

2017-2018

REVIEW



2017-18

"The numbers speak for themselves at the Kendal centre, which works across seven art forms, supports half a dozen festivals and in 2015/16 hosted 152 live performances, 36 exhibitions and 83 music gigs with 20,288 people at live performances."

Stuart Maconie
Awards Presenter



Cumbria Life Awards
Venue of the Year

THIS YEAR AT A GLANCE...

71

Theatre & Dance
Performances

2772

FILM SCREENINGS

105

MUSIC & COMEDY GIGS

24

EXHIBITIONS

14

Literature Events

1730

ADULT LEARNERS

8637

Youth Arts
Participants



STATEMENT FROM THE CHAIR OF TRUSTEES

Reshaping the Brewery to keep pace with the changing world, while remaining true to the values and identity which has made it a driving force at the hub of this community for over 40 years; that is the perpetual challenge. One area where we've seen real changes this year is in the way in which we deliver our learning programme.

While programming memorable performances across the art forms is central to what we do, the Brewery has never been simply a passive space that provides entertainment. Participation in general, and a focus on youth arts in particular, has been at the centre of the organisation since its inception. Indeed one of our newest board members started his successful career as a theatre director as a member of the Brewery Youth Theatre over 30 years ago.

Recent years have seen the growth of the Adult Learning department. It's not just young people that thrive on creative endeavour. We understand that for many of those who come here to paint or to sing or to learn a new language, it's not necessarily about qualifications or new careers. It's about the enrichment of life that creative learning can bring. It's about the opportunity to connect with others with shared interests. It's about the joy that comes from learning new skills. In past years we have delivered the Adult Learning programme under the auspices of Cumbria County Council.

Their funding has helped to finance the programme but has also meant we have been bound to their learning outcomes and objectives. This year we have taken back the reins and are now able to offer a programme that we feel is better tuned to the Brewery community; a programme driven by the quality of the experience rather than by academic outcomes.

But there has been an even more important change. These two strands of our work, Youth Arts and Adult Learning, welcome over 1000 students per week at peak times. Creativity, engagement and growth are not age dependent. Whatever the age of the participants, the quality of the experience is key. And so it makes perfect sense to us that going forwards we operate all this activity under one department – Creative Learning.

Making creative connections is at the heart of the Brewery's ethos. This new department will allow us to do that even more effectively not only across the community, but across the generations.

The board is indebted to the vision and commitment of the Brewery team in their passion and determination to evolve in ways that continue to enrich this community and to add such value to the lives of those lucky enough to live within it.

Jenny Kagan
Chair of Trustees

Kendal – “The gateway to the Lakes is much more than a place to stop off for mint cake en route to the fells. Culture is its strongest suit, thanks to the Brewery Arts Centre, where you can watch films, dance, theatre and comedy and dine in style...”

Sunday Times, Market Value, July 2017



STATEMENT FROM THE CHIEF EXECUTIVE OFFICER

Being a 'receiving house' that hosts performances and gigs created and commissioned by other companies and venues is a double-edged sword. On one hand we can offer Cumbria a much wider programme because we select and curate from the wide range of work and create a programme with a level of diversity, variety and innovation not possible if we had to commission it all ourselves. The flip side is that we don't normally have the ability to commission our own content and create work that meets our own artistic ambitions.

Ruby was the exception to the rule. Applied Theatre in Cumbria is a two year partnership project between South Lakeland District Council and Brewery Arts Centre funded through Curious Minds, South Cumbria Community Safety Partnership, Cumbria Police and Crime Commissioner and South Lakeland Health and Wellbeing Forum. The project allowed the Brewery to commission a new play by Kevin Dyer. *Ruby* explored the everyday issues of coping with anxiety for young people and two of its professional cast were alumni of Brewery Youth Arts. The power of young people experiencing a new drama, written in their community and performed by their peers in their own school hall, was visceral and achieved extraordinary levels of engagement from the audience.

The Brewery was also proud to continue its relationship with two of its Emerging Artists in 2017/18. Begun in 2015, the programme seeks to offer professional mentoring, performance development and technical support for emerging artists and companies. The Knotted Project and Hawk Dance were both alumni of the programme and in 2018 they came together to produce *The Chit Chat Chalk Show* which toured venues across the UK, including the Brewery. The team were delighted to host this innovative, intelligent and interactive performance for families on the Brewery stage. Once again, young creative talent was given the opportunity through the Brewery to inspire and entertain their resident community.

This work will continue in the coming years. A second Applied Theatre in Cumbria performance will tour Cumbrian schools in 2019. In 2017/18 the Brewery formed *Route 555*, in partnership with the Dukes Theatre, Lancaster and Theatre by the Lake. The scheme supports emerging and early career companies and practitioners based in the north west to develop new work. Limited financial support and in kind provision of rehearsal space, marketing, dramaturgical and technical support is being made available. In the next two years and three *Route 555* shows will be performed at partner venues.

Richard Foster
Chief Executive Officer and Artistic Director

*We thoroughly enjoyed our visit to the Arts Centre while staying for a week in The Lakes. After enjoying a drink in the bar we were well entertained by Scott Matthews (Singer/Guitar) in The Malt Room. A great atmosphere - no wonder it was well supported! Thoroughly recommended for a night out - if in the area again, we will return! ******

**Trip Advisor review from
BandNGuildford May 17**



The Knotted Project: Chit Chat Chalk Show

Our Vision

Creating Memorable Experiences

Our Mission

Our mission is to be exceptional, inclusive and ambitious. We will be a flagship arts venue for Cumbria, with a regional and national impact, drawing on the uniqueness of our location but being inspired by the diversity of arts and culture from throughout the UK and beyond.

We will achieve this through the following objectives...

- **Present great art and entertainment**
- **Offer inspiring learning opportunities for all**
- **Create innovative and challenging new art**
- **Provide a welcoming and accessible creative and social hub at the heart of the community, with high quality hospitality**
- **Act as an enabler and supporter of festivals and events with a regional or national significance**

We will be a leader of culture and the arts, playing a full part in the development of new projects that support Kendal and South Lakeland's cultural and economic development, and contribute to its health, wellbeing and sense of place.

Our Top Four

Top Four Reasons
To Visit The Brewery

- **To be entertained**
- **To see the work of a specific artist**
- **For aesthetic pleasure**
- **To relax**

Lancaster University 2018
customer survey

"Thank you so much; our collaborations over the last few years have had a massive impact on the department and our students growing their confidence and greater understanding; which is having a direct impact on student grades and achievement"

**Secondary School Art Teacher
following the Yarns in the Yards
project 2016**



Kanda Bongo Man

Our Programme

Cinema

across all styles and genres

Comedy

from emerging talent to headline acts

Dance

from contemporary dance to work which blurs the lines with physical theatre

Literature

poetry, spoken word and graphic novels

Music

from across the world and throughout the genres

Theatre

new writing and work that challenges the boundaries of theatre

Visual Art

work by emerging talent and established artists working in 2D and digital

Live-Streamed Performance

theatre, ballet, music, opera and visual art

Brewery Youth Arts

classes, workshops and events across four art forms and leading to performance/exhibition opportunities in Brewery venues

Creative Learning for Adults

classes and workshops across art, craft, languages, health and well-being

Health and Well-Being

programmes and interventions for young and old, offered in partnership with schools, charities and other partner organisations

Festivals

partner venue for five significant festivals, including our own Freerange Comedy Festival

What an amazing place this is!

Always something for everyone of every age group. There is nothing this place does not do. Cinema, art gallery, live music, comedy, other performing arts both indoors and out. Also has food from bar snacks to amazing gourmet meals.

Can't rate this place highly enough and the staff are very polite and helpful. If you're in Kendal call in and see what is on offer that day.

Tripadvisor Review
Jeff K | 17 June 17



Processions: Edinburgh

Highlights

Music

For many an evening gig in the unique atmosphere of Malt Room is the acme of their Brewery experience. We hosted more live performances of music than any other art form in the past year and with our programming partners Band on the Wall, we sought to present work from across the globe, with a particular emphasis on Folk and Americana.

Highlights included a remarkable performance by Radio 2 Folk Award-winners Lau, and gigs by the legendary Kenda Bongo Man, Manchester's hip hop collective The Mouse Outfit and Catrin Finch & Sekou Keita's unique performance blending Welsh and Senegalese musical traditions.

Family Theatre

The well-loved Brewery Christmas show lies at the heart of our offer for families and in 2017 we were delighted to present a wonderfully dark and innovative retelling of the Little Red Riding Hood story by Kevin Dyer. *Little Red and the Big Bad Wolf*, was a co-commission with Action Transport Theatre, Unity Theatre and Z Arts. The Brewery extended the provision of family theatre at Christmas, this time with a daytime offer aimed at welcoming school audiences. *The Snow Dragon* from Tall Stories played to packed houses of children from across the North West.

Other family theatre highlights included *How to be a Kid* from Paines Plough in the *Roundabout* dome in Grasmere and Hijinx celebration of puppetry, *Meet Fred*.

Comedy & Freerange

We are justly proud of the Brewery's diverse programme of comedy; hosting classic stand-up performances by big name artists, including Ed Byrne, Phil Jupitus and Stephen K Amos and a wide range of female comedians with a unique perspective on contemporary life; including Katy Brand, Sofie Hagen and Bridget Christie. Artists continued push the boundaries of comedy with shows merging classical music with comedy from Kieran Hodgson, Mark Thomas exploring how we can predict the future in a time of radical change and Phil Wang investigating his mixed race heritage, in *Kinabalu*.

Jenny Eclair headlined the Freerange Comedy Festival, baring all in her frank performance exploring the process of aging. In one hectic weekend, Freerange encapsulated and challenged perceptions of British comedy with performances in buses, about death and the afterlife, about Evangelical Christianity and offering stand up for kids.

Spoken Word

Monthly open mic nights, showcasing the wealth of northern spoken word talent continued throughout the year, under the able and enthusiastic control of Ann the Poet. Featured artists included Mancunian spoken word artist and cartoonist Fat Rowland and Canadian performance poet Rose Condo. The Brewery Poets continued to find a home for their monthly performances and workshop sessions at the Brewery and *Roundabout* in Grasmere hosted gigs by Henry Normal, whose CV includes The Royal Family and Steve Coogan's *Alan Partridge* and by Stuart Maconie, talking about his new book revisiting the route of the Jarrow March. The Brewery main stage hosted Lemn Sissay, reading from his one-man play, *Something Dark*.

Theatre & Dance

Once again the programme of live theatre and dance at the Brewery ranged far and wide across genres and subject matter. Highlights included a vibrant new take on Oscar Wilde's wry comedy, *Lady Windermere's Fan* by Theatrical Niche and an exploration of artificial intelligence and ageing from Pipeline Theatre with their heart-warming, *Spillikin*. *The Journey Dance Festival* in September also saw exciting new work by Aboutime Dance Company, Emily May Dance Company and Northern Rascals

The Brewery continued to use live-streamed content to broaden the range of performances available to South Lakeland audiences, extending the existing mix of classical opera, ballet and classic theatre with the inclusion of visual art, contemporary and popular music. The number of live screenings increased from 22 in 16/17 to 28 in 17/18.

During its autumn festival the Brewery worked with partners *Lakes Alive*, to present *Mobile*, a delightful and incredibly inventive tale of growing up and moving on, set in a six-berth caravan and Laura Mugridge's story-telling journey through Kendal.

The Brewery also established *Route 555*, an exciting alliance with Theatre by the Lake and The Dukes Theatre, Lancaster in 2017/18. The programme will offer emerging northern-based theatre companies the opportunity to develop their work in association with the three venues and the results of the programme will begin to emerge in 2019

80% of customers extremely likely to recommend the Brewery to their friends, family or work colleagues

Audience Finder monitoring survey 2017-18



Freerange Comedy Festival: Jenny Eclair

Film

Film attracts the largest audience to the Brewery and has a highest level of cross over with audiences from other art forms. Film therefore plays an important role in our audience development and economic resilience, with profits from film supporting our wider artistic and learning programme.

The Brewery's specialist film went from strength to strength with more screenings; including documentaries, foreign language and art house films,

We were particularly delighted to host the *Generation K Festival*, developed and delivered by the new young people's panel that advises on how we can develop our film programme and services for younger people. We were also proud to host a season of Japanese film in partnership with the Japan Foundation and to explore issues around climate change through screenings and open mic discussions of films such as *A Plastic Ocean*.

Roundabout

The Brewery continued its close relationship with Paines Plough Theatre Company, "the National Theatre of new writing", in 2017/18. We presented three new performances by Paines Plough in the heart of Grasmere; *Out of Love*, *Black Mountain* and *How to be a Kid*. The additional "fringe" programme of comedy, music and community performances included appearances by Stuart Maconie, Henry Normal and our own Act Your Age and Youth Theatres. The result was a 25% increase in audiences from the central Lakes, an 11% increase in customers from outside Cumbria and a 23% increase in customers aged 46/55; based on our average Kendal audience.

The Brewery will continue to explore ways to present its work outside its home venue and support the new UNESCO designation of the Lake District as a World Heritage Site.

Right to Roam

Right to Roam once again offered the Brewery the chance to present some of the UK's most innovative and experimental theatre in one thought provoking weekend. This year we hosted *Tonight I'm Gonna Be The New Me* by Made in China Theatre, the charming *Elephant and Castle* from Tom Adams and the intriguing *We Are Ian* by In Bed With My Brother.

ATiC

Commissioned by South Lakeland District Council in a partnership with Curious Minds, South Cumbria Safety Partnership, Cumbria Police and Crime Commissioner, and South Lakeland Health & Wellbeing Forum, the Applied Theatre in Cumbria (ATiC) project aims to explore issues of concern to Cumbrian young people through the medium of innovative contemporary theatre. The intention is to present work that reflects everyday life for young people in Cumbria, performed by professional young actors from the county. The first play, *Ruby* by Kevin Dyer, explored issues around anxiety and how to cope with its symptoms. It was produced and delivered by the Brewery's Creative Learning department and was performed in ten schools over one week. A live streamed performance from the Brewery reached a further seven schools and all in all more than 2500 young people saw the show. For over 90% of the audience this was their first experience of live theatre.

Festivals

The Brewery is proud to host and co-commission elements of the programme of three major Kendal Festivals. The Brewery presented *Mobile*, by Paper Birds Theatre and co-commissioned Laura Mugridge's *Up, Down & Beyond* with Lakes Alive. We co-commissioned a landmark exhibition of the work of Will Eisner and acted as festival hub for Lakes International Comic Art Festival and presented a new exhibition of work by David Fulford and acted as hub venue for the remarkable Kendal Mountain Festival. We are proud of the part we play in bringing these economically important and culturally significant festivals to South Lakeland.

Creative Learning at the Brewery

With up to 1000 learners a week; across all ages and ranging across art, craft, music, dance, theatre, and language, the Brewery's learning programme is at the heart of our engagement with our community. Brewery Creative Learning continued to offer a ladder of progression for young people to develop their creative talents, emotional resilience and communications skills. four art forms. The department also delivered community outreach projects for young people, vulnerable adults and older residents. Creative Learning also offered the opportunity for thousands of young people, not connected to its programme, the opportunity to perform on the Brewery stage through its Dance Platforms, Big Sing and Big Play events.

The team were particularly proud to represent Kendal in the *Processions* 2018 project from Artichoke Theatre, as part of the 1418 NOW events marking the First World War. Women and girls from across South Lakeland worked with Creative Learning tutors to create a banner celebrating the journey of women since some received the vote in 1918. The banner was unfurled for the first time in Edinburgh as part of four national processions to mark the anniversary.

Brewery Creative Learning also offered an amazingly wide ranging programme of classes, courses and workshops for adults ranging from raku ceramics, with its dramatic open firing in the outdoors to digital photography and Mature Movers. *Act Your Age* is a theatre group for older residents, formed with the support of Age UK South Lakes. Members performed a curtain raiser of their show, *Speak of Friends*, as part of the Roundabout festival in Grasmere.

*We visited this venue twice in our stay in the area, once for a concert and once for some theatre. On both occasions it seemed to serve the population both young and old. There are a couple of bars one serving pizzas etc was well used and offered gluten free fayre. Plenty going on in this venue with something to suit all. In door and outdoor seating space. ******

Tripadvisor helstravels April 17



Creative Learning: Artseen

Food & Drink

The vibrant and varied food and drink offer at the Brewery is an important part of the mix at the art centre, adding to an evening at the theatre, cinema or Malt Room or as a break from a busy day of learning activities.

This year we embarked on an exciting new partnership with independent hospitality caterers, CH & Co. With a portfolio of venues across the UK, from the Historic Royal Palaces and Kew Gardens, to the People's History Museum in Manchester, CH & Co will bring new levels of development, training and presentation to the Brewery offer and increased income to support our artistic mission.



A fantastic place to spend a couple of hours. Delicious food, the chunky chips are definitely a highlight... lots of different events including live music, theatre & cinema. A great outdoor space for sunny days, which is family friendly. A real gem in Kendal and one of our favourite spots to relax.

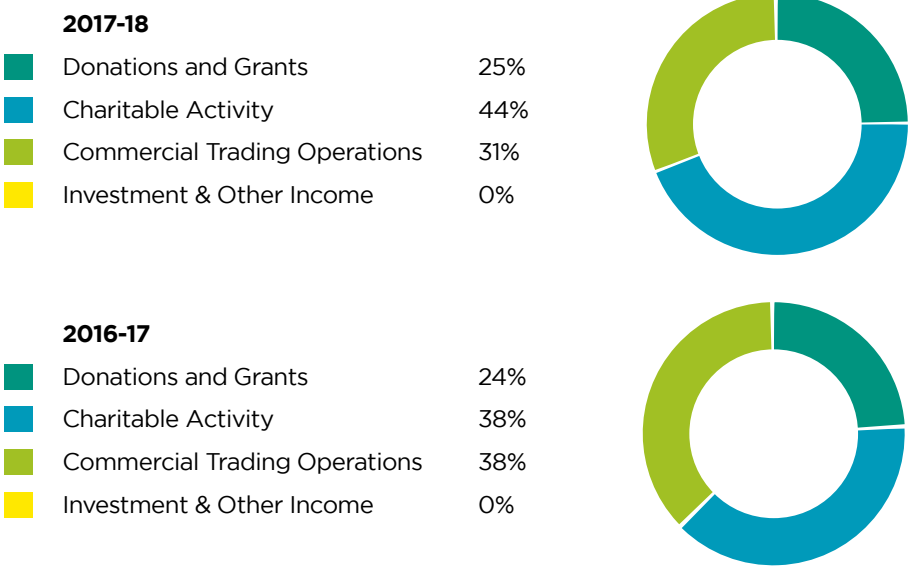
Tripadvisor
kezandclaire2014
Aug 17



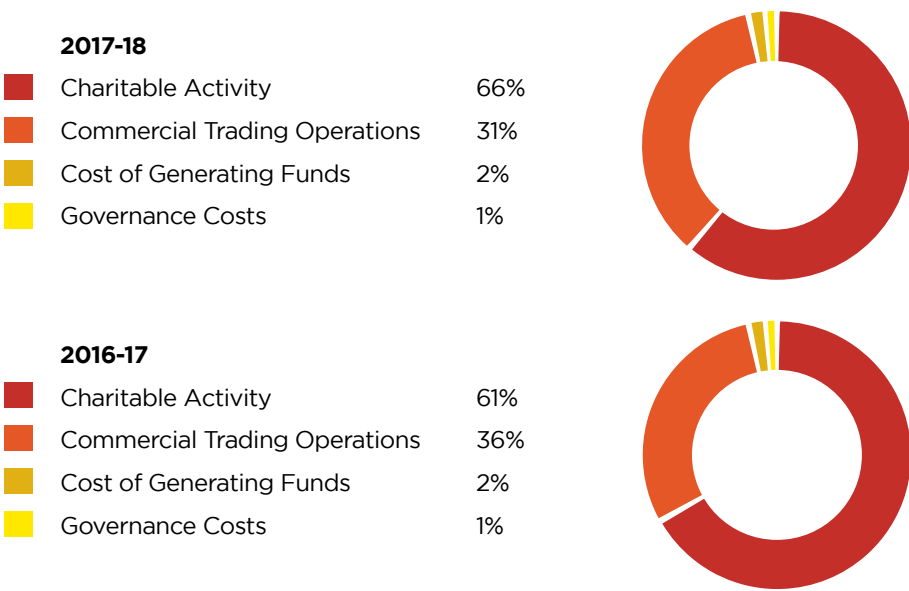
NUMBERS

THE FINANCIAL PICTURE FOR 2017-18

INCOME



EXPENDITURE



ACTIVITY

2017-18			2016-17		
FILM	Screenings	Audience	FILM	Screenings	Audience
Mainstream & Specialised	2,772	81,434	Mainstream & Specialised	2,408	86,983
EVENT CINEMA - ARTS			EVENT CINEMA - ARTS		
Live/ Recorded	27	1,960	Live/ Recorded	20	1,974
PERFORMING ARTS	Events	Audience	PERFORMING ARTS	Events	Audience
Theatre	68	4,160	Theatre	54	3,479
Christmas Show	19	1,690	Christmas Show	21	2,157
Dance	3	168	Dance	3	220
Comedy	41	5,042	Comedy	29	4,674
Music	64	10,394	Music	54	11,298
Literature	14	439	Literature	15	510
TOTAL	209	21,893	TOTAL	176	22,338
VISUAL ARTS			VISUAL ARTS		
Exhibitions	24	30,000	Exhibitions	24	30,000

Unrestricted Income and Expenditure

INCOME	2017-18	2016-17
Donations and Grants	£697,957.00	£691,049
Charitable Activity	£1,245,912.00	£1,111,862
Commercial Trading Operations	£879,829.00	£1,096,659
Investments and Other Income	£0.00	£0
TOTAL	£2,823,698.00	£2,899,570
EXPENDITURE		
Charitable Activity	£1,970,896	£1,818,523
Commercial Trading Operations	£893,044	£1,044,144
Cost of Generating Funds	£62,720	£60,894
Governance Costs	£38,686	£37,560
TOTAL	£2,965,346	£2,961,121
Net outgoing resources before transfers	-£141,648	-£61,551

NB: Figures for 2017-18 are unaudited figures collated from management accounts available at the time of publication.

The figures for unrestricted activity excluding exceptional items are provided to give a clear picture of the operational performance of the charity.

This information from the accounts for 2016-17 has been extracted from the full annual accounts of Kendal Brewery Arts Centre Trust for the year ended 31 March 2017, which have been audited. Copies of the full financial accounts which includes the trustees' report can be obtained from the company secretary, Kendal Brewery Arts Centre Trust Limited, 122a Highgate, Kendal, Cumbria, LA9 4HE.

£2.8 million

The Brewery generated an annual turnover of over £2.8million

LEARNING

BREWERY YOUTH ARTS		2017-18		2016-17	
	No of sessions	Total attendance	No of sessions	Total attendance	
DRAMA					
Weekly classes	133	1,330	181	2,045	
Outreach classes	20	200	10	64	
Other projects and performances	2	10	2	118	
Audiences for performances	2	315	5	502	
Sub-total	157	1,855	198	2,729	
DANCE					
Weekly classes	295	2,146	297	2,333	
Outreach classes	44	450	84	967	
Other projects and performances	1	19	5	469	
Audience for performances (1)	6	1,288	8	1,280	
Sub-total	346	3,903	394	5,049	
MUSIC					
Weekly classes	22	61	10	27	
Outreach Classes	45	300	45	319	
Participants for Performance (1)	3	600	4	561	
Audience for Performances (2)	3	738	4	762	
Sub total	73	1,699	63	1,669	
VISUAL ARTS					
Weekly classes	128	1,155	109	1,110	
Workshops	2	25	12	449	
Exhibitions				-	
Sub total - Visual Arts	130	1,180	121	1,559	
Overall Total	706	8,637	776	11,006	
ADULT EDUCATION		2017-18		2016-17	
	Enrolments	Courses / wksp	Enrolments	Courses / wksp	
Summer - Courses	281	36	342	34	
Summer - Workshops	302	42	279	31	
Autumn	596	70	593	56	
Spring	551	72	568	55	
Total	1730	220	1782	176	

86%

The Brewery generates over 86% of income from its own activity

MARKETING

Number of Customers By Postcode Region	2017-18	2016-17
Region	Customers	Customers
LA POSTCODES	65,383	72,954
CA POSTCODES	4,079	4,217
SUB TOTAL	69,462	77,171
REST OF NORTH WEST	4,023	4,094
SUB TOTAL - NORTH WEST REGION (INCLUDING LA/CA POST CODES)	73,485	81,265
OTHER REGIONS WITHIN UK (Including Jersey and Isle of Man)		
NORTH EAST	1,216	1,183
YORKSHIRE & HUMBERSIDE	2,403	1,936
WEST MIDLANDS	2,242	2,272
EAST MIDLANDS	815	815
EAST OF ENGLAND	127	156
SOUTH EAST	1,643	1,477
SOUTH WEST	1,190	1,052
GREATER LONDON	796	364
SCOTLAND	1,661	1,475
WALES	451	364
NORTHERN IRELAND	10	N/A
SOUTHERN IRELAND	N/A	N/A
ISLE OF MAN	8	N/A
JERSEY	N/A	N/A
SUB TOTAL - OTHER REGIONS (EXCLUDING NORTH WEST)	12,562	11,094
GRAND TOTAL - POSTCODES KNOWN	86,047	92,359
UNCLASSIFIED - WHERE NO POSTCODE WAS GIVEN	57,364	53,216
GRAND TOTAL - POSTCODE KNOWN & UNCLASSIFIED	143,411	145,575
Grand Total Postcode Known & Unclassified	145,575	151,339



Theatrical Niche: Lady Windermere's Fan

Our Team

Board Members on 31 Mar 2018

Jenny Kagan *Chair*
Chris Batten *Vice Chair*
Richard Foster
Helen Holmes
Mike Jones
Conrad Lynch
Stephen Moss
Tony Preedy
Claire Welburn
Phil Whitehurst
Pauline Yarwood
Terry Clarke

Board Observers on 31 Mar 2018

Cllr. Geoff Cook
Anna Hassan
Cllr. Chris Hogg
Cllr. Richard Sutton
Imelda Winters-Lewis

Senior Management Team

Rebecca Elshaw	<i>HR & Admin Manager</i>
Richard Foster	<i>CEO & Artistic Director</i>
Tricia Gordon	<i>Youth Arts Manager</i>
Mike Jones	<i>Executive Director & Head of Performing Arts</i>
Steve Parnaby	<i>Production & Property Manager</i>

Kendal Brewery Arts Centre Trust

74 members of staff, amounting to 35.59 full-time equivalent roles in:

Administration
Adult Learning
Box Office
Cinema
Cleaning Staff
Finance
Fundraising
House Management
Marketing
Site Management
Technical
Youth Arts

Kendal Catering Company

65 members of staff, amounting to 24.75 full-time equivalent roles in:

Administration
Hospitality
Kitchen
Warehouse Cafe

N.B. KCC was transfered to CH&Co Group in March 2018

Volunteers

Currently amounting to over 100 members of the public, supporting the Brewery in delivering its mission by assisting with front of house support, garden maintenance, marketing, the supporters council, and the visual arts.

Brewery Business Club

Business Club has the following supporters

PLUS level

Miller Clear Architects
Jigsaw: Cumbria Childrens' Hospice

Club level

Low Sizergh Barn
Stables Thompson & Briscoe
Staintons Wine
Temple Heelis
Amy Beeton Osteopaths
FMB - Financial Management Bureau
Lake District Estates
Lake District Property Lettings
Beetham Holiday Homes
Berrison Group
Mintcake Digital
NWIMS Communications
Karen Bentley-Brown Associates
Westmorland Home Care
Good Life Lake District Cottages
Milne Moser

Brewery Membership Scheme

The Brewery Membership Scheme was launched in March 2017 and by the end of this financial year had reached over 400 members. The scheme is a combination of the benefits offered by the Brewery Friends, the Cinema Club, and the bars & catering Loyalty Card scheme.



Sounds of the Sirens

Thanks to our supporters

Regular Funders

Arts Council England
BFI Film Hub North
Brewery Arts Centre Endowment Trust
Kendal Town Council
Skills Funding Agency
(via Cumbria County Council)
up until Aug 2017
South Lakeland District Council

Economic and Tourism Development Partners

Cumbria Local Economic Partnership
Cumbria Tourism
Forestry Commission
Kendal Business Improvement District (BID)
Kendal Futures
Lake District National Park Authority

Capital Funders

Big Issue Invest (social investment fund)
Anonymous
The Granada Foundation
The Steel Charitable Trust
Sir John Fisher Foundation

Creative and Community Learning

Alzheimer's Society
Arts Award
Barnardos
The Cumbria Music Hub
Prism Arts
Youth Dance England
Youth Music
Headlong Theatre Company
The Postcode Community Fund
Age UK South Lakeland
Sir John Fisher Foundation
Fairoak Housing Association

Education Sector Partners

Kendal College
Kendal Collaborative Partnership
Kirkbie Kendal School
Queen Elizabeth School,
Kirkby Lonsdale
The Queen Katherine School
University of Cumbria

Artistic, Tourism and Festival Partners

Band on the Wall
English Lakes Hotels
Kendal Mountain Festival
Lakes International
Comic Art Festival
Lakeland Arts Trust
The National Trust
Paines Plough Theatre Company
Printfest
Theatre by the Lake
Windermere Lake Cruises

Photography

Yorick de Munnik -
Pages 4, 14, 15 & 16



Kendal Mountain Festival

And Finally

In 2017/18 the Brewery continued to act as lead organisation for Lakes Culture, a consortium working to establish the Lakes as the UK's leading rural cultural tourism destination. The designation of the Lakes as a UNESCO World Heritage Site placed the region at the forefront of cultural destinations – something the consortium had been working towards for several years.

Evaluation of Lakes Culture's Lakes Ignite Festival for 2018 indicates how the region is increasingly being regarded for its high quality cultural offer...

- Visitors to Lakes Ignite exhibits from outside Cumbria: up by 16%
- Visitors who rated the Cumbrian cultural offer as good or very good: up by 10% to 82%
- Those including art galleries or outdoor art in their visit: up by 18%
- Those including culture as a significant part of their visit: up to 69%
- Those aware that the Lakes was a World Heritage Site: up by 25% to 74%



