

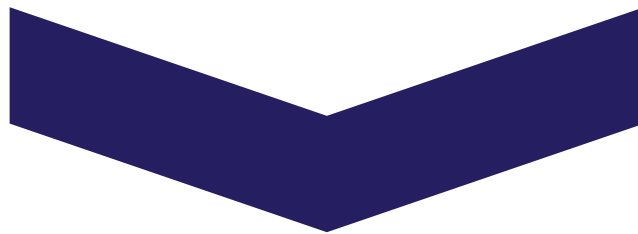


# THE IMPACT OF CORONAVIRUS (COVID-19) ON BAME COMMUNITIES

## CASE STUDIES

### SMALL BUSINESS

The Archway Guest House, Cumbria (June 2020)



If you would like to share your story, please get in touch with us  
at [info@ubele.org](mailto:info@ubele.org) and tell us about:  
your challenge, best practice, impact (financial etc).

# THE ARCHWAY GUEST HOUSE, CUMBRIA



**The Lake District in Cumbria is a very popular tourist destination for locals and visitors. The Archway is a quality guest house located at 13 College Rd, in Windermere, run by Dennis and Anita, They established their business five years ago and it is unique in that it is a BAME led business in an area not known for BAME businesses.**

This BAME led business provides a Caribbean breakfast which is unique in The Lake District. The pandemic has created a downturn in business with no bookings over the period. This has proved difficult and the company has incurred debt. However, they also occupy the building and therefore will resume business when the pandemic is over. They plan to reopen again on the 4th of July. They did not have to furlough staff as the cleaning staff came from a company that took care of their well-being.

The CEO Denis Saint Bernard sees opportunities for Cumbria tourism as there is now the opportunity to open up to more diversity in the area. There is one Jamaican chef in the area, his name is Withmore Peter-King. He sells good quality Caribbean food in Grasmere using pop up shops during the busy holiday periods. Denis is looking into how he could develop a closer business collaboration with the chef, and is exploring how Cumbria Tourism could make Connexions with tourism in the Caribbean. Archway Guest House has attained the following awards: Certificate of Excellence 2015 Winner, Annual Trip Advisor Certificate of Excellence Winner, Quality assessed by Cumbria Tourism, Covid-19 Accreditation by Visit England, Cumbria Tourism Award 2009 Winner Ranked within the top 30 Bed & Breakfast in the region

[archwayguesthouse.co.uk/](http://archwayguesthouse.co.uk/)