

A View From Copeland

Focus On Tourism

Trudy Harrison, MP for Copeland



A Word From Trudy

The 19th July will have brought mixed emotions; excitement and great anticipation or even relief ahead of family and friends' reunions whilst fear and trepidation will persist for others as Copeland opens its doors once again.

The impact of Covid very much depends on the fragility of our own health and that of our loved ones and (as has often been described) the robustness of the boat which you might be aboard as we all navigate the rough waters of the global storm.

Together we will recover and build back a better and healthier Copeland. In terms of building back better, I was absolutely delighted to be in Millom earlier this month for the announcement of £20.6 million of Government funding being made available for the Millom Towns Fund projects. To have two towns in Copeland receive the commitment of more than £42 million of Government investment is absolutely brilliant, and this will of course be matched by many more millions of pounds of private sector investment too.

You can find out more about the fabulous projects this significant funding will help to support on page 3.

Since restrictions eased, it has certainly been a welcome change to step away from endless Zoom meetings and get back out on the road, meeting with businesses, celebrating milestones and visiting newly launched ventures.

The past year has been exceptionally challenging for Copeland's businesses and tourist attractions, and so I was pleased to welcome the chairman of VisitBritain to Copeland to celebrate our world-class offerings, as well as joining the tourism minister in Portincale to meet with businesses to discuss Cumbria's tourism sector, which supports 65,000 jobs and to hear more about their exciting plans for the future. You can read more about these visits on pages 2 and 6.

I hope you find this update helpful, and please do get in touch with me at Trudy.harrison.mp@parliament.uk or call 01229 718 333 if I can offer any help or support as we get back to our new 'normal'.

Tourism Minister joins Trudy to celebrate businesses reopening in Portinscale

The Minister for Tourism and Sport paid a visit to Copeland in April to meet with businesses following further easing of lockdown restrictions.

Nigel Huddleston MP and Copeland's MP, Trudy Harrison met with business owners in Portinscale after opening their doors to the public once again.

The Minister met with owners of alpaca and llama experiences, Alpacaly Ever After, Wild and Fruitful Preserves and Ladore Falls Hotel, at the Lingholm Estate.

The family owned estate includes 12 luxury self-catering properties, a café and a walled garden, which was the inspiration behind Beatrix Potter's Mr McGregor's Garden in the Tale of Peter Rabbit.

Beatrix Potter spent ten summer holidays at Lingholm over a twenty two year period, between 1885 and 1907. Although Beatrix is more commonly associated with Hill Top in Sawrey, the farmhouse she bought in 1905 where her later books were based, it was the landscape around Derwentwater that inspired her earlier books and Lingholm was her favourite and most frequently visited Lakeland holiday home.

Trudy said: "I was really pleased to introduce the Minister to business owners from Lake District Hotels, and Alpacaly Ever After along with staff from Forestry England's Whinlatter Forest, all offering exciting, exceptional quality, brilliant experiences, all of who are very much looking forward to welcome everyone back."

The visit was led by Cumbria Tourism in recognition of step 2 of the reopening roadmap and provided a platform to talk about the county's response to coronavirus.

Minister Huddleston, said: "Great to join Trudy Harrison MP in Cumbria today - including a visit to 'Alpacaly Ever After' on the Lingholm Estate where we made some new four legged friends."



Multi-million investments for Cleator Moor and Millom



Trudy has commended the work of Cleator Moor and Millom Towns Fund Board as the Government gives the green light for a £43.1-million-pound funding boost for the towns.

Communities Secretary, Robert Jenrick, announced in June that Cleator Moor is set to receive £22.5m and this month announcing Millom will receive £20.6m as part of the £3.6 billion Towns Fund after being chosen in 2019 as two of 100 towns nationally to be invited to develop proposals for Town Deals.

In Cleator Moor, the funding will make way for a raft of new projects, as developed by the Cleator Moor Towns Board and Copeland Borough Council, including renewing the town square and creating an attractive environment for under used units, enhanced sports and leisure provisions and development of a high-quality sustainable transport network.

In Millom, the funding will allow for the development a multi-use leisure centre, skills support, swimming pool and fitness space.

It will also allow for the creation of a new linear park, fusing ecology, heritage and art into an inclusive recreational space incorporating walking and cycling between Millom and Haverigg, as well as improve the transport network, walking and cycling infrastructure, and strengthen Millom Railway Station as a transport hub.



Vacant and underused heritage buildings in the town centre will also be given a new lease of life for a range of uses, including workspace, residential, retail, arts and culture.

Trudy said: "I am absolutely thrilled that both Cleator Moor and Millom have been successful in securing Town Deal funding from the Government and congratulate the Boards, chaired admirably by Robert Morris-Eyton in Millom and Kayleigh Daniels in Cleator Moor as well as Copeland Borough Council for all their hard work, commitment and endeavour which have been instrumental in this success story for the town.

"Millom and Cleator Moor were identified as two of over 100 towns that could bid for a share in the £3.6 billion pound Towns Fund that was established to level up towns across the UK, create new jobs, help train local people and boost growth. I look forward to seeing the imaginative projects being delivered which will help to transform the towns for the benefit of residents and visitors for present and future generations."

The Government launched the Towns Fund in 2019 to invest in towns and high streets across England as part of plans to level up regions.

Communities Secretary Rt Hon Robert Jenrick MP said: "We are levelling up towns and cities across the country by building stronger and more resilient local economies, boosting prosperity and opportunity in our communities, and helping them build back better from the pandemic."

Backing Copeland's Treasured Arts And Culture Organisations

Culture and arts organisations in Keswick have joined with their local MP to discuss plans for the future following the latest easing of lockdown restrictions.

Trudy Harrison visited the Keswick Museum and Art Gallery and the Alhambra Cinema to meet with directors and staff to discuss the next stages of the roadmap to recovery and the challenges faced over the past 15 months.

During the visit, which also provided a chance to hear more about future operations and developments, Trudy learned about ongoing project work at the Alhambra Cinema to install a 29-seater second screen.

So far, Copeland's arts and cultural organisations, including the Alhambra Cinema and Keswick Museum and Art Gallery have received over £2m in support from the Government's Culture Recovery Fund.

Under the third step of the lockdown roadmap, cinemas, museums and theatres were given the green light to reopen on 17th May.

Trudy said: "After a difficult year for Keswick's arts and cultural venues, it was a pleasure to be able to visit and meet with staff and volunteers to hear about their exciting plans for the future.

"I know the Government is committed to supporting our treasured arts and cultural organisations through these next stages of the roadmap to recovery, recognising the important roles that these venues play for communities.

"A huge thank you to Carol, Tom and Jonathan at The Alhambra and Eilidh at the Keswick Museum and Art Gallery for a brilliant visit."



Full Steam Ahead: VisitBritain Chairman tours Copeland's attractions during English Tourism Week



The Chairman of VisitBritain has met with Copeland businesses as part of a tour of some of the area's most loved attractions.

Organised by Copeland's MP, Trudy Harrison in celebration of English Tourism Week, the visit provided the chance to discuss recovery of the hospitality, tourism and outdoor industries following the easing of further lockdown restrictions.

Lord McLoughlin's tour of local attractions began with a meet and greet with business owners from West Lakes Adventure, Ravenglass & Eskdale Railway, Eskdale Campsite, 1692 Wasdale, The Woolpack Inn, and Irton Hall.

The Copeland MP then whisked the VisitBritain chairman off for a journey on the Laal Ratty, before paying a visit to Muncaster Castle.

Mr McLoughlin was treated to a one of Muncaster's famous Herron Feed displays before a discussion with-

-Copeland Borough Council's, Eric Barker on plans and potential developments to improve cycling and walking on the Lake District Coast

Trudy, said: "Cumbria's tourism sector has endured huge challenges during the pandemic, so I was delighted to welcome Lord McLoughlin today to showcase some of the area's most-loved attractions.

"Copeland has so much to offer from internationally renowned landscapes to historic attractions and award-winning food and drink, and as we build back better, we must do all we can to support our local tourism businesses."



Copeland farm shop and cafe enjoys visit from MP and farming minister

The Minister for Farming joined with Trudy and members of her local farming community farmers in Nether Wasdale this month.

Victoria Prentis MP visited the Sawmill Cafe and Farm shop in Nether-Wasdale to meet with staff to understand more about the struggles and challenges that come with opening and running a new business during a global pandemic.

The visit also saw the Minister meet with local farmers to discuss commons work and management projects in Copeland.

Trudy said: “It was my pleasure to welcome Victoria Prentis, Minister for Farming, Fisheries and Food, to Nether Wasdale. Minister Prentis and I, along with colleagues from Defra and the National Trust, met with representatives of the Federation of Cumbria Commoners and the Nether Wasdale Commoners Organisation to discuss commons work and management projects.

“There is no other industry where knowledge and experience is passed down the generations more than farming. Farmers know their land best.

“Myself, the farmers, the National Trust and the commoners associations all recognise this and we ask the Minister to consider making our area a special case when deciding nature-based farming policy.”



Revamped Millom Arts and Heritage Museum reopens its doors



A heritage museum in Millom enjoyed a visit from their local MP ahead of their reopening this summer.

Trudy Harrison MP met with staff and volunteers at the Millom Heritage & Arts Centre to discuss future plans before visiting the museum's exhibitions which included the history of iron ore mining as well as renowned Millom poet, Norman Nicholson.

Trudy said: A huge thanks to Cultural Recovery Funding and dedicated staff and volunteers at the Heritage Centre, a revamped, exciting new museum will delight residents and visitors alike when it opens up again this summer.

"Millom has a rich cultural history and beautiful coast, the museum is perfectly placed next to the train station, complemented by a lovely cafe.

"It was both a relief and pleasure to see the bread loaf and hot cross bun baked in 1869 and 1904 would remain a feature. Surely a record breaker."

With a growing collection of over 10,000 artefacts and recorded commentaries, visitors can take a trip back in time, and immersed in the fascinating lives of Millom folk from years gone by.

For opening times please visit: millomdiscoverycentre.co.uk.

The Beacon Museum hosts Wildlife Photographer of the Year Exhibition



Trudy visited the world-renowned exhibition, on loan from the Natural History Museum in London.

The exhibition opened at The Beacon Museum in May, and featured exceptional images which capture fascinating animal behaviour, spectacular species and the breath taking diversity of the natural world.

Using photography's unique emotive power to engage and inspire audiences, the images shone a light on stories and species around the world and encourage a future of advocating for the planet.

Wildlife Photographer of the Year is the most prestigious photography event of its kind, providing a global platform that showcases the natural world's most astonishing and challenging sights for over 50 years.

Launching in 1965 and attracting 361 entries, today the competition receives over 49,000 entries from all over the world, highlighting its enduring appeal.

This exhibition has since ended but for more information on current exhibitions please telephone 01946 592302 or email: thebeacon@copeland.gov.uk.

Further information [here](#).

Trudy joins Party Chairman to meet with Copeland business owners



Trudy welcomed a Government Minister to meet with a local business owner who converted a former dilapidated sawmill into a vibrant riverside café and farm shop.

Co-Chairman of the Conservative Party, Rt Hon. Amanda Milling MP joined Copeland's MP, Trudy Harrison and directly elected Mayor, Mike Starkie for a visit to the Sawmill in Nether Wasdale.

The visit provided a chance to meet with staff and discuss more about the struggles and challenges that come with opening and running a new business during a global pandemic.

Formally a working sawmill, the cafe, situated on the River Irt was bought by Julius Manduelli and family in 2016 who converted the mill and restored many of its original features including a watermill which hadn't turned for more than 50 years.

Trudy said: "It is always a privilege to highlight local businesses to Ministers and the Sawmill is a fabulous example of hard work and determination, restoring an old unused building and giving it a completely new lease of life.

"Complete with stunning views and delicious home cooked food, I am already looking forward to returning soon-

and commend the incredibly hard work of Julius and the staff; despite a challenging beginning, it's brilliant to see another thriving business."

Serving a range of hot and cold light bites, cakes, coffees, teas and ice cream, as well as a selection of locally sourced produce in the farm shop, the business has already started building up a steady flow of regulars since official opening in July.

Rt Hon, Amanda Milling, MP, said: "I know Trudy is working hard with businesses right across Copeland as they try to recover from this unprecedented period.

"Across Copeland, Cumbria and the whole country, the Government is doing what it can to help businesses and workers get back to work in the best and safest way possible as we focus on tackling Coronavirus while trying to protect people's livelihoods."

As part of the visit, Copeland Borough and County Councillors were also invited along to meet with the Minister.

Gosforth and Seascale Cllr, Paul Turner said: "It's really nice to see the Sawmill as a completed building. Being on the Planning Authority that gave it permission all we usually see is flat plans and architects concept drawings so It's good to see the completed building is true to the design offered to us and that the recommendations we made have been implemented.

"As the County Councillor for the area, it's nice to see old buildings become new businesses which in turn bring both locals and tourists to a quieter part of the Lake District where they may not have visited previously."

More information [here](#).

Government backs Copeland's arts and heritage venues through Culture Recovery Fund



Arts and cultural venues across Copeland have been awarded a further £900,000 to help them reopen and recover as lock down restrictions begin to ease.

The funding has been announced as part of Round 2 of the Government's Culture Recovery Fund, set up to help the sector face the challenges of the coronavirus pandemic and to ensure they have a sustainable future.

Whitehaven Harbour Commissioners, Keswick Museum & Art Gallery, Muncaster Castle, The Beacon Museum, Rosehill Arts Trust, Theatre by the Lake and Threlkeld Quarry Museum have each received funding as well as The Parochial Church Council of St Bees Priory, The Priory Church of St Mary and St Bega and The Vicarage St Bees have each received support from the fund.

These creative and cultural organisations are just nine of more than 2,700 across the country receiving urgently needed support.

This funding brings the Government's total investment across grants, capital and repayable finance from the Culture Recovery Fund so far to more than £1.2 billion across over 5,000 individual cultural and heritage organisations and sites.

The funding was reserved in the first round of the £1.57 billion Culture Recovery Fund to allow the Government to respond to the changing public health picture.

With more than 70% of funding going outside of London, it will help organisations across the country as they welcome back visitors and return to normal operating models in the months ahead.

Trudy, said: "This further funding support for our much-loved arts and cultural venues reflects the Government's commitment to the sector and recognises how important such venues are to our communities.

"The last year has been incredibly difficult for so many and venues such as these provide hope, inspiration, entertainment and education whether that be from visiting museums and art galleries or watching a play or music concert, so it is right that they are protected."

In October last year, The Beacon Museum, Rosehill Youth Theatre, Rosehill Arts Trust and Cumbria Theatre Trust also received a share of £1,427,170 from the first round of the fund.

More information on the Culture Recovery Fund can be found [here](#).

Government Announces Final Round For Culture Recovery Funding



Culture Secretary Oliver Dowden has announced that the final £300 million of the Government's record-breaking £2 billion Culture Recovery Fund (CRF) will support organisations in need of urgent funding.

Applications are due to open for some parts of this funding shortly and it is hoped that thousands of arts, heritage, cultural and creative organisations will be supported to secure their future, building on the success of the fund so far.

The CRF has already provided more than £1.2 billion to more than 5,000 organisations in England, with further support going to Wales, Scotland and Northern Ireland, as well as to the UK's national museums and galleries.

The first round of the Culture Recovery Fund is estimated to have supported 75,000 jobs and it is estimated that the second round has supported 52,000 full time jobs and almost 100,000 freelancers.

Trudy said: "The third and final round of funding will now provide further support as Copeland's cultural, heritage and creative sectors move towards reopening at full capacity, underlining the government's commitment to help them build back better as life returns to normal."

Almost £220 million will be available for both new organisations who are at imminent risk of failure and existing recipients of CRF grants.

Funding will be available to boost those who have received support already whilst ensuring more culturally significant organisations do not fail as a result of the pandemic, protecting theatres, museums, galleries, independent cinemas and organisations around the country for future generations and safeguarding hundreds of thousands of creative jobs in the supply chain.

The aim of the funding is to help organisations prepare to reopen and for a return to full capacity, while building a sustainable financial future by providing much needed financial support to protect organisations through to the end of the year.

Culture Secretary Oliver Dowden said: "Our record breaking Culture Recovery Fund has already helped thousands of organisations across the country to survive and protected hundreds of thousands of jobs.

"Now, as we look forward to full reopening, this funding shows our commitment to stand behind culture and heritage all the way through the pandemic.

"This round of funding will provide a further boost to help organisations build back better and ensure we can support more of those in need - safeguarding our precious culture and heritage, and the jobs this supports."

Further details can be found at www.gov.uk.

Helping Rural Business Access Superfast Broadband



West Cumbria has been announced as one of the first areas to benefit from a new £5 billion scheme to 'bring the fastest broadband on earth' to hard to reach areas.

Launched by the government in March, Project Gigabit will connect 60,000 to 80,000 hard to reach premises in West Cumbria including in the Lake District National Park from next generation gigabit broadband.

Their available speeds will rocket to more than 1,000 megabits or one gigabit per second.

Contracts for these first areas will go to tender in the spring with spades in the ground in the first half of 2022.

Trudy, said: "Slow internet connectivity remains a problem for many rural households and businesses across Copeland this announcement to roll out next generation gigabyte broadband to those hard to reach areas is welcome news.

"Superfast internet has never been more important, especially when many of us are still working from home so it is right that Government is recognising and prioritising those struggling with slow connections by ensuring they are the first to benefit."

Gigabit broadband is being rolled out rapidly - from one in ten households in 2019 to almost two in five today. The UK is on track for one of the fastest rollouts in Europe and for half of all households to have access to gigabit speeds by the end of this year.

Project Gigabit will accelerate our recovery from covid, fire up high growth sectors like tech and the creative industries and level up the country, spreading wealth and creating jobs the breadth of Britain.

The successful Gigabit Broadband Voucher Scheme is also being relaunched with a £210 million cash injection to give people in eligible rural areas immediate financial help to get gigabit speeds.

Copeland Community News

Climb In The Mine The Ultimate Wet Weather Activity For All



An adrenaline filled adventure deep inside the heart of a Lake District mountain, Climb the Mine is the only one of its type in England.

Created during lockdown Honister's newest adventure is sure to bring the thrills.

Climb the Mine follows the route of the original underground mine workings. Complete with vertical climbs, rope-bridge crossings, steel ladder ascents, run-away zip line and Tarzan swing!

This ALL WEATHER experience sees participants led deep underground to explore a secret world of hidden passages and magnificent cathedral sized caverns where miners used to extract rock for roofing slates.

After 2 hours of adventure eventually emerge triumphant to a spectacular view of one of England's highest mountain passes.

For more information, please visit:
www.honister.com.

Celebrating 60 Years With Ravenglass and Eskdale Railway Preservation Society



A two-day gala marked the 60th anniversary of the Ravenglass & Eskdale Railway Preservation Society last month.

'It's Still A Lot Of Fun' featured a range of nine steam and diesel locomotives owned by both the Preservation Society and the railway itself.

The celebration included the beautifully restored 125-year old Katie and River Irt, which is the oldest working 15-inch gauge locomotive in the world.

Also featured was the River Mite, one of the milestone achievements of the last 60 years and recently returned to use following an extensive overhaul funded by its owners at the Preservation Society.

Visitors also enjoyed static displays of Little Giant and the well-known Synolda, an identical sister to the first 15-inch gauge locomotive, Sans Pareil, to run on Ravenglass & Eskdale Railway more than 100 years ago.

Tickets for the Laal Ratty can be found [here](#).

Copeland residents go free at top visitor attraction



Residents of Copeland will be able to visit one of the region's most unique visitor attractions for free during the school summer holidays.

The Rum Story - The Dark Spirit of Whitehaven has joined forces with Cumbria County Council as part of its Cumbria Holiday Activity Programme.

It means anyone with a Copeland postcode will be granted free entry on every Sunday in the Summer Holidays, starting 18th July through to the 5th September.

General Manager, Louise McKenna, said: "We want to ensure our fabulous attraction is as accessible to as many people as possible and we are delighted to have secured funding to run this initiative with Cumbria County Council.

"We have been really pleased with the number of visitors we have had since reopening our doors two weeks ago, and are expecting a very busy summer as we welcome local residents along with staycationers.

"There's so much to discover at the attraction, and with a new gift shop fully stocked along with our amazing Courtyard where refreshments are being served, it has been great to see people making a day out of their visit to us."

The Rum Story was officially reopened by Copeland MP Trudy Harrison on June 24, having been closed since the start of the Coronavirus Pandemic. It was the beneficiary of a Cultural Recovery Grant, which has been used to support the reopening process.

Upon cutting a ribbon at an intimate ceremony, she said: "It was a real pleasure to meet the team behind The Rum Story and to be a part of its reopening day. It brought back some very special memories of when my children were younger. It was one of my favourite places to visit and we came here many times.

"I was lucky enough to have a tour of the attraction; it acted as a reminder of how important a part it plays in recording the history of Whitehaven and telling it in an engaging way.

"I have little doubt that over the coming weeks, and especially as we move into school holidays, that it will be a very popular draw to the area, giving the local economy a real boost.

"The government's Cultural Recovery Fund was launched to support a wide variety of organisations and I'm so pleased The Rum Story has been a recipient of funds which it has channelled into its reopening."

Free entry tickets are limited in number and subject to availability. The Rum Story is open Thursday to Sunday, 10am-4pm, but the free entry offer is only available on Sunday.

Proof of a Copeland address is required to take advantage of the offer and must be shown upon entry.

More information [here](#).

Cumbria: A Perfect Place To Be



To support recovery of the sector Cumbria Tourism has launched the latest phase of 'The Perfect Place to be' marketing campaign with a wide range of bold, content-led activity to help tourism and hospitality businesses across Cumbria bounce back from the pandemic.

The latest stage of the multi-media campaign being spearheaded by the county's official Destination Marketing Organisation includes the unveiling of a new showcase video to welcome visitors back to enjoy safe summer stays in our diverse and spacious county.

Cumbria Tourism has also launched a new online Adventure Guide - packed with inspiration for outdoor activities and where to book - to complement its 2021 Holiday Guide, which is widely regarded as the definitive guide to the county.

The organisation's destination PR activity includes collaborations with a variety of travel influencers, film crews and high-profile national publications, including The Guardian, The Telegraph and Wanderlust magazine.

That's in addition to e-newsletters, online competitions, an upcoming radio advertising campaign across the North of England and the development of inspirational digital content highlighting all corners of the county through Google Adwords, Instagram, Spotify, Facebook and YouTube.

An integral part of campaign is expanding awareness of our hidden gems. As well as celebrating 'Cumbria's Year of the Coast' along the magnificent stretch linking Morecambe Bay with the Solway Area of Outstanding Natural Beauty, there is focus on Carlisle and Hadrian's Wall country and the North Pennines, Sedbergh and the Yorkshire Dales in the east of the county.

Work is also underway for the next Autumn and Winter phase of the 'The Perfect Place to be' campaign to drive home the message that Cumbria is an all-year round destination.

Motorhome Strategy

Cumbria Tourism has created a full range of online resources aimed at motorhomers, encouraging them to explore the West Coast and support local businesses.

www.visitlakedistrict.com/vanlife includes recommended itineraries and days out which highlight the hidden gems of Morecambe Bay, the Cumbrian coast, Hadrian's Wall and the North Pennines.

How To Contact Me

A huge thank you to each of the fabulous companies and organisations that have contributed to this update.

If you would like to feature in future issues, please get in touch with me using the email below.



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