



**Brewery
Arts**

Impact Report 24/25

Year At A Glance

- 1860 Film Screenings
- 80 Stage On Screen
- 102 Live Music Gigs
- 34 Theatre Performances
- 17 Spoken Word Events
- 28 Comedy Events
- 91 Learning & Engagement Activities
- 491 Youth Learning

Our Vision & Mission

Brewery Arts is the cultural gateway to Cumbria, a high energy creative venue and must-visit Lake District destination where exceptional arts experiences, community participation and creative talent thrive. Rooted in South Cumbria and North Lancashire, we connect people through culture and demonstrate the transformative power of the arts in rural places.

Our mission is to create, present and share outstanding cultural experiences that enrich lives, strengthen place and support a thriving creative economy.

Community Reviews

Creative Learning Student Surveys

Arts Unleashed Summer Camp 24

I enjoyed all the different techniques and being with friends.
Creative Learning Student - 25 August 2024

Brewery Youth Dance 11-14

Emilys teaching style. The freedom to express herself through movement. Spending time with friends.
Creative Learning] {Parent} Student 4 April 2024

Mature Movers

Activity with friends in a safe and enjoyable environment. Being supported to move out of my comfort zone and perform on stage, which had never thought I would be able to do.
Creative Learning Student 14 August 2025



Our Programme

Our programme is focused on creating unmissable experiences that move and excite our audiences, bring people together, provide a trusted safe space to experience the arts, and an essential part of everyday life.

Our performances and film programmes presents extraordinary experiences in music, film, and performing arts – from across the globe and the community – to wide audiences in the region. With a commitment to placing audiences at the heart of our work, we are outward-facing and vital to the communities we serve.

Our engagement and learning programme empowers people of all ages to create and celebrate culture in all its forms. Children and young people are inspired and encouraged to develop a lifelong love of the arts. New talent development initiatives have taken root, through strategic partnerships and expansion, creating pathways to training and industry.

We inspire more people to live, work, and create in Kendal and the region, being a critical resource for the local community, a catalyst for regeneration, and a destination for visitors from across the UK and beyond.

Our artistic programme brings people together



Live Music

Our live events programme is at the forefront of our public facing work. Our live programme brings the world to Kendal through ambitious, innovative performances that resonate with audiences locally, nationally and internationally.

Across 24/25, we presented over 90 live music gigs in the Theatre and Malt Room, for an annual audience of over 22,000. We also presented free outdoor gigs in summer, with an audience of over 2,000.

Highlights included Newen Afrobeat, Penguin Cafe, King King, Joan As Police Woman, and other notable acts. We also launched Kendal's newest Jazz Club where we showcase top emerging jazz talent across the UK.

We have a strong strategic partnerships with Kendal Mountain Festival and Lakes International Comic Art Festival. These relationships keep us connected to major artists and international audiences.

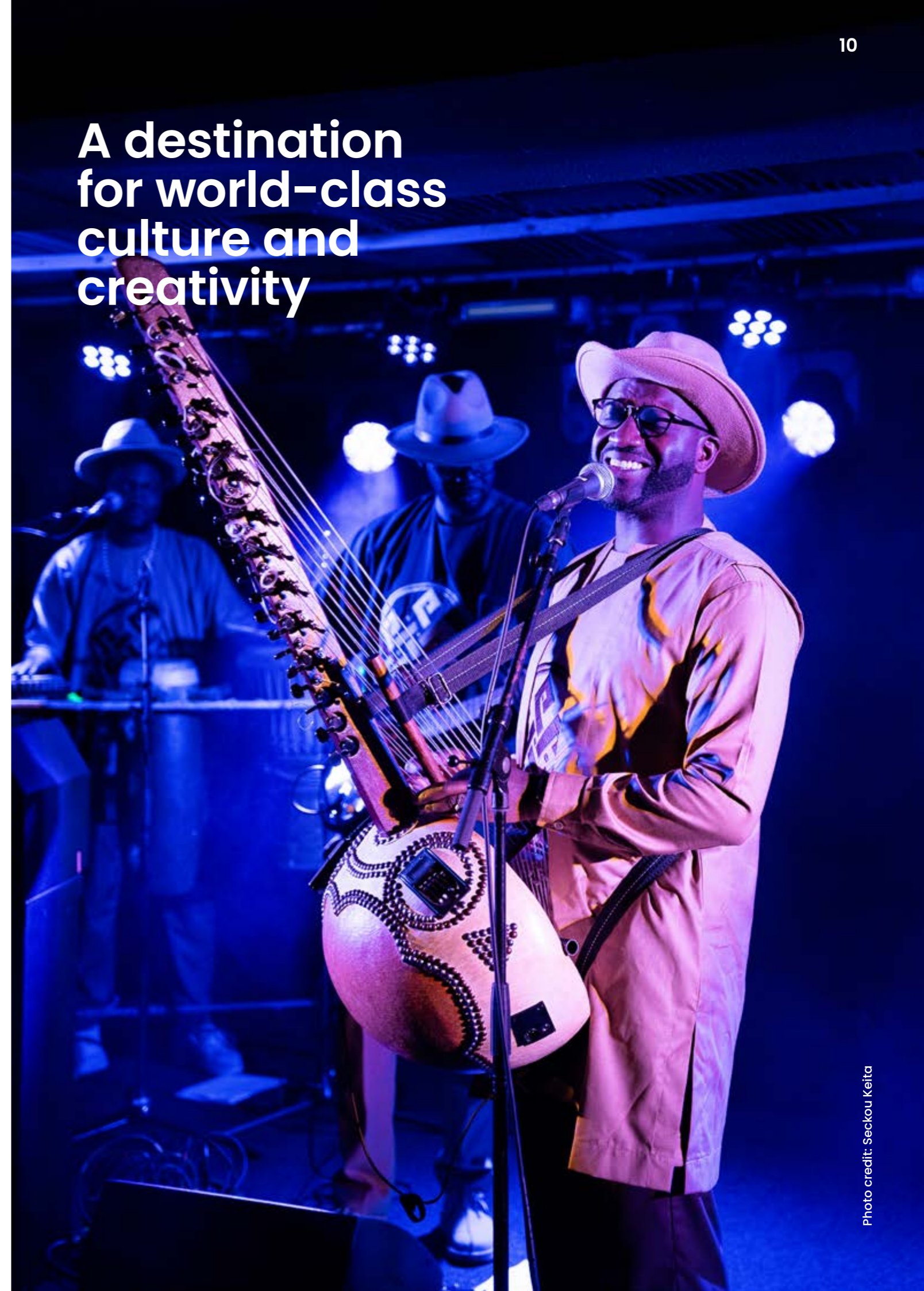
Theatre & Dance

We presented high-quality family theatre, including a festive show for Christmas 2024/25. Our commitment to young people and community engagement also saw us showcasing the work of numerous schools, colleges, and community groups on our stages. These opportunities helped bring families and young people together and developed a lifelong love of the arts.

Through responsive programming, we increased our core Stage on Screen offer, streaming performances from National Theatre Live, The Royal Opera, The Royal Ballet, and Met Opera.

Across 2024/25, we presented over 30 performances in the Theatre, for an audience of nearly 5,000. We extended our live streams of cultural events (NT Live) to up to 80 per annum, with an audience of over 7,000.

A destination for world-class culture and creativity



We showcase
award-winning
cultural cinema,
captivating theatre,
contemporary
music and inspiring
spoken word events



Photo credit: Luke Wright

Literature, Comedy & Spoken Word

Our literature programme was rejuvenated in 24/25 through increased exposure for our Verbalise series, creating more opportunities for spoken word artists and performers to take to our stages. We have further expanded our Verbalise events introducing one off events in our Malt Room in a cabaret style with food. We aim to profile literature and Spoken word at these events and further support the spoken word community.

We presented nearly 20 spoken word performances with timely and topical national and international guest speakers, for an audience of over 1,500.

Comedy provided a release from everyday life and created community cohesion. We presented 5 Comedy Clubs for our communities to meet and socialise, as well as over 20 major name acts who performed on our stage.

Cinema

As a key independent cinema in the region, we present a diverse and accessible programme that acts as a popular entry point for the community to discover life affirming stories from across the globe on the big screen. We also support independent filmmakers and feature regular talks with directors and producers, as well as talks and screenings with local schools and colleges each year.

During 24/25 the cinema programme featured nearly 2,000 screenings, and included special guest panel events that brought national and international screen industry talent to Kendal. We reached nearly 60,000 audiences across the year.

Festivals

We present major festivals helping to increase our profile with international and national audiences. These include The Japan Foundation Touring Film Programme and UK Green Film Festival. We are also part of delivering Kendal Mountain Festival in November, hosting international artists, films and guest speakers in our venues.

Exhibitions

In 2024/25, we presented eight exhibitions across the venue, showcasing visual art, and installations.

Our Open Exhibition was a great success, inviting local artists of all abilities to contribute. We also launched our first Youth Open, featuring artworks submitted by students attending our Creative Learning classes, as well as young people from the wider community.

Creative Learning for Adults, Children & Young People

Learning and participation is at the heart of our work, and we cultivated an active community of learners across all age groups.

During 2024/25, we integrated our planning with the wider programme, working closely with the programme team to identify shared themes and synergies that enhanced relevance and cohesion.

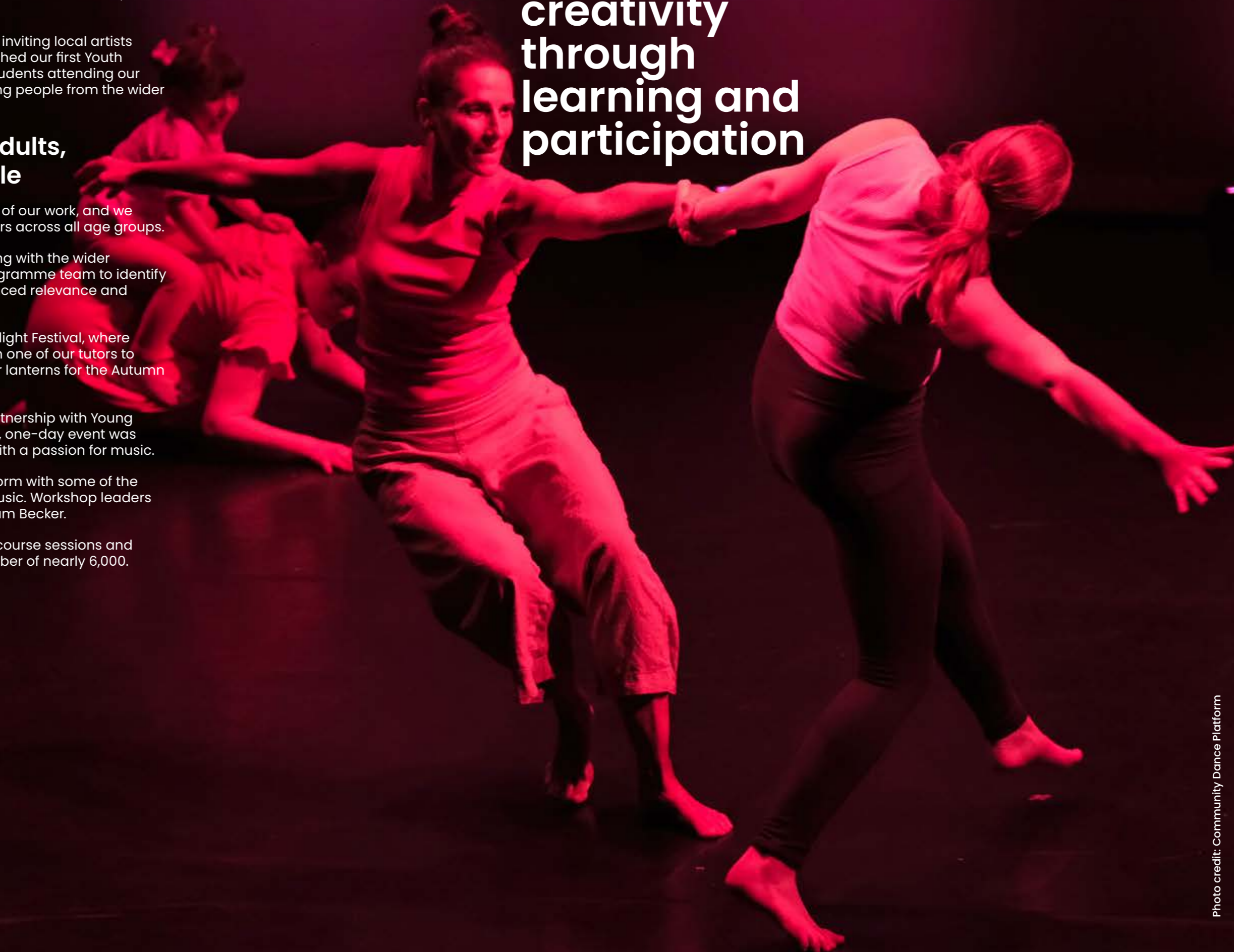
We also collaborated with the local Torchlight Festival, where participants from our classes worked with one of our tutors to design and create a series of spectacular lanterns for the Autumn procession.

We hosted a Youth Music Congress in partnership with Young Sounds and Cumbria Music Hub. The free, one-day event was designed for young people aged 15–18 with a passion for music.

It was a chance to explore, create, and perform with some of the most exciting names in contemporary music. Workshop leaders included Jess Gillam, Jack McNeill and Sam Becker.

Across the year, we delivered nearly 900 course sessions and workshops, with a total participation number of nearly 6,000.

Unleashing creativity through learning and participation



Activity

2024/25

Film	Screenings	Audience
Mainstream	1,860	52,076
Stage On Screen	80	7,036
Total	1,940	59,112

Music	Events	Audience
Ticketed	98	22,353
Free	4	2,000

Comedy	Events	Audience
Headline	23	6,446
Club	5	574

Performing Arts	Events	Audience
Theatre	16	2,378
Dance	-	-
Festive Show	18	1,553
Spoken Word	5	765

Community	Events	Audience
Spoken Word	12	294
School	8	729
Learn & Engage	7	1,428

Total	196	38,520
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2023/24

Film	Screenings	Audience
Mainstream	1,541	47,986
Stage On Screen	100	5,442
Total	1,642	53,428

Music	Events	Audience
Ticketed	85	17,788
Free	6	3,024

Comedy	Events	Audience
Headline	20	4,541
Club	5	548

Performing Arts	Events	Audience
Theatre	20	2,910
Dance	3	195
Festive Show	14	1,968
Spoken Word	4	935

Community	Events	Audience
Spoken Word	14	464
School Hires	15	3,297
Learn & Engage	8	1,493

Total	194	37,163
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We engage and inspire the next generation, enriching lives through culture



Photo credit: Art Explorers

Creative Learning

2024/25

Youth	Sessions	Attend
Drama	90	891
Film	39	262
Dance	151	1,397
Visual Arts	211	1,876
Music	-	-
Youth Total	491	4,426

Adults	Events	Audience
Drama	31	659
Dance	30	439
Adults 18+	30	145
Adult Learning	366	3,113
Adult Total	457	4,356

2023/24

Youth	Sessions	Attend
Drama	90	1,197
Film	39	185
Dance	143	1,267
Visual Arts	186	1,607
Music	20	75
Youth Total	478	4,331

Adults	Events	Audience
Drama	30	517
Dance	30	460
Adults 18+	30	208
Adult Learning	298	2,834
Adult Total	388	4,019



Photo credit: Community Dance Platform

Audience Reach

Number Of Customers By Postcode Region

Region	2024/25	2023/24
LA Post Codes	71,863	63,633
CA Post Codes	4,510	3,805
Rest of North West	4,273	3,275
Subtotal	80,646	70,713

Other UK Regions 2024/25 2023/24

York. & Humber.	1,397	1,320
North East	740	755
West Midlands	404	469
East Midlands	354	307
East of England	276	272
Greater London	551	610
South West	371	351
South East	680	633
Sub-total	4,773	4,717

Nations	2024/25	2023/24
Scotland	802	699
Wales	218	154
Northern Ireland	21	18
Isle of Man	26	61
Channel Islands		2
Sub-total	1,067	934

Unknown	2024/25	2023/24
Unknown Post Code	178	194
Total with Post Code	86,664	76,558
Total no Post Code	13,879	12,106
TOTAL	100,543	88,664

Financial Picture 2024/25

Income

2024/25

Income

Donations & Grants	27%
Charitable Activities	41%
Commercial Trading Activities	32%

2023/24

Income

Donations & Grants	21%
Charitable Activities	43%
Commercial Trading Activities	36%

Expenditure

2024/25

Expenditure

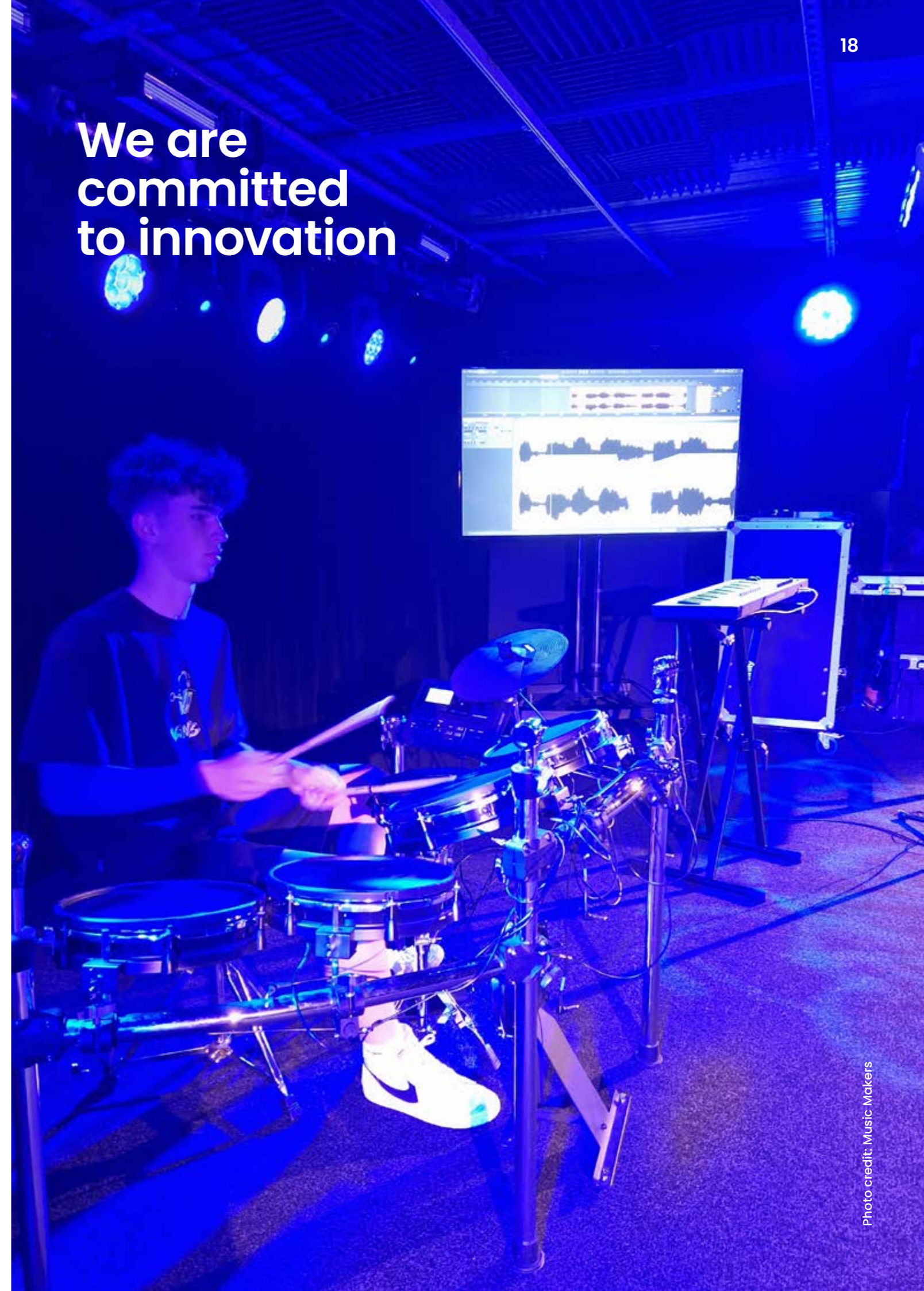
Charitable Activities	74%
Commercial Trading Activities	25%
Cost Of Generating Funds	1%

2023/24

Expenditure

Charitable Activities	70%
Commercial Trading Activities	29%
Cost Of Generating Funds	1%

We are committed to innovation



Unrestricted Income & Expenditure

2024/25

Income

Donations & Grants	£744,837
Charitable Activities	£1,141,204
Commercial Trading Activities	£880,937
Total	£2,766,978

2024/25

Expenditure

Charitable Activities	£2,185,660
Commercial Trading Activities	£740,489
Cost of Generating Funds	£25,928
Total	£2,952,077

2023/24

Income

Donations & Grants	£618,724
Charitable Activities	£990,835
Commercial Trading Activities	£829,281
Total	£2,438,840

2023/24

Expenditure

Charitable Activities	£1,967,382
Commercial Trading Activities	£704,545
Cost of Generating Funds	£30,764
Total	£2,702,691

We welcome international and national audiences



Partners & Supporters

Regular Funders

Arts Council England
Brewery Arts Centre Endowment Trust
Kendal Town Council
Westmorland and Furness Council

Project Funders

Break The Mould (Cumbria Youth Alliance,
Francis Scott Trust, LDCCVS)
Film Hub North (BFI Film Audience Network)
Youth Music

Education Sector Partners

Cumbria Music Hub
Kendal College
Kirkbie Kendal School
Sedbergh School
University of Cumbria
Primary schools across Kendal and
the South Lakeland locality

Artistic, Tourism & Festival Partners

Band on the Wall
Cumbria Tourism
Kendal Mountain Festival
Kendal Pride

Creative Learning & Engagement Partners

Horizon Studios
The Knotted Project
UDance
Lowry
The Dukes



Photo credit: Joan As Police Woman



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& Furness
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**KENDAL
TOWN
COUNCIL**



**THE NATIONAL
LOTTERY**



FAN
BFI FILM AUDIENCE NETWORK