

For Immediate Release

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Double Award goes to local business woman

Westmorland Limited's Chief Executive Sarah Dunning is celebrating this week after being named both 'Cumbria Young Director of the Year' and 'North West Young Director of the Year' at the annual Institute of Directors Awards Ceremony.

Now in their sixth year, the Institute of Directors Awards held at The Hilton Hotel in Manchester highlight the successful leaders in the North West. Nearly 200 nominations were received for business directors and owners who have been shaping the economy, creating jobs and making a difference in their respective industries.

Cumbria born and bred, Sarah Dunning is the second generation of the Dunnings to own and run Westmorland Limited, which consists of the award-winning Tebay Services, Farm Shops and Butchers Counter, the Westmorland Hotel, Westmorland Caravan Park, J.38 Truck stop and The Rheged Centre at Penrith.

Sarah Dunning commented "I was delighted to receive two such prestigious awards and also to receive recognition for our achievements at Westmorland"

In 2005, when Sarah became Chief Executive of Westmorland, she set to take this well established and successful business into a new era by strengthening its brand values, improving its customer offer and creating a dynamic people culture. Sarah recognised that the Company's brand values of promoting local talent, prioritising the artisan and local producers and celebrating Cumbria were the most important thing about the business and set out to deliver them more consistently. This is the opposite to the rest of the UK Service stations who are

focused on bringing in well know franchise such as Burger King, M and S, W H Smith and KFC.

The awards recognise Sarah's vision, enthusiasm and determination which inspire all who work for her. Over the last three years, Sarah has reinvested in Tebay Southbound to create a new café, gift shop, family lounge and indoor play. She also opened a Butchers Counter with cutting and meat maturing room – a first for a British Motorway - to ensure all lamb and beef served throughout the businesses comes exclusively from the family farm to achieve maximum tracability and minimum food miles. Add to this the redevelopment of J38 Truckstop and a major refurbishment of Westmorland Hotel and establishing The Rheged Centre not only as a great family day out but also as the best Conference Venue in England.

Sarah is now hoping to extend the business with a new motorway service area on the M5 near Cheltenham in Gloucestershire.