



A Museum & Heritage Centre for Kirkby Stephen & the Upper Eden

A Presentation of the Strategic & Business
Case to Eden Tourism

Adrian Waite &
Paul Askew (Encounter Eden CIC)

5th September 2024

1

Regeneration of the Upper Eden

- A need to boost the Upper Eden economy.
- Major sectors: Farming and Tourism.
- Our focus is on tourism.
- Upper Eden has a vulnerable economy and under-developed tourist offer.
- Upper Eden has 4.8m visitors a year but Kirkby Stephen has an average dwell time of 20 minutes.
- Settle-Carlisle Line has 600,000 journeys a year.
- Challenge is to increase the length of stay and spend.



2

Encounter Eden

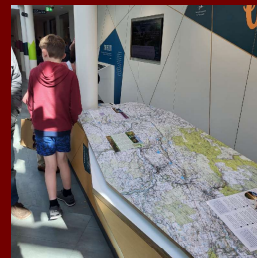
- Encounter Eden is a CIC and has a twin strand strategy:
- Strand One:
 - Show, tell & stimulate interest in all things Upper Eden.
 - Kirkby Stephen as the centre of a “Clover Leaf” of nature reserves.
 - Stimulate development of tourism offer in and around Kirkby Stephen
 - First stage is a Museum / Heritage Centre
 - Second stage is a Field Studies Centre
- Strand Two: Catalyse hospitality offer.



3

Strategic & Business Case for Museum / Heritage Centre

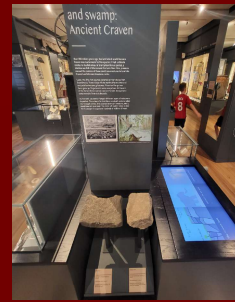
- Our Business Case outlines what a Museum / Heritage Centre will look like, demonstrates its viability and prompts discussion.
- It will showcase the history of Kirkby Stephen & the Upper Eden, collect & archive local content, benefitting local people & tourism.
- It is modelled on best practice including Craven Museum & Tullie with a strong focus on families.
- It will be a gateway for visitors to discover places of interest in the “clover leaf”



4

Exhibits & Displays

- Information
 - Information Boards & Interactive Displays
- Artefacts & Reproductions
 - Acquired by the Museum
 - On loan from other museums or individuals.
- Temporary Exhibitions
 - Changing visitor experience and opportunity for local organisations to showcase their exhibits.
- Focus for the Community
 - Showcase local crafts
 - Promote sustainability & bio-diversity
 - Own the debate about the future of upland farming.



5

Community & Governance

- Outreach
 - Existing Community Groups
 - Schools
 - Focus of community activity
- Accreditation
 - Arts Council Museum Accreditation Scheme
- Structures / Finance
 - Trust or Community Interest Company
 - Outline business case includes financial projections based on 35,000 visits a year



6

Partners (Actual and Potential)

- Upper Eden History Society
- Encounter Eden
- Northern Viaducts Trust
- Stainmore Railway Company
- Parish Church
- Business Forum
- Upper Eden CIC
- Walkers are Welcome
- Kirkby Stephen Town Council
- Westmorland & Furness Council
- Lake District National Park
- John Strutt Nature Conservation
- Cumbria Wildlife Trust
- Craven Museum
- National Field Studies Council
- Yorkshire Dales National Park
- North Pennines National Landscape
- Tullie
- Kendal Museum
- Penrith & Eden Museum



7

Conclusions

- The Museum / Heritage and Field Studies Centre will be part of and aligned with Westmorland & Furness and Upper Eden Tourism and Heritage strategies
- And the wider Cumbria Tourism Strategy
 - “Attract and disperse”



8