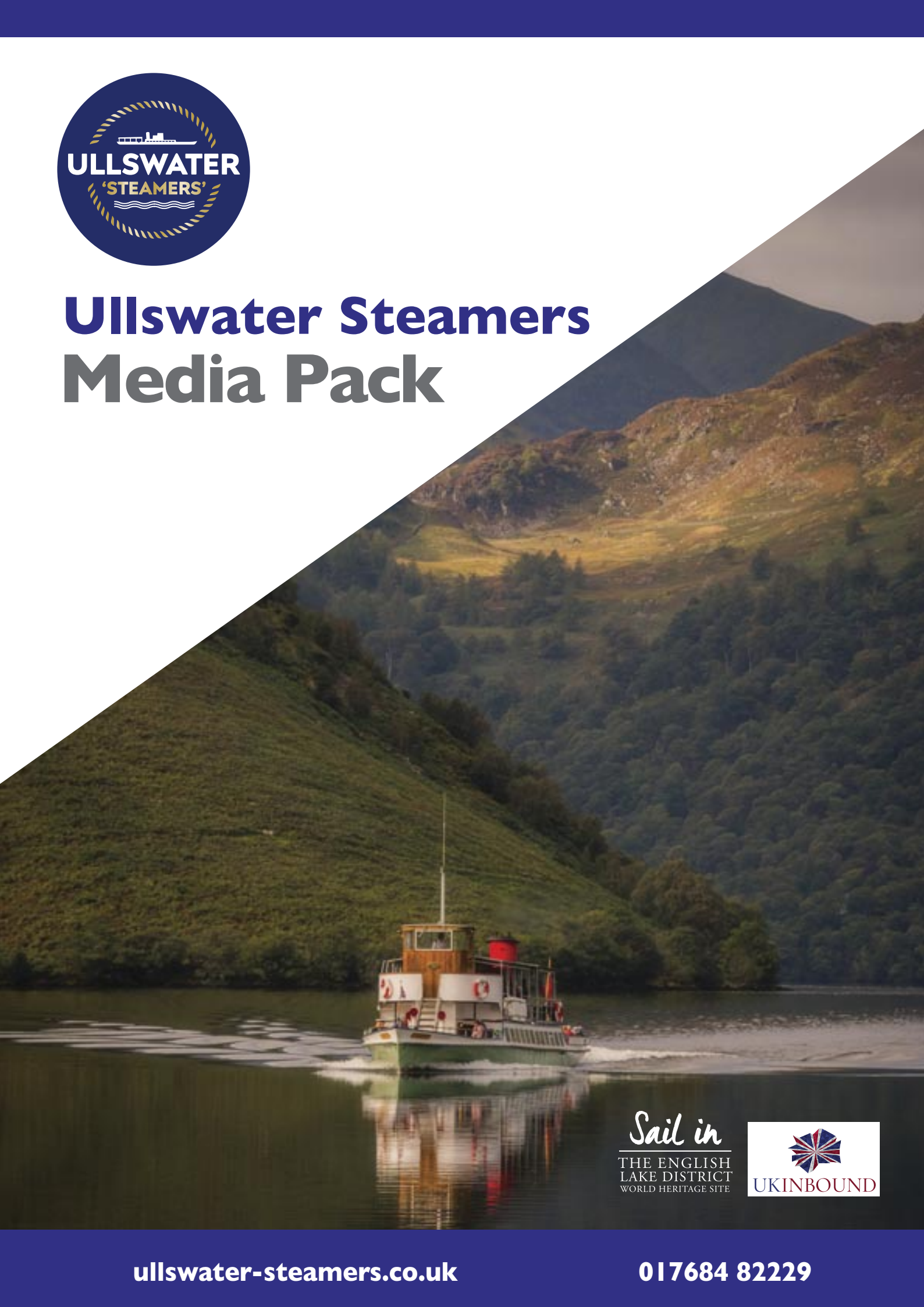




Ullswater Steamers Media Pack



Sail in
THE ENGLISH
LAKE DISTRICT
WORLD HERITAGE SITE





Top 10 facts about Ullswater

01

Ullswater is often referred to as **"England's most beautiful lake"**. It is the second largest lake in the **UNESCO World Heritage Site** The English Lake District, at 7.5miles (12km) long, 0.5miles (0.8km) wide and crowned by **Helvellyn, one of England's highest mountains at 3,117ft (950m)**.

02

One of the **largest heritage vessel fleets in the world** with five boats, the facilities onboard include open decks, comfortable interior saloons, licensed bar and toilets. Sailing on the lake for over 160 years, today Ullswater 'Steamers' is an award winning environmentally accredited attraction operating an all year service.

03

The pier houses to purchase tickets or enjoy refreshments are at **Pooley Bridge** and **Glenridding**, with pier stops at Howtown and Aira Force. Cruise times vary from 20 – 120 minutes. Dogs are allowed on board for £1 (exceptions for special events).

04

M.Y Lady of the Lake (1877) is believed to be the **oldest working passenger boat in the world**. She was originally used to transport miners to Greenside Mine near Glenridding, provisions and the Royal Mail.

05

A walkers paradise: many miles of paths link to the 'Steamers' routes catering for all abilities. The iconic Ullswater Way is a signposted 20 mile round the lake footpath linked by all four piers. A great opportunity to take in all the sights that Ullswater has to offer over a course of a few days.

06

Romantic poet **William Wordsworth** was inspired by walks around Ullswater to write 'The Somnambulist', 'The Prelude' and the quintessential Lake District poem 'Daffodils' beginning 'I wandered lonely as a cloud'. The Daffodils can still be seen on the lake shore in Spring every year.

07

The area is home to some of the **UK's rarest species** of wildlife including Red Squirrel, Osprey, Peregrine Falcon, Red Deer, Cormorant, Holly Blue Butterfly and the rare **Schelly fish**. Found only in four lakes in the world, this fish dates back to the Ice Age and can only live in cold, deep water; it's incredibly rare to see them.

08

National Trust Aira Force is a beautiful waterfall set amongst ancient woodland and landscaped glades, with an ornate stone bridge and Red Squirrel trails. Our boats call at Aira Force pier all year round, either in regular service or by shuttle boat from Glenridding in the height of Summer.

09

Donald Campbell broke the world speed record on Ullswater on the 23rd July 1955 in the jet powered Bluebird K7, achieving an average speed of 202.32mph

10

The Ullswater valley has links to many **myths and legends**, **King Arthur** being the most famous with claims Excalibur was returned to the 'Dark Lake'. Dunmallard Hill, near Pooley Bridge is believed to be the burial mound of Sir Tristian, one of the Knights of the Round Table.



Latest developments for 2020



Celebrating William Wordsworth's 250 Anniversary:

Known for his love of walking you can follow in the great Romantic poets' footsteps. Ullswater was the source of inspiration for several of William Wordsworth's most iconic Lakeland poems including 'Daffodils'. It was during a walk with his sister Dorothy in April 1802 that they came across the wild daffodils (Lenten lilies) by Gowbarrow Park on the north western shore of the lake. Wordsworth took the legend of Emma and Sir Elgamore, associated with Aira Force Falls and turned it into a poem called 'The Somnambulist'. It was also on Ullswater, that the young Wordsworth stole a rowing boat, and where, as he describes in 'The Prelude', he was confronted by "a huge peak, black and huge"

NEW Wordsworth Poetry Reading: Cruise to Aira Force and enjoy a guided walk back to Glenridding, past the Daffodils that inspired Wordsworth's poem of the same name. Enjoy readings of Wordsworth's work as you wander as lonely as a cloud. Available: 7 April 2020.



Castle & Cruise experience with Lowther Castle: Enjoy a cruise on Ullswater 'Steamers' and explore Lowther Castle, with dramatic ruins, gardens within gardens and an adventure playground to rival the best in the land. For visitors young and old (and four-legged) this combined ticket offers plenty to do. Perfect for visitors young and old (and is dog-friendly). Winners of Large Visitor Attraction of the Year 2018 & 2019.

Lowther Loop, The Ullswater Way: A new 7.5mile (12km) circular walking route, joins the iconic Ullswater Way near Pooley Bridge with Lowther Castle. It takes in Lowther Castle, Lowther river, the hamlet of Helton, Askham Fell and the charming village of Askham. A great walk to do combined with the Castle & Cruise experience over a couple of days.



VisitBritain TXGB Booking Platform: Reaching new markets via Tourism Exchange Great Britain (TXGB), the one-stop shop for English tourism suppliers, to link to distributors with international reach and sell their products overseas.



William Wordsworth and Ullswater

1770 - 1850

Ullswater has been popularised by William Wordsworth, Samuel Coleridge (author of 'Rime of the Ancient Mariner'), and the writings of Sir Walter Scott and Alfred Wainwright. While the rest of the country was experiencing the effects of the Industrial Revolution, the contemplative spirits of Wordsworth, Southey, Coleridge, Ruskin and De Quincey were, through their writings, deepening the nations appreciation of the area's natural beauty for "spiritual refreshment."

Daffodils' Story

***"I wandered lonely as a cloud
That floats on high o'er vales and hills,
When all at once I saw a crowd,
A host, of golden daffodils;"***

As William Wordsworth and his sister Dorothy walked on the banks of Ullswater in 1802, they saw some daffodils growing by the shore. Dorothy wrote about them in her diary and two years later read the entry back to William.

Hearing her words, he was transported back in his imagination to that day by the lake and wrote what became the most famous poem in the English language.

The daffodils still grow in springtime at Glencoyne Bay on the Western shore.

Ullswater was hugely significant for Wordsworth and his experiences there feature heavily in his work and shaped some of the key ideas behind Romanticism.

The Knight and Emma

Beautiful Emma, only daughter of the Duke of Norfolk, had many suitors but she plighted her troth to Sir Eglamore, a Knight of the Round Table. They lived in the ancient castle of Baron Lyulph (Lyulph's Tower), visible above the shore just North of Aira Force, and at the Southern end of Gowbarrow Hill. Their meeting place was a holly bush which grew at the foot of the falls where they vowed their undying love. Sir Eglamore spent many nights away duty bound in distant lands, his absence preyed on Emma's mind and she began sleepwalking in the grounds around the tower. After a long absence with no word of his return, Sir Eglamore came home, but deciding it was too late to disturb the household, he went up to Aira Force to sleep until the next morning. In the early hours, he was woken up and saw what he believed to be a phantom, dressed in white. He reached out towards it, but only then he realised that it was Emma, sleepwalking. She was startled and fell into the Force, and although he went in after her, she died in his arms. He was so distraught, that he built a glen close to the holly bush at the base of the falls and lived out his life as a hermit.

William Wordsworth turned these tragic events into a poem.

***"The Somnambulist"
(Sleepwalker)***

***"Wild stream of Aira, hold thy course,
Nor fear memorial lays,
Where clouds that spread in solemn shade,
Are edged with golden rays!
Dear art thou to the light of heaven,
Though minister of sorrow;
Sweet is thy voice at pensive even.
And thou, in lovers' hearts forgiven,
Shalt take thy place with Yarrow"***

The Dark Side

William Wordsworth experienced the dark side of the lake as a young man. Between Stybarrow Crag and Glencoyne Bay is the point, where one night, he stole a boat and rowed out into the starlit lake. In a quote from the 'Prelude' he wrote; "a huge cliff upreared its head. I struck and struck again and growing in stature, the huge cliff rose up between me and the stars and still with measured motion like a living thing, strode after me. With trembling hands I turned and through the silent waters stole my way."





Group Packages & Private Charters

We have a great range of tour options designed for groups to discover the Ullswater Valley on board our boats. These packages can be tailored for different interests, length of stay and seasonal highlights.

Please contact the group booking team to discuss your needs on enquiries@ullswater-steamers.co.uk

Round the Lake or One Hour Single Cruises

Ideal for groups travelling to/from North to South or vice versa. Take a single cruise on Ullswater and enjoy the views on England's most beautiful lake. For groups with a little more time, take the full round the lake cruise and really soak up the relaxing atmosphere. Full round the lake journey time is 120 minutes. Small groups enjoy a 15% reduction on standard rates. Coach groups receive special rates dependant on tours booked.

One Happy Family with Ravenglass & Eskdale Railway

A great value tour offer for two complete days out in the Lake District. Enjoy a single cruise on Ullswater from either Glenridding to Pooley Bridge, or vice versa and a return steam journey on our sister attraction, the Ravenglass & Eskdale Railway. This is a combined tour fare that does not have to be taken on the same day and can be booked as one tour with either attraction.

Cruise & Castle with Lowther Castle

This brand new tour is an all day adventure which combines a cruise on Ullswater, taking in the stunning scenery of the valley on board one of our heritage vessels and a visit to nearby Lowther Castle where you can explore the Castle ruins, museum and gardens. Please note, group lunches can be provided at Lowther Castle but these must be booked in advance directly with the Castle.

Cruise & The Lakes Distillery Tour

Hop on board a one way cruise on Ullswater from either Glenridding or Pooley Bridge for a relaxing start to your day. Then head to The Lakes Distillery where you have the opportunity to follow the production journey and also sample the spirits distilled and blended at the distillery, including; the only British Isles Blended Whisky; The ONE, The Lakes Gin and The Lakes Vodka.

Dalemain Historic Mansion & Gardens and Cruise

This tour includes a one way cruise on Ullswater combined with a visit to Dalemain Historic Mansion, home to the world famous Marmalade festival. Please note group lunches can be provided at Dalemain Mansion tea rooms but these must be booked in advance directly with Dalemain.

The National Park Experience Collection

In the company of an experience Lake District National Park Ranger; take an hour long cruise on beautiful Ullswater from Glenridding to Pooley Bridge. Then enjoy a three mile (5km) guided walk along the Dalemain Loop from Pooley Bridge pier to Dalemain Historic Mansion. Enjoy a buffet lunch, private tour and marmalade tasting all within Dalemain itself, before heading back to Pooley Bridge where you board our boats once more for your return to Glenridding.

Coming soon.... Donald Campbell Bluebird Trail with National Trust Gondola, Coniston.





Ullswater is the most accessible lake located in the Northern part of UNESCO World Heritage Site, The Lake District National Park.

By Car/Coach: Just ten minutes from J.40 M6 and Penrith mainline Railway Station. 40 minutes from J.36 via Windermere.

By Train: Just 3 hrs from London Euston; 1hr 50 mins from Manchester/Liverpool; 1hr 30 mins from Edinburgh/Glasgow.

By Plane: 20 mins from Carlisle Airport with direct flights from London Southend, Belfast and Dublin. 1hr 50 minutes from Manchester/Liverpool/Newcastle Airports serving multiple international destinations.

By Sea: Just 2hrs to North East Ferry Ports served by DFDS.

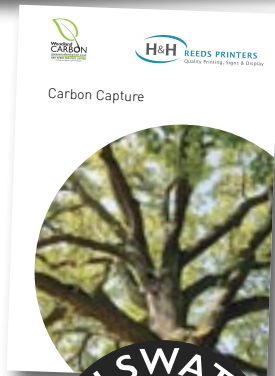
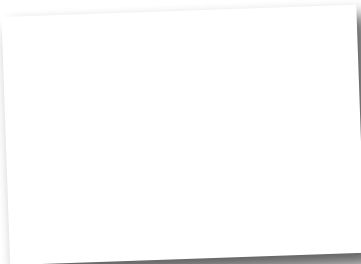


The Ullswater Way

The Ullswater Way is a 20 mile circular walking route around Ullswater linked to cruise routes and incorporates National Trust attraction, Aira Force Waterfall. The Lowther Loop and Dalemmain Loop link from the main route to Lowther Castle & Gardens (walking/cycle route) and Dalemmain Historic Mansion and Gardens.



Ullswater 'Steamers' Sustainability Pledge

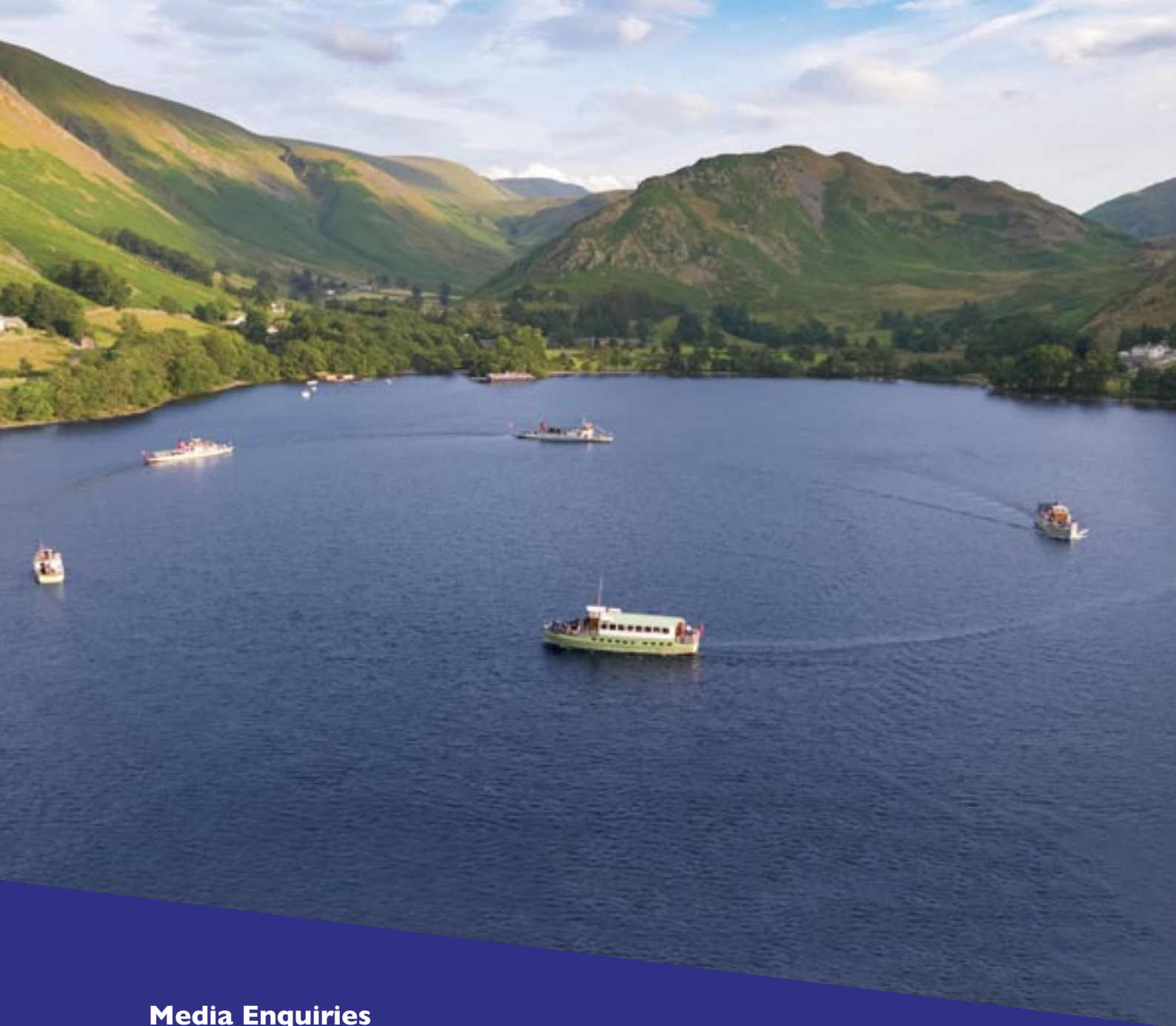


- We are working up a feasibility plan for the Stage 2 extension of the Glenridding Pier House. The plan investigates renewable energy options, water use and upgrading to solar electric car charging points.
- We continue to operate the staff minibus scheme, carbon footprint reduction from 27180 kgs CO₂ to 1445 kgs CO₂ p.a. - based on an average of six members of staff per day. This transport is a high tech low emissions engine vehicle.
- Expansion of the Explore Ullswater sustainable transport programme into and around the valley, including expansion of the Ullswater Way via loops to Lowther Castle and Dalemmain Mansion & Gardens.
- Removal of all single-use plastic from catering such as biodegradable coffee cups and water fountains to refill your bottles.
- Installation of a 'tap to donate' collection box to raise funds and awareness for Lake District Foundation projects such as Red Squirrel protection.
- We plant 12 trees in the North West every year, offsetting 12 tonnes of carbon, meaning that our office consumable emissions are now carbon neutral.
- We continue to monitor and reduce our energy and water consumption with carbon reporting methodology.
- We will retain Gold Award with GTBS and Green at Heart Gold and continue to work towards awards in sustainability.
- We will engage with public conferences to relay our sustainable best practices to others.
- We consult with stakeholders, planners, EA and Natural England to ensure any new developments enhance the local infrastructure and economic community.
- We have raised over £80,000 to date for visitor giving conservation projects.

We currently hold the Green Tourism Business Scheme Gold accreditation and Green at Heart Gold for best environmental practice and continue to win numerous awards for sustainable best practice. In previous years, we have been recognised internationally at the World Tourism Responsible Tourism Awards in the sea and river cruise category.

These major accolades reflect the company's commitment to sustainable practices, which are at the heart of our tourism strategy. 76% of our customers surveyed stated that green tourism is very important to them and forms part of their decision making process when planning a holiday or day out.





Media Enquiries

We provide a range of services to journalists who would like to find out more about Ullswater 'Steamers' the lake and surrounding area.

This includes:

- General facts and figures
- High resolution images
- Case studies
- Editorial
- Filming locations
- Press trips (for commissioned pieces)
- Interview requests

If you have a press office enquiry or would like media access to Ullswater 'Steamers' image gallery to support an article you are writing, we are happy to help.

Contact: Lisa Braithwaite – marketing@lakedistrictstates.co.uk +44(0)1539 721626

Twitter: @UllswaterSteam **Instagram:** @Ullswatersteam

Facebook: facebook.com/ullswatersteamers

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