bassenthwaite ospreys.

The birds, which are currently raising three chicks in their nest in woods high above Bassenthwaite Lake, have become a major national attraction since the eggs hatched over the Bank Holiday weekend.

And the owners of Highside Farm, which is on the opposite side of the lake from the nest, is urging guests to keep an eye on their feathered friends.

Deborah Mawson, from Highside Farm, said: "People are so excited to get a glimpse of the ospreys. They are very beautiful and we certainly have a lot to thank them for."

Thousands of people have flocked to see the ospreys this year and the Western Lakes Tourism Partnership is forecasting that numbers are all set to rise following news that three chicks have now hatched.

Around 90,000 visits are made to the viewpoints near Bassenthwaite Lake each year, contributing as much as £2 million to the local economy.

Fiona McLeod, from the Western Lake District Tourism Partnership, said: "The Bassenthwaite ospreys have been a phenomenal eco tourism success story. They have really caught people's imagination, giving a substantial boost to tourism businesses in the Western Lake District."

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3 more DIY luxury country escapes



1 Ashford, Kent

Enjoy all the luxury of a manor house hotel, without having to rush for breakfast, by booking into the self-catering cottages at Eastwell Manor. Prices start from £140 per room per night. Call 01223 218000 or visit www.eastwell.co.uk.



2 Whitby, North Yorkshire

With all the style and luxury you can shake a Philippe Starck stick at, Holpen Haris, near Robin Hood Bay, is the perfect base for walkers and cyclists. Prices start from £300 per week. Call 01947 850615 or visit www.iknowyorkshire.co.uk.



3 Cockermouth, Cumbria

Arns Hill is a stylish love nest for two. With its roll-top bath, log-burning stove and beams, it's the perfect blend of modern necessities and old-world style. From £118 per night or £500 per week. Call 01900 827838 or visit www.arnshill.co.uk.

Witley, Downs, Cornwall

When we discovered Cornwall's newest secret, The Witley at Carron Downs, we were delighted to find a fabulous resort of 40 well-kept cottages clustered in a scenic valley just outside Truro. Because we enjoy our privacy and the value of self-catering when the kids are in the car, we don't normally do hotels. But this rounded holidaying - the kids would have enough to keep them occupied and we'd be staying in a relaxing, well-out holiday home. Combined with the pool and outdoor pools, tennis court, games room and Café, the complex has everything you could wish for. Cottages featuring soft linen, the handwashed beds, oak furniture, local art, great

country views and exquisite kitchens - the luxurious interiors make it relaxing from the moment you step inside. And each of the cottages is unique in design, fitted out with all mod cons, such as flat-screen TVs and DVD players. The open-plan living areas and balconies make it a great family space. Additional each cottage has two, sometimes three bathrooms. With Villeroy and Boch fittings, they're also kitted out with fluffy towels and pampering toiletries. Food The Café Arns has an eclectic menu of contemporary cuisine lovingly prepared by Dale, the chef, which transforms your cottage holiday into something just this much more special. We loved the Rock - a steak fillet

presented on a scudding slab of Cornish granite - which you can cook yourself as you like it. Outside Only half an hour from the sea on either the north or south coast, you can take your pick of places to visit. We went to the National Seal Sanctuary at Gweek, the Eden Project, and the most southerly point of England (the Lizard). Hurray for a decent kitchen, which was just crying out for someone to dive in and make a lemon chessington. Boq for steep hills to and from the pool, which might annoy Grandma if you're nice enough to bring her along. The damage Prices start from £250 for a weekend break, £205 per week, and £450 for a week. For more info or to book, call 01872 052134 or visit www.thewitley.co.uk.

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# A vintage break in modern style

BY FAN MCCLOUNIE

A UNIQUE Wordsworth inspired self-catering experience opens in Cumbria this month.

Arms Hill is an 18th century house which was based on the same design as the childhood home of William Wordsworth in Cockermouth, 15 miles away.

Following a major renovation, Arms Hill is a beautiful and comfortable holiday home offering modern day living and a generous offering of five star luxury.

The house offers visitors an eclectic mix of restored architectural features, elegant antique oak furniture, a state of the art hi-fi entertainment system and plenty of space.

The 20ft bathroom is complete with a double ended slipper bath and 17 inch aqua-vision digital TV - perfect for a pamper break or romantic hideaway.

The 2nd bedroom boasts a 6ft super king sized bed, silk soft furnishings and a hand tufted Hypnos mattress, which is said to be used by the Queen.

Vanessa Steel, owner of Arms Hill, says: "I'm thrilled to have



## INSPIRED

Arms Hill, where couples discover the luxury of a 18th century house, is a beautiful and comfortable holiday home in Wordsworth in Cockermouth.

been awarded the national five star family assurance status and are already looking forward to welcoming our first guests in early June. We've worked tirelessly for months ensuring every attention to detail and using local craftsmen to create a unique and luxurious oasis.

"I think Arms Hill offers the perfect venue for romantics and those seeking solitude in the Western Lake District."

Arms Hill was assisted by a marketing grant from the North West Farm Tourism Initiative.

Project manager Katie Read says: "Arms Hill is an outstanding new example of how the

farm tourism experience has developed over recent years with a clear emphasis on quality, luxury and local produce. It's set amid breathtaking Cumbrian farmland and country side."

The house nestles in 250 acres of farmland for visitors to explore. The sandstone arched windows offer panoramic views over parkland towards Borton and Crummock Water.

Crummock Water is fed by streams including the beck from Scale Force which, with a drop of 170ft, is Lakeland's tallest waterfall. Wordsworth described it as a fine chasm with a lofty though slender fall of water.

Cumberland  
News.

2nd June 2006

Osprey  
press  
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*Osprey*

*June 2006*

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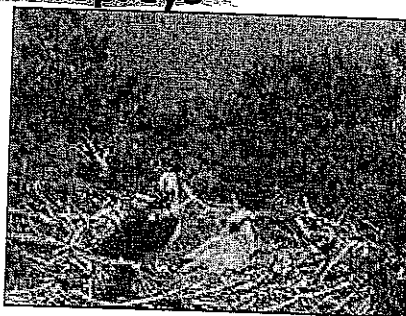
[UK](#)

### Visitors flock to Lakes ospreys

[England](#)

Thousands of people have flocked to see Ospreys which have nested for the fifth year running at Bassenthwaite in the Lake District.

[Northern Ireland](#)



Thousands of people follow the ospreys' progress on the internet

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Officials expect the figure to exceed the 90,000 visitors recorded in 2005.

The Royal Society for the Protection of Birds (RSPB) said the number of visitors would be swelled after news of three eggs hatching at the nest site.

It is expected the rare birds will help to generate about £2m in tourist income in the county.

Fiona McLeod from the Western Lake District Tourism Partnership, said: "The Bassenthwaite Ospreys have been a phenomenal eco-tourism success story.

### Giant screen

"They have really caught people's imaginations, giving a substantial boost to tourism businesses in the Western Lake District."

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The Ospreys have been nesting near Bassenthwaite Lake since 2001, returning to the Lake District after a gap of 150 years.

Farmers warn  
'Zero tolerance'  
Barrow's Bluebi  
 | News fee


It is the first time since the birds started nesting in the area that three chicks have successfully hatched.


People can follow the progress of the chicks on a giant screen at Whinlatter Forest Visitor Centre.

Meanwhile the adult birds can be observed feeding on the lake from a viewpoint at nearby Dodd Wood, where volunteers are on hand with telescopes and binoculars.

The osprey pair, known as GreenXS and NoRing, returned to the Lake District in the first week of April and quickly settled down to breed.

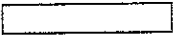
Nathan Fox, of the Osprey Project team, said: "We are absolutely delighted that for the first time these special birds have three chicks in the nest."

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# I'll tell the world how good west Cumbria is

## Fiona is new marketing specialist for region

BY ANDREA BONEHO

**MARKETING** specialist Fiona McLeod is the new woman responsible for selling the delights of west Cumbria to the world.

The 29-year-old mum-of-one, who hails from Whitehaven, has joined the Western Lake District Tourism Partnership to develop tourism and promote the best of the area - from its stunning mountain landscapes and coastline to its tourist attractions and many festivals.

As well as trying to bring more people into the western lakes, Fiona also wants visitors to stay for longer.

"Historically we have had people just coming in on a day trip or only staying for a short break," she said.

"We want to increase the number of people who come and stay, and the amount of money they spend when they are here."

Around 70,000 copies of the partnership's holiday and short breaks guide are being sent out to tourist informa-

### **I know the delights west Cumbria has to offer**

tion centres in Cumbria, Scotland, Yorkshire and Cheshire. A further 250,000 copies of the top attractions leaflet are going out to give people reasons to stay for longer in the western lakes area, as opposed to the "honeypots" of the central Lake District.

Food and drink is also being highlighted in the guides as well as the best of the accommodation available.

Fiona says she also wants to develop the partnership's website and introduce a system where visitors can book their accommodation online.



**New role:** Administrator Lucy Wilson

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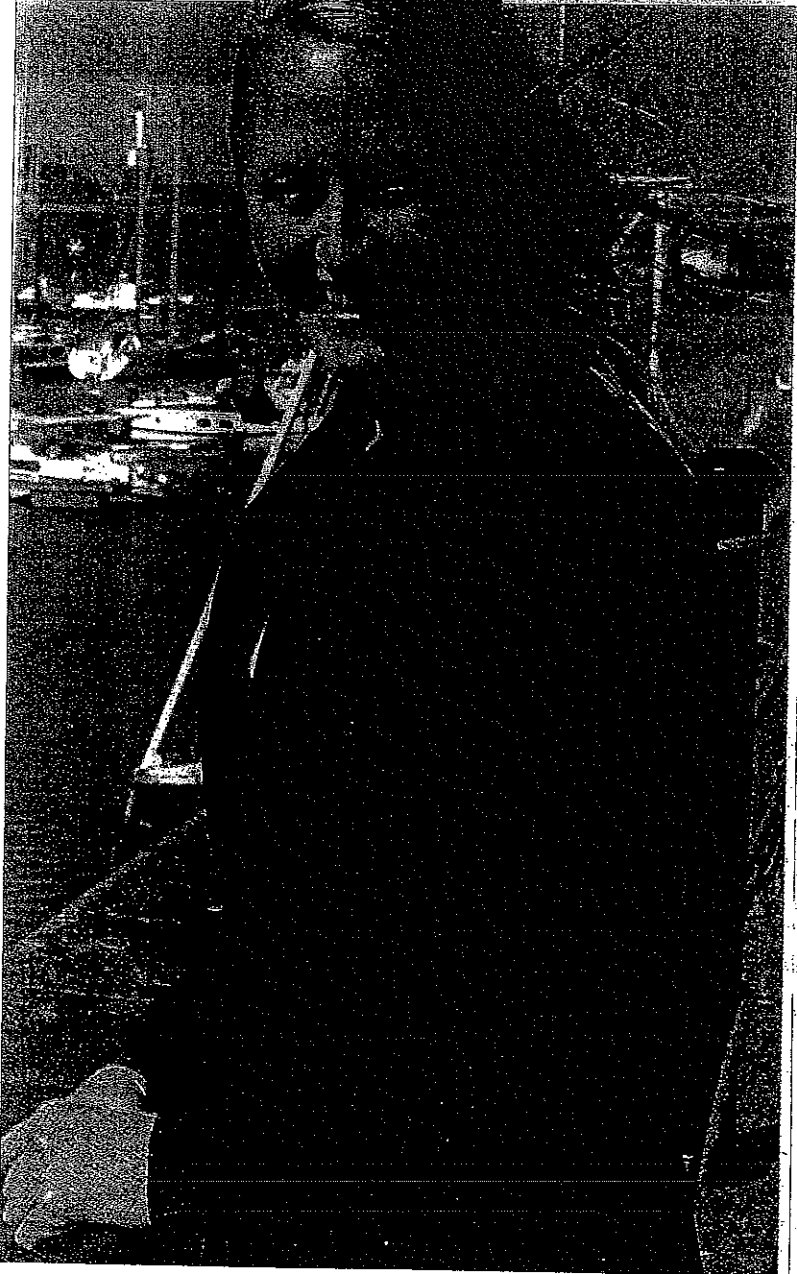
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Fiona works alongside marketing administrator Lucy Wilson, 27, from Workington.

She is also new to the partnership, having previously worked for Cumbrian Newspapers' magazine division.





# Fiona's mission: more tourists, more often, and spending more

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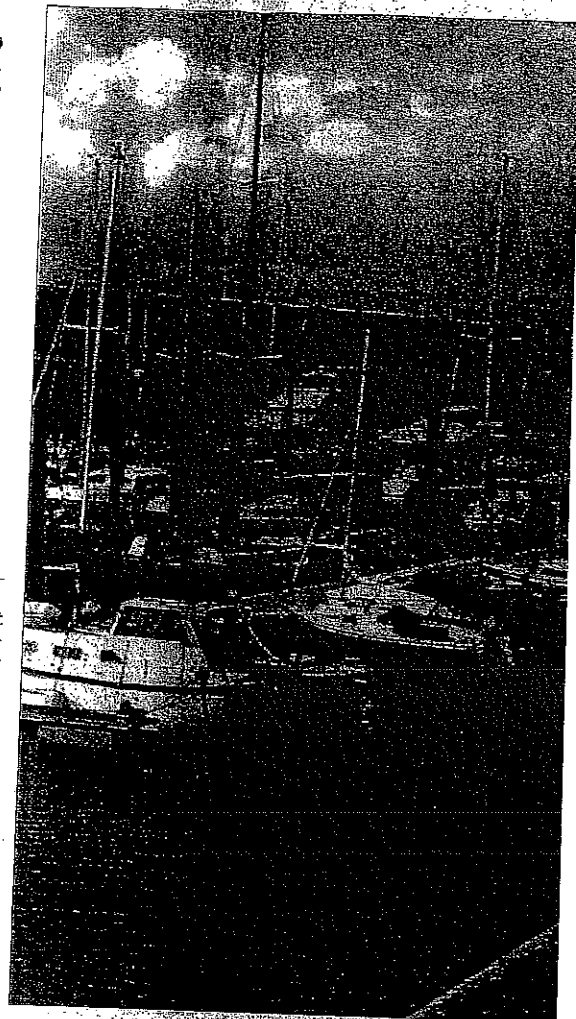
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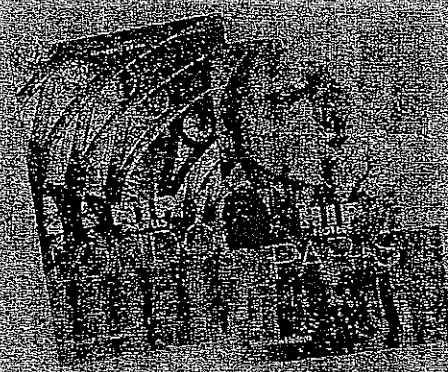
Fiona McLeod, marketing specialist with the Western Lake District Tourism Partnership, will be working in West Cumbria for longer.



**GET THIS!**

### Step to it

If your summer holiday plans involve exploring the great outdoors, then invest in one of Keen's latest models. The Solway Pack is £155. Stocks available 012 9292 and keenfootwear.co.uk

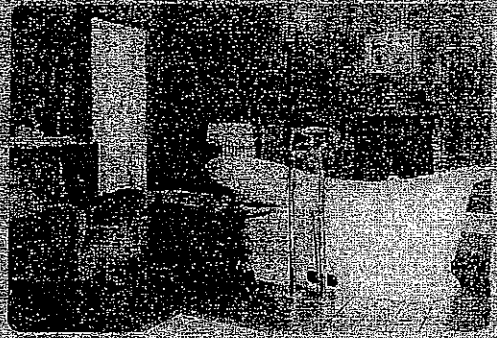


### Chic sleeps

Tomorrow sees the launch of two new additions to the successful HIP Hotels series. The new single city HIP Hotel London and HIP Hotels Park will not just feature the best places to stay but also where to eat, drink and what to see. Price £1295. See [hiphotels.com](http://hiphotels.com)

### THE COTTAGE Hide away

Ann Hill is a romantic cottage available to rent in the heart of the Lake District near Cocker mouth. This luxuriously decorated house dates from 1736 and sleeps just two. Three nights starts at £224. Contact 01900 827 858, [annhill.co.uk](http://annhill.co.uk)



### THE HOTEL Czech it out

Prague's latest bed & breakfast offering is Hotel Vasmil, a grand place to stay housed in an old bank near Wencesl Square. Doubles start from £220 (£150) with breakfast. Contact: 00 4 224 100 100, [hotel-vasmil.cz](http://hotel-vasmil.cz)

Osprey

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28th May