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**Ullswater ‘Steamers’ finalist for ‘People’s Choice’ in North West Family Business Awards**

**It has just been announced that the iconic Ullswater ‘Steamers’ is a finalist in the ‘People’s Choice’ category in the North West Family Business Awards 2022.**

A boat on the water

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The family-owned heritage attraction has been operating in the tranquil Ullswater Valley for over 160 years, and has topped strong competition with a record number of 186 businesses entering the awards from across the North West Region.

The prestigious People’s Choice Award highlights the public’s favourite family business within each North West region, and is determined by a vote from the general public.

**Georgina Townsend, Director of Lake District Estates** says, “The Steamers have been capturing the hearts of visitors and locals since 1859 and we are thrilled to have been shortlisted for People’s Choice in Cumbria. We are proud to be a family-owned business and this is testament to the whole team who keep the unique experience alive at Ullswater. We are all looking forward to hearing the outcome of the awards evening in May.”

**A body of water with boats and mountains in the background

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The team from the Ullswater Steamers will join other finalists at a special awards event held at The Rum Warehouse, Titanic Hotel, Liverpool on Friday 13 May 2022, hosted by presenter and food writer Nigel Barden, where the winners will be announced.

Co-Founder and Director, Sue Howorth said: “We were inundated with some incredible entries and we have been burning the midnight oil to get through them as they came in right up to the wire. The judges had extremely difficult decisions to make so the finalists should be extremely proud of themselves!

Co-director, Dave Clarkson said: "A huge thank you to everyone who has taken the time to fill out an application form and enter. We’ve been absolutely blown away by the strength and diversity of applications.”

Jacqui Jackson from [Thomas Jardine & Co](https://www.thomasjardineandco.co.uk/) and 2022 North West Awards Chair of Judges said: “The number and quality of applications from across the North West has been outstanding, the businesses are clearly proud to be family businesses and the detail in many of the entries has demonstrated that they are very progressive and innovative.

The finalists will now receive a visit from our specially selected panel of expert judges before the judges make their final decisions. The winners will be announced at the glittering ceremony on Friday 13th May, You can find out more information about the awards at [www.northwestfamilybusinessawards.uk](http://www.northwestfamilybusinessawards.uk)

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Notes to Editors:

**For media enquiries or interview requests, please contact:**

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**Ullswater ‘Steamers’** is a family-owned business that has been operating in the tranquil Ullswater Valley since 1859. Today, the company provides a sustainable and environmentally friendly way of linking some of the most iconic walking routes and views in the Lake District National Park.  Ullswater ‘Steamers’ has one of the largest heritage passenger vessel fleets in England, including the oldest working passenger vessel in the world, Lady of the Lake.