

ANNUAL REVIEW

2018 - 2019



““

**“Cultural behemoth...
a roster of great lineups.”**

The Guardian

**“I have thoroughly enjoyed
the course and it has opened
up a whole new world to me.
I have never really known
how to start appreciating
certain areas of art until now”**

Student: Ways of Seeing:
A Beginners' Guide to Art
Appreciation

**“The Brewery attracts
some big names to its stage
and punches well above
its weight.”**

**“I thought the food and
service were both excellent.
It's one of few places in
Kendal that has such a good
atmosphere. Will definitely
recommend.”**

**“A great resource for
the town.”**

Trip Advisor

**“The feedback from the
students is great and I am
glad that they are now
more aware of the signs of
County Lines and the danger
that accompanies it. I hope
that this type of interactive,
preventative education
continues...”**

Peter McCall, Cumbria Police
and Crime Commissioner on
County Lines

**“I started photographing
seriously following classes
at the Brewery Arts Centre
with Colin Reynolds. The
classes were a real catalyst
for my work.”**

Andrew Jones, Photographer
Judges Choice Commendation
in the Take a View Landscape
Photographer of the Year 2018

**“I first started dancing at
a local boys youth dance
club at the Brewery Arts
Centre when I was around
13 years old, and many
teachers and peers have
been a massive inspiration
for me along the way.”**

Ferghas Clavey,
VERVE dance company

””

YEAR AT A GLANCE

82 Theatre & Dance Performances

2,701 Film Screenings

97 **MUSIC**

AND COMEDY GIGS

24 Exhibitions

12 Literature Events

1,936 ADULT LEARNERS

6,534 Youth Arts Participants

STATEMENT FROM OUR CHAIR OF TRUSTEES

As it approaches its 50th anniversary year in 2022, I am always struck by the number of comments from members of the public and the media about the importance and significance the Brewery has at the centre of the local community in Kendal.

However, what is sometimes underplayed and often not given the recognition it deserves is the impact the Brewery has outside of its physical boundaries and the work it carries out with different groups and communities in South Lakeland and beyond.

This year saw the Brewery once again join forces with theatre company Paines Plough, pitching a 168-seat auditorium in the heart of Grasmere. The artistic programme on offer included new writing, comedy and family entertainment in a unique setting. We were conscious however that the space needed to serve a greater purpose, and was made available to schools and community groups to hold their own events, meetings and rehearsals.

Year two of our Applied Theatre in Cumbria (ATiC) project in association with South Cumbria Community Safety Partnership tackled the increasing problem of 'county lines' exploitation of young and vulnerable people by drugs gangs. Performed in Kendal and Barrow, *County Lines* saw three professional and two Brewery Youth Arts graduate actors bring this hard-hitting subject to life for 1,035 school students and their teachers, with wide acclaim from all partners, including Peter McCall, Cumbria Police & Crime Commissioner.

The Brewery's Act Your Age company for older members of the community worked with national partners this year on an ambitious project *Acts of Resistance* in collaboration with Headlong Futures, Bristol Old Vic, New Perspectives and Theatre Royal Plymouth. This co-production looked into the not too distant future, to a time of political unrest, and was performed on stage at Bristol Old Vic. A busy year for Act Your Age, the company also worked in partnership with Dignity in Dementia to present *A Different Tune*, a comedy following the formation of a dementia embracing community orchestra, at venues around the region.

This work with and in varied and diverse communities is vital as the Brewery plays a key role in using its skills and expertise in the arts and creativity to highlight social issues and give a voice to underrepresented people. We are in a unique position to not only engage with people of all ages and backgrounds within our building, as we continue to do with our artistic and creative learning programmes, but also use the arts as a positive agent of change.

Special mention should also be made to our outgoing Chief Executive Richard Foster and Executive Director Mike Jones, who have been vital catalysts in being able to effect this change. We offer our thanks to their many years of commitment and vision and wish them all the very best for the future. The Board and I look forward to working with the Brewery's new Chief Executive Officer & Artistic Director Miriam Randall in pushing the Brewery forward with its creative vision.

Claire Welburn
Chair of the Board of Trustees





STATEMENT FROM OUR CEO/ARTISTIC DIRECTOR

It is common practise in an Annual Review for the Chief Executive Officer to look back at the year that has just gone. However, I have joined the Brewery at a time when I feel it is important we look to the future, and I have joined this organisation at a time when this has never been more important.

The facts and figures continue to speak for themselves; the Brewery consistently excels in delivering a wide-ranging, diverse programme of performance, cinema and creative learning opportunities which enrich the lives of audiences and participants. For this we thank the continued support of our core funders Arts Council England, South Lakeland District Council, Cumbria County Council and Kendal Town Council and the trusts, foundations and individuals who enable both our core and project-based work to continue.

This is though a time of uncertainty and change, both financially, politically and socially and it is with this in mind that we look to the Brewery's future. In the short time I have been in post as Chief Executive Officer and Artistic Director, I cannot underestimate the dedication and commitment of the Brewery team in delivering its artistic and financial objectives. Our existing Senior Management Team has been further strengthened by new appointments in Programming, Communications and Partnerships and Catering, ensuring the resilience of the organisation is paramount in all decision-making.

A number of important changes have been made organisationally, most recently the decision to bring the catering arm of the Brewery back into the organisation. This has given us the flexibility to make major improvements to the range of food and drink on offer, work with local suppliers and vitally use our catering offer in line with the rest of the programme to maximise income. It is early days, but we are pleased with the initial results both financially and in feedback from our customers.

We are also looking to the future physically, as we are now well under way with the process of planning for our building upgrade and refurbishment, which will alter not only the appearance and use of our building, but also enable us to develop its purpose within the community. The cinema upgrade will offer the opportunity to increase our offer and give greater levels of comfort, but will also sustain the financial contribution to our creative and educational output.

Focussing on digital technologies and resources will give the Brewery the opportunity to become a link between creative people and industries as a hub where skills, time and expertise can be shared. We are in a prime position to be able to offer these opportunities to early-stage creatives at any time of life and to inspire and empower them to use their skills to live in, work in and return to, this beautiful part of the world.

Miriam Randall
Chief Executive Officer & Artistic Director

Two Magpie Theatre - Ventoux



OUR VISION

**CREATING
MEMORABLE
EXPERIENCES**



tutti frutti productions - Keepy Uppy

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

The top four reasons for visiting the Brewery:

- To be entertained
- To spend time with family and friends
- To enjoy the atmosphere
- To be inspired

Audience Agency Audience Finder Survey 2018/19

PROGRAMME

Our programme is wide-ranging and diverse, featuring: **Cinema** across all styles and genres; **Comedy** from emerging talent and headline acts; **Dance** from contemporary to physical theatre; **Literature** including poetry, spoken word and graphic novels; **Music** from around the world and across all genres; **Theatre** featuring new writing and work that challenges the boundaries of theatre; **Visual Art** showcasing work by emerging and established artists; **Live & Encore** Screenings of national theatre, ballet, music, opera and visual art; **Brewery Youth Arts** classes, workshops and events across four art forms; **Creative Learning for Adults** with classes and workshops in art, craft, languages, health and wellbeing; **Health & Wellbeing** programmes and interventions for people of all ages in partnership with schools, charities and other organisations; **Festivals** throughout the year with nationally significant partners.

MUSIC

The Brewery's unique position makes it a landmark venue for live music acts of national and international renown; reflected in ticket sales in excess of 11,000 this year. The programme is eclectic, attracting audiences from across the UK, and includes genres including folk, Americana, rock, soul, reggae, electronica and many more. Highlights have included seismic dancehall from Mungo's Hifi, space-rave from Henge, indie from Slow Readers Club and folk from Karine Polwart.

Theatre & Dance

For some, their first taste of live theatre and dance can be a daunting experience, therefore this year, in addition to a varied selection of shows from both established and new companies, the Brewery introduced Pay What You Decide ticketing on selected events. This has encouraged new and existing theatre-goers to take a risk and see something they may not ordinarily choose. The programme has included head-to-head cycling in Two Magpie Theatre's *Ventoux*, 1970s football in Red Ladder Theatre's *The Damned United*, all-female dance with themes of empowerment in *Emergence* and physical theatre from Brewery alumni The Knotted Project's *The Commuters*.

Family Theatre

The love of live theatre can start young, and so the Brewery's family theatre offer strives to present top quality work which can be enjoyed by all ages. The Christmas show in 2018, Stuff & Nonsense Theatre Co's *The Enormous Turnip* was not only enjoyed by almost 2,000, it also allowed the opportunity for our Youth Arts students to be involved with the creative promotion for the show. Other highlights included Morgan & West's *The Time-Travelling Magicians*, Can't Sit Still Theatre's *Plink and Boo* and tutti frutti production's *Keepy Uppy*.

COMEDY & FREERANGE COMEDY FESTIVAL

The Brewery's year-round comedy offer includes some of the best-known and up-and-coming acts from across the UK and the world. The highlight of the comedy calendar is the Brewery's own Freerange Comedy Festival, which in 2018 saw stand-up, live-action text-based comedy, cabaret and comedy for younger audiences. Comedy also went on tour with a series of gigs in the Roundabout in Grasmere with Paines Plough. Stand-out shows at the Brewery included best-selling author Kathy Lette, former *Harry Potter* star Jessie Cave, Irish funny man Jimeoin and giving an appropriate commentary on the NHS at 70, Mark Thomas.

CREATIVE LEARNING

Almost 2,000 classes, workshops and events attracted an attendance of over 20,000 in another hugely successful year for our creative learning team, with students ranging from aged under 7 to over 70. The learning programme is at the heart of the Brewery, enabling people to develop their creative talents, emotional resilience and communications skills. The team also delivered a range of community and educational projects; including Applied Theatre in Cumbria's *County Lines* schools performances which tackled the important issue of exploitation of young and vulnerable people by drugs gangs and Act Your Age, a theatre company for older people which tackled the subject of dementia in *A Different Tune*.

FILM

The cinema plays a vital role at the Brewery, with profits supporting the artistic and education programme, as well as attracting new and diverse audiences to the Brewery, often for the first time. As well as showing new release blockbusters, the Brewery offers a huge range of British, independent and world cinema titles. This year our event cinema offer has gone from strength to strength, from Q&A sessions with experts at documentary screenings to a special screening with a live soundtrack of 1920s horror *Nosferatu*.

FESTIVALS

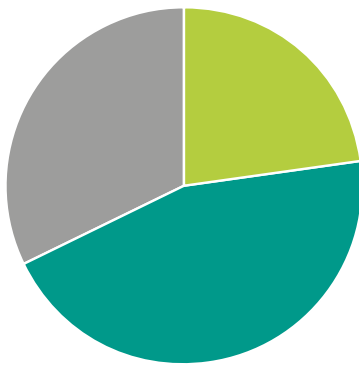
The Brewery is rightly proud to host and co-commission performances and visual arts exhibitions for three major festivals throughout the year: Lakes Alive, a free festival of contemporary arts for all ages at locations throughout Kendal; Lakes International Comic Art Festival, which celebrates the best in comic arts and artists from across the world; and the internationally renowned Kendal Mountain Festival, which has its festival hub at the Brewery. The Brewery has long-standing relationships with these culturally important festivals and is pleased to be able to continue to support them as they make a significant economic impact to the region.

Spoken Word

Regular open mic nights at the Brewery *Verbalise* and *Scrutinise* continue to go from strength to strength, encouraging new and established writers and performance poets to take to the stage. Featuring guest performers, these events offer a supportive and nurturing environment for artists to develop and share their talents. This year the Brewery also hosted special events including former poet laureate Andrew Motion as he shared new poems from his collection *Essex Clay*.

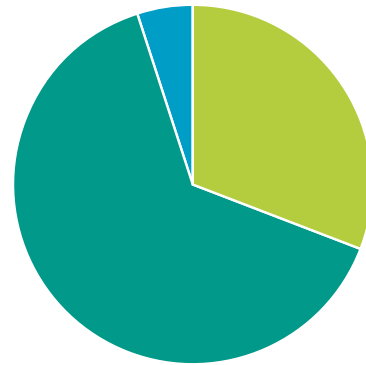
THE FINANCIAL PICTURE FOR 2018-19

INCOME



2017-18

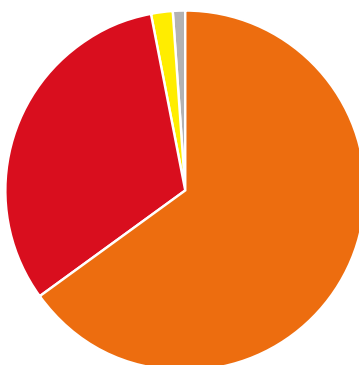
● Donations and Grants	23%
● Charitable Activity	45%
● Contribution from Outsourced Catering	0%
● Commercial Trading Operations	32%
● Investments and Other Income	0%



2018-19

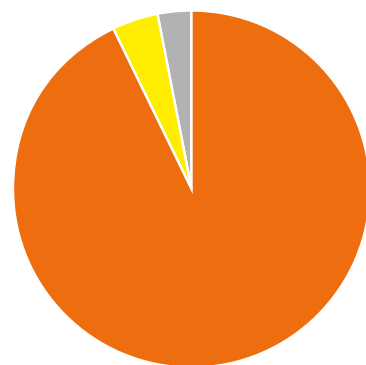
● Donations and Grants	31%
● Charitable Activity	64%
● Contribution from Outsourced Catering	5%
● Commercial Trading Operations*	0%
● Investments and Other Income	0%

EXPENDITURE



2017-18

● Charitable Activity	65%
● Commercial Trading Operations	32%
● Cost of Generating Funds	2%
● Governance Costs	1%



2018-19

● Charitable Activity	93%
● Commercial Trading Operations*	0%
● Cost of Generating Funds	4%
● Governance Costs	3%

*Commercial trading outsourced to CH&Co for entire period 2018-19

ACTIVITY

2018-19

FILM	Screenings	Audience
Mainstream and Specialised	2,676	78,065

EVENT CINEMA - ARTS	Screenings	Audience
Live/Recorded	25	2,726

PERFORMING ARTS	Events	Audience
Theatre	58	3,835
Christmas Show	14	2,501
Dance	1	119
Comedy	36	3,539
Music	61	11,361
Literature	13	371
TOTAL	183	21,726

VISUAL ARTS		Estimated
Exhibitions	24	30,000

2017-18

FILM	Screenings	Audience
Mainstream and Specialised	2,772	81,434

EVENT CINEMA - ARTS	Screenings	Audience
Live/Recorded	27	1,960

PERFORMING ARTS	Events	Audience
Theatre	68	4,160
Christmas Show	19	1,690
Dance	3	168
Comedy	41	5,042
Music	64	10,394
Literature	14	439
TOTAL	209	21,893

VISUAL ARTS		Estimated
Exhibitions	24	30,000

Unrestricted Income and Expenditure

INCOME	2018-19	2017-18
Donations and Grants	£580,697	£622,415
Charitable Activity	£1,198,872	£1,245,912
Contribution from Outsourced Catering	£80,378	£0
Commercial Trading Operations	£0	£879,829
Investments and Other Income	£0	£0
TOTAL	£1,859,947	£2,748,156

EXPENDITURE	2018-19	2017-18
Charitable Activity	£1,741,637	£1,819,812
Commercial Trading Operations	£0	£893,044
Cost of Generating Funds	£66,408	£64,474
Governance Costs	£49,190	£47,758
TOTAL	£1,857,235	£2,825,088
Net outgoing resources before transfers	£2,712	-£76,932

NB: Figures for 2018-19 are unaudited with figures collated from management accounts available at the time of publication. Catering and hospitality functions were outsourced to CH and Co from February 2018. The catering contribution not turnover is shown in the 2018-19 figures. The figures for unrestricted activity excluding exceptional items are provided to give a clear picture of the operational performance of the charity. This information for 2017-18 has been extracted from the full annual accounts of Kendal Brewery Arts Centre Trust for the year ended 31 March 2018, which have been fully 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.

NUMBERS

CREATIVE LEARNING

Brewery Youth Arts

	2018-19		2017-18	
DRAMA	Sessions	Attendance	Sessions	Attendance
Weekly classes	153	1,380	133	1,330
Outreach classes	0	0	20	200
Other projects/performance	6	144	2	10
Audiences for performance	0	459	0	315
Subtotal	159	1,983	157	1,855
DANCE				
Weekly classes	199	1,300	295	2,146
Outreach classes	67	1,097	44	450
Other projects/performance	44	1,721	1	19
Audiences for performance	0	200	0	1,288
Subtotal	310	4,318	346	3,903
MUSIC				
Weekly classes	0	0	22	61
Outreach classes	0	0	45	300
Participants for performance	10	958	3	600
Audiences for performance	0	1,567	0	738
Subtotal	10	2,525	73	1,699
VISUAL ARTS				
Weekly classes	181	1,609	128	1,155
Workshops	17	295	2	25
Subtotal	198	1,904	130	1,180
TOTAL	836	10,730	706	8,637

Adult Education

	2018-19		2017-18	
DRAMA	Enrolments	Sessions	Enrolments	Sessions
Summer courses	297	174	281	36
Summer workshops	255	75	302	42
Autumn	565	418	596	70
Spring	569	407	551	72
TOTAL	1,686	1,074	1,730	220

MARKETING

Number of customers by postcode region

	2018-19	2017-18
REGION	Customers	Customers
LA postcodes	68,669	65,383
CA postcodes	4,071	4,079
Subtotal	72,740	69,462
Rest of North West	5,466	4,023
Subtotal	78,206	73,485
OTHER UK REGIONS		
North East	1,182	1,216
Yorkshire & Humberside	2,616	2,403
West Midlands	655	2,242
East Midlands	954	945
South East	1,213	1,643
South West	1,056	1,190
Greater London	1,117	796
Scotland	1,277	1,661
Wales	431	451
Northern Ireland	24	10
Ireland	0	0
Isle of Man	40	8
Jersey	14	0
Subtotal	10,579	12,565
Total known postcodes	88,785	86,047
Total unknown postcodes	52,243	57,364
TOTAL	141,028	143,411

Dreadzone



OUR TEAM

BOARD MEMBERS (On 31 March 2019)

Terry Clarke
 Bev Dixon
 Mike Jones
 Abbi Lawson
 Conrad Lynch
 Susi Poole
 Tony Preedy
 David Stevens
 Joe Sumison
 Claire Welburn Chair
 Phil Whitehurst
 Pauline Yarwood

BOARD OBSERVERS (on 31 March 2019)

Cllr. Robin Ashcroft
 Cllr. Geoff Cook
 Anna Hassan
 Cllr. Richard Sutton
 Imelda Winters-Lewis

SENIOR MANAGEMENT TEAM

James Ducker
 Head of Communications & Partnerships
 Rebecca Elshaw
 HR & Admin Manager
 Tricia Gordon
 Creative Learning Development
 & Participation Manager
 Kerry Gossio
 Catering General Manager
 Conrad Lynch
 Senior Programmer
 Steve Parnaby
 Production & Property Manager
 Miriam Randall*
 Chief Executive Officer & Artistic Director

VOLUNTEERS

Currently 74 members of the public support the Brewery in delivering its mission by assisting with front of house support, garden maintenance, marketing and visual arts.

*In post from June 2019



KENDAL BREWERY ARTS CENTRE TRUST LTD

The Brewery currently employs 75 members of staff across roles in:

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

BREWERY MEMBERS

We are grateful for the support of over 500 Brewery Members who help us to continue to provide learning opportunities for young people and adults, an outstanding programme of live performance and cinema, plus year-round exhibitions and festivals.

BREWERY BUSINESS CLUB

Thank you to our current Business Club supporters:

- A Mon-Avis Ltd
- Amy Beeton Osteopaths
- Bentley-Brown Associates
- Beetham Holiday Homes
- Berrison Group
- Financial Management Bureau (FMB)
- Good Life Lake District Cottages
- Jigsaw Cumbria's Children's Hospice
- Lake District Estates Holiday Parks
- Lake District Estates Property Lettings
- LD Private Hire Taxis
- Miller Clear Architects
- Mintcake Digital
- Online Systems
- Stables, Thompson and Briscoe
- Stainton Wines
- Temple Heelis
- Westmorland Homecare

FUNDERS & SUPPORTERS

REGULAR FUNDERS

Arts Council England
BFI Film Hub North
Brewery Arts Centre Endowment Trust
Cumbria County Council
Kendal Town Council
South Lakeland District Council

CAPITAL FUNDERS

Cumbria Community Foundation
Cumbria County Council (Local Area Committee)
The Hadfield Trust

ECONOMIC & TOURISM DEVELOPMENT PARTNERS

Cumbria Local Economic Partnership
Cumbria Tourism
Forestry Commission
Great Places Lakes & Dales
Kendal Business Improvement District
Kendal Futures
Lake District National Park Authority

CREATIVE & COMMUNITY LEARNING

Age UK South Lakeland
Alzheimers Society
Arts Award
Barnardos
Cumbria County Council (Local Area Committee)
The Cumbria Music Hub
Dignity in Dementia
Fairoak Housing Association
Headlong Theatre Company
The Mill Lane Community Centre, Barrow
Prism Arts
Sir John Fisher Foundation
South Cumbria Community Safety Partnership
Youth Dance England
Youth Music



EDUCATION SECTOR PARTNERS

Kendal College
Kendal Collaborative Partnership
Kirkbie Kendal School
Queen Elizabeth School
The Queen Katherine School
University of Cumbria
Plus Primary Schools across Kendal
and South Lakeland

ARTISTIC, TOURISM & FESTIVAL PARTNERS

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





Act Your Age: A Different Tune
© Yorick de Munnick