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World Famous Railway Driving Promotion of Local Businesses

The Settle-Carlisle Railway Development Company recently launched a brand-new website at www.settle-carlisle.co.uk, creating a one-stop shop for visitors to the region and local rail users alike. In addition to comprehensive travel information, the site has details of; visitor attractions, what's on, places to eat and drink plus accommodation ranging from self-catering cottages to country house hotels.

The website is intended to provide all the information needed when planning a visit to the area, whether it's a day out or a longer stay. And, while tourists and rail travellers can call on this wealth of information, local businesses are benefitting too. The site receives high volumes of users from all over the UK (and much further afield) and so provides a valuable, high profile web presence for smaller businesses.

Alongside the new website, the company has also developed an exciting discount scheme. Thousands of local holders of the Dales Railcard already enjoy up to a 1/3 off rail fares. Now, they are also entitled to a range of offers from great local businesses. Canny traders have been quick to recognise the opportunity and the list of offers is growing daily. Examples include 10% off in Bistro 1871 at Appleby Manor Country House Hotel, 20% adult admission to the permanent galleries at Tullie House Museum, a free second cream tea at the Traddock in Austwick and 10% off in Forage café and deli in Skipton. Discounts are available at popular businesses all along the railway route from Skipton to Carlisle.

Development Company General Manager, Drew Haley, said:

"We're very proud to have developed a stylish, user-friendly new website for this amazing railway. The Dales Railcard Benefit Scheme is the obvious next step, as there are so many great local businesses along the rail corridor. We want to work with them to raise their visibility and drive up sales. It's good for everyone; increased visitor numbers boost the local economy and bring people onto the railway. We would love to hear from any businesses who are looking for more customers".

The final part of the project, an all-new online shop, is in development now. The store will be made up of products from small local businesses and artisan makers, many of whom do not have their own e-commerce facilities. Bringing these people together, under one virtual 'roof', will create a unique showcase of the best that the region has to offer – and make some hidden treasures available to a much wider audience. The shop will be launched in autumn 2015.

ENDS

Image 1:



Northern Rail passenger service in Mallerstang

Image 2:



Falcon Manor, Settle

Editor's Notes:

The Settle-Carlisle Railway Development Company is a not-for-profit organisation that promotes the railway line and invests in projects which benefit the local economy.

More information about the Settle-Carlisle Railway can be found here: www.settle-carlisle.co.uk

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