



**Cottage in the Dales PRESS RELEASE, 2 December 2020**

## **Double Accessibility Awards Celebration Dedication**

**Cottage in the Dales are enjoying a double celebration, with a loving dedication, on winning two awards for accessibility at prestigious national hospitality & regional tourism awards.**

- \* National Winner, The Cateys Accessibility Award 2020 (sponsored Blue Badge Access Awards)
- \* Gold, Yorkshire White Rose Awards, Accessibility & Inclusive Tourism 2020 (sponsor Immersive Tours)

Director Diane Howarth, "We're astounded at winning both of these awards for accessibility and inclusive tourism. The Cateys is such a prestigious national award & we were David amongst the Goliaths! Accessibility can be delivered in different ways by all businesses. We pride ourselves on delivering a luxury experience that caters for all guests, regardless of their age, physical or mental ability."

"Providing accessible accommodation that doesn't appear clinical, has been one of the best business decisions ever! We extended our reach to physically disabled & elderly guests with the launch of The Dairy, and won Bronze at the 2019 White Rose Awards. Through help from organisations such as Access for All UK and Motionspot, The Dairy is now both dementia-friendly and autism-friendly. So winning Gold in the 2020 White Rose Awards is icing on the cake. We're happy to share our experience with other accommodation providers entering this market too."

### **Awards dedication**

These two awards are dedicated to the memory of Diane's mother, Norma Metcalfe of Hartlepool, who was diagnosed with vascular dementia after a stroke that affected her mentally. Finding it hard to communicate with a loved one that appears to be disappearing before your very eyes in so many ways, the Dementia Friends education from the Alzheimers Society helped Diane enormously to cope with the changing, increasingly difficult & emotional situations. Sadly, Norma died of this terminal disease last year. Diane said "The happiness we can bring to others with this dementia-friendly accommodation is such a fitting & loving dedication to the memory to her. As she would say, God Bless."

### **The Cateys - Judges Citation**

The Cateys recognise the most talented individuals, biggest brands & the strongest performers in the UK hospitality industry. Helen Dolphin, head judge, "Cottage in the Dales has well & truly put the needs of disabled people at the heart of their business, offering a five-star service. They have demonstrated that looking after disabled guests is great for business & we hope others take note of what they have achieved."

\* Carrie-Ann Lightley of AccessAble, judge & accessible travel writer, accessible review of The Dairy > <https://www.carrieanlightley.com/post/accessible-yorkshire-dales-cottage>

\* Full citation here > <https://www.thecaterer.com/business/profiles/cateys-2020-accessibility>

### **Yorkshire White Rose Awards**

James Mason, CEO Welcome to Yorkshire, "Tourism is the life blood of Yorkshire, our amazing county, with independent research now showing it is worth a huge £9 billion per annum to the local economy. The reason for that success? You - the finalists of the White Rose Awards, who work so hard all year round to make Yorkshire the huge success story that it is. We're delighted to recognise your skill, dedication & innovation." <https://wra.yorkshire.com>

### **Cottage in the Dales**

Luxurious...Tranquil...Beautiful...Accessible. Diane & Andrew Howarth are owners/directors of Cottage in the Dales, offering a 'Distinctly Dales' experience at 3 luxury Grade II listed cottages in the heart of the Yorkshire Dales National Park. Each cottage has its own appeal, as individual as you and providing varying levels of accessibility & inclusivity. They pride themselves on delivering a luxury experience. Nothing is too much trouble and no detail overlooked. They aim to ensure you feel at home, whether visiting for the first or tenth time. Their pleasure is to ensure yours.

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**Two Photos attached. Details & Press Query Contacts overleaf.**

## Two Photos

1: Diane & Andrew Howarth of Cottage in the Dales, holding both awards at their accessible and inclusive cottage at The Dairy.

2: Memory Dedication photo collage of Norma Metcalfe of Hartlepool

## Press Query Contacts

**Diane Howarth, Owner & Director, Cottage in the Dales**

[www.cottageinthedales.co.uk](http://www.cottageinthedales.co.uk)

07880-622291 / [stay@cottageinthedales.co.uk](mailto:stay@cottageinthedales.co.uk)

t: [@cottagedales](https://www.instagram.com/cottagedales) f: /cottagedales i: [@cottageinthedales](https://www.facebook.com/cottageinthedales)

### Awards

\* **The Cateys** = <https://cateys.com/cateyawards2020/en/page/contact-us>  
Darshana Champaneri 07814760262 [darshana.champaneri@thecaterer.com](mailto:darshana.champaneri@thecaterer.com)

\* **The White Rose Awards** = <https://wra.yorkshire.com>  
Carolyn Nicoll = [cnicoll@yorkshire.com](mailto:cnicoll@yorkshire.com) 07719673029

### Award Sponsors

\* **Blue Badge Access Awards** = <https://www.bluebadgeaccessawards.com>  
Fiona Jarvis 0208 568 7353 [fiona@bluebadgestyle.com](mailto:fiona@bluebadgestyle.com)

\* **Immersive Tours** = <https://immersivetours.co.uk>  
Mark Brooker 07974397115 [mark@immersivetours.co.uk](mailto:mark@immersivetours.co.uk)

### Support

\* **Access for All UK** = <https://www.accessforalluk.com>  
Gillian Scotford 07876592415 [access4alluk@gmail.com](mailto:access4alluk@gmail.com)

\* **Motionspot** = <https://www.motionspot.co.uk>  
Ed Warner 07779245536 [ed@motionspot.co.uk](mailto:ed@motionspot.co.uk)

\* **Dementia Friends / Alzheimers Society** = <https://www.dementiafriends.org.uk>

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