

Visit the north west coast in 2021 and explore the extraordinary outdoors



L-R: Eskdale Railway, Lake District; St Bees Beach, Cumbria; Whitehaven, Cumbria.

For travel inspiration across the north west coast, visit [Englandscoast.com/en](https://englandscoast.com/en), the browse-and-book tool that guides you along the coast and everything it has to offer, from walking routes and heritage sites to places to stay and family attractions. You can plan a trip, build an itinerary and book directly with hundreds of restaurants, cafés, pubs and accommodation including hotels, B&Bs and campsites.

“The beauty of our north west coastline is its sheer diversity. Vast expanses of nature reserves, the stunning backdrop of the world-famous Lake District, alongside the buzzing seaside resorts of Blackpool and Southport, coupled with the energy, history and culture of the city of Liverpool, combine to make it a superb coastal choice,” says Samantha Richardson, Director, National Coastal Tourism Academy, which delivers the Discover England-funded England’s Coast project.

“Some 61 kilometres of the England Coast Path is already open on the north west coast, with a further 49 kilometres in the process of being constructed, delivering wonderful opportunities to explore this less-known coastline that stretches from the Wirral to Lancashire and into Cumbria.”

So whether the north west coast is on your doorstep, or you’re planning a trip later in 2021, here are some highlights coming to the region this year, together with ways to plan your trip with [Englandscoast.com/en](https://englandscoast.com/en).

Explore the glorious coastal Lake District in National Parks Week, 17-25 April 2021

National Parks Week invites us all to celebrate the beauty and diversity of our national parks, and to discover the many opportunities to get outside – such as walking, cycling, water sports, horse riding, camping and climbing. The coastal Lake District doesn’t get as much attention as its better-known inland areas, but boasts one of the most scenic coastal areas in Britain; it is well worth exploring. Choose your base in the Lake District National’s Park only coastal village, medieval Ravenglass, with its fascinating 2,000 year-old maritime legacy; it’s also the starting point for the famous [Eskdale narrow gauge railway](#), which meanders for seven miles up Scafell Pike, England’s highest mountain. Explore the area on bicycle via the new cycle track - take in 13th century [Muncaster Castle](#), with its secret doors and ghost stories, the Senhouse Roman Museum in Maryport, and simply stunning St Bees beach, with incredible views over the Lake District and also home to an RSPB nature reserve.

Book with England’s Coast: Rest your head at the [Pennington Hotel](#) in Ravenglass, a lovely cosy hotel that is part of the historic Muncaster Castle Estate and overlooks the beautiful estuary. From £119 per night, room only.

NEW: A stretch of path, Cumbria’s Hidden Coast, opening in 2021

Dates are yet to be announced, but this will be a 40-mile trail linking Millom to Whitehaven (part of the England Coast Path), featuring a new arts trail, *Deep Time*, involving several artists working in media such as paint, sculpture and audio. Under the shadow of Black Combe (2,000 ft high), the Duddon Estuary offers

easy access to salt marshes and sandy beaches, while Silecroft is ideal for a coastal stroll, horse-riding or even a spot of water-skiing! From Ravenglass, the path winds through the harbour town of Whitehaven, home of The Beacon Museum – with tales a-plenty of Vikings, Victorians and local rum. Find out more about Cumbria and plan your staycation [here](#).

Fantastic hotels and guest houses to discover

The North West coast boasts plenty of stylish boltholes for a chic staycation. In [Blackpool](#), the Art B&B is an extraordinary independent art hotel and venue. This classic Victorian seafront hotel has been completely renovated by 30 contemporary artists, and accommodation ranges from seafront suites to shared dormitory rooms with sensational sea views, rainfall showers, seriously comfy beds, the seafront ART bar for cocktails, great artisan food and even a performance space. In [Morecambe](#), the iconic [Midland Hotel](#) is a wonderfully-restored 4* Art Deco hotel with uninterrupted views across Morecambe Bay, once the haunt of celebrities such as Coco Chanel, Sir Laurence Olivier and Noel Coward. Situated in the Solway Coast Area of Outstanding Natural Beauty in the heart of Cumbria, near Bowness-on-Solway, [Wallsend Guest House & Glamping Pods](#) offers five en-suite guest house rooms and five luxury glamping pods boasting cosy underfloor heating, eco-friendly, log burner-heated hot tubs and French doors opening out on to private decking for al fresco dining.

Journey to the Beatles' hometown for the 90th anniversary of Abbey Road Studios

Abbey Road, the world's most famous recording studio, where the fab four recorded Sergeant Pepper's Lonely Hearts Club Band and the Abbey Road albums, celebrates its 90th anniversary in 2021. There'll be a host of celebrations, including a 90th anniversary documentary by Mary McCartney (daughter of Paul and Linda). Journey back to the origins of the Liverpool-born band on a cultural staycation, taking in the award-winning [Beatles Story permanent exhibition](#) at Albert Dock, an immersive journey through the lives and times of the Beatles. This maritime city boasts a huge cultural offering, including a vibrant waterfront with world-class contemporary art, restaurants and the fascinating [Merseyside Maritime Museum](#), the [Museum of Liverpool](#) and the [International Slavery Museum](#). Explore outside the city, too, taking the famous ferry across the Mersey to discover the wildlife haven of Hilbre Island and Port Sunlight, the must-see village founded by a Victorian entrepreneur to house his factory workers. Find out more and plan your staycation [here](#).

Take an epic cycle ride along the north west coast

The [Bay Cycle Way](#) stretches for 81 miles, from the south west coast of Cumbria to Glasson Dock in Lancashire, through the Arnside and Silverdale Area of Outstanding Natural Beauty, also taking in stunning [Morecambe Bay](#). The route is a feast for the senses, with epic landscapes and seascapes, abundant wildlife at reserves such as Leighton Moss and Walney Island, historic attractions such as Conishead Priory - a Gothic revival country house - plus pretty Georgian architecture along the banks of the River Lune and great shops and eateries at Glasson Dock in Lancaster.

3 February 2021

England's Coast advises visitors to adhere to the national lockdown and plan their travels for post-lockdown, when it is safe to do so. Details can be found on the Gov UK website:

<https://www.gov.uk/guidance/national-lockdown-stay-at-home>

Press: For further information, high-res images or to **discuss a commissioned press trip**, please contact Lizzie Cooper or Jackie Franklin at [Travel PR](#) on 020 8891 4440 or l.cooper@travelpr.co.uk / j.franklin@travelpr.co.uk.

For more information on England's Coast visit www.englishcoast.com/en or contact Sheron Crossman, National Coastal Tourism Academy Marketing & Communications Manager: Sheron.crossman@coastaltourismacademy.co.uk.

Notes to editors: The England's Coast project is delivered by the National Coastal Tourism Academy, whose partners include: The Yorkshire Coast, Visit Scarborough, The North York Moors National Park Authority, Visit East Yorkshire, Visit Lancashire, Visit Cumbria, This is Durham, Visit Northumberland, Visit Essex, Visit Thanet, Dover/White Cliffs Country, Creative Coast Kent, Visit Brighton, Experience West Sussex, Visit Portsmouth, Discover Gosport, Visit Isle of Wight, Coast with the Most -Bournemouth/Christchurch/Poole, Somerset and Exmoor National Park – The Hinkley Tourism Action Partnership, P&O Ferries, Hornblower City Cruises Poole.

About the Discover England Fund:

- In November 2015, the Government announced a £40 million Discover England Fund; an unprecedented opportunity for English tourism. The Fund aims to deliver world-class bookable tourism products joined up across geographies and/or themes, including integrated transport solutions to provide an end-to-end customer experience.

- The Fund supports the growth of one of England's most successful export industries, inbound tourism. Tourism is an industry that delivers jobs and economic growth across the English regions – contributing some £106bn each year to the economy and supporting 2.6 million jobs.
- The Fund supported a number of pilot projects in year one (2016/17) that tested product development approaches. In years two and three, 2017-19, the fund supported:
 - o A number of large-scale collaborative projects to be delivered over the two-year period 2017-2019 that will create a step-change in bookable English tourism product for international consumers,
 - o A smaller funding pot for new one-year pilot projects (in year two), and
 - o Continuation funding for existing year one projects that demonstrated early learnings (in year two).

In Year four (2019/20) an extended period was granted for delivery of the large-scale projects to ensure delivery and/or amplification.

In year five (2020/21) additional funding allocated by HM Treasury includes grant funding to existing projects, marketing and distribution activity led by VisitBritain/VisitEngland and evaluation and research.