

# APPLEBY-IN-WESTMORLAND TOWN COUNCIL

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## For immediate release

### Appleby Launch New Visitor Website

Appleby-in-Westmorland Town Council has launched a new website aimed at visitors to the town. The website address is [www.visitappleby.com](http://www.visitappleby.com). The website was designed and developed by Appleby Community Enterprises (ACE) and funded by a grant from the Cumbria Local Enterprise Partnership (Cumbria LEP), administered through Eden District Council.

The website address is now being prominently displayed on a banner outside the Moot Hall in Appleby.

The launch event on Thursday 6<sup>th</sup> April 2017 at the Moot Hall was attended by representatives from the tourism industry across Cumbria and the Yorkshire Dales and included a tasting session of local produce supplied by award winning Low Howgill Butchers and Deli, Made by Sarah, Appleby Creamery, Appleby Bakery, Appleby Brewery and High Cup Winery. Guests were also able to enjoy a historical guide to the town by Blue Badge Guide Ron Smith and a tour of Appleby Castle.

Nicola Elliot, Tourist Information Centre Manager in Appleby said "We are always looking for effective ways to promote tourism and communicate with our visitors; our website is an extremely important part of this, together with our use of social media. As well as our new website we have updated and reprinted our Appleby Town leaflet and have created a new map guide to touring the Eden Valley."

Phil Guest of G-Business Solutions who undertook the work for ACE said ""The visitappleby website is an integral part of marketing the town. It was really important that the site appealed to a wide audience with a view to attracting more visitors to the shops, cafés and the many other attractions that the town has to offer. The site was designed to make it easy for visitors to find what they want. It was also designed to be a very visual site, helped by the quality photos taken by Wittwoo Photography."

Appleby Mayor Cllr John Pape said "Tourism is a vital part of the town's economy. The new website has a great visual impact and includes details of what visitors can see and do while they are here, together with places to stay and where to eat. The Council is proud of our Tourist Information Centre and what they achieve in attracting new visitors to the town."

Councillor Mike Slee, Eden District Council's Economic Development Portfolio Holder, said: "District Council officers are working extremely hard with our partners locally and nationally to develop projects and to secure funding to help Appleby overcome the effects of the flooding in December 2015. We are now starting to see the benefits of all this hard work come to fruition through a new website and the recently announced Heritage Action Zone."

Appleby Town Council and Eden District Council have worked successfully together for many years to ensure that tourism throughout the Eden valley and Appleby is promoted. The Tourist Information Centre in Appleby receives grant funding from Eden District Council which is vitally important to its ongoing operation.

**Ends:**

**Notes to the Editor**

1. Formally Appleby Borough Council, Appleby-in-Westmorland Town Council was formed in 1974 following local government reorganisation.
2. There are currently 13 Councillors: Cllr Mrs Anderton, Cllr Ms Blair, Cllr Connell, Cllr Chalmers, Cllr Dougherty, Cllr Mrs Dixon Dougherty, Cllr Hayes, Cllr Miss Hutchinson, Cllr Mrs Kendall, Cllr Pape, Cllr F Potts, Cllr H Potts and Cllr Rooke.
3. Cllr Pape is the Mayor and Cllr Rooke Deputy Mayor.
4. The Council meets monthly. For Council meeting dates please go to <http://www.applebytown.org.uk/index.php?page=meetings-calendar-1>
5. The Council structure currently has five committees and one working party. Committees: Finance; Planning & General Purpose; Property; Staffing and Appeals.
6. Contact: Caroline Dodgeon, Town Clerk in the first instance.  
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