

## Yorkshire Dales Cheese Festival: Case Study



**YORKSHIRE DALES**  
National Park Authority

Helwith Tea Garden is a hidden gem set in the most charming location. Situated in a beautiful secluded valley not far out from Richmond, a town at the end of the Yorkshire Dales National Park, and set in nine acres of riverside meadowland – the centre of a fantastic network of quiet roads and tracks.

Jenny, owner of Helwith Tea Garden, had such wonderful enthusiasm to take part in our Yorkshire Dales Cheese Festival, and that, combined with her knowledge of farming and cooking - using various products from goat's milk - allowed a unique event to be created encapsulating a true Yorkshire Dales local experience: Cheese Tasting in the Garden @ Helwith Tea Garden'.

The event entailed supplying visitors with tempting 'Tasting Plates'. Three different plates were produced to give visitors the chance to taste the produce made from the goats' milk on the farm. And of course, to meet the gorgeous Helwith goats themselves! It doesn't get more fresh and local than that!

The first was a sample of the simple, fresh soft goats' cheese, to be tasted as a savoury or a sweet dish - on a plain biscuit with black pepper if preferred, or on a sweet biscuit with a drizzle of honey... and, even the suggestion to try it French style, which is a bit of both!



The second plate was a vegetable kebab made with mushrooms, peppers, homemade goats' milk paneer, and with a little homemade spicy dipping sauce. All the dishes were very well received and enjoyed - lots of people were trying paneer (cubed curd cheese) for the first time.

The third plate was a dessert and could only be one thing - Yorkshire Curd Tart - made using the goats' cheese curds of course! For the uninitiated, a Yorkshire Curd tart is a sweet pastry case filled with curds sweetened with sugar, then eggs, cream and currants are added. Lots of people asked for the recipe!

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*“Over the four days of the Festival we had over 50 people visit. Most of these people had never been to the Tea Garden before - indeed, had never heard about us. This may seem like small numbers to some but we are a very small business and often have zero visitors in a day - particularly when the weather is not good. They all loved the food they were offered and complimented us on everything.*

*I would encourage everyone with a relevant offering to go ahead and try something. It seems to be that people like having something fresh or different to do, particularly holiday makers but also locals who are keen to support local initiatives.”*

**Jenny, Helwith Tea Gardens**

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## What have Helwith Tea Gardens gained from holding this event?

- Free online and offline promotion for the business to attract new customers.
- Additional revenue stream from the profit made on ticket sales, benefiting directly from the local tourism.
- A key benefit is being placed on the 'Cheese Festival Map'.
- Satisfied customers and the confidence to run future events as part of the Festival.
- Support from the Tourism team in the build-up and during the Festival.



## Find out more...

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The Yorkshire Dales Cheese Festival is all about celebrating the unique, local produce of Dales.

To take part in any future Cheese Festivals get in touch at [tourism@yorkshiredales.org.uk](mailto:tourism@yorkshiredales.org.uk). For more information on the Festival, including some useful resources, go to [www.yorkshiredales.org.uk/host-your-own-cheese-](http://www.yorkshiredales.org.uk/host-your-own-cheese-)