

INTRODUCTION

This statistics framework uses the Department of Culture Media & Sport's (DCMS's) definition of culture, as described in the DCMS's Evidence Toolkit – DET (2004). This is becoming the generally accepted standard to observe. The DET adopts an "industrial" definition of the sector, by reference to the cultural output and activities it delivers, rather than an "occupational" definition.

Seven domains are identified within "culture" by the DET. These are: performance, visual arts, heritage, books and press, audio-visual, sport and tourism. The DCMS classification includes economic activity across the "entire supply chain" and so retail and manufacturing are counted together with purely cultural functions. The DET relates the domains to the industrial and standard occupational classifications in National Statistics. It should be understood, that while the majority of people with cultural "occupations" are economically active in these domains, some with cultural "occupations" are economically active in other industrial sectors.

The framework gathers together available statistics for each of the seven cultural domains in Cumbria. The data on sport are in the process of being finalised and will be added to the framework shortly. The figures held in the framework cover provision (organisations, activities and resourcing) and outputs (public engagement, attendance and cultural achievements) within each domain. Summary sections deal with festivals, which can overlap the domains, and the "creative industries". The framework also includes six cross-cutting sections, which deal with areas of general policy interest. These cover creation, education, outreach and training, voluntary organisations, the public (participation and market characteristics) resourcing the sector and buildings and investment.

Every effort has been made to present the data within the framework using consistent categories. The aim is to enable consistent read-across amongst the various tables. Wherever possible, data are presented at the district-council level as well as for Cumbria as a whole. This means that the picture in each district council can be separately identified within the total Cumbria landscape.

There are only limited cultural statistics available at the national level, and few can be safely analysed at the sub-regional level. In order to include more national and regional benchmarking, it has proved necessary for the framework to assemble its own figures for this purpose from a variety of sources to serve as national measures. Where safe to do so, the material is presented in framework tables, otherwise, the material can be found in a technical support document, which is available on request.

Thanks are owed to very many people and organisations for helping in the collection of these data and the preparation of the framework. They are listed in the technical support document, together with a statement of key, published sources.

1. OVERVIEW

The cultural sector in Cumbria is characterised by an exceptional number of professional institutions and organisations. These cover all the cultural domains and embrace a wide range of expertise. The 112 organisations include significant clusters in performance (theatres, halls, companies), heritage (museums archives, listed buildings) and literature. There are many specialist festivals. Cumbria is also exceptionally well provided with voluntary organisations in the cultural field, some 261 in total, which generate activity in music, dance, amateur dramatics, writing, art, craft and photography and local history.

Some institutions operate in more than one domain. In addition to their own specialist organisations, the visual arts are also served by museums. None of the Cumbria's cultural organisations is particularly large by national standards and many are small. The largest are Theatre by the Lake, Tullie House and Brewery Arts, and Lakeland Arts Trust and Wordsworth Trust are substantial independent museums. The arts-development function in Cumbria is discharged by the local authorities. Training, education and outreach have recently emerged as a distinctive and strongly-growing area.

Cumbria's cultural sector attracts a public of some 2.37 million (2006/07) for performances, exhibitions, festivals, museums and historic buildings, plus 2.52 million library visits and an estimated 1.19 million cinema attendances. The dynamics and power to innovate in the sector is evidenced by the strong recent growth in audiences for performances and by new exhibitions and festival specialisms. Some things work less well, with evidence of market weakness in many of the museums and falling numbers of library visits.

Cumbria generates a range of distinctive cultural outputs (productions and displays) which are of national and international interest. They include important exhibitions (Lakelands Arts Trust, Wordsworth Trust, Tullie House), modern drama (Theatre by the Lake), music (Lake District Summer Music) and street art (Kendal International Arts). Cumbria's explanation of Romanticism and the exploration through art of the rural and urban environment (Grizedale Arts, Art Gene) connect to Cumbria's formative role in the history of environmental thinking, which is represented in collections and properties dealing with Wordsworth, Ruskin and Beatrix Potter.

Cumbria's cultural institutions are distributed around the County, reflecting its geography of dispersed towns. There is no dominant centre. The largest grouping of organisations is in South Lakeland. But key drivers of the cultural sector are found elsewhere. The largest centre of theatrical production is in Allerdale. The largest single museum is in Carlisle, which has a long history in the visual arts and design, and has the largest number of grade I listed buildings. Barrow, which is notable for its cluster of three Arts Council England, regularly-funded organisations, also has a strong amateur-dramatic tradition of its own. The dispersed pattern of institutions, organisations and cultural assets creates diversity and fosters specialisation and leadership across the County.

The NWDA Regional Intelligence Unit reports that Cumbria's "cultural industries" employ some 34k individuals and account for 15.4% of the County's total employment (2002). This is to take a very broad view of culture. Tourism represents two thirds of this, at 10.5%, with sport 1.1% and the heritage 0.4%. The "creative industries", which group performance, visual arts, books and press and audio-visual industries, account for 2.7% of Cumbria's employment. Significant clusters and business groupings can be identified in the "creative industries", and some success in film-location promotion, but the assessment of potential has still to be completed at the detailed level. The scale of the "creative industries" in Cumbria does not yet match the strength of its cultural sector.

Cumbria's cultural sector stimulates an above-average response in levels of participation and is a major asset for those who live, work in or visit the County. It achieves an important interaction with tourism, Cumbria's largest industry, as well as acting as a generator of employment and catalyst for creative enterprise. The cultural sector deservedly excites attention from an economic-development perspective and it can also be a determining factor in what makes places attractive for living and working in and inspiring to visit. But it should not be forgotten that "culture" is a concept which includes the arts within its meaning and addresses the value for individuals of recreation alongside the need for the understanding and enhancement of human existence.

Table 1.1: Cumbria cultural infrastructure, turnover and staff, by fields, 2006/07

	Turnover £m	Core staff	Orgs no.
Theatres, halls, companies	8.5 ^a	306 ^a	17
Visual arts	1.0	12	7
Accredited museums	9.5	253	29
Libraries/archives	9.3	[216]	2
Heritage agencies ^d	2.4	32	4
Arts education ^b	3.6	64	8
Arts development/servicing ^c	2.3	18	7
Arts festivals	3.1	[3]	38
Total ^e	39.7	912	112

Source: See relevant sections of framework.

^a Excludes Carlisle Leisure, Kendal Leisure and North County Leisure.

^b Specialist producers only; excludes commercial providers.

^c Local authorities only.

^d Excludes National Trust, independent houses, gardens, mines and mills, conservation and archaeology (see Table 13.9).

^e Excludes books and press and audio-visual domains, and voluntary sector.

Table 1.2: Cumbria, cultural infrastructure, selected market movements

	Attendance /visits '06 (k)	Change	
		Dates	%
Performances	532	02-06	+17.8
Temp exhibits	191	02-06	+38.2
Museums	808	02-06	-3.8
Historic properties	568	00-06	-14.3
Arts festivals	154 ^a	05-06	+16.3
Total	2,253	n/a	n/a
Libraries	2,520	03-06	-18.8

Source: See relevant sections of framework.

^a Validated return for 22 festivals only.

Table 1.3: Cumbria, selected cultural elements, by district, 2006/07

	All	Ba	Ca	Co	Ed	SL	Total
Theatres, centres, cos	4	3	1	2	2	5	17
Accredited museums	5	2	3	4	2	13 ^a	29
Arts festivals	8	2	2	1	5	20	38
Amateur theatre cos	8	7	3	5	5	13	41
Vol. music orgs	10	6	21	9	21	29	96
Local history societies	11	2	6	6	12	13	56 ^b
Total	46	22	36	26	48	93	271 ^b
ACE-funded arts orgs ^c	1	3	1	1	3	7	16
Grade 1 listed bdgs	29	8	55	13	14	35	184

Source: See relevant sections of framework.

^a Lakeland Arts Trust (Abbot Hall) and Wordsworth Trust also included among the ACE regularly-funded organisations.

^b Includes 6 County-wide.

^c Regularly funded organisations, excluding LADAs but including Eden Arts.

Table 1.4: Cumbria cultural industries, business units and employment, 2002

	Bus units	Employment			% of all Cumbria	
		Employed	Self	Total	Bus units	Employment
Creative industries	813	3,634	2,172	5,807	4.4	2.7
Heritage	113	972	-	972	0.6	0.4
Tourism	2,091	22,257	1,149	23,406	11.4	10.5
Sport	356	2,306	183	2,488	1.9	1.1
Other support	110	1,009	554	1,563	0.6	0.7
Totals	3,483	30,178	4,058	34,236	19.0	15.4

Source: Benchmarking Employment in the Cultural Industries: Cumbria Bulletin, Regional Intelligence Unit: NWDA (2003).

2. PERFORMANCE

i) Companies, promoters, theatres, halls and centres

The professional infrastructure for making and presenting live performance in Cumbria comprises a producing theatre, various arts centres, a range of receiving venues (theatres and halls) covering the County and two rural touring schemes. Additionally, Cumbria has an international music festival with a permanent, year-long administration and an expanding array of organisations specialising in arts education and training.

The producing theatre is Theatre by the Lake, which usually makes some nine shows a year, six for the long summer season and three at other times of the year, two at Easter and one at Christmas. It also presents visiting work and hosts three festivals, which account for around 30% of its high-volume output, 626 events of all kinds in 2006/07. The nearest equivalent organisations are in Newcastle, Manchester, Oldham and Bolton. For close comparators to Theatre by the Lake's summer season it is necessary to go to Chichester and Pitlochry. A strategic role has been given to Theatre by the Lake through the West Cumbria Arts Partnership, awarded special Arts Council Thrive! funding in 2006. Cumbria is also home to four smaller producing companies.

There can be a fine line between arts centres and receiving venues. The most recent attempt (P Shaw et al, Arts Centre Research (ACE, 2006))to define an arts centre argues that it is a place which has a creative relationship with artists (beyond short residencies), pursues a social purpose to reinforce its artistic function and offers the public different entry points to a range of different art forms. On this basis, Cumbria has perhaps three multi-art-form and multi-venue arts centres, Kendal's Brewery Arts and, on a much smaller scale, serving smaller communities, Whitehaven's Rosehill and Cockermouth's Kirkgate. The latter operates on a voluntary basis with professional programming. Brewery Arts' programming across four lead art forms contains elements which are exclusive to the North of England, especially in popular music, and in its festival formats eg Women's International Arts, Mountain Film and Mountain Book.

Six of the seven receiving venues in Cumbria are owned by local authorities. Three venues are directly operated by the local authorities, Forum 28, Carnegie and Coronation Hall. Each is a purpose-designed hall. The Sands Centre, Kendal Leisure Centre and Whitehaven Leisure are each operated by independent trusts on a commercial basis. The auditoria at the Sands and Kendal Leisure are large-scale multi-use sports and entertainment halls seating 900 (Kendal) to 1,300 (Carlisle), which can mount large-scale work. The other venues are at the medium to small scale, 342 (Workington) to 636 (Ulverston). Apart from their mixed programmes of professional entertainment, these venues are used by amateur societies, dance schools (eg at the Carnegie) and young local bands and for other purposes, including meetings and fairs. The Old Laundry Bowness mounts usually one short season in the autumn, or festival, of drama (with links to Scarborough's Stephen Joseph Theatre), music (with links to Sheffield's Music in the Round) and film. Occasionally, it presents more than one season.

Two rural touring schemes separately serve west Cumbria and the east of the County, the latter overlapping into the North Pennine area of the adjoining region. These schemes rely much on local volunteers and make use of village halls and found spaces. Mention should be made of small halls, some operated with a strong voluntary element, serving the dispersed populations and small towns which characterise Cumbria, especially Wigton John Peel, Egremont Market Hall, Cleator Moor Civic Hall and Millom Palladium Trust. Four societies in membership of the Little Theatre Guild own and operate their own theatres, namely Beetham Heron, Carlisle West Walls, Penrith Playhouse and Workington Theatre Royal. The theatre owned and operated for many years by the Brampton Players was closed in 2007.

Two organisations stand out in financial terms within the performing arts in Cumbria, accounting together for over 60% of this domain's turnover, Theatre by the Lake and Brewery Arts. Whilst, as a producing theatre with a turnover of £2.5 million, Theatre by the Lake seems inevitably large within Cumbria, its grant-in-aid is small in national terms for an operation of this kind and sits in the lowest [decile] of Arts Council grants to such institutions. The Theatre by the Lake compensates for its constrained grant in part by its remarkable trading record and its success in serving the tourist market. With a turnover of £2.7 million, Brewery might be judged "large" as arts centres go (see P Shaw et al, Arts Centre Research (ACE, 2006), p.2). But it should be understood that the Brewery's core arts-centre operation sits within a larger surrounding envelope of other trading (a cinema operation and much catering) which has been considerably expanded over the last six years (fourfold) in order to support the arts operation, which this business model does to an unusual degree. The other theatres/halls operate on a much smaller scale, mostly below £0.5 million and many below £0.2 million. Forum 28 stands out for the volume of activity and the Sands for the size of its audience. Turnover data are not available for the entertainment elements within the three trust-operated, multi-purpose leisure centres in Carlisle, Kendal and Whitehaven. Only the Sands might be estimated to turn over a sum in excess of £1.0 million, though with its investment plans this is likely to grow.

Live performances in Cumbria totalled some 1,518 in 2006/07. Theatre by the Lake alone accounts for over two fifths of the professional performances mounted in Cumbria, with the remainder taking place in Cumbria's receiving venues and arts centres. The figures include rural touring and the classical chamber concerts presented by concert clubs and by the Lake District Summer Music Festival. The other festivals are not included the figures. The number of

performances represents above-average provision for its population base, which is a significant achievement, given its dispersed settlement pattern and proliferation of small centres. The performance numbers can be expressed either as 29 performances a week or as 3.0 performances per 1,000 residents.

Whilst the volume of performances is impressive, the quality and challenge of programming is less satisfactory, limited by its heavy reliance on commercially available product. Programming is strengthened with some financial support in Barrow and Ulverston, which extends the range of what can be provided, and the symphony series are supported in Carlisle and Kendal. Rosehill has a brief to develop more adventurous programming. In the overall picture, drama predominates, accounting for some 40% of performances, a result partly of the long production runs at Theatre by the Lake. Some additional variety and depth to the drama offer is provided by the visiting programmes of Theatre by the Lake, the Brewery and the Old Laundry. Dance and opera are represented in the programmes at the Brewery, Forum 28 and the Sands, though volumes are low. Christmas is fully served by the Sands Centre and Brewery pantos and by an alternative approach in Keswick. Better bands are beginning to play the Sands and the Brewery's popular-music programming is distinctive. It should be noted that film is an additional feature of the programming at the Brewery (2,361 screenings), Rosehill (98 screenings) and Forum 28 (36 screenings). Theatre by the Lake hosts the Keswick Film Festival.

The large number of classical concerts at 157 (31 per 100,000 residents) in 2006/07 is a notable feature. This includes the important work of the Lake District Summer Music Festival, as well as the exceptional role of concert clubs in promoting chamber music. Orchestra series are provided at the Sands Centre, Ulverston Coronation Hall (Manchester Camerata) and Kendal Leisure. The latter well established series is promoted by a voluntary society, the Lakeland Sinfonia Concerts Society.

Cumbria's theatres, halls and centres drew an attendance of some 532k in 2006/07. This was down by 6k on 2005/06 but the underlying picture is of strong growth with the attendance up some 17% in relation to 2002/03. Theatre by the Lake has the largest following, accounting for just under a quarter of the attendance. The response to the home productions moved strongly forward in 2006/07, which lifted the overall attendance to a noteworthy high. Whilst Theatre by the Lake builds on a long theatrical tradition in Keswick, it represents an unusually successful operation for a town with a resident population of 5k, even one with an overnight capacity of 40k. The next largest audience for live performance is at the Sands, with 94k in 2006/07. Although the figures was slightly down on the previous year, the underlying position is again one of strong growth, up 53% in relation to 2002/03, driven both by increasing performance numbers and growth in average attendances. Quality programming has driven the rise in attendance at Forum 28. Rosehill and the Brewery both had difficult years in 2006/07.

Classical concert attendances also rose overall between 2003/04 and 2006/07 by some 15%, driven by the impact of programme investment at Lake District Summer Music Festival. This counteracted the reduction in attendance at the Sands which resulted from the withdrawal of the Northern Sinfonia presence. The rise in attendance both at the concert clubs and for the international series at Rosehill is a positive development.

Cumbria's creative base in the performing arts is built around the nine productions made annually by Theatre by the Lake. Also based in Cumbria are three small producing companies, which share a developmental approach to their work and Lantern House, which is instituting a major switch in policy from its previous incarnation as Welfare State. The new approach is to host creative residencies of visiting companies and artists and link to international festivals and culturally diverse communities. The results of the work of these production companies are as much in process as in performances and, as a result, there are limited opportunities, apart from Barracudas, to see their shows in Cumbria. There are no Cumbria-based companies or ensembles in the fields of dance or in music, though The Lake District Summer Music Festival (LDSMF) commissions and premieres compositions and its resident artists prepare new programmes for performance during the festival.

Table 2.1: Cumbria theatres, halls and centres, turnover and staff, by institutional role, 2006/07

	Org nos	Turnover £k	Staff nos		
			FTE	Other	Vol
Producing theatre	1	2,516	49	89	149
Producing companies	4	842	11	11	-
Arts centres	3	3,049	72	4	[53]
Receiving theatres	4 ^a	1,929	15	53	-
Leisure centres	3 ^b
Rural touring	2	207	2	-	55
Totals	17	8,543	149	157	257

Source: Statutory accounts; institutions; local authorities.

^a Coronation Hall, Forum 28, Carnegie Arts Centre and Old Laundry.

^b Carlisle Leisure (Sands), Lakes Leisure (Kendal), North County Leisure (Whitehaven); the turnover of the Civic Hall operated by reported at £269k, with 2 FT staff, plus 5 others, and 28 bar, cleaning, security, technical casuals.

Table 2.2: Cumbria performing arts institutions, 2006/07

	Turnover £k	Events no ^a	Capacity
Producing theatre			
Theatre by the Lake	2,516	626	390, 70
Producing companies			
Lantern House	435	n/a	n/a
Ashton Group	169	n/a	n/a
Barracudas	164	n/a	n/a
Quondam	74	n/a	n/a
Arts centres			
Brewery Kendal	2,728	454 ^b	300, 260, 60
Rosehill Theatre Whitehaven	226	199	208
Kirkgate Cockermouth	95	105	125
Receivers			
Sands Centre Carlisle ^c	..	118	1,300
Kendal Leisure Centre ^c	..	50	(714 concerts) 930
Coronation Hall Ulverston ^d	[513]	142	636
Forum 28 Barrow ^d	845	283	530
Whitehaven Civic Hall ^c	400, 300
Carnegie Theatre Workington ^d	444	..	342
Seasonal			
Old Laundry Bowness	127	36	300
Rural touring			
Highlights Appleby	151	100	n/a
Arts Out West Workington	55	61	n/a

Source: Statutory accounts; institutions; local authorities.

^a Performances, including film and other uses (eg wrestling, fairs); education programmes and exhibitions not included in the count.

^b Includes 155 screenings of "cultural" films; excludes general cinema screenings, amounting to 2,361.

^c Leisure trust operated.

^d Local authority owned and operated.

Table 2.3: Cumbria theatres, halls and centres attendance

	02/03	03/04	04/05	05/06	06/07
	Thousands				
Theatre by the Lake					
Home productions	67.7	70.2	68.9	69.7	72.4
Other ^a	51.3	46.5	49.1	50.3	48.6
Total	119.0	116.7	118.0	120.0	121.0
Brewery Arts ^a					
Live ^{ab}	39.8	39.9	46.5	51.0	46.7
Film ^c	92.0	98.7	100.8	104.8	90.8
Rosehill Theatre					
Live	12.5	9.9	12.5	13.0	10.6
Film	2.2	2.4	4.2	4.0	3.5
Local authority					
Forum 28	e25.6	e30.1	38.1	39.7	45.5
Coronation Hall	[40.0]	[40.0]	[40.0]	40.0	42.1
Carnegie ^d	[36.0]	[36.0]	[36.0]	35.9	40.9
Leisure trust					
Sands Centre	[61.5]	61.5	79.1	98.5	94.4
Kendal Leisure	[13.4]	[13.4]	[13.4 ^e]	[19.2 ^e]	17.5
Rural touring					
Highlights	[3.5]	[3.5]	3.5	5.9	6.9
West Coast	1.2	1.6	1.8	2.0	3.2
Old Laundry	[4.8]	[4.8]	4.8	4.6	6.3
Total ^f	451.5	457.9	498.7	538.6	532.1

Source: Organisations, local authorities.

^a Includes festivals.

^b Includes youth performances throughout and community hires from 2004/05.

^c Includes Mountain Film Festival.

^d Includes some 50 performances in Monroe's Bar.

^e Estimate proportional to performance number.

^f Excludes Whitehaven Civic Hall; usage in 2006/07 was 54.8k, of which 36.2k in the Solway Hall.

Table 2.4: Cumbria theatres, halls and centres, performances^a (selected), by genre, 2006/07

	Tby Lake ^b	Brew -ery ^c	Rose -hill	Old L'dry	C'nat Hall	For 28	San Cen	Kend Leis
Drama	[405]	61	5	18	[24]	5	9	-
Dance/opera	4	10	2	-	6	8	6	2
Musical theatre	24	-	-	-	2	2	18	
Panto/children/family	[-]	59	7	-	15	28	32	
Comedy/talk/variety	27	16	3	3	2	3	5	5
Classical music	12	5	6	6	11	-	8	17
Jazz/blues/soul	..	12	3	..	4	4	-	
Brass/world/folk/other	..	49	24	[5]	15	4	-	..
Rock/pop/trib/other	[34]	6	6	-	4	19	27	..
Am dram/dance	9	23	18	-	[10]	65	-	2
Literature/adven/other	-	58	7	-	-	-	-	6
Total	515 ^b	299	81	32	93	138	105	32

Source: Organisations.

^a Excludes film, lectures, conferences, fairs, sport, community, miscellaneous and all events in small halls.

^b 2005/06; excludes Keswick Jazz and Words by Water festivals.

^c Includes Mountain Book Festival.

Table 2.5: Cumbria theatres, halls, centres, (selected) performances

	02/03	03/04	04/05	05/06	06/07
Theatre by the Lake					
Home productions	361	365	359	368	373
Other	[129]	[129]	129	155	164
Brewery Arts (live) ^a	241	224	251	262	276
Rosehill (promo) ^a	60	55	81	83	44
Sands Centre	[73]	73	77	89	105

Source: Organisations.

^a Excludes community lets and am/dram.

Table 2.6: Cumbria classical concerts, performances and attendances, 2006/07

	Perfs	Attend
Sands Centre	8	6,472
Kendal		
Leisure Centre	16 ^a	9,759
Brewery Arts	5	523
Midday concerts ^b	12	3,384
Ulverston		
Coronation Hall ^c	4	1,395
International Fstvl	6	1,713
Rosehill Theatre	6	898
Theatre by the Lake ^d	10	2,700
Other concert clubs ^e	39	3,816
LDSM ^f	51	10,946
Total	157	41,606

Source: Organisations, Making Music, statutory accounts.

^a Of which, 11 performances by Lakeland Sinfonia Concert Society symphony series and 5 performances variously by Westmorland Youth Orchestra, Westmorland Orchestra and Amabile.

^b In Kendal Town Hall.

^c Manchester Camerata sessions.

^d Promoted by Keswick Music Society.

^e Cockermouth, N Cumbria (Carlisle), Carlisle Lunch (Cathedral), Grange over Sands, Penrith, SASRA and Sedbergh.

^f Includes concerts in Ulverston, Keswick, Kendal, Penrith, Carlisle and Grange over Sands, as well as Ambleside and Grasmere.

Table 2.7: Cumbria classical concerts (selected^a), attendance

	03/04	04/05	05/06	06/07
	000s			
Sands Centre	10.48	9.50	8.19	6.47
Kendal Leisure ^b	[6.93]	6.43	6.43	7.85
Coronation Hall ^c	1.46	1.38	1.37	1.40
Rosehill Theatre	0.53	0.44	0.67	0.90
Brewery Arts	0.81	1.23	0.77	0.52
Concert clubs ^d	8.20	[8.20]	[9.90]	9.90
LDSummerM	4.57	5.59	7.22	10.95
Total	32.98	32.76	34.55	37.99

Source: Organisations, Making Music, statutory accounts.

^a Includes figures as available for all years between 2003/04 and 2006/07; excludes Ulverston International Festival and Kendal Leisure other than Lakeland Sinfonia Concert Society.

^b Lakeland Sinfonia Concert Society promotions only; excludes choral and orchestral (youth and amateur).

^c Excludes Ulverston International Festival.

^d Cockermouth, N Cumbria (Carlisle), Carlisle Lunch (Cathedral), Grange over Sands, Kendal Midday, Keswick Music Society (Theatre by the Lake), Penrith, SASRA and Sedbergh.

3. VISUAL ARTS

Cumbria's visual-arts infrastructure includes four organisations dealing with contemporary visual-arts practice. Of these, Art Gene and Grizedale Arts are both ACE, regularly funded organisations and both are located in the Furness area of the County, in Barrow and Coniston respectively. Grizedale Forest and Farfield Mill are the others.

Art Gene is an artist-led development agency working through a programme of international residencies, exhibitions, consultancies and other projects (eg film) to "change the social and built environment", mainly in the urban setting of Barrow, where it has outstanding premises, including studios and a gallery.

Grizedale Arts made a significant historic contribution to the "land art movement". Recently, it moved to new premises near Coniston and switched to engagement with the "complexities of the rural situation", exploring how art can be integral to rural life and agricultural practice. This it addresses by means of residencies, projects and events, including international work, eg in Japan, without the use of studios or exhibition space.

Farfield Mill, a woollen-weaving mill, reopened in 2001, initially as a crafts centre, has become a specialist centre of professional excellence in textile art. It mounts specialist exhibitions (including work from international makers), is home to a dozen or more individual makers, and fosters the study and undertakes the manufacture of textiles.

Cumbria pioneered "land art" in the UK with the Grizedale Forest residency programme, established in 1977, which resulted in over 200 installations in the forest setting. The Forestry Commission appointed in 2007 a full-time arts development officer with a brief to curate the sculpture collection, establish an archive, and develop art in the forest, working on this with the community outreach ranger. Custody of the Grizedale forest collection has been transferred from Grizedale Arts to the Forestry Commission and a new art-orientation centre will be established in the Grizedale visitor centre.

Other significant collections of art in a rural setting are:

- Eden Benchmarks: site-specific work along 65 miles of the River Eden's banks;
- Kirkby Stephen Poetry Path: 12 poems carved into a series of stones on a two-mile circular path; and
- Cumbria Sheepfolds: 50 individual sculptures by Andy Goldsworthy, initiated in 1996.

The EUCLID database includes 346 entries for artists in Cumbria. Few of these can be full time. An indication of the volume of professional practitioners in Cumbria is the number of organisations for artists in the county. These include five group studios, two each in Carlisle and Kendal, and one (Art Gene) in Barrow. Their members total upwards of 68. Other practitioners are organised into artists' groups, mostly for promotional purposes, and for generating activity such as open studios (eg Art in Eden). Their membership totals upwards of 148. The Cumbria Network is a membership organisation for visual artists, which operates a web-based hub for networking, information and resource-sharing. It also provides professional-development programmes and creates opportunities for artistic activity and critical debate.

Matrix Art Projects is an artist-led organisation based in Carlisle, which develops and delivers events, residencies and workshops in contemporary art. FOLD is a Kirkby Stephen gallery run by artists to provide and promote access to innovative contemporary arts in a rural environment. Some 21 artists are currently associated with FOLD. The most notable FOLD project has been FRED. This ran from 2003 to 2008 and became "Europe's largest display of temporary, outdoor art interventions" with an environmental angle.

There is an annual print fair in Ulverston. Several museums, notably Barrow Dock, Whitehaven Beacon, Blackwell, Brantwood and Tullie House mount curated shows of contemporary work, including some by Cumbria-based artists.

The Cumbria Institute of the Arts, established in 1822, flourished as the Carlisle College of Art, before becoming a Higher Education Institution in 1997. As a specialist institution providing advanced training in fine and applied art and design, it was the only institution of its kind in the North West. It is now incorporated as its Faculty of Art, Design, Media and Performance, into the newly established University of Cumbria. In addition to the training, it continues to provide employment for practitioners, who teach on the higher-education programmes, and support for artists, with studio space and opportunities for reflection and professional development and exhibition.

The Craft Review, Cumbria Institute of the Arts (2007) identified 294 professional craft makers and 103 craft outlets, and concluded that the existing crafts cluster could be developed to the point where 'Cumbria could claim to be one of the best places in the UK for crafts'. The main fields of practice are textiles, ceramics, furniture and jewellery. Notable concentrations of craft people across many metiers are found in South Lakeland (116), Allerdale (67) and Eden (56). The University of Cumbria plays a significant role in the craft sector infrastructure, not least in providing national leadership and training in ceramics and other crafts. Recently established foundation degrees in furniture, ceramics and jewellery are recruiting well.

A major programme of public art was achieved in Barrow between 1999 and 2001. A more recent example is the extensive programme of public art in central Workington, launched in 2006 and now nearing completion (see section 9). Public-art projects (lighting for the Castle and a Greasy Pole sculpture) are included in the basket of activities to enhance Egremont's regeneration under the artistic guidance of Grizedale Arts.

Significant programmes of temporary exhibitions are mounted by the Lakeland Arts Trust (at its Abbot Hall and Blackwell properties), the Wordsworth Trust, Tullie House and Art Gene. The latter organises two exhibitions a year in its gallery space, always at the cutting edge, including the regular Open Prize. Lakeland Arts Trust has a national reputation as one of the most important originators of exhibitions outside London. The Abbott Hall exhibitions have a strong focus on British twentieth-century art. The shows at Blackwell advance specialist understanding of the decorative arts in the Arts and Crafts era, including the important historic achievements of Lake District makers, such as the Keswick School. The Wordsworth Trust usually organises two major exhibitions a year, which make scholarly contributions to the understanding of Romanticism. It also mounts several shows of resident artists and other contemporaries in its 3rd Gallery. Tullie House has a busy programme of changing exhibitions, mainly contemporary. Tullie House staff curate two or three of these exhibitions a year. Other important Tullie House shows include those supplied by the Hayward touring programme and the Crafts Council.

Where exhibitions are of more than local interest they act as important destination drivers of visits to Cumbria. The phenomenon is fed by interest from the critical press, which expands the appeal beyond the narrow limits of the professional sphere. Attendance at these temporary exhibitions totalled some [190k] in 2006. The Wordsworth Trust's "Constable in the Lake District" drew as many as 35,456 over three months in 2006, which demonstrated the pulling power of significant shows and the potential for market growth. The highest recent attendance at Abbot Hall was in 2004 when the shows included Paula Rego, Sickert and the Scottish colourist Fergusson.

The broader practice of the art and design trades can be seen in the EUCLID database, with 563 entries. Architects form the largest single group with significant concentrations in South Lakeland, and to a lesser degree Eden and Allerdale. Carlisle has a cluster of designers, Copeland practitioners in fabric/fashion businesses, and South Lakeland is strong in art and design retail. The EUCLID database counted some 74 commercial galleries. The Dymond Guide selected 46 galleries for inclusion, of which 17 are in Allerdale and 13 in Eden. Notable examples include Fold in Kirkby Stephen, Lowood in Armthwaite, Castle Gate House in Cockermouth, Northern Lights in Keswick and Upfront in Hutton-in-the-Forest.

Table 3.1: Cumbria visual arts organisations^a, turnover and core staff

	Turnover £k	Staff nos		
		FTE	Other	Vol
Practice development:				
Art Gene	[120]	1	-	..
Farfield Mill	270	6	2	..
Grizedale Arts	314	3	1	..
Grizedale Forest ^b	[80]	1.5	-	-
Studio/support:				
Group studios ^c	[254]	-
Cumbria Network
Matrix Arts
Total	1,034	11.5	3	..

Source: Statutory Accounts: organisations.

^a See also the work of the museums with fine and decorative art collections who run temporary exhibitions programmes, especially Tullie House, Abbot Hall, Blackwell and the Wordsworth Trust.

^b Forestry Commission custody and support.

^c Five group studios plus Foldgallery.

Table 3.2: Cumbria visual arts organisations, key activities

	05	06	07
Art Gene:			
Residencies	3	3	7
Exhibitions	[2]	[2]	[2]
Exhib artists	20	21	-
Grizedale Arts:			
Projects ^a			
Cumbria	7	1	2
Elsewhere	-	4	2
Artists	28	46	45

Source: Statutory Accounts: Art Gene.

^a Not studio based; participants by year from 2000/06 to 2007/08 numbered 712, 525 and 864 respectively.

Table 3.3: Cumbria group studios and artists groups, by district

	Members	Note	District
Group studios:			
Art Gene	25	Development agency with l'national residency prog	Ba
Eleventh Hour	[15-21]	Painters, makers; links to CIA; show in Glasgow	Ca
Fairfield Mill, Sedbergh	12	Centre of professional excellence in textiles	SL
Green Door Kendal	16	Painters; annual exhibition; support network	SL
West Walls	12	Painters, makers; links to CIA	Ca
Total	[68-74]		
Artist groups:			
Alston Craft Workers Coop	6	Designer/makers, ceramics, blacksmithing	Ed
Chromazone Artist Coop	20	Painters, textiles, ceramics; links to Furness Coll	Ed
Blue Tarn Women's Collctv	20+	Painters, textiles, ceramics, photo, print	var
FOLDgallery	21`	Artist-run gallery and event promoter	Ed
Ind Cockermouth Artists	10	Painters, photo, paper	All
Lake Artists Society	45	Annual show of long tradition attracting 10,000	SL
Witherslack Group	11	Painters, printers, potters, glass, basket	SL
Woolclip	15	Knitters, dyers, spinners, weavers; retail outlet	Ed
Total	148	Priest's Mill, Caldbeck	

Source: Dymond Guide; studios; Eden Arts.

Table 3.4: Cumbria temporary exhibitions, number and attendance

	02	03	04	05	06	07
	Exhibitions (number)					
Art Gene Gallery	1	2	2	2	2	2
Wordsworth Trust ^a	-..	1	2	2	2	2
Abbot Hall	[4]	[4]	4	5	4	4
Blackwell	n/a	n/a	4	4	4	4
Tullie House	8	9	10	9	11	7
Totals	22	22	23	19
	Attendance (000s)					
Art Gene Gallery	0.3	1.4	1.2	1.4	0.6	..
Wordsworth Trust	-	28.5	54.2	49.3	72.0	54.9
Abbot Hall ^b	22.6	19.5	28.0	17.0	19.5	16.8
Blackwell ^b	41.3	33.9	41.7	39.1	40.4	38.7
Tullie House (fr adm)	74.0	79.1	54.2	66.0	57.6	49.1
Totals	138.2	162.5	179.3	173.3	190.7	159.5

Source: Institutions.

^a Excluding studio shows of resident and other contemporary visual artists, of which five were held in 2006.

^b Total attendance; temporary exhibitions are the principal reason for visiting Abbot Hall, less so Blackwell.

Table 3.5: Cumbria land-art installations, visitor estimates

	05/06	06/07	07/08
	000s		
Grizedale Forest sculptures	177	195	228
FRED ^b	150	180	402

Source: Forestry Commission; FOLD Gallery.

^a Forest visitor estimates, derived from usage of main car park; according to a 2004 visitor survey, some 23% of visitors cited the sculptures as a "high" motivating factor for visiting the forest..

^b Estimates grossed up from partial counts at several installation locations.

Table 3.6: University of Cumbria exhibitions and residencies

	04/05	05/06	06/07	07/08
Exhibitions ^a	2	5	2	4
Showings ^b	4	9	2	5
Artists	32	80	34	99
Residencies:				
International	-	-	1 ^c	1 ^d
AA2A ^e	[4]	[4]	[4]	[4]

Source: University of Cumbria.

^a Organised by Research & Creative Enterprise Services, including annual "graduate exhibition".

^b Regular venues include various University of Cumbria campuses and Theatre by the Lake.

^c Chinese artist Weng Fen, three-week residency to retrace the steps of Chiang Yee; resulting work shown in Liverpool, Madrid and Cumbria.

^d Dayal Vanker, a Kutchin Gujarat weaver.

^e Arts Access to Art College scheme, a national programme which makes available to artists and makers quality facilities for development of own work.

Table 3.7: Cumbria art and design trades, database entries, by district, 2003

	All	Ba	Ca	Co	Ed	SL	Total
Retail:							
Antiques	15	1	10	2	17	37	82
Galleries	17	-	6	4	20	31	78
Raw materials	1	-	1	-	-	3	5
Framers	6	4	8	2	9	10	39
Auctioneers/agents	1	-	2	-	1	1	5
Architect	17	2	15	3	21	41	99
Landscaper	3	-	3	2	2	4	14
Arch services/CAD	9	1	7	4	5	10	36
Fabric/fashion	6	2	12	22	1	11	54
Furniture	11	-	5	3	14	12	45
Interiors	6	-	11	1	7	18	43
Graphics	1	4	9	2	6	22	44
Poster/signs	6	-	14	1	5	13	39
Total	99	14	99	46	108	213	583

Source: EUCLID database.

4. HERITAGE

i) Museums

There are 29 registered museum sites in Cumbria. This represents an unusually large concentration of museum institutions for a county the size of Cumbria, roughly double the national average proportional to population. A notable number of Cumbria museums are in independent ownership, 15 in all, more than half the total. They are the result of independent initiatives taken in some notable cases (eg the Wordsworth Trust) more than a century ago. The National Trust is a strong presence in the County with four museums in its ownership. English Heritage has two sites and the Ministry Defence one. The local-authority museum sites form a minority at only seven.

The six district councils each operate museums and these include by far the largest museum organisation in Cumbria, Carlisle's Tullie House, with a turnover of £2.4 million. Of the other local authorities, Barrow and Copeland make significant commitment to their museums of around £0.5 million revenue funding annually. Amongst the independent museums, there are two large organisations with annual operations well in excess of £1 million, the Wordsworth Trust (turnover £1.6 million) and the Lakeland Arts Trust (turnover £1.2 million). The latter has within its group four museum sites, Abbot Hall, Blackwell, the Museum of Lakeland Life and Industry and the recently acquired Windermere Steamboat Museum. Apart from these five larger organisations, the remaining museums are small, and several very small, and predominantly to be found in the independent sector. Allerdale District Council is implementing a policy to divest itself of direct responsibility for museums by moving two of its three small museums into independent operation and closing the third, Maryport Maritime Museum.

A strategic role has been given to Tullie House, which receives funding from the MLA under the Renaissance Hub programme both to develop its access offer (education and community outreach work) and to build professional relationships with other museums in Cumbria. By the same token, Copeland's museum service has an advisory role in relation to the several small, independent, accredited museums in its district. These initiatives have the effect of creating some linkages and collaborative relations within a highly dispersed museums infrastructure.

The museum collections of Cumbria mostly derive from, and serve to illuminate, the history of the County, several aspects of which are of national and indeed international importance. The six museums dealing with the Lake District authors (Wordsworth, Ruskin and Potter), by displaying their homes and related collections, form the most readily identifiable grouping. Among these, the Wordsworth Trust (with Dove Cottage and the Wordsworth Trust) is a major centre for scholarship in the field of Romanticism, visited by numerous researchers and students. Four historic property museums touch on the religious (Furness Abbey), military (Brougham Castle) and select civic (Carlisle Guildhall) history of the area and, in contrast, Blackwell illustrates the rise of the Lake District as a select residential resort for the wealthy, both through the Baillie Scott-designed house itself and the collection of decorative art from the Arts & Crafts period, including the work of the important Lake-District School of makers. Cumbria's diverse role in the industrial history of iron, steel, coal, naval engineering and not least textiles is explained in a series of industrial museums, including advanced-technology applications, such as naval armament in Barrow and steamboat transport on Windermere. All of these and other themes are also reflected in Cumbria's several museums of local history, not least the picture of a settled life on the northern edge of the Roman Empire at the Senhouse Roman Museum.

Cumbria has two significant collections of fine and decorative art, each of which was assembled in a contrasted way. Abbot Hall was founded in 1957 to restore the building of 1759 and convert it into an art gallery for the Lake District. Collections of work by Romney and Ruskin and of Lake District views by others have been assembled together with furniture by Kendal and other makers, as a record of important local activity. To this have been added important representative holdings of English and Scottish artists of the twentieth century, together with collections of twentieth-century British pots and the work of Schwitters, who lived in Ambleside as a refugee from Nazi Germany. Tullie House has important holdings of Romano-British archaeology, which are presented in a modern display, together with social-history collections and the natural-history inheritance typical of a Victorian museum. The present building opened as a museum in 1893 though the public-museum function in Carlisle dates back through other buildings to 1877. Tullie House's fine-art holdings comprise the Bottomley Bequest of works by 19th- and 20th-century British artists, including Paul Nash and Wyndham-Lewis, as well as Cumbria artists (eg Bough) and notable Pre-Raphaelite work, together with the fruits of a policy begun in 1933 to purchase the work of promising British artists. This added Spencers, Lowrys and Sickerts, among many others, to the collection. There is also an important holding of British porcelain.

The Lakeland Arts Trust, the Wordsworth Trust and Tullie House present regular programmes of temporary exhibitions. Their significance is described in sections 3 and 11 of the framework. Carlisle's art development unit is based in Tullie House, where it is funded by the Arts Council and by the County to deliver an active exhibition programme, mainly of contemporary work. The Arts Council also grant-aids the Lakeland Arts Trust and Wordsworth Trust for the contemporary aspects of their exhibition programmes. A number of the smaller museums mount exhibitions on historical topics and several, including the Barrow Dock Museum, Whitehaven Beacon, Brantwood and Wordsworth House present curated displays of living Cumbria artists. Most of the museums have considerably extended their investment in education work. This has increased and deepened their engagement with targeted groups but has not yet translated into a broader increase in museum attendance.

Museum attendance in Cumbria totals some 757k in 2006. The figure would appear to be roughly proportional in terms of national museum attendance to the size of resident population. This is a somewhat disappointing total given the significant contribution made to museum attendance in Cumbria by visitors to the region. The 2007 total represents a fall of 8% since 1999, when the equivalent figure had been 823k. The high point in attendance was reached in 2004. If the positive impact of the new museums opened in the period, especially Blackwell, is taken out of account, an even steeper underlying downward trend is revealed.

The foot-and-mouth epidemic of 2001 had a major negative impact on the attendances at museums charging admissions. Their attendance fell by some 23% in 2001 compared to 2000. This probably reflected both their high dependence on the visitor market and also their predominant location in rural settings. Paid attendance jumped back again in 2002 and, after a difficult year in 2003, peaked in 2004, since when the attendance has edged down each year. Paid admissions in 2007 were some 13% below the 1999 start point and represented some 47% of the total museum attendance in Cumbria. The temporary closure of the Windermere Steamboat Museum held down the total. In contrast, the museums offering free admission had an exceptionally strong year in 2001, the best over the period. This partly reflected the boost to attendance at Tullie House, which was fully reopened that year following refurbishment and extension and the fact that these institutions were largely clustered in the towns, which were less affected by the epidemic. The Dock Museum experienced a particularly good year in 2001.

Other points about museum attendance are:

- literary museums, which include the four National Trust properties, account for 28% of total museum attendance in Cumbria; visitor numbers in 2007 were 15.7% below the 1999 level; 2006 attendance at the Wordsworth Trust had been the best for four years;
- industrial museums also showed a marked decline, down some 40% over the period, reflecting falling numbers at the Dock Museum and the temporary closure of Windermere Steamboat;
- some 39% of museum attendance concentrates in South Lakeland, with a further 38% in Carlisle; taken together, the two districts account for 77% of the total Cumbria museum attendance; the trend was downwards by 15% in South Lakeland and up in Carlisle by 21%;
- the success in Carlisle is explained by the post-reopening success of Tullie House, which reached a new high in 2001 of 278k, a level which has been subsequently sustained; additionally, Carlisle's new Guildhall museum was opened in 2002; Tullie House attendance of 280k in 2007 includes some [38k] for the charging part of the museum and a further [16k] accounting for free admission by Carlisle citizens using their "Tullie Card"; attendance at temporary exhibitions in the art gallery is free to all and counted at [58k];
- museum attendance in each of the other districts is significantly less; Allerdale was alone in showing a positive growth over the period; the 3.9% increase reflects a turn-round of the Keswick Museum and Art Gallery and continued strong attendance at the Wordsworth House and Senhouse Roman Museum;
- the 19.4% increase in attendance at the sites owned by the Lakeland Arts Trust between 1999 and 2006 is a significant achievement; the figures include the Windermere Steamboat Museum from the period before it was acquired by the Trust in 2007, and its temporary closure pulls down the 2007 total; the strength of this performance is wholly attributable to the impact of Blackwell, which maintained the high level of attendance achieved at its successful opening; Abbot Hall attendance fluctuates according to the popularity of its exhibitions; attendance at the Museum of Local Life and Industry was edging downwards in line with the falling attendance experienced by most of the local museums in the County, but showed a small rise in 2007.

Cumbria has a number of non-registered museums and visitor centres, which provide additional understanding of its history. These include the Laurel & Hardy Museum, Ulverston, and two aviation museums (RAF Millom and Solway Aviation). The most visited is the Cumberland Pencil Museum in Keswick. Other visitor centres with displays and exhibitions include Sellafeld (BNFL) visitor centre and Rheged (with its mountaineering exhibition and Imax).

Table 4.1: Cumbria registered and accredited museums, sites, by ownership, 2006/07

	Sites	Orgs
Local authorities	[7]	[6]
Independent	[15]	12
National Trust	4	1
English Heritage	2	1
Ministry of Defence	<u>1</u>	<u>1</u>
Totals	29	21

Source: Statutory accounts, institutions.

Table 4.2: Cumbria registered and accredited museums, income sources, by ownership, 2006/07

	Sites no.	T'over £k	Staff		
			FT	Oth'r	Vol
Local authorities:					
Tullie House	2	2,419	30	35	60
Dock Museum	1	524	7	-	..
Beacon	1	537	8	7	..
Other	3	415	[3]	[7]	..
Total	7	3,895	48	49	60
Independent:					
Wordsworth Trust	1	1,598	33	-	15
Lakeland Arts Trust	4	1,226	35	-	2
Other	10	922	19	6	-
Total	15	4,049	97	6	17
Other ^a	7	[1,511]	[52]	[1]	[1]
Grand Total	29	9,455	197	56	78

Source: Statutory accounts, institutions.

^a National Trust, English Heritage and Ministry of Defence.

Table 4.3: Cumbria registered and accredited museums, attendance

	Free/ paying	DC	1999	2000	2001	2002	2003	2004	2005	2006	2007
Fine art, decorative art, social:											
Abbot Hall Art Gall	P	SL	33000	[33000]	[22618]	22618	19501	28002	17014	19479	15810
Tullie House	F+P	Ca	238416	190992 ^a	277634	284086	254958	272601	269149	270766	279889
Of which, paying	P		38000	[38000]
Literary:											
Beatrix Potter Gall	P	SL	34695	34018	27803	32801	28870	25248	29699	29158	[29158]
Brantwood, Coniston	P	SL	[33180]	32506	26532	23849	29587	28055	26413	[26413]	26938
Dove Cottage	P	SL	78009	75000	60000	66736	54913	64817	61701	66094	61870
Hill Top	P	SL	74229	69265	32090 ^a	68102	62158	71886	67612	64584	[64584]
Townend	P	SL	[23027]	19700	12724	18416	19413	18039	20627	18449	[18449]
Wordsworth Hse	P	All	23680	21483	18660	19402	16119	24608	27428	24090	[24090]
Historic properties:											
Blackwell Arts & Crafts	P	SL	n/a	n/a	n/a	41322	33907	41675	39130	40463	38667
Brougham Castle	P	Ed	[11085]	11885	n/a	12916	12925	13398	12536	[12436]	10441
Furness Abbey	P	Ba	12772	15855	10880	12088	13748	13603	14291	[14291]	12719
Guildhall Museum	F	Ca	n/a	n/a	n/a	7296	7211	8720	7585	8239	7235
Transport and industry:											
Dock Museum	F	Ba	[100000]	89462	134367	86176	84375	89827	82855	79140	70563
Haig Colliery Mining Mus	F	Co	4187	3415	2,500 ^a	4767	5000	[5,000]	4305
Maryport Maritime Mus	F	All	[13771]	[13770]	17216	12662	13150	[13150]	[13150]	8000	5110
Mus Of Lakeland Life	P	SL	[15000]	15000	14101	13043	12039	10653	[10,653]	10491	11609
Ravenglass Rlway Mus	P	Co	32475	10000
W'mere Strmboat Mus	P	SL	23517	23517	24714	21101	15898	18965	19972	16582	-
Military:											
Border Regiment Mus	P	Ca	50254
Local life and history:											
Helena Thompson Mus	F	All	9108								
Kendal Museum	P	SL	[10400]	10400	12300	8252	11448	[11448]	8860	[8860]	6940
Keswick Mus & AG	F	All	6881	9468	8356	7555	4452	17598	16467	14850	[14850]
Lakes Dscvy at Armit	P	SL	[8054]	8054	6548	6718	5800	6045	[6045]	4482	5828
Millom Folk Mus	P	Co	6000	861 ^a
Penrith Museum	F	Ed	[17500]	26000
Quaker Tapestry Exhib	P	SL	9992	9758	8757	10497	8739	7880	6868	6605	5678
Ruskin Museum	P	SL	7954	12934	10794	11864	10397	14068	12519	12461	13280
The Beacon	F+P	Co	20,428	17809	28088	29524	32285	32252	40022	30078	20099 ^b
Of which, paying	P		14140	11880	14163	10760	9313	9677	10842	11949	3187 ^b
Senhouse Roman Mus	P	All	6500	7000	8137	6445	6875	8890	9085	8380	8561

Source: Cumbria Tourism; Dock Museum; Beacon; Tullie House.

^a Partial closure.

^b Closed and partially closed for nine months.

n/a = not applicable.

.. = not available.

Table 4.4: Cumbria registered and accredited museums, attendance, by free and paid admissions

	Sites no.	99	00	01	02	03	04	05	06	07
		Thousands								
Free admissions ^a	7 ^b	417	356	503	445	409	451	442	427	402
Paid admissions	17 ^c	406	400	309	395	363	409	392	381	355
Totals	24	823	756	812	840	772	860	834	808	757

Source: Statutory accounts, institutions, Visit Britain.

^a Includes paying admissions in Tullie House and Beacon.

^b Excludes Helena Thompson and Penrith.

^c Excludes Border Regiment, Millom Folk and Ravenglass Railway.

Table 4.5: Cumbria registered and accredited museums, change in attendance, by free and paid admissions

	99-07	99-01	01-06	01-07
	Percentages			
Free admissions	-3.6	+20.6	-13.5	-20.1
Paid admissions	-12.6	-23.9	+23.3	+14.9
All	-8.0	-1.3	+0.5	-6.8

Source: Statutory accounts, institutions, Visit Britain.

Table 4.6: Cumbria registered and accredited museums, change in attendance, by museum type

	Sites no.	1999	2006	2007	Diff % 99-07
		Thousands			
Fine art	2	271	290	296	+9.2
Literary	6	267	228	225	-15.7
Historic buildings	4	25	75	69	+276
Transport, work	5 ^a	153	124	92 ^a	-39.9
Local life & industry	8 ^b	107	99	75 ^d	-29.9
All	24 ^c	823	816	757	-8.0

Source: Statutory accounts, institutions, Visit Britain.

^a Excludes Ravenglass.

^b Excludes Helena Thompson, Millom Folk and Penrith.

^c Excludes Border Regiment.

^d Affected by a temporary closure.

Table 4.7: Cumbria registered and accredited museums, change in attendance, by district council

	Sites no.	1999	2006	2007	Diff % 99-07
		Thousands			
Allerdale	4 ^a	51	60	53	+3.9
Barrow	2	113	93	84	-25.7
Carlisle	2 ^b	238	279	287	+20.6
Copeland	2 ^c	58	49	24 ^e	-58.6
Eden	1 ^d	12	13	10	-16.7
South Lakeland	13	351	322	299 ^e	-15.5
All	24	823	816	757	-8.0

Source: Statutory accounts, institutions, Visit Britain.

^a Excludes Helena Thompson.

^b Excludes Border Regiment.

^c Excludes Millom Folk and Ravenglass Railway.

^d Excludes Penrith.

^e Affected by a temporary closure.

Table 4.8: Cumbria registered and accredited museums, change in attendance, by ownership

	Sites No.	1999	2006	2007	Diff % 99-07
		Thousands			
Local authority	6 ^a	420	424	390 ^a	-7.4
Lakeland Arts Trust	4 ^b	72	86	67 ^e	-6.9
Other independent	8 ^c	150	143	142	-5.3
National Trust	4	156	136	136	-12.8
Other	2 ^d	25	27	23	-8.0
All	24	823	816	757	-8.0

Source: Statutory accounts, institutions, Visit Britain.

^a Excludes Penrith.

^b Includes Windermere Steamboat Museum acquired by Lakeland Arts Trust in 2007.

^c Excludes Helena Thompson, Millom Folk and Ravenglass Railway.

^d Excludes Border Regiment.

^e Affected by a temporary closure.

Table 4.9: Cumbria museums (non-registered)^a, visitors

	District	2000	2006	2007
		k		
Cumberland Pencil	Al	70.3	83.4	85.0
Solway Aviation	Ca	-	1.7	2.0
RAF Millom	Co
Rum Story	Co	[15.0]	14.0	[14.0]
Lakeland Motor	SL	31.1	36.6	39.5
Laurel & Hardy	SL	19.0	[20.0]	[20.0]
Total		120.4	155.7	160.5

Source: Cumbria Tourism.

^a See Tables 4.16 and 4.17 for Historic Houses and Heritage Mines and Mills.

Table 4.10: Cumbria registered and accredited museums, governance and attendance

	Governance	District	Attendance 2006	
			Paying	Free
Fine art, decorative art, social:				
Abbot Hall Art Gallery	Lakeland Arts Trust	SL	19,479	
Tullie Hse Mus & Art Gallery	Carlisle DC	Ca	[38,000]	[229,769] ^a
Literary:				
Brantwood	Brantwood Trust	SL	26,413 ^b	
Dove Cttg & Wordsworth Mus	Wordsworth Trust	SL	66,094	
Beatrix Potter Gallery	National Trust	SL	29,158	
Hill Top	National Trust	SL	64,585	
Townend	National Trust	SL	18,449	
Wordsworth House	National Trust	AI	24,090	
Historic properties:				
Blackwell Arts & Crfts Hse	Lakeland Arts Trust	SL	40,463	
Brougham Castle	English Heritage	Ed	12,536 ^b	
Furness Abbey	English Heritage	Ba	14,291 ^b	
Guildhall Museum	Carlisle DC	Ca		8,239
Transport & Industry:				
Dock Museum	Barrow DC	Ba		79,415
Haig Colliery Mining Museum	Haig Colliery Mining Museum	Co		5,000 ^b
Maryport Maritime Museum	Allerdale DC ^c	AI		5,110 ^d
Mus of Lakeland Life & Ind	Lakeland Arts Trust	SL	10,491	
Ravenglass Railway Museum	[Trust]	Co	10,000 ^b	
Windermere Steamboat Mus	Lakeland Arts Trust	SL	16,582	
Local life and history:				
Beacon (Whitehaven)	Copeland DC	Co	9,916	43,885 ^e
Helen Thompson Museum	Workington Heritage Group Ltd ^f	AI		..
Kendal Museum	South Lakes DC	SL	8,860 ^b	
Keswick Museum & Art Gall	Keswick Mus & Art Gall Mgmt ^g	AI		14,850
Lakes Discovery at the Armit ^h	Armitt Library & Museum Centre	SL	4,482	
Ruskin Museum	Coniston Inst. & Ruskin Museum	SL	12,461	
Millom Folk Museum	Millom Folk Museum Society	Co	6,000 ^d	
Penrith Museum	Eden DC	Ed		26,000 ^b
Senhouse Roman Museum	Senhouse Museum Trust	AI	8,380	
Other:				
Border Regiment Museum	Ministry of Defence ⁱ	Ca	50,254 ^j	
Quaker Tapestry Exhibition	Quaker Tapestry at Kendal	SL	6,605	

Source: Statutory accounts, institutions, Visit Britain.

^a Includes [57,527] free entries to temporary exhibitions in art gallery.

^b 2005.

^c Operated under licence by Maryport Festivals Group, a voluntary body; the museum will close in 2008; some of the collections will be displayed in "Wave", the newly built Maryport Visitor Centre and Festival Hall, which will be operated by Carlisle Leisure Trust.

^d 2007.

^e Includes admission to gallery.

^f Building, land and contents bequeathed to "people of Workington", in respect of which Allerdale District Council became a trustee, in 1940; currently in care of operating company established through the Workington & District Civic Trust; to be run by volunteers.

^g Collection owned by Keswick Museum & Art Gallery Trust, which was separated from the Fitzpark Trust, and of which Allerdale District Council became sole trustee, in 1995.

^h Ambleside.

ⁱ King's Own Royal Border Regiment Museum is operated by an unincorporated association, registered as a charity, with support in kind from the Ministry of Defence.

^j 2004.

ii) Historic buildings, monuments and gardens

Cumbria contains an exceptional number of listed buildings, listed gardens and scheduled monuments. Some 2.05% of England's listed buildings sit in the County, more than double the per capita national average. Within the North West region, Cumbria accounts for 29.8% of the listed buildings, which is four times the regional average per head, and remarkably this includes some 38.8% of the Grade I listed buildings in the region. There is a lesser concentration of listed parks and gardens, 19 in total, which still represents some 45% more than the national per capita average and double the North West regional average.

The largest groupings of the 184 Grade I listed buildings are the 67 religious and funerary buildings and the 61 domestic buildings. Among the district councils, Carlisle, with 55, has the largest concentration, reflecting strengths in defence and transport as well as religious and funerary and domestic structures, and Eden, with 49, has the second-largest grouping.

The historic buildings draw (2007) an attendance of 584k and the mills and mines 102k. "Heritage" transport, a broader category, is patronised by 1,780k. The underlying trend in interest is downward for the historic properties, by 14% between 2000 and 2006, and gently upward for the heritage transport, at 3%, with a steeper rise for the mills and mines, at 20%.

Hadrian's Wall is a World Heritage Site, which originates in Cumbria and extends through Northumberland into Tyneside. Hadrian's Wall Heritage Ltd was established in 2006 to manage the World Heritage Site and develop the economy of the corridor through which it runs. Funding is provided by four agencies, One North East, North West Development Agency, English Heritage and Natural England. A bid is in development for World Heritage status to be given to the Lake District, as the world's first and most influential "cultural" landscape.

Cumbria has an above-average number of conservation areas. Small local-authority teams of conservation staff (totalling 6.2 FTEs of the whole county) supervise their status. The number of buildings on the "at risk" register fell from 38 in 2002 to 35 in 2007.

Realising the broad value of these assets is a wide-ranging concern which goes much further than conservation, touching on difficult issues around the public realm, as well as the interests of archive services and of artists. It is not easy to identify the institutional structure that covers this for Cumbria. Several national heritage organisations have significant responsibilities in Cumbria. For example, 13 of the 28 National Trust properties open to the public in the North West are in the County and six of the 11 equivalent properties of English Heritage are in the County.

The Churches Trust for Cumbria was established in 2008 to provide professional support to Cumbria's faith communities in putting their churches at the hub of the community and developing sustainable use of their buildings for faith-based and other activities. Of over 570 places of worship in Cumbria, some 282 are listed buildings.

Table 4.11: Cumbria listed buildings, by grade and by district

	All	Ba	Ca	Co	Ed	SL	Total
Grade 1	29	8	55	13	44	35	184
Grade II*	41	15	68	27	143	148	442
Grade II	1,111	249	1,014	443	1,776	2,326	6,919
Total	1,181	272	1,137	483	1,963	2,509	7,545
%	16	4	15	6	20	33	100

Source: English Heritage.

Table 4.12: Cumbria Grade 1 listed buildings, by district and type

	All	Ba	Ca	Co	Ed	SL	Total
Agri & subsist ^a	3	-	4	-	3	3	13
Commercial ^b	-	-	-	-	1	1	2
Defence ^c	3	2	13	2	4	2	26
Domestic ^d	8	1	13	3	18	18	61
Civic, educ ^e	-	-	4	1	1	-	6
Industrial	-	-	-	-	-	-	-
Relig & fune'ry ^f	14	5	17	7	15	9	67
Transport	1	-	4	-	2	2	9
Total	29	8	55	13	44	35	184

Source: English Heritage.

^a Farmhouses and agricultural buildings, eg dovecotes.

^b Dairy and pub.

^c Towers, castles, walls and other fortifications.

^d 45 houses included here.

^e Courts, museums, colleges.

^f Includes buildings to house clergy.

Table 4.13: Cumbria listed parks and gardens of special historical interest, by grade and district

	All	Ba	Ca	Co	Ed	SL	Total
Grade I	-	-	1	-	2	4	7
Grade II*	-	-	-	1	1	3	5
Grade II	1	-	1	-	3	2	7
Total listed	1	-	2	1	7	9	19
Other ^a	2	-	4	2	5	3	16
Grand total	3	-	6	3	12	12	35

Source: English Heritage: UK database of historic parks and gardens.

^a Entries in UK database of historic parks and gardens additional to the English Heritage listed parks and gardens.

Table 4.14: Listed buildings, in Cumbria, North West and England by grade, 2007

	Grade I	Grade II*	Grade II	Total
Cumbria	184	442	6,919	7,545
N West	474	1,471	23,411	25,356
England	8,922	20,586	339,401	368,909

Source: English Heritage.

Table 4.15: Cumbria listings as percentage of total listings in North West and England

	NW	Eng
	%	
Listed buildings:		
Grade I	38.82	2.06
Grade II*	30.01	2.15
Grade II	29.55	2.04
All	29.76	2.05
Listed parks and gardens:		
All	14.18	1.31

Source: English Heritage.

Table 4.16: Cumbria historic properties^a, visits

	DC	2000	2006	2007
		Thousands		
Isel	Al
Mirehouse	Al	20.8	[21.0]	[21.0]
Birdoswald	Ca	34.0	[36.4]	32.4
Carlisle Castle	Ca	61.8	[54.5]	53.4
Carlisle Cathedral	Ca ^b	199.0	150.0	152.7
Lanercost Priory	Ca	11.6	[10.5]	9.3
Muncaster Castle	Co	56.3	82.6	[82.6]
Dalemain	Ed	15.0	[16.8]	[16.8]
Hutton in the Forest	Ed	8.9	15.0	15.7
Cartmel Priory	SL	65.0	36.7	45.0
Holker Hall	SL	[83.5]	[30.9]	30.9
Levens Hall	SL	[34.2]	34.2	[34.2]
Rydal Mount	SL	[30.5]	[13.3]	13.3
Sizergh Castle	SL	42.3	65.1	[65.1]
Swarthmoor Hall	SL	1.5	[1.5]	1.5
Total		663.4	568.5	573.8

Source: Cumbria Tourism.

^a See Table 4.3 for Blackwell Arts & Crafts House, Brougham Castle, Furness Abbey and Carlisle Guildhall; Cumbria's historic properties which also have registered museum status.

^b Free admission.

Table 4.17: Cumbria heritage mines and mills, visits

	DC	2000	2006	2007
		Thousands		
Mines: ^a				
Honister Slate	Al	[37.2]	[39.6]	[39.6]
Nenthead Mines	Al	5.2	[5.7]	7.8
Threlkeld Quarry	Al	-	6.0	6.0
Florence Mine	Co	1.0	2.0	[2.0]
Mills: ^b				
Eskdale Corn	Co	4.2	[5.0]	[5.0]
Little Salkeld	Ed	[6.0]	23.0	18.9 ^b
Gleeston Water	SL	[17.4]	[9.9]	22.4
Heron Corn	SL	1.9	6.9	6.9
Stott Park Bobbin	SL	11.8	[9.8]	6.4
Total		[84.7]	101.9]	115.0

Source: Cumbria Tourism.

^a See Haig Colliery Mining under museums.

^b Of which, some 9k visit the working mill.

Table 4.18: Cumbria “heritage” rail, steamer, coach, passengers

	DC	2000	2006	2007
		Thousands		
Railway:				
Ravenglass & Eskdale	Co	108.0	118.5	[118.5]
South Tynedale	Ed	22.4	20.9	[20.9]
Lakeside & Haverthwaite	SL	160.0	[120.0]	[120.0]
Coach:				
Cumbria Classic Coaches	Ed	[21.3]	[21.5]	[21.5]
Steamer:				
Ullswater	Ed	204.2	187.6	187.5
Steam Yacht Gondola	SL	30.0	37.1	[37.1]
Windermere Lake Cruises	SL	1,172.2	1,267.1	1,275.0
Total		[1,718.1]	1,772.7	1,780.0

Source: Cumbria Tourism.

Table 4.19: Cumbria heritage assets

	2002	2007
Listed buildings	7,515	7,540
Listed parks and gardens	18	19
Scheduled monuments	815	855
Conservation areas	n/a	113
World Heritage Sites	1	1
Battlefields	1	1
Buildings at risk	38	35
Accredited museum (sites)	..	29

Source: English Heritage, Counts North West (2007).

Table 4.20: Cumbria heritage operators and agencies, 2007/08

	T'over £k	Sites no	Staff FTE
English Heritage	470	[6 ^a]	12.4
Hadrian's Wall Heritage ^b	1,784	1	18.0
National Trust	..	13 ^c	..
Churches Trust for Cmb	[150]	n/a	2.0
Totals	[2,404]	20	[32.4]

Source: English Heritage, Hadrian's Wall Heritage Ltd, Churches Trust for Cumbria.

^a Staffed sites.

^b Hadrian's Wall corridor extends into Northumberland and Tyneside.

^c 13 sites, of which ten charge admission and four are museums accredited with the MLA.

Table 4.21: Cumbria conservation areas, staffs and actions, by district, 2007/08

	All	Ba	Ca	Co	Ed	SL	Nat Pk	Total	% of NW total
Conservation areas	21	11	19	9	23	10	22	115	13.4
LA conservation staff	0.8	0.2	2.0	0.2	1.0	1.0	1.0	6.2	10.1
Planning apps determined:									
Listed building consents	86	26	125	14	80	93	71	495	..
Conservation area consents	3	4	2	4	-	12	-	25	

Source: Heritage Counts, 2008.

Table 4.22: North West heritage assets open to the public, by operator, by county

	National Trust	English Heritage			Members HHA ^a
		Free	Charging	All	
Cumbria	13 ^b	22	7	29	9
Lancs	2	4	2	6	4
M'side	4	-	1	1	1
G Manch	-	-	-	-	-
Cheshire	7	3	1	4	9
Totals	28	29	11	40 ^c	23

Source: National Trust and Historic House Association web sites; Heritage Counts 2008.

^a Historic Houses Association.

^b Of which, three offer free admission.

^c Responsible for 424 properties in England, of which 185 levy admission charges.

Cumbria properties of National Trust, English Heritage and Historic Houses Association members, 2007

	Admission £
National Trust:	
Acorn Bank Garden and Watermill	3.80
Beatrix Potter Gallery ^a	3.80
Cartmel Priory Gatehouse	free
Dalton Castle	free
Derwent Water Island House	4.50
Gondola (Coniston)	6.80
Hill Top ^a	5.40
Sizergh Garden	6.70
Stagshall Garden (Apr-Jun only by appt'mt)	2.00
Townend ^a	3.80
Wordsworth House, Cockermouth ^a	4.90
Force Cray Mine (Borrowdale) (groups only)	4.50
Ullswater and Aira Force	free
English Heritage properties charging admission:	
Birdoswald Fort	
Brougham Castle ^a	
Carlisle Castle	
Furness Abbey ^a	
Lanercost Priory	
Stott Park Bobbin Mill (managed by Lakeland Arts Trust)	
Historic Houses Association members open to public:	
Brantwood ^a	
Dalemain	
Halecat (gardens only)	
Holker Hall	
Hutton in the Forest	
Isel Cockermouth	
Levens Hall	
Mirehouse	
Muncaster Castle	

^a Also accredited museum.

iii) Libraries and archives

The library and archive services are much the largest area of public spending at the local level within the cultural system. Sound statistics are available on a comparable basis for public library services throughout the UK. The Cumbria service scores particularly highly (second in the UK) on the number of service points proportional to population, reflecting a positive approach to maintaining a presence in a challenging geographic area. This has not protected the Cumbria service from the wider changes taking place in library use and paradoxically it is ranked in the lowest quartile on book issues per head of population.

Library visits in Cumbria fell sharply, down by 18.8% between 2002 and 2006, and issues declined at a similar rate, by 16.7% over the same period. There is little difference in the decline of fiction and non-fiction book issues. A positive feature is that, as a result of significant investment in children's library use, children's book issues are holding up. Within the visit decline, the pattern of library usage is changing, and, for example, the proportion of visitors seeking information or computer use has risen, but there is no evidence that in Cumbria computer use within the library feeds a rise in book borrowing. Within this picture of declining contact, user satisfaction records a big increase, especially in the percentage of visitors judging opening hours and staff knowledge as "very good".

The evidence on the interaction between reading habits, book-buying and library usage has not been assembled for Cumbria. The library service employs a development officer and has been able to fund a writing post which continues the work of the Writing in Cumbria project, previously based in Eden Arts when it was funded by Arts Council England through the County's cultural policy unit.

Cumbria Archive Service runs four public archive offices in Barrow, Carlisle, Kendal and Whitehaven. In 2005/06 it had the fifth largest number of visits among English county archive services, which is attributed in part to the "long term strategy of providing several access points in different areas of the County to meet the needs of a large rural area with a widely dispersed population and relatively poor infrastructure". There is evidence that electronic services are leading to a changing pattern of public use of archives, especially email enquiries and online research. Within a picture of growing demand for access to archives (with the growth of attendance at lectures and school visits alongside the surge in web activity), visitor numbers declined from 21.4k in 2003/04 to 18.4k in 2006/07 (a fall of 14%), though the numbers of original archives and maps used (24.1k in both 2003/04 and 2006/07) remained constant. Family history at 57% is the single most important topic for visitors. Visitor satisfaction at the Cumbria archives scores above average, with the service aspects high and the accommodation weak. A new archive office is being constructed in Carlisle with the benefit of an HLF grant of [£4.8 million].

Some twelve private libraries and special collections are counted in the framework. This historic legacy includes significant holdings at the Wordsworth Trust and at the Armitage Museum. The library of the Cumberland and Westmorland Antiquarian and Archaeological Society is housed at the University of Cumbria in Carlisle and the Cumbria Infirmary library is also in Carlisle. A range of special collections, dealing with aspects of Cumberland's social history and geology, are in the care of the Cumbria Library Services, in various service points, five collections in Kendal, two in Carlisle and one in Allerdale.

Table 4.23: Cumbria Library and Archive Service, turnover and staff, 2006/07

	Turnover £k	Staff (FT)			Income sources		
		Prof	Other	Vol	Public	Earned	Private
Libraries	7,941	150	33	78	6,944	997	..
Archives	1,392	16 ^a	17	25 ^b	1,262	130	.. ^c
Total	9,333	166	50	103	8,206	1,127	..

Source: Cumbria Library Services.

^a Includes one post funded by the Lowther Estate for purpose of cataloguing property deeds of Lonsdale estates.

^b 2005/06.

^c Includes grants from Friends of Cumbria Archives Service, Pilgrim Trust and Esmee Fairbairn via National Archives.

Table 4.24: Cumbria Library Service, service points and spend, by district, 2006/07

	Service points	Expenditure £k		
		Gross ^a	Income	Net
Workington (All)	14	762	122	884
Barrow	8	763	78	841
Carlisle	9	957	212	1,169
Whitehaven (Co)	12	930	80	1,010
Penrith (Ed)	7	468	89	557
Kendal (SL)	11	964	220	1,184
	51			
Headquarters		892	56	948

Source: Cumbria Library Services.

^a Excludes below-line items (including best value) corporate support and capital expenditure.

Table 4.25: Cumbria County Library visits

Group	2002	2003	2004	2005	2006	% change 02-06
	Thousands					
Workington (All)	322	502	414	481	461	+43.2
Barrow	353	553	463	353	321	-9.1
Carlisle	862	979	1,092	650	648	-24.8
Whitehaven (Co)	304	334	304	363	324	+6.6
Penrith (Ed)	352	313	306	299	210	-40.3
Kendal (SL)	913	801	705	648	556	-39.1
Total visits	3,105	3,484	3,284	2,798	2,520	-18.8

Source: CCC: counts during a sample week grossed up to produce annual figures.

Table 4.26: Cumbria County Library, issues

Group	02/03	03/04	04/05	05/06	06/07	%change 2/3-6/7
	Thousands					
Workington (All)	589	565	521	521	496	-15.8
Barrow	478	430	381	414	363	-24.1
Carlisle	820	769	713	699	658	-19.8
Whitehaven (Co)	477	468	414	392	362	-24.1
Penrith (Ed)	421	386	356	336	322	-23.5
Kendal (SL)	834	820	725	694	651	-21.9
Total	3,619	3,438	3,110	3,055	2,850	-21.2
Of which, busiest single service point:						
Carlisle	598	560	527	527	498	-16.7

Source: Cumbria Library Services.

Table 4.27: Cumbria Library Service, issues by category

	02/03	06/07	%diff
	k		
Adult fiction	1,752	1,374	-21.6
Adult non-fiction	711	570	-19.8
Children's books	582	584	+0.3
AV etc	524	334	-36.3
Total	3,569	2,862	-19.8
Active borrowers	174k	143k	-17.8

Source: Cipfa return.

Table 4.28: Cumbria library visitors, use of library services

	2003	2006	% point diff
	% visitors who		
Borrow/return			
Books	81.1	58.8	-22.3
Cassettes/talking books	5.4	7.7	+2.3
CDs	7.7	6.8	-0.9
Video/DVD	8.7	17.9	+9.2
Seek information	20.4	27.7	+7.3
Use computer	5.9	14.5	+8.6
Browse	28.6	.. ^a	..
Sit to study/read	5.7	.. ^a	..

Source: Cumbria Library Services User Surveys.

^a Not asked.

Table 4.29: Cumbria library visitors, satisfaction with library service

	2003	2006	% point diff
	% judge "very good"		
Hours of opening	27.4	49.3	+21.9
Staff knowledge	56.4	73.5	+17.1
Staff helpfulness	69.0	76.7	+7.7
Books & other material	26.3	29.6	+3.3
Info & enqs service	47.5	56.3	+8.8
Overall	47.0	55.6	+8.6

Source: Cumbria Library Services User Surveys.

Table 4.30: Cumbria library service, comparisons with other county library services, 2006

	Rank of 34
Service points open 10 hrs or more per pop	2
Issues of audio-visual, elec & other per pop	5
Adult library users viewing good or v good	6
Child library users viewing good or v good	13
Net spend per pop	23
Visits per pop	25
Book issues per pop	30
Revenue income per pop	30
Acquisitions per pop	31

Source: Cipfa rankings.

Table 4.31: Cumbria archive service, use by public

	03/04	04/05	05/06	06/07	% change 3/4-6/7
Visitors	21,418	20,230	19,251	18,401	-14.1
Remote enqs ^a	18,160	16,146	15,436	15,740	-13.3
Website visits	27,686	36,848	..

Source: Cumbria Library Services User Surveys.

^a Post, email and telephone, of which the latter represented 80% in 2003/04, falling to 75% in 2006/07.

Table 4.32: Cumbria archive service, activities

	03/04	04/05	05/06	06/07
Exhibition displays	19	22	17	..
Learner events				
Talks etc ^a	92	93	90	..
Attendance	1,517	1,515	1,847	..

Source: Cipfa return.

^a In-house and elsewhere.

Table 4.33: Cumbria archive service, visitor satisfaction, 2006

	Doc del	On-site IT	Helpful staff	Overall
% visitors rating service "very good"				
Barrow	61.1	36.6	74.1	61.1
Carlisle	70.4	38.1	87.0	69.6
Kendal	45.8	16.0	71.0	47.0
Whitehaven	68.0	34.9	87.7	70.2
NW reg avge	48.8	40.7	79.4	58.2

Source: Survey of visitors to British Archives.

^a In-house and elsewhere.

Cumbria private libraries and specialist collections

Allerdale:

Cumbria Library Service, Keswick service point
Local Studies Collection, including Hugh Walpole Bequest

Carlisle:

Cumbria Library Service, Carlisle service point
Library of the Lakeland Dialect Society
Jackson Local Studies collection
University of Cumbria
Cumberland and Westmorland Antiquarian and Archaeological Society library
Cumberland Infirmary library

South Lakeland:

Armitt Museum library, Ambleside
Wordsworth Trust collection, Grasmere
Cumbria Library Services, Kendal service point
Jeffrey Berry Photograph archive
County geology collection
Westmorland Geological Society library
County Mountaineering collection
Kendal Oral History Group archive

Source: Cumbria Library Services.

5. BOOKS AND PRESS AND AUDIO-VISUAL

i. Books and press

Available data on businesses and employment in the domain of books and press are included in these tables. Data on literature as an art form in Cumbria can be found in other sections of the framework. The definition of this domain is broad, ranging from printing to all forms of newspaper/book retailing. The EUCLID database reports 205 entries for books and press in Cumbria in 2004. The main concentrations within Cumbria are in South Lakeland, with 30% of the entries, and Carlisle, 24% of the entries. Positive Solutions identified books and press as the largest domain amongst the creative industries, with some 2,172 employees in 2003.

The largest single books-and-press employer is the CN Group. With 546 employees in Cumbria, it accounts for over a quarter of the sector. The Group ranks twelfth in the league table of newspaper publishing houses in the UK, with two daily and four weekly titles in Cumbria, as well as interests in newspaper printing, magazine publishing and radio broadcasting, extending beyond Cumbria to Northumberland, Northern Ireland, Lancashire and the Midlands.

On literature and writers the data variously record the:

- published authors resident in Cumbria, totalling some 83 (table 11.15);
- writers' groups across the County, numbering some 21 (listed on page 60);
- festivals with a literary theme, some eight, not all annual (listed on page 39).

Notable programmes of readings and lectures are mounted by the Wordsworth Trust (see page 43 and tables 8.7 and 8.8). Writing Cumbria was funded by the Arts Council North West for a fixed period to promote writers and writing across the County. Some of the functions of this organisation have been transferred to the development officer of the Cumbria library services.

Libraries are seen by the DCFS as part of the heritage domain. They function as repositories of knowledge, but a prime role is also to encourage reading. The data on the Cumbria Library Services can be found in section 4 (iii). The Cumbria Library Services have been successful in sustaining the level of book issues to children.

ii Audio-visual

The EUCLID database records 338 (2004) entries for the audio-visual sector. Whilst South Lakes and Carlisle again have the largest concentrations, Allerdale and Eden are well represented. Positive Solutions estimated employment in the sector at 2,054 in 2003.

Cumbria has one television station and three radio-broadcast companies. BBC Radio Cumbria has four studios across the County. Border Television, which serves Dumfries, Galloway, the Scottish Borders and the Isle of Man, as well as Cumbria, was acquired by ITV in 2000. Operating mergers have been proposed (and are likely to be implemented) with other ITV companies.

According to the only study on the screen industries (television and film) in Cumbria, they had an estimated gross value added of £5.8 million in 2000, representing some 276 jobs. The majority (54%) were found in television work, with Border Television as the largest single source (24%). The rest of screen employment comprised independent practitioners delivering film production support services and a small number of film production companies. The longest established of the latter are 3Bear Animations (1996), the prize-winning animation company based in Eden, and Shoreline Films (1998), based in Barrow. Courses in film and video production and other training opportunities are provided by Shoreline Films and by Fledgling Media, also based in Barrow. The major concentration of technical practitioners is in Carlisle. Feature films accounted for a further 13% of the work in 2000, corporate videos 8% and shorts 8%. Training and education comprised some 7%.

It seems likely that the television work could have diminished since 2000 as a result of changes in the ownership and role of Border Television. A positive development was the establishment by North West Vision & Media of the Cumbria Film Office in 2005, with financial support from Cumbria Vision, Cumbria County Council, Carlisle City Council and the Cumbria Institute of the Arts. The aim was to increase film/television production in Cumbria by instituting a location-finding service and a coordinated approach to delivery of production support. During its first three years, the Film Office has secured significantly expanded location activity. For example, there were 95 filming days in 2007/08, compared to 25 in 2005/06. The 107 filming days in 2006/07 included "Miss Potter". The sector is being positioned to benefit from the interest of Bollywood and from the Mediacity initiative in Manchester. The potential of film tourism is being addressed by Cumbria Tourism, in partnership with the Film Office.

There are 12 cinema outlets in Cumbria. Five of these outlets have single screens only and four function part-time within arts and visitor centres. The screens total some 34, of which 30 are devoted to full-time cinema showings. These represent some 0.8% of the UK screen total, which amounts to par provision in relation to Cumbria's population base. An estimate of the cinema market in Cumbria yields an attendance of 1.19 million (based on

national average admission per screen (43.05k), modified by Cumbria's TGI cinema participation score (58.1%), which is some 7.5% below the national average).

Other aspects of audio-visual work include a significant number (64) of internet/web/games design companies, which are strongly concentrated in South Lakes. Over a third of the advertising, marketing and PR businesses are also found in South Lakes. The local music-industry companies, especially discos and sound equipment, are most strongly concentrated in Allerdale.

Table 5.1: Cumbria books and press, database entries, by district, 2003

	All	Ba	Ca	Co	Ed	SL	Total
Publishers	9	6	6	4	6	20	51
Press/magazines	8	1	9	3	3	4	28
Printers/litho/screen	10	5	27	3	6	18	69
Retailers	10	5	8	7	7	20	57
Total	37	17	50	17	22	62	205

Source: EUCLID database.

Table 5.2: CN Group: employees, presses and titles in Cumbria, 2006

	Employees	Presses	Paid titles	
			Daily	Weekly
Allerdale	46	-	-	1
Barrow	150	1	1	-
Carlisle	278	1	1	1
Copeland	18	-	-	1
Eden	54	-	-	1
South Lakes	-	-	-	-
Total	546	2	2	4

Source: CN Group Ltd.

Table 5.3: Cumbria audio-visual, database entries, by district, 2003

	All	Ba	Ca	Co	Ed	SL	Total
AV production/services	7	2	16	3	10	11	49
Broadcast	1	-	4	1	-	1	7
Cinema ^a	3	1	1	1	2	4	12
Internet/web/games design	11	5	14	3	10	21	64
Discos	17	9	16	7	12	9	70
Sound equipment	6	-	4	2	4	4	20
Music, instr, CDs, retail	4	4	8	1	5	13	35
Agencies	-	2	1	-	2	-	5
Photo (inc retail)	16	2	12	9	12	22	73
Advertising, marketing, PR	4	2	9	4	3	13	35
Total	69	27	85	31	60	98	370

Source: EUCLID database.

^a Adjusted.

Table 5.4: Cumbria broadcasting organisations

Name	Note
Border Television, Carlisle	70-90 employees
BBC Radio	
Carlisle	20 journalists/reporters; two digital studios
Whitehaven	One fully staffed studio
Barrow	One digital studio
Kendal	One studio, one reporter
Independent radio	
CFM, Carlisle	DJs & three news staff
Lakeland, Kendal	..

Source: Companies.

Table 5.5: Cumbria film and television employment, 2000

Salaries:	
Value	£5.8m
Number of jobs	276
Work type:	%
BBC:	
Regional	13
Network	13
ITV regional/network	28
Feature film	13
Corporate video	8
Shorts	8
Education/training	7
Other	11

Source: E Wise, Cumbria Film & Television Development Initiative (2000).

Table 5.6: Cumbria Film Office, location output

	2005/06	2006/07	2007/08
Production enquiries	25	85	77
Productions shot	10	40	27
Filming days	25	107	95
Hotel nights	493	2,437	1,277
Inward investment (£m)	0.55	2.35	1.68

Source: North West Vision and Media.

Table 5.7: Cumbria cinemas, 2007/08

	No of screens
Allerdale:	
Keswick Alhambra	1
Cockermouth Kirkgate Centre Cinema	1
Workington Plaza	6
Barrow:	
Apollo	6
Carlisle:	
Vue (Warner Village)	7
Copeland:	
Whitehaven Rosehill Theatre	1
Eden:	
Penrith Alhambra	2
Penrith Village in the Hills (Rheged)	1
South Lakes:	
Kendal Brewery Arts Centre	
Bowness on Windermere Royalty	3
Ulverston Roxy	1
Ambleside Zeffirelli's	4

Source: Cinema web sites.

6. FESTIVALS

There are some 43 arts festivals in Cumbria, and they are mostly annual events. Almost all specialise in a single, artistic field, including some historic Cumbrian strengths, such as the literary heritage. There are eight events with a literary/talks focus, including the new Women's International Arts Festival, Cumbria's most financially ambitious festival to date. The largest grouping is of 15 music festivals, which range from Maryport Blues, to Brampton Live (folk/roots), Appleby Jazz, Solfest (folk/rock and more) and Ulverston International and Lake District Summer Music. There are two annual film events, including the highly specialised Mountain Film Festival, which is twinned with an equivalent Mountain Book Festival.

The British Arts Festivals Association (BAFA) membership guidelines define "festivals" as "short-term scheduled events where the programme includes performances and/or exhibitions featuring single or multiple art forms". Three of Cumbria's festivals are in membership of BAFA, Lake District Summer Music, Sedbergh Book and Women's International. Brampton Live is a member of the Folk Arts Network, which acts a professional body for the specialist folk music promoters. Most of Cumbria's visual-arts "festivals" are in effect fairs or promotional events. These include the Ulverston print fair, three significant ceramic events and various open-studio promotions. FRED stands out as a curated, visual-arts event. It presents new work across the County, mainly in rural locations. The five water festivals celebrate in different ways Cumbria's links to the sea and to its inland lakes.

The six carnival/street arts festivals are characteristic of Cumbria and a living legacy from the impact of Welfare State International, which used to operate from Ulverston. The expanding role of Kendal Arts International is building new successes in this area (eg, Kendal Mintfest and Lakes Alive!) and boosting the professional significance of this work. An expanded KAI has been entrusted with delivering in Cumbria a major Olympic legacy project for the North West.

The Lake District Summer Music Festival (LDSM) is the only independent Cumbria festival with a permanent office professionally staffed throughout the year. Since 2003, LDSMF has expanded the festival from 12 to 17 days and developed its presence from its centre in Ambleside to the entire County, from Carlisle to Grange over Sands. In addition to the concert programme, the Festival brings to Cumbria advanced training for highly talented young musicians who attend the international summer school and the Young String Venture non-residential course for young string players under the age of 18. LDSM has a year-round presence in Cumbria, which includes "Music from a Foreign Land" biannual programmes of workshops and performances focused on the changing strands of world music) and "4x4" (residencies for selected young composers to work with established teachers and a resident ensemble". The Bowness Theatre Festival, a mixture of plays, concerts and films, is another "festival" with permanent staff. It also has its own theatre, the Old Laundry. The "festival" plays only for a short autumn season. In the past, the Old Laundry has presented more than one season during the year. It is counted as a receiving theatre in this framework.

Some 14 of the festivals are organisationally attached to existing cultural institutions, either as formatted seasons eg Soundwaves and Women's International at Brewery Arts, or hosted events eg Words by Water, Keswick Jazz and Keswick Film at Theatre by the Lake. A further six festivals are promoted by local authorities. Brampton Live is moving from local authority to private status. The remaining 16 festivals include several voluntary promoters (eg Maryport Blues) and a number of partnerships of artists and makers presenting their own work.

As pointed out in Arts Festivals in Cumbria (2003), Cumbria's numerous festivals are a relatively recent phenomenon, with nine out of ten of them being established since 1990. They also attract a large volume of volunteer support, some 1,200 according to the 2003 report. The average duration of the Cumbria arts festivals, at 5.7 days, is less than half the average of the 13.4 days for arts festivals surveyed nationally by BAFA.

Local authorities support their own festivals and give grants to others in their areas; 18 have benefited in this way. Cumbria Vision made a significant investment in developing the capability of Cumbria's festivals over three years from 2005, of which 26 of the arts festivals were included. Some seven of the arts festivals overall have been without any form of public grant-in-aid. Lake District Summer Music is the only festival to be a regularly-funded organisation of Arts Council England, in support of its year-round presence and development role.

Reported paid admissions to the ticketed arts festivals total 80.4k in 2006/07. The largest attendance is at LDSM, closely followed by Brampton Live and Women's International. The figures relate to 14 of the 21 charging festivals. Adding an estimated attendance for the non-reporting festivals would bring the total to 99.9k. Attendance at non-charging festivals is reported at 87.5k for eight out of the 16. An estimated total figure for all 16 is 128.6k. This puts total festival attendance at 228k. FRED, visits to which cannot be measured by conventional means, is excluded from these calculations. Festival attendance is expanding strongly, especially at the music festivals. Paid attendance grew by 12.6% from 2005 to 2006. The new festivals added another 21k to the festival attendance total in 2007.

The Cumbria Arts Festivals (2003) study looked at festivals under a wider definition and counted 11 "traditional one-day carnivals (ie with floats and some creative content)", of which six were in Allerdale. It also enumerated seven competitive music, dance and spoken word festivals. These are the present-day successors of a national movement

which began in Cumbria, where the first competitive music festival, in Workington in 1869, and the first festival of the spoken word, which took place in the County, the Mary Wakefield Festival, were established. Both are still running..

In a related area, the Strategy for Agricultural, Horticultural, Town and County Shows (2003) documented 52 country shows. These included 14 agricultural shows, 14 flower shows and 12 involving dogs and other forms of sport. Attendance figures returned to Cumbria Vision by 27 of the shows, which received financial support in 2005, totalled 170k, of which the largest among the regular events were the Westmorland County Show, 25k, the Cumbria Steam Gathering (20K) and the Cumberland Show (14k).

Table 6.1: Cumbria arts festivals, by programme specialism and base location, 2003

	All	Ba	Ca	Co	Ed	SL	Total
Music	5	1	3	-	2	4	15
Literature	1	-	-	-	1	6	8
Film	1	-	-	-	-	1	2
Visual arts	1	-	-	-	3	2	6
Carnival, street	-	-	1	-	-	5	6
Water	1	1	-	1	-	2	5
Total	9	2	4	1	6	20 ^a	43

Source: Arts Festivals in Cumbria (2003); with revisions.

^a Bowness Theatre Festival under receiving theatres as the Old Laundry Theatre.

Table 6.2: Cumbria principal^a arts festivals, by expenditure and attendance, 2006

	Turnover £k	Attendance no
Charging:		
Women's International	427	9,000
LD Summer Music	376	10,946
Maryport Blues	[225]	..
SolFest	187	7,000
Brampton Live	119	9,529
Words by Water	113	10,197
Free admission:		
FRED	146	..
Ulverston Lantern	111	16,665
Kendal Mint International Street	93	12,500
Kendal Torch	69	32,000

Source: Cumbria Vision returns for festivals.

^a Largest by turnover.

Table 6.3: Cumbria arts festivals, attendance

	2003	2004	2005	2006
	k			
Charging:				
Music				
LDSM	4.6	5.6	7.2	10.9
Brampton Live	6.0	8.6	9.7	9.5 ^a
Other ^b	..	15.3	16.8	21.6
All	..	29.5	33.7	42.0
Literary ^c	20.5	20.1
Film ^d	9.6	9.3
Free admission:				
Carnival, street ^e	53.2	60.8
Total	119.7	132.2
New festivals 2007 ^f	n/a	n/a	n/a	21.5
Total	132.2	153.7 ^g

Source: Cumbria Vision; LDSM; Brampton Live; Brewery Arts.

^a Brampton Live drew 12.4k in 2007.

^b Appleby Jazz, Dent Folk, Gateway, Keswick Jazz and SolFest.

^c Kendal Mountain, Sedbergh, Wordmarket and Words by Water.

^d Keswick and Kendal Mountain.

^e Furness Traditional, Kendal Torchlight, Ulverston Lantern, Windermere on Water and Coniston Water.

^f Women's International and Kendal Mint International Street.

^g Based on returns from 20 festivals; estimation for total 38 is 228.5k, of which charging 99.9k and free-admission performance festivals 128.6k.

Table 6.4: Cumbria festivals, by type and by district, 2003

	All	Ba	Ca	Co	Ed	SL	Total
Arts festivals	8	2	2	1	5	20	38 ^a
Carnivals (1-day)	6	-	1	2	2	-	11
Competitive festivals ^a	2	-	1	1	-	3	7
Country shows	7	2	3	5	14	14	52 ^b

Source: Arts Festivals in Cumbria (October 2003); Strategy for Agricultural, Horticultural, Town & County Shows in Cumbria (December 2003).

^a Music, dance and spoken word.

^b Includes seven without a fixed or ascertained base.

Table 6.5: Cumbria arts festivals and country shows, turnover, by type, 2005-06

	Turnover £k	No
Arts festivals	3,113 ^a	38
Country shows	1,383	31

Source: Cumbria Vision returns.

^a Partial estimation; returns from 20 festivals total £2,395k.

Table 6.6: Cumbria arts festivals, cultural impact

	Total	Average per festival ^a
Days duration	229	5.7
Events ^b	719	18.9
New commissions	[10]	[0.25]

Source: Arts Festivals in Cumbria: report to Arts Council England North West, Cumbria County Council, Cumbria Tourist Board and North West Development Agency (2003).

^a 40 identified in 2002.

^b Screens, readings performances, exhibitions.

Table 6.7: Cumbria arts festivals, public funding by source and festival specialism, 2005 to 2007

	Festivals receiving funding from			
	ACE	LAs	Cumbria Vision	Nil
Music	6	7	8	2
Literature	1	4	6	1
Film	-	2	2	-
Visual arts	1	-	3	3
Street	3	3	5	1
Water	1	5	2	-
Totals	12	18	26	7

Cumbria arts festivals, by district council

LA	Music	Talks/ literature	Film	Visual arts	Street/ carnival	Water
All	Keswick Jazz Maryport Blues SolFest The Tams Cockermouth Rock	Words by the Water	Keswick		Maryport Seaside	
Ba	Biggar Folk					Barrow Sea
Ca	l'national Summer Brampton Live Carlisle Live				Festival of Nations	
Co						Whitehaven Maritime
Ed	Appleby Jazz Kendal Calling	North Pennine Story		FRED PotFest Penrith PotFest Hutton Art in Eden		
SL	Dent Folk Gateway (Brewery) LDSM Ulverston l'national	Kendal Mountain Book Lake District Storytelling Sedbergh Book Women's l'national Art Wordmarket Wordsworth Art & Book	Kendal Mountain	Ulverston Print	Furness Traditional Kendal Torch Kendal Mint Ulverston Flag Ulverston Lantern	Coniston Water Windermere on Water

7. CREATIVE INDUSTRIES

The DCMS has grouped four of the cultural domains as the “creative industries”, which have been characterised as “those industries that are based on individual creativity, skill and talent... [and which] have the potential to create wealth and jobs through developing intellectual property”. The four domains are performance, visual arts, audio-visual and books and press. The DCMS definitions place architecture, design, designer fashion, craft, art and antiques and advertising within “visual arts”, and they put software, computer games, electronic publishing, radio and TV manufacture and programming and the music industry within “audio-visual”. They also include economic activity across the entire supply chain.

Positive Solutions, Creative Cumbria (2004) measured employment in the creative industries at 5,055 and the number of businesses at 686. The figures derive from the Annual Business Inquiry and relate to 2003. The employment figure is somewhat lower than the NWDA Regional Intelligence Unit’s figure of 5,807, prepared for 2002 (see Table 1.4). The disparity is explained mainly by different estimations of self-employment. This is an important aspect of the creative industries and was counted at 2,172 by the RIU and 1,142 by Positive Solutions.

The comparisons with the North West region and England generally, in Creative Cumbria, do not convey a positive picture. Nor do the trend data. Creative-industries employment in Cumbria, at 2.1% of Cumbria total, compares to 6.7% in the North West and 4.8% in England overall. Books and press is the largest domain in Cumbria and the only one (at 7.2% of North West books and press employment) to achieve population proportionality with the North West region. An additional disappointment is that employment in Cumbria creative industries fell by 4% between 1998 and 2002.

Within this generally weak sub-regional picture, significant clusters and business groupings can be identified in different parts of Cumbria. These include crafts in Allerdale, Eden and South Lakeland, books and press in Carlisle, and software/games/electronic publishing in South Lakeland. There are notable individual operators in the media (Carlisle), film (Barrow) and animation (Eden). The Euclid database figures on the domains can be found in Table 3.7 “art and design trades”, Table 5.1 “books and press” and Table 5.3 “audio visual”.

The NWDA, for its latest policy proposals, has begun to use the term “digital and creative industries”, rather than the “creative industries”. The two are broadly similar, if not identical. NWDA argues that the digital and “creative industries” have already set the pace of economic, physical and social regeneration in the North West. New analysis has produced figures which can be used at the sub-regional level, and they confirm the picture, previously drawn by Positive Solutions, that Cumbria “hits below its weight” in this sector.

Numbers of enterprises, employees and turnover in Cumbria’s “digital and creative sector” are each below average for the North West. Between 1998 and 2006, the number of enterprises actually increased by 12%. But the growth was in micro businesses and insufficient to reverse an overall decline in employee numbers and turnover.

A sector development plan aims to build on the existing cluster of “digital and creative businesses”. NWDA has stated that “it has the potential to be world class”, with the Mediacity: UK in Greater Manchester at its centre. The sub-regions of the North West, in Cumbria, are intending to identify ways of linking into this strong policy thrust.

Table 7.1: Cumbria creative industries, business features, 2002

	No of businesses	% micro	Turnover £m	Emplymt	% FT	GVA per Head £k	% NW CI emplymt
Performance	71	96	7	297	33	15	4.3
Visual arts	139	96	27	523	72	33	4.4
Audio-visual	231	88	196	2,054	63	23	4.2
Books & press	<u>240</u>	<u>88</u>	<u>114</u>	<u>2,172</u>	<u>55</u>	<u>28</u>	<u>7.2</u>
All	686	89	345	5,055	59	26	5.2

Source: Positive Solutions, Creative Cumbria (2004), using Annual Business Enquiry (2003).

Table 7.2: Cumbria creative industries, employees and self-employed (estimate), 2002

	Employees	Self-employed	Total
Performance	230	67	297
Visual arts	413	120	523
Audio-visual	1,590	464	2,054
Books & press	<u>1,681</u>	<u>491</u>	<u>2,172</u>
Totals	3,914	1,142	5,055

Source: Positive Solutions, Creative Cumbria (2004), using Annual Business Enquiry (2003) and Labour Force Survey (2003).

Table 7.3: Cumbria creative industries, employees

	1998	2002	% change
Performance	138	230	+66.7
Visual arts	438	413	-6.7
Audio-visual	1,577	1,590	+8.2
Books & press	<u>1,921</u>	<u>1,681</u>	<u>-12.5</u>
Totals	4,074	3,914	-3.9

Source: Positive Solutions, Creative Cumbria (2004), using Annual Business Enquiry (2003).

Table 7.4: Cumbria creative industries, employees as percentage of North West, by sector

	1998	2002	Point change
Performance	3.7	4.3	+0.6
Visual arts	4.3	4.4	+0.1
Audio-visual	4.5	4.2	-0.3
Books & press	<u>7.4</u>	<u>7.2</u>	<u>-0.2</u>
	5.2	5.2	-

Source: Positive Solutions, Creative Cumbria (2004), using Annual Business Enquiry (2003).

Table 7.5: Cumbria creative industries, comparators

	%
CI employment as % of all employment:	
Cumbria	2.1
North West	6.7
England	4.8
Change in CI employment 98-02:	
Cumbria	-3.9
North West	+1.6
England	-2.0
Change in Cumbria all employment 98-02	+2.1

Source: Positive Solutions, Creative Cumbria (2004), using Annual Business Enquiry (2003).

^a Includes sole traders.

Table 7.6: Cumbria digital and creative sector, 2006

	Cumbria	% of NW ^a
Enterprises	861	5.4
Employees	3,528	3.0
Turnover	£178m	1.4

Source: NWDA: Knight, Kavanagh & Page analysis, using Office of National Statistics Interdepartmental Business Register data.

^a Cumbria accounts for 6.7% of working age population in the North West.

Table 7.8: Cumbria digital and creative sector, rates of change, 1998-2006

	% change 1998-2006	
	Cumbria	NW
Enterprises	+12	-8
Employees	-21	+17
Turnover	-23	+40

Source: NWDA: Knight, Kavanagh & Page analysis, using Office of National Statistics Interdepartmental Business Register data (2008).

8. EDUCATION

Cultural education, outreach and training have emerged as a distinctive and strongly growing area in Cumbria. The work of specialist training organisations is supplemented by the involvement of the performance institutions in education and training programmes. In the performing arts, these two strands have a combined turnover of £3.9 million, with some 76 core staff. They complement the work of the schools.

This development has been driven by the renewed growth in long-established provision, not least the music service, and by the establishment of new educational organisations (eg DARE Dance, Soundwaves, Creative Partnerships and Millom Moore Arts), including a county-wide strategic initiative in dance. Significantly increased attention is being paid to this area by the major theatres, arts centres and museums, including Theatre by the Lake and Tullie House in the north of the County and Brewery Arts Centre, Art Gene and the Lakeland Arts Trust in the south.

The County Music Service is a long-established institution. As a traded service of the County Council, it is once again expanding strongly, partly in response to government policy developments, including the Wider Opportunities offer and the new Music Grant. Regional music centres are based at five schools, covering four districts, with a sixth centre run independently by a group of teachers in Carlisle. The Cumbria County and the Westmorland Youth Orchestras function as independent charities, which receive practical support from the music service. Sound Waves was launched as a youth music action zone in 2004 to expand the youth courses available in the informal sector. Its provision is mainly in the west of the County, where it built on existing work, including previous Youth Music investment in Barrow. Youth Music also funds Bluejam, now an independent organisation, based in Eden.

The strategic initiative to expand dance provision began in 2006. Based in the County and working in partnership with Cumbria Sport, the programme aims to achieve comprehensive coverage. The programme has focused initially on sessions in schools, moving on to community development in youth settings and also with toddlers and the aged. A County-wide structure complements and draws on the well established provision in Barrow through DARE Dance (working in schools, colleges and in partnership with Forum 28), and in South Lakeland through Brewery Arts.

Brewery Arts' dance sessions attract 6,633 participations. Its sessional programmes are also numerous in drama and music. These include an important strand of provision for adults which attracts 1,124 enrolments on sessional programmes. The Theatre by the Lake through its New Directions team seeks in its Story Tree programme to build the base of interest in focused, narrative work as well as addressing issues of diversity. The New Directions team is based in Workington, where it shares the Cre8 premises with Soundwaves. Theatre by the Lake also runs a pilot "young apprentices" project, with Learning & Skills Council funding, which adds vocational enhancement to GCE programmes in the performing arts for 14- to 16-year-olds. This involves a partnership with Westlakes College and several schools in the West Cumbria area. On a smaller scale, Ashton and Barracudas, both based in Barrow, are addressing wider participation through skills training.

As for the accredited museums, Tullie House, as a Renaissance regional hub museum, is in receipt of specific funding to expand access (with school visits and cultural programmes) and work with the other museums in the area. On a smaller scale, the Whitehaven Beacon and the Barrow Dock Museum have strong schools programmes. The Wordsworth Trust runs children's programmes, family events and important programmes of readings and Lakeland Arts Trust (Abbot Hall and Blackwell) is strongly developing its education programme through courses in visual-arts practice and focused historical study. The residency programmes at Barrow's Art Gene and Grizedale Arts bring schools and the community into close contact with artists of international standing.

Cumbria has 37 youth-performance organisations. The majority of the 11 youth theatre companies are hosted by one or other of the performance institutions, large or small (eg Kendal Brewery Arts, Theatre by the Lake, Whitehaven Rosehill and Cockermouth Kirkgate). The Strategic Dance Initiative has created four new youth dance groups (in Allerdale, Carlisle, Copeland and Eden) to join the existing two (in Barrow and Kendal). A County youth dance company is planned which will begin to address the potential for progression. The ten youth companies in music include two youth orchestras, the ensembles at the music centres linked to the County Music Service and the activities at the two Youth Music-funded organisations. Some 34 private dance studios and stage schools, catering mainly for young people, operate across the County, with strong concentrations in Barrow, Allerdale and Carlisle.

Cumbria Arts in Education, founded in 1992, has long experience at "helping young people realise their creative potential through working with creative practitioners and cultural organisations". Its role is County-wide, with a strong concentration of schools visited in South Lakeland. Around half the projects involve creative practitioners from the visual arts. The level of participation over the last five years has doubled. CAiE works with a wide range of partners, most recently the Teacher Development Agency, and supports a number of cultural organisations which lack their own education teams. Creative Partnerships Cumbria, which also uses creative processes to "improve young people and prepare them for the future", was founded as an arm of Arts Council England (with funding from DCMS and DCFS). It has worked with schools across the County since 2005/06. Its funding is extended for a further three years. From 2008, CAiE and CPC will move into close association, sharing offices in Penrith and some staff, aligning their planning and pursuing complementary provision.

Whilst the range and level of provision of cultural education and training has increased significantly, there is clear scope for further growth. Music remains the largest area. The music service increased its activity by 9% between 2003/04 and 2006/07 and is set to grow further. Nevertheless, the pupil reach of the Cumbria music service would appear still to be below the average for England, reflecting the decision of some schools to switch to local providers in the 1990s.

The 2004 Knight, Kavanagh & Page study of year-9 pupils reported that arts participation in Cumbria by year-9 pupils was marginally higher than in the North West as a whole. Some 27% of year-nine pupils in Cumbria reported taking part at least twice a week in arts and creative activities, compared with 28% in the North West as a whole. Beneath this headline, there are important differences in response to formal and extra-curricular provision. Cumbria's above-regional-average score was driven by higher involvement in extra-curricular activity. In contrast, Cumbria year-9 pupil participation in formal/curriculum-linked activity (coaching, tuition and club membership) was reported as marginally below the North West average.

The Knight, Kavanagh & Page study revealed a wide range of participation scores within Cumbria. South Lakes' pupils were the most active; 39% reported taking part at least twice a week, compared to the Cumbria average of 27%. The lowest scores were in Copeland and Carlisle, at 20% and 22% respectively. Copeland and Carlisle moved closer to the Cumbria average for extra-curricular involvement, especially in "passive" activities. Allerdale pupils scored highest in this area. The participation scores for formal/curriculum-related activities showed less variation than for extra-curricular activities. In relation to coaching/tuition, for example, four of the districts lay within four percentage points of the County average of 31%. The highest score was in South Lakes at 38%, with Copeland reporting the lowest score at 23%.

Fresh talent and creative energy are needed to feed the dynamics of culture and the creative industries. Cumbria has its own significant capability in training for entry into the sector. The newly established University of Cumbria incorporates the Cumbria Institute of the Arts, which had been a specialist Higher Education Institution providing advanced training in applied art and design, media and performance.

In 2006/07, some 143 BA Hons students qualified in art and design programmes and a further 19 qualified at the MA level. Additionally, some 20 students completed HND and foundation diploma preliminary training. The importance of the sub-regional link is measured by the 34% of the leavers who are domiciled in Cumbria. The key programme areas are applied art (covering ceramics, painted, constructed and embroidered textiles and millinery), with 42 qualifiers, fine art (covering painting, sculpture, printmaking, photography, IT and video), with 33 qualifiers, graphic design (31 qualifiers), photography (32 qualifiers) and multi-media and digital animation (24 qualifiers). Recently established programmes in furniture, jewellery and metalwork have recruited well. The training in media, performance and heritage programmes accounted for a further 105 qualifiers in 2006/07. Applications are strong in music theatre and growing for film/TV/journalism. Graduates in media continue to find success in Carlisle despite the changes in the broadcast sector.

In addition to the impact of its taught programmes, the University has a wide influence on the development of the cultural sector in the region, not least through its research and knowledge-transfer programmes, and by employing practitioners on its staff. University-originated exhibitions, showcases and residencies are enumerated in table 3.5. A significant national role is played by the University in the visual-arts and crafts training infrastructure, with key staff leading efforts in particular areas to maintain the widest range of craft capabilities and to ensure the function of specialist training is fully understood and valued. The university is driving wider relationships locally through its Research and Creative Enterprise Unit.

The Cumbria Cultural Skills Partnership (CCSP) was established in 2004 to "develop the skills of those working or intending to work in the Cumbria cultural sector and creative industries". CCSP provides training events and programmes, disseminates information, builds networks for experience interchange and provides bursaries to trainees. It operates with a substantial membership and a small, part-time professional staff. In 2004/05 it organised ten events, which reached 342 practitioners. Funding has been received from the Learning and Skills Council, Cumbria Vision, Cumbria County Council and Museums, Libraries and Archives. CCSP also ran the dance, community music and music management strands of the Framework for Accelerating Creative Employment (FACE) programme, which involved some 290 people; a smaller, follow-up attracted a further 78 students. The lack of long-term funding has constrained the development of CCSP, with activities and bursaries much lower in 2007/08 than in the initial year 2004/05, but the membership continues to expand and is broadly representative of the cultural sector and of all parts of Cumbria.

Table 8.1: Cumbria education and outreach organisations in music, dance and drama, turnover and core staff, 2006/07

	Turnover £k	Core staff FTE
SoundWaves (phase 1) ^a	277	3
LS music service ^b	1,721	40
DARE Dance Ltd	[91]	[6]
Cumbria dance initiative	148	3
Moore Arts Millom	28	1
Theatre by the Lake ^c	251	8
Brewery Arts ^d	[125]	[4]
Creative Partnerships	1,000	4
Cumbria Art in Education	147	1.5
PRISM Arts	142	6
Totals	3,930	76.5

Source: Information from organisations.

^a Youth Music also invest in Bluejam in Eden.

^b Excludes two county youth orchestras, which are organised as charities.

^c New Directions unit.

^d Indicative figures.

Table 8.2: Cumbria music education and outreach, by district, 2006/07

	All	Ba	Ca	Co	Ed	SL	Total	Pupils
LS Music (06/07)								
Schools covered	53	27	50	37	36	48	251	4,000 ^a
Teaching hrs per wk (e)	152	78	143	106	104	139	722 ^b	
SoundWaves (04-06)								
Funded courses	7	8	5	3	3	3	35 ^c	879
Sessions per year	100	258 ^d	109	105	129 ^e	64	817 ^c	

Source: LS Music: Cumbria Youth Music Action Zone (Soundwaves) Phase One Evaluation (2006).

Note: Cumbria school-age population in 2001 was 5-15 years 60.3k and 16-19 years 28.5k.

^a Receiving instrumental lessons.

^b Over 21,000 hours per year; figure excludes hourly support given to county youth orchestras and six regional music centres, the latter of which receive 1,620 hours support a year.

^c Includes six county-wide projects with 52 sessions.

^d Includes eight Up & Commin courses delivered by the Barrow Local Arts Development agency.

^e Includes courses delivered by Bluejam in Eden.

Table 8.3: Cumbria drama and dance education and outreach, 2006/07

	Sessions	Participations
Drama:		
Theatre by the Lake	274	4,800
Brewery Arts	240	5,155
Ashton Group	142 ^a	..
Barracudas	170	3,500
Dance:		
Brewery Arts	439	6,633
Forum 28	925	5,311
Cumbria dance initiative	[450 ^b]	4,127 ^a
DARE (dance)	287	1,298
Adult:		
Brewery	108 ^c	1,124 ^b
Theatre by the Lake	80	1,090
Total	3,117	33,038

Source: Information from organisations.

^a Excludes community playwriting groups for young people and workshops for people with mental health problems.

^b In schools: youth centre and adult work not included here.

^c Total number of courses and of enrolments.

Table 8.4: Cumbria education in music, dance and drama, development trajectories

	03/04	06/07	% change
%			
LS Music:			
Spend (£m)	1.37	1.72	+26
Instrumental hrs per wk	660	722	+9
Dance Initiative:			
Spend (£m)	-	0.15	n/a
Brewery (participations):			
Dance	2,899	5,155	+78
Drama	1,465	4,064	+277
Theatre by the Lake:			
Spend (£m)	0.14 ^a	0.25	+79

Source: LS Music; County Dance Initiative; Brewery Arts annual reports; Theatre by the Lake statutory accounts.

^a 2004/05.

Table 8.5: Cumbria youth performing groups in music, dance and drama, by district

	All	Ba	Ca	Co	Ed	SL	Total
Music centres ^a	2	1	1	1	-	1	6
Youth Music Trust	1	-	-	-	1	-	2
Youth orchestras	-	-	-	-	-	2	2
Youth dance	1	1	1	1	1	1	6
Youth theatres	3	2	2	2	-	2	11
Total	7	4	4	4	2	6	27
Dance/stage schools	5	8	6	3	5	7	34

Source: LS Music; County Dance Initiative; National Association of Youth Theatres; other, listings.

^a Linked to the Music Service.

Table 8.6: Dance strategy activities 2006/07

	All	Ba	Ca	Co	Ed	SL	Total
School schemes:							
Primary	27	n/a	9	21	9	n/a	66
Secondary	3	n/a	1	1	1	n/a	6
After school	1	n/a	-	1	1	n/a	3
Youth/community:							
Club presence	3	n/a	6	4	1	n/a	14
Youth dance co.	new	existing	new	new	new	existing	
Adults
Profile:							
Schs in dance fest	12	9	10	12	8	n/a	51
Perf co workshops	1	n/a	1	1	1	n/a	4
Prof development:							
Phase 1 staff nos	-	3	5	1	2	11	22
Phase 2 staff nos	5	-	4	1	2	18	30
Sch tchr inset days	1.5	1	1	1.5	1	-	6

Source: Information supplied by County Dance Initiative.

Table 8.7: Accredited museums in Cumbria, education activities

	05/06	06/07
Wordsworth Trust:		
Readings, lectures events	..	35
Abbot Hall/Blackwell		
Lectures/workshops	..	32
Tullie House:		
Talks, workshops, perfs	..	141
Outreach adult	28	31
School visits
Outreach to schools	..	196
Total	<u>28</u>	<u>368</u>
Grand total	..	435

Source: Wordsworth Trust statutory accounts; Lakeland Arts Trust; Tullie House.

Table 8.8: Accredited museums in Cumbria, education participation

	05/06	06/07
	Thousands	
Wordsworth Trust:		
Readings etc	2.6	2.4
Children's programmes	2.6	2.4
Family events	0.6	0.7
Total	5.8	5.5
Researcher visits (no)	48	127
Abbot Hall/Blackwell	3.6	4.5
Tullie House, Carlisle:		
Talks, workshops, perfs	[4.8]	4.8
Outreach adult	1.5	0.9
School visits to museum	13.8	12.5
Outreach to schools	-	7.7
Total	[20.1]	25.9
Beacon, Whitehaven:		
School visits to museum	1.9	2.0
Workshop/outreach	0.5	1.3
Grand total	[31.9]	39.2

Source: Wordsworth Trust statutory accounts; Lakeland Arts Trust; Tullie House.

Table 8.9: Creative projects in Cumbria, participation by district, 2006/07

	All	Ba	Ca	Co	Ed	SL	Multi	Total
Creative P'ship schools	25	17	14	20	5	11	-	92
Cumbria Arts in Ed projects:								
Projects	17	5	8	7	6	17	3	63
Schools	32	9	19	10	12	59	28	169

Source: Creative Partnerships, Cumbria Arts in Education.

Table 8.10: Cumbria Arts in Education, activity and participation

	01/02	02/03	03/04	04/05	05/06	06/07
Projects	45	45	..	45	50	63
Schools	125	135	..	125	139	165
Artists	78	105	..	82	131	133
Participation	4,000	5,000	..	7,000	..	10,000

Source: Cumbria Arts in Education.

Table 8.11: Cumbria Arts in Education, projects by art form of creative practitioners

	05/06	06/07
Visual arts	20	32
Dance	9	5
Drama	3	5
Creative writing	5	3
Storytelling	4	4
Music	9	6
Crafts/media	-	8
Totals	50	63

Source: Cumbria Arts in Education.

Table 8.12: Creative Partnerships in Cumbria, by activity and participation

	05/06	06/07	07/08
Projects ^a	27	24	27
Schools	21	85	42
Sessions	2,164	1,417	..
Participants:			
Young people	5,881	5,530	..
Teachers	..	470	..
Attendance:			
Young people	125,293	63,855	..
Attendance per session	58	45	..

Source: Creative Partnerships.

^a Main art forms identified as follows: theatre 5, literature 1, visual arts 7, combined/multi-disciplinary 79.

Table 8.13: Cumbria archive service, school visits

	03/04	04/05	05/06	06/07
School visits	52	41	31	45
Pupils involved	865	652	835	1,111
Pupils per visit	16.6	15.9	26.9	24.7

Source: Cumbria Archive Service Annual Report.

Table 8.14: Cumbria year-9 pupils, participation in the arts and creative activities, comparison with North West, 2004

	Cumbria			North West			Difference		
	♂	♀	All	♂	♀	All	♂	♀	All
Percentage of Year 9 pupils									
Particip at least x2/wk	24	31	27	23	31	26	+1	-	+1
School:									
Coaching/tuition in yr	28	33	31	29	34	32	-1	-1	-1
Art club member	12	23	17	12	25	18	-	-2	-1
Extra-curricular:									
Active ^a	32	43	36	26	37	31	+6	+6	+5
Passive ^b	42	53	46	37	47	41	+5	+6	+5

Source: Knight, Kavanagh & Page, Participation in the Arts, Sport, Physical and Creative Activities in England's North West (2004).

Table 8.15: Cumbria year-9 pupils, participation in the arts and creative activities, by district, 2004

	All	Ba	Ca	Co	Ed	SL	County
Percentage of Year 9 pupils							
School:							
Coaching/tuition in yr	30	31	29	23	28	38	31
Art club member	19	19	14	12	18	21	17
Extra-curricular:							
Active ^a	42	38	33	27	28	38	36
Passive ^b	50	44	44	41	27	36	46
Particip at least x2/wk	31	27	22	20	26	39	27

Source: Knight, Kavanagh & Page, Participation in the Arts, Sport, Physical and Creative Activities in England's North West (2004).

^a Read for pleasure, draw/sculpt/paint, perform music, write stories, perform dance/drama, make film.

^b Cinema, classical/rock/pop concert, attend festival/carnival, listen recorded music, attend/play/musical.

Table 8.16: University of Cumbria art, design, media and performance programmes, qualifying students, by course and domicile, 2006/07

	Qual	Domicile		Total students
		Cumbria	Other	
Art & Design ^a :				
Contemp app art ^b	BA	12	18	30
Contemp app art ^b	MA	7	5	12
Fine art ^c	BA	10	14	24
Fine art ^c	MA	5	4	9
Graphic Design	HND	6	7	13
Art & Des	FDip	5	2	7
Graphic Des	BA	6	25	31
Photog	BA	6	26	32
Multi-med & Dig Anim	BA	4	20	24
Total		61	121	182
Media, Performance & Heritage ^d :				
Med in Prod	BA	4	24	28
Perf, Fstvls, Events	FD	3	2	5
Med in Futures	MA	4	1	5
Jnlsm, Crtv Wrng	BA	4	4	8
Film Studies	BA	-	8	8
Dance, Drama, Mus Th	BA	-	22	22
Perf Arts	BA	3	15	18
Community Arts	MA	2	2	4
Hrtg Mngmt, Hist, Archeol ^d	BA	3	4	7
Total		23	82	105
Grand total ^e		84	203	287

^a Additional programmes, recently validated, include furniture crafts, contemporary jewellery, art and architectural metalwork, drawing, illustration, wildlife illustration.

^b Ceramics, painted, constructed and embroidered textiles, millinery.

^c Painting, sculpture, printmaking, photography, IT and video.

^d Recently established programmes, producing qualifiers subsequent to 2006/07, include multi-media, popular music.

^e An additional 63 qualifiers in 2006/07, received BA or BSc (Hons) single and combined studies [in arts, humanities and social sciences].

Source: University of Cumbria.

Table 8.17: Cumbria Creative Skill Partnership, activity

	04/05	06/07
Training events	9 ^a	5
Participants	342	..
Bursaries	105	22

Source: Cumbria Creative Skills Partnerships.

^a Comprising the following:

- writers continuing professional development;
- creative business development;
- marketing and promotion training;
- creative industries affinity group;
- Lakeland Museums Network;
- Rosehill Theatre workforce development;
- Youth Music Action Zone trainee programme;
- advice days in four centres;
- Cumbria Arts in Education mentee development.

Table 8.18: Cumbria Creative Skill Partnership, membership, by field, 2007/08

	No
Performance	101
Visual arts & design	142
Heritage	46
Audio-visual	55
Books & press	32
Other	26
Total	402

Source: Cumbria Creative Skills Partnerships.

Cumbria dance, theatrical and stage schools

Allerdale	
Cindy Zudys Dance	Keswick
DNC Dance Centre	Workington
Karen Ann School of Dance	Workington
Lakeland Centre of Dance & Performing Art	Workington
Sarah Moore School of Speech & Drama	Cockermouth
Barrow	
Deeman Dance Studio	Barrow
Imperial School of Dance	Barrow
Instep School of Dance	Barrow
K Charnley School of Dance	Barrow
Margaret Hetherington School of Dancing	Barrow
Saxons Meadowcroft School of Dance	Barrow
Stagecoach Theatre Arts	Barrow
Windermere & Furness School of Dancing	Barrow
Carlisle:	
Cumbria Dance	Carlisle
Michael & Angela Hayton School of Dancing	Carlisle
Nixon School of Dance	Carlisle
Razzmatazz Theatre School	Carlisle
Stagecoach Theatre Arts	Carlisle
Wendy Allen School of Dancing	Carlisle
Copeland:	
Couper School of Dancing	Whitehaven
Razzamataz Theatre School	Whitehaven
Starkey School of Theatre Dance	Whitehaven
Eden:	
Eden School of Dancing	Appleby
Razzamataz Theatre School	Penrith
Spotlight Theatre Arts	Appleby
Stepping Stones School of Dance	Appleby
Step in Time School of Dance	Penrith
South Lakeland:	
Ann-Marie's Dance & Drama School	Kendal
Hayley School of Dancing	Kendal
Michelle Stephanie School of Dance	Ulverston
Pas de Deux Dance Academy	Alithwaite
Rigney Bank Ballet School	Milnthorpe
Stagecoach Theatre Arts	Kendal
Wilde Dance School	Kendal

Source: IDTA, RAD, ISTD, Ballroom Dance Schools, CDET, local listings.

Cumbria youth theatres

Allerdale:	
Theatre by the Lake Youth Theatre (4 age groups)	Keswick
Kirkgate Centre Youth Group	Cockermouth
Workington Playgoers Youth Group	Workington
Barrow:	
A590 Youth Theatre	Barrow
Furness Youth Theatre	Barrow
Carlisle:	
Off the Rails Contemporary Arts	Carlisle
Stageright (Sands Centre)	Carlisle
Copeland:	
Rosehill Youth Theatre	Whitehaven
Moore Arts (formerly S Copeland Youth Players)	Millom
Eden:	
-	
South Lakeland:	
Brewery Youth Theatre	Kendal
South Lakes Youth Theatre Company	Carnforth

Source: National Association of Youth Theatres; organisations.

9. VOLUNTARY ORGANISATIONS

Cumbria is exceptionally well provided with voluntary organisations and amateur activity in the cultural field. Some 171 organisations are counted in music, amateur dramatics, writing, art and photography. The volume of musical organisations is particularly marked (96), perhaps twice the number normally to be expected of a resident population of Cumbria's size. The clubs include choral/vocal/opera groups and instrumental and orchestral societies as well as significant numbers of brass and wind bands, and some male-voice choirs, reflecting an important heritage of industrial communities. Almost half the societies are affiliated to the national umbrella organisation, Making Music, including a particularly significant number of ten concert clubs, nine of which present professional chamber concerts and one of which arranges the symphony concert series in Kendal. The total membership of the music organisations is estimated at some 3,200 (excluding Lakeland Sinfonia). Additionally, There is a strong tradition of volunteers working for professional cultural institutions, essentially in the performing arts (and in festivals), eg the volunteers at Rosehill (53), Theatre by the Lake (149) and Highlight Rural Touring (55) alone total some 257.

Amateur dramatic societies number 41. Particular concentrations are found of members of the Little Theatre Guild, (some four) and of members of the National Operatic and Dramatic Association (some 16). The NODA representatives are twice the number one would expect for the North West in relation to the population of Cumbria.

Some 52 societies (32% of the total) are based in South Lakeland. The remaining districts have a good spread of organisations, ranging from 22 to 30 each, apart from Barrow, which has only thirteen. Amateur dramatics are a Barrow specialism with a strong concentration of seven societies (including linked youth theatres) and the tradition is especially strong in amateur operatic performance. Eden, with the smallest and most dispersed population base, is served by 25 societies, the second highest proportional concentration, reflecting an energetic approach to cultural self-reliance in a rural setting.

The Knight, Kavanagh & Page study of participation reported survey results for 2004 on adults taking part in creative activities. Drawing, sculpting and potting attracted the highest participation, at 4.2% of Cumbrian adults, followed by music performance and photo/video/film, both of which were undertaken by 2.4% of adults. The comparison with the North West confirms the picture of a well developed voluntary sector. Cumbrian adults were more active than the North West adults generally in every art-form area, with the exception of composing music. The biggest differences were in drawing etc, photo/video/film, music performances and dance performance, and the differences were essentially driven by higher participation on the part of Cumbrian women. Cumbrian men exceeded or equalled the differential participation of women only in respect of photo/video/film and web design.

Cumbria's local-history organisations number 56 and report 6,757 members, equivalent to 1 in 73 of the resident population of the County. Most of the organisations are focused on researching local themes, with family and industrial history attracting great interest. Several societies are Cumbria-wide in their remit, including the Cumbria Railways Association and the distinguished Cumberland and Westmorland Antiquarian & Archaeological Society, a major example of its kind, engendering research and debate on history and archaeology, since its foundation 1866.

Table 9.1: Cumbria voluntary organisations in the arts, by district, 2006/07

	All	Ba	Ca	Co	Ed	SL	Total
Music	10	6	21	9	21	29	96
Dance ^a	5	8	6	3	5	7	34
Am dram	8	7	3	5	5	13	41
Writer circles	6	1	2	1	3	8	21
Art societies	1	1	3	1	3	4	13
Total	30	23	35	19	37	61	205

Source: Making Music, Little Theatres Guild, Writing Cumbria, Cumbria County Voluntary Arts Research, local listings.

^a Commercial dance studios.

Table 9.2: Cumbria voluntary organisations in music^a, by district, 2006/07

	All	Ba	Ca	Co	Ed	SL	Total
Choir/vocal	6	1	9	4	5	14	39
Orch/ensemble	1	-	3	1	2	6	13
Band/brass	-	3	3	3	3	3	15
Class. promoters	3	1	3	1	6	5	19 ^b
Jazz/blues promo	-	1	3	-	5	1	10
Total	10	6	21	9	21	29	96 ^c

Source: Making Music, local listings.

^a Excludes competitive music festivals.

^b Of which nine chamber concert promoters in membership of Making Music, seven independent promoters and two gramophone societies.

^c Additionally, the music "umbrella organisations" in Cumbria include Cumbria Brass bands Association, Cumbria Recorded Music Society, Cumbria Society of Organists, Making Music North West [and the Westmorland Music Council].

Table 9.3: Cumbria voluntary organisations in music, annual average for membership, performance, attendance and spend on professional costs

	Choir/ vocal	Orch/ instr	Pro mo ^a
Membership	50	45	79
Performances	4	5	7
Attendance	133	192	162
Professional costs (£k)	3.9	6.6	8.1
No of orgs supplying data	21	7	8

Source: Making Music.

^a Music clubs promoting classical concerts.

Table 9.4: Cumbria voluntary organisations in music, estimated membership, performances and attendance

	Choir/ vocal	Orch/ instr	Pro mo ^a
Membership	1,700	816	711
Performances	136	150	61
Total attendance	18,088	28,800	9,900

Source: Making Music.

^a Actual for promoting music clubs and societies in membership of Making Music 2006/07.

Table 9.5: Cumbria voluntary organisations in music^a, development 2003/04 to 2006/07

	% change
Membership	+6.7
Performances	+9.6
Total attendance	+7.8
Average attendance	-2.0

Source: Making Music.

^a Relates to 15 organisations supplying information for both 2003/04 and 2006/07.

Table 9.6: Cumbria voluntary organisations in theatre, by district, 2006/07

	All	Ba	Ca	Co	Ed	SL	Total
Little Theatre Guild	1	-	1	-	1	1	4
NODA	4	4	1	2	1	4	16
Other am dram	<u>3</u>	<u>3</u>	<u>1</u>	<u>3</u>	<u>3</u>	<u>8</u>	<u>21</u>
Total	8	7	3	5	5	13	41

Source: Little Theatres Guild, NODA, Amdram Co, National Association of Youth Theatres, local listings.

Table 9.7: Cumbria adults, percentage taking part in creative activities over past 12 months: 200X

	Cumbria			North West			Difference		
	♂	♀	All	♂	♀	All	♂	♀	All
% adults taking part									
Performance:									
Music	2.0	2.8	2.4	2.3	1.6	1.9	-0.3	+1.2	+0.5
Dance	0.8	2.3	1.6	0.8	1.3	1.0	-	+1.0	+0.5
Drama/improv	1.4	1.1	1.3	1.3	1.0	1.1	+0.1	+0.1	+0.2
Festival/carnival	0.7	1.1	0.9	0.6	0.7	0.6	+0.1	+0.4	+0.3
Making:									
Draw/sculpt/pott	3.0	5.3	4.2	2.6	3.9	3.3	+0.4	+1.4	+0.9
Write/poem/story	1.2	1.8	1.5	1.3	1.4	1.3	-0.1	+0.4	+0.2
Compose/music	1.4	0.5	0.9	1.3	1.4	1.3	+0.1	-0.9	-0.4
Photo/video/film	2.9	2.0	2.4	2.2	1.3	1.7	+0.7	+0.7	+0.7
Design/web pages	2.9	1.3	2.1	2.7	1.3	2.0	+0.2	-	+0.1

Source: Knight, Kavanagh & Page, Participation in the Arts, Sport, Physical and Creative Activities in England's North West (2004).

Table 9.8: Cumbria Local History Federation, societies and membership, by district, 2008

	All	Ba	Ca	Co	Ed	SL	County-wide	Total
Societies	11	2	6	6	12	13	6	56
Membership	693	420	698	155	798	1,020	2,973	6,757

Source: Cumbria Local History Federation.

Table 9.9: Cumbria-wide local history societies, 2008

	M'ship
Cumbria Family History	1,600
C'land & W'land Antiq & Archaeol Soc	[e 500]
Cumbria Railways Association	350
Friends of the Cumbria Archive	233
Centre for North West Regional Studies ^a	200
Cumbria Industrial History	<u>90</u>
Total	2,973

Source: Cumbria Local History Federation.

^a At University of Lancaster.

Cumbria Voluntary Organisations in Music, by District

Choirs/ vocal groups		Instrumental/ orchestra/bands		Promoters classical		Promoters jazz/blues etc	
Making Music	Independent	Making Music	Independent	Making Music	Independent	Making Music	Independent
Allerdale:							
Carnegie Singers	Flimby Male Voice	Dean Handbell Ringers		Cockermouth Music Society	Music at Crosthwaite		
Cockermouth Harmony				Keswick Music Soc.			
Wigton Choral							
Keswick Choral							
Nova Cantica							
Barrow:							
-	Barrow Male Voice	-	Barrow Shipyard Band	-	Barrow Cl. Music (gr'phone)	-	Unity promotions
			Barrow Yth Brass Bd				
			Dalton Town Band				
Carlisle:							
Abbey Singers	Carlisle Cathedral		Carlisle Salv. Army Citadel	Carlisle Lunchtime	Carlisle Music Soc. (gr'phone)		Carlisle Folk & Blues Club
Brampton Chamber	Carloli Choir		Carlisle St Stephen Silver	North Cumbria Recitals			Carlisle Jazz Club
Cumbria Rural ^a	Solway Singers		Junction 44 Youth band				Speakeasy
Wordsworth Singers	Dalston Male Voice		City of Carlisle Orch				
			C'land Symph Orch				
			N Cumbria Chamber Orch				
Cumbria Opera							

Choirs/ vocal groups		Instrumental/ orchestra/bands		Promoters classical		Promoters jazz/blues	
Making Music	Independent	Making Music	Independent	Making Music	Independent	Making Music	Independent
Copeland:							
W C'land Choral	Lakeland Opera	W Lakeland Orchestra		SASRA Music Club			
	Meadowsingers Seascale						
	Whitehaven Male Voice						
Eden:							
Penrith Singers	Ballena Ensemble Penrith		Kirkby Stephen Silver Band	Penrith Music Club	Eden Music		Appleby Jazz Soc
	Eden Singers		Appleby Town Band		Live Music at Alston		Bluejam
	Penrith Music Choir		Penrith Brass Band		Moor Music		Penrith Live Blues
	Ullswater Choir		Cobwebs Orchestra		North Westmorland Arts Music at Lowther		Acoustic Team Room
			N Pennine Chamber Orch		Brougham Chapel		Plug & Play
South Lakeland:							
Amabile Girls Kendal	Cartmel Choral	W'moreland Orchestra	Askam in Furness Band	Grange-o- S Concert Club	Lonsdale Music		Grange Jazz Society
Ambleside Choral	Dentdale Choir	W'moreland Youth Orch	Flookburgh Band	Kendal Midday Concerts			
Cumbria Choral Initiative	Grange Singers	Flutes & Co	Kendal Concert Band	Sedbergh Pepperpot			
Kendal South		Hawkshead Wind Band	Windermere & District Orch	Lakeland Sinfonia			
Kendal Millennium Youth		Harps North West					
Kirkby Lonsdale Choral							
Lakeland Singers							
Levens Choir							
Pro Nobis Singers							
Ulverston Bach Choir							
Ulverston Choral							

^a Comprising Wigton Choral, Keswick Choral, Meadowsingers Gosforth, Solway Singers, Ullswater Choir and others.

Cumbria Amateur Dramatic Organisations

Allerdale^a

Little Theatres

Workington Playgoer's Club (Theatre Royal)^b Workington

NODA

Keswick AOS Keswick
Maryport AOS Maryport
Workington & District AMS Workington
Workington AOS Workington

AmDram

Ireby Players Ireby
Peacock Roving Amateur Theatre Society Workington
Wigton Theatre Club Wigton

Barrow

Little Theatres

-

NODA

Abbey Musical Society Barrow
Barrow AODS Barrow
Barrow Children's Theatre Workshop Barrow
Barrow Savoyards Barrow

AmDram

Walney Amateurs Barrow
Walney Musical Theatre Company Barrow
Encore Opera Barrow

Carlisle

Little Theatres

Carlisle Green Room Club Limited (West Walls Theatre)^b Carlisle

NODA

Carlisle Music Society Carlisle

AmDram

Brampton Players Brampton

Copeland

Little Theatres

-

NODA

Whitehaven & District AMS Whitehaven
Whitehaven Theatre group Trust Limited Whitehaven

AmDram

Gosforth Amateur Dramatic Society Gosforth
Rosehill Players Whitehaven
Millom Operatic Society Millom

NAYT

Rosehill Youth Theatre Whitehaven
Moore Arts (formerly S Copeland Youth Players) Millom

Eden**Little Theatres**Penrith Players (Playhouse)^b

Penrith

NODA

Penrith Amateur Savoyards

Penrith

AmDram

Lune Spring Players

Kirby Stephen

More than a Handful Players

Kirby Stephen

Tirril and Sockbridge Entertainment Group

Sockbridge

South Lakeland**Little Theatres**South Westmorland Stage & Screen Society, (Heron Theatre)^b

Beetham

NODA

Flookburgh & District AOS

Flookburgh

Grange & District AOS

Grange

Grange Amateur Dramatic Society

Grange over Sands

Hawkshead & District Stage Society

Grange over Sands

AmDram

Burnside Amateur Theatrical Society

Kendal

Burton Amateur Dramatic Society

Burton-in-Kendal

Grasmere Players

Grasmere

Kendal Amateur Operatic & Dramatic Society

Kendal

Kendal & District Gilbert & Sullivan

Kendal

Ulverston Outsiders

Ulverston

Vague Theatre Company

Kendal

Windermere & Bowness Players

Windermere

Source: NODA, Little Theatres Guild, AmDram and National Association of Youth Theatres.

^a Kirkgate Centre, Cockermouth in Allerdale is a voluntary-operated professional arts centre.

^b Occupy and operate own theatres.

Cumbria Writers' Groups

<u>Allerdale</u>	<u>Meets in:</u>
Cockermouth Writers' Circle	Cockermouth
Cumbria Poets	Keswick
Lakeside Writers	Cockermouth
North Cumbria Script Writers	Keswick
Senhouse Writers' Group	Maryport
Workington Writers' Group	Workington
<u>Barrow</u>	
Barrow Writers	Dalton in Furness
<u>Carlisle</u>	
Carlisle Writers	Carlisle
<u>Copeland</u>	
Whitehaven Writers	Whitehaven
<u>Eden</u>	
Brough Poetry Group	Kirkby Stephen
Eden Children's Writers	Ainstable
Mungrisdale Writers	Mungrisdale
Write of Eden	Kirkby Stephen
<u>South Lakeland</u>	
Brewery Poets	Kendal
Cumbria Rural Women Writers	Ulverston
Fourth Mundy Poet	Ulverston
U3A Creative Writing Group	Grange over Sands
Lakes Writers' Circle	Windermere
South Cumbria Playwrights	Ulverston
Ulverston Writers	Ulverston
Wild Women!	Windermere

Source: Writing Cumbria.

Cumbria Art and Photographic Societies

<u>Allerdale</u>
Solway Art
<u>Barrow</u>
Barrow Society of Artists
<u>Carlisle</u>
Carlisle and Border Art
Cumbria Embroiders Guild
Great Corby Art
<u>Copeland</u>
Copeland Photographic
<u>Eden</u>
Penrith Art
Penrith & District Camera Club
Appleby Embroiders Guild
<u>South Lakeland</u>
Ambleside & District Art
Grange & District Art
Kendal Art
Windermere Art

Source: Cumbria County Council Voluntary Arts Research.

10. PUBLIC

i Market composition

The impact of long journey times between centres means that the market for performances within Cumbria is only partly integrated. The Purple Seven analysis showed that the majority of patrons of any particular venue do not book at others elsewhere within Cumbria. Generally, the Cumbria venues attract some 60% of bookers from their 30-minute drive-time area. The exceptions are the festivals and Theatre by the Lake, which draw from much wider catchments.

Some 42% of Theatre by the Lake's tickets across the year are sold to patrons from outwith the LA/CA postcode area, including 33% from outwith the North West. This pattern is similar to that for the major festivals. Lake District Summer Music ticket sales, for example, are 41% outwith LA/CA. The Brewery Arts' festivals draw from outwith Cumbria, and Women's International, for example, attracted 29% of bookers from the rest of the North West and further afield. But for the Brewery's regular programme, 87% of ticket sales go to local (LA postcode) residents, with a further 4% to other CA postcodes and only 8% to the rest of the North West or further afield.

Whilst the major music and literature festivals draw upwards of 30% of their public from outwith Cumbria, the street events and country shows draw the bulk of their attendance from the local area. One exception to this is Lakeland Trails Running, whose visitors come 80% from outwith Cumbria.

The Tullie House public reflects the fact that it is a unique facility in the locality, which also functions in tourism markets. The comparison with the other museums in the MLA Renaissance North West programme reveals that Tullie House has an higher local proportion (49%) than average (35%), whilst the proportion of visitors from outwith the North West (25%) is close to the North West MLA Renaissance average (18%). Other points on the Tullie House public are:

- higher-than-average female presence;
- relatively few under 35s, with a strong concentration in 35-54 age band;
- average success in reaching C2DEs;
- relatively long durations of visit;
- high satisfaction levels.

Whitehaven Beacon collected postcode statistics in 2006/07, during a November-to-February free-entry period, as well as dual-ticket and other information during the rest of the year. This showed some 33% of visitors coming locally from Copeland and, remarkably, 43% from outwith the North West.

The Lakeland Arts Trust has not been in a position to undertake full studies of its public but two sources of information, an analysis of gift-aid payments by visitors and a small-sample visitor survey, indicate an exceptionally high proportion of visitors from outwith the North West, over half in the case of the gift-aid donations and four fifths in the case of the small survey. This picture was confirmed in a small Cumbria Tourism survey of the Ben Nicholson exhibition at Abbot Hall in 2008.

The Wordsworth Trust has assembled visitor information mainly from an optional, self-complete questionnaire. Some 71% of attenders originated from outwith Cumbria and of these 70% had made the journey specifically to see the exhibition. The figures provide broad evidence of the predominance of tourists in the visitor mix and of a significant role for the Wordsworth Trust (and Dove Cottage) in visitor decisions to visit the Lakes.

Table 10.1: Selected Cumbria venues and events, bookers by residence

	CA	LA	R of NW	Else where
	%			
Theatre by the Lake ^a				
Tickets	50	8	9	33
Bookers	33	7	13	47
Brewery Arts ^{b,e}	4	87	3	5
Brampton Live ^b	35	20	7	37
LD Summer Music ^b	29	29	8	33
Words by Water ^c	57	13	10	20
Women's Int'l ^d	28	43	15	14

Source: Venues.

^a 2007.

^b 2006/07.

^c 2006.

^d 2007.

^e Excludes most of cinema sales.

Table 10.2: Cumbria venues, drivetime to 60% of bookers

	Mins
Forum 28	11
Kirkgate	20
Rosehill	26
Coronation Hall	28
Brewery Arts	30
Carlisle City events	32
Old Laundry	43
LD Summer Music	59
Theatre by the Lake	165

Source: Cumbria Programmers Network, Purple Seven Study.

Table 10.3: Percentage of Cumbria-venue patrons booking at other venues

	%
Theatre by the Lake	13
Highlights	25
Brewery Arts	25
Forum 28	28
Carlisle City events	28
Kirkgate	30
Coronation Hall	31
Rosehill	32
LD Summer Music	48
Old Laundry	50

Source: Cumbria Programmers Network, Purple Seven Study.

Table 10.4: Tullie House visitors, by origin, compared to North West Hub average, 2006

	Tullie	NW hub average
	%	
Local authority of museum	49	35
Rest of North West	21	34
Elsewhere UK	25	18
Overseas	1	6
N/a	3	8

Sample: 382, October-March.

Source: IPSOS MORI, Renaissance Hub Exit Survey 2006, for MLA (2007).

Table 10.5: Tullie House visitors, by social characteristics, compared to North West Hub average, 2006

	Tullie	NW hub average
	%	
Male	40	44
Female	60	55
Age:		
16-35	16	31
35-54	54	43
55-64	19	17
65+	11	10
Grade:		
AB	42	36
C1	27	32
C2DE	29	30

Sample: 382, October-March.

Source: IPSOS MORI, Renaissance Hub Exit Survey 2006, for MLA (2007).

Table 10.6: Beacon Museum visitors, by origin, 2006/07

	%
Copeland	33
Rest of North West	24
Rest of UK	40
Overseas	3
Total	100

Sample: 3,654.

Source: The Beacon.

Table 10.7: Cumbria Library Services, adult visitors, demographics, 2006

:	%
Age	
Up to 24	8.1
25 to 34	11.5
35 to 44	18.5
45-54	15.3
55-64	19.1
65+	27.5
Gender:	
Male	41.5
Female	58.5

Source: Cumbria Library Services User Survey.

Table 10.8: Cumbria Archive Service, geography of users

	Hist rsch cust.	Visitors to search room	
	06/07	03/04	06/07
Cumbria	10	77	72
Rest of UK	71	20	25
Rest of world	19	2	3
	100	100	100
Number (k)	0.5	21.4	18.4

Source: Cumbria Archive Service Annual Report.

ii Cumbria residents participation scores

The TGI participation scores from BMRB measure those “currently attending” arts events. They constitute the best available data for assessing scores at the sub-regional level and for making regional and national comparisons. Headline figures from a special analysis are presented in the following tables.

The Cumbria TGI adult scores are broadly comparable to North West averages in terms of the participation levels and proportionality of response. But there are some notable exceptions. In particular, Cumbria scores for classical music, jazz, dance (ballet and contemporary) and art galleries and exhibitions are well above the North West average, and these Cumbria scores are also higher than the GB averages. This can be taken as evidence of significant market strength. A negative contrast is that cinema going by Cumbria adults is below the regional, and significantly below the national, average.

Social factors have a strong influence on Cumbria participation rates, and create wider differences than North West averages. Cumbria ABC1s appear to score well above the averages for ABCs in the North West and Cumbria C2DEs score well below the North West averages for C2DEs. Significant differences exist within Cumbria between the West and the East. The West scores higher for drama and dance, and the East higher for classical music, art exhibitions and the cinema. Social differences are exaggerated within the region, with the ABC1s more active in the East and the C2DEs less active in the West.

A notable counter example is above-average attendance at plays by C2DEs in the West. By the same token, under 35s in the West have higher participation rates than in the East. These are particularly marked in play-going, attending any performance in the theatre, dance attendance and pop and rock. Against this, for under 35s in the East, art galleries/exhibition attending is half the Cumbria average.

The TGI participation scores for museums use a different measure, namely “visited a museum in the previous 12 months”. These show a much less positive picture than for performance participation. The Cumbria score of 20.9% is 8.8 percentage points below the GB average. In West Cumbria the score for visits to museums in the previous 12 months, at 16.9%, is 12.1 percentage points below the GB average.

The new DCMS survey, “Taking Part”, does not yet provide analyses at the sub-regional level. Under the “New Performance Framework for Local Authorities & Local Authority Partnerships”, the national indicator for participation will be measured by an additional question on the “Active People” survey.

Table 10.9: Cumbria adults currently attending arts events, by age and social grade, 2004-07

	All	Age			Social grade	
		15-34	35-54	55+	ABC1	C2DE
% of adults currently attending						
Any theatre performance	33.2	25.9	34.7	39.1	46.7	18.1
Plays	22.4	19.1	22.5	25.8	33.7	10.1
Ballet	7.7	7.0	6.5	9.2	12.1	2.7
Contemporary dance	8.0	12.0	7.8	4.2	12.0	3.7
Opera	6.5	1.3	6.4	11.9	10.2	2.5
Classical music	13.5	8.0	12.1	20.1	20.3	6.1
Jazz	7.1	5.6	7.6	8.3	11.1	2.7
Art galleries/exhibitions	24.1	17.5	28.4	27.2	34.4	12.7
Any of the above eight arts	45.7	38.0	48.1	51.4	61.8	28.0
Cinema	58.1	73.5	65.0	37.2	67.9	47.4
Pop/Rock	23.6	36.6	27.8	7.4	28.3	18.4

Sample size: 1,812, 2004-07.

Source: BMRB TGI.

Table 10.10: Cumbria adults currently attending arts events, compared to Great Britain and to North West, by social grade and by age

	% all adults			Cumbria points difference	
	GB ^a	NW ^a	Cmb ^b	GB	NW
Any theatre performance	38.6	34.8	33.2	-5.4	-1.6
Plays	24.5	22.7	22.4	-2.1	-0.3
Ballet	7.3	5.9	7.7	+0.4	+1.8
Contemporary dance	5.4	4.0	[8.0] ^c	[+2.6] ^c	[+4.0] ^c
Opera	7.0	6.3	[6.5] ^c	[-0.5] ^c	[+0.2] ^c
Classical music	12.7	11.8	13.5	+0.8	+1.7
Jazz	6.6	4.5	[7.1] ^c	[+0.5] ^c	[+3.4] ^c
Art galleries/exhibitions	23.8	22.4	24.1	+0.3	+1.7
Any of the above eight arts	49.2	45.2	45.7	-3.5	+0.5
Cinema	62.8	60.2	58.1	-4.7	-2.1
Pop/Rock	24.2	23.1	23.6	-0.6	+0.5

Sample size: 1,812.

Source: BMRB TGI.

^a 2003/04.

^b 2004-07.

^c Unstable projection from small sample.

Table 10.11: Cumbria adults attending arts events, by west^a and east^b Cumbria

	% all adults			Points diff	
	Cmb	West	East	West	East
Any theatre performance	33.2	31.6	33.6	-1.6	+0.4
Plays	22.4	23.9	22.0	+1.5	-0.4
Ballet	7.7	10.3	6.8	+2.6	-0.9
Contemporary dance	8.0	11.4	6.9	+3.4	-1.1
Opera	6.5	4.9	7.0	-1.6	+0.5
Classical music	13.5	10.2	14.7	-3.3	+1.2
Jazz	7.1	4.6	8.0	-2.5	+0.9
Art galleries/exhibitions	24.1	14.5	27.3	-9.6	+3.2
Any of the above eight arts	45.7	40.7	47.4	-5.0	+1.7
Cinema	58.1	53.1	60.8	-5.0	+7.7
Pop/Rock	23.6	23.1	23.8	-0.4	+0.7

Sample size: 1,812.

Source: BMRB TGI.

^a Allerdale, Copeland and Barrow.

^b Carlisle, Eden and South Lakeland.

^c Unstable projection from small sample.

Table 10.12: Cumbria adults visited museum in last 12 months, by gender, age and social grade

	% visited in last 12 mths		
	West	East	Cmb
Male	17.4	22.7	21.2
Female	16.3	20.1	19.2
ABC1	23.8	29.0	27.6
C2DE	7.8	13.3	12.0
15-34	15.9	21.2	19.6
35-54	19.2	28.3	26.6
55+	16.7	15.4	15.8
All	16.9	21.3	20.2

Sample size: 1,812.

Source: BMRB: TGI.

Table 10.13: Cumbria adults visited museum in last 12 months, compared to GB

	% visited in last 12 mths		
	Cmb	GB	% point diff
West Cmb	16.9	29.0	-12.1
East Cmb	21.3	29.0	-7.1
All Cmb	20.2	29.0	-8.8

Source: BMRB; TGI.

11. CREATION

The quality and strength of its creative base is important to Cumbria for several reasons. First, it establishes the modern face of the county and drives its revision and renewal for residents and visitors alike. The fruits of Cumbria's creative endeavours help define the standing and profile of the area. Second, the opportunity to see important exhibitions or unique productions is a strong motive for visiting the county and one of the shared interests between tourism and the cultural sector. Finally, in its overlapping relationship with the creative industries, the imagination and energy of the cultural sector's creative base can be a driver of innovation and of growth.

Cumbria's creative base in performance is built around the nine productions made annually by Theatre by the Lake. The summer season of six productions operates on a repertory basis with two companies, usually of twelve members each. This makes it possible to do large-cast plays in the small studio theatre. Theatre by the Lake operates neither a scenic workshop nor a making wardrobe and the physical making of productions is outsourced. The Brewery also produces some work, including a panto (not in 2007/08), and two professionally directed and designed shows annually by its strong amateur company. Welfare State changed its name to Lantern House and is instituting a major switch in policy. The new approach is to host creative residencies of visiting companies and artists and link to international festivals and culturally diverse communities.

Cumbria is also base to three small companies, which share a developmental approach to their work. An emphasis on social and training processes characterises the Ashton Group's drama-producing and Barracudas' engagement in carnival. Quondam explores the national touring potential for "theatre with music" projects and heritage and disability drama. These production companies are as much concerned with process as with performance. There are limited opportunities, apart from Barracudas, to see their shows in Cumbria.

The impact of some of the theatre and multi-media work is felt directly outside Cumbria. Lantern House has national and international collaborative assignments. Structured touring by Theatre by the Lake to other centres has been a success when tried, but it is difficult to sustain in the context of a repertory approach and long seasons in its home base.

The range of work originated for the theatre in Cumbria tends to sit within a safe spectrum and contains little new writing. Theatre by the Lake produces regional premieres and mounts challenging repertoire in its studio. Lake District Summer Music commissions some new work and its resident artists, many of them international figures, prepare new programmes during the festival. There are no Cumbria-based ensembles in the fields of dance or classical music. Kendal Arts International, which has begun to bring significant international street art practitioners into Cumbria, is changing institutional and creative gear as it prepares to deliver one of the 2012 Olympic legacy programmes.

Curatorial expertise in making temporary exhibitions lies behind the important programmes mounted in Cumbria by Lakeland Arts Trust, Wordsworth Trust and Tullie House. Many of the exhibitions mounted by the former two make significant intellectual contributions in their field. The Lakeland Arts Trust shows tour to other galleries in Britain. Wordsworth Trust is an international centre for scholarship and research in the field of Romanticism.

Art Gene and Grizedale Arts both devise important programmes which research social and environmental issues through art. Art Gene has a strong list of international resident artists and collaborative connections. Fold has made a notable mark with its annual FRED event. A cluster of artists in the county are developing innovative work inspired by environmental challenges, some in collaboration with other art forms (film and music). Arts Council England is investing with English Heritage in a strategic approach to the arts and ecology in Cumbria.

Jude Stoll's review of craft concluded that the crafts cluster could reach a point where "Cumbria could claim to be one of the best places in the UK for crafts". She identified 294 professional makers, some with international reputations. This review's proposals still await significant action.

A number of Cumbria-based screen production companies have made a national impact in specialist fields, including animation.

Cumbria-based individual practitioners in the different art forms are enumerated in a variety of sources. Actors Equity report 150 members resident in CA/LA postcodes and the Musicians Union 199, which are both relatively small numbers, some half the population average proportional to their national memberships. Dance practitioners in the county (some 90+) are much engaged in training and education. The EUCLID database counts 346 visual artists, most of whom have received training and sell work, but only a few of whom are full-time. The largest cluster is in Allerdale.

Published authors based in Cumbria number some 83, mostly in poetry or fiction, including some prize-winners. They relate to an active literary culture, including a significant writer residency programme at the Wordsworth Trust, 21 writers' groups and eight literature festivals. The new writing achievement in Cumbria could be more promoted.

Table 11.1: Cumbria-originated arts productions, 2006/07

	Prods	Perfs
Theatre by the Lake		
Summer	6	280
Christmas/Easter	3	93
Brewery		
Panto	1	46
Other	4 ^a	13
Lantern House	11 ^b	..
Ashton Group	2	8 ^c
Quondam	2	10 ^d
Barracudas	[1]	17 ^e

Source: Companies, statutory accounts.

^a Includes amateur company.

^b Commissions; also one residency and 15 performances.

^c Six of the performances outwith Cumbria.

^d In Cumbria, check touring elsewhere.

^e Appearances of concert band, including touring outwith Cumbria.

Table 11.2: Theatre by the Lake, touring

	Venue	Prods	Perfs	Attend.	Rep.
2001	Chester Gateway	4	10	3,553	Summer season
2001	Chester Gateway	1	Studio
	Cumbria	1	Studio
2003	Southport Arts Centre	4	[10]	3,023	Summer season
2004	-	-	-	-	-
2005	Cumbria	1	<i>Only Available in Carlisle</i>

Source: Theatre by the Lake.

Table 11.3: Theatre by the Lake, regional premieres and new writing

Regional premieres	
2004 summer:	<i>Blue/Orange</i>
2005 summer:	<i>A Number</i>
2007 summer:	<i>Under the Blue Sky</i>
	<i>Days of Wine and Roses</i>
New play competitions	
2004 summer season:	<i>Tramping Like Mad</i> (joint winner of Cumbrian New Play competition)
2005 autumn:	<i>Only Available in Carlisle</i> (joint competition winner; special studio production and tour)

Source: Theatre by the Lake.

Table 11.4: Theatre by the Lake, new productions, 2007/08

Author	Title	Director	Design
Jules Verne (adapted Phil Willmott)	<i>Around the World in 80 Days</i>	Ian Forrest	Martin Johns
Edward Albee	<i>Who's Afraid of Virginia Woolf</i>	Stefan Escreet	Sakina Karimjee
Alan Ayckbourn	<i>Taking Steps</i>	Stefan Escreet	Martin Johns
David Eldridge	<i>Under the Blue Sky</i>	Ian Forrest	Sakina Karimjee
Daphne du Maurier (adapted Frank McGuinness)	<i>Rebecca</i>	Ian Forrest	Martin Johns
J P Miller (adapted Owen McCafferty)	<i>Days of Wine and Roses</i>	Stefan Escreet	Sakina Karimjee
Mary Norton (adapted Charles Way)	<i>The Borrowers</i>	Stefan Escreet	Martin Johns
George Farquhar	<i>The Recruiting Officer</i>	Stefan Escreet	Martin Johns
Timberlake Wertenbaker	<i>Our Country's Good</i>	Stefan Escreet	Martin Johns

Source: Theatre by the Lake.

Table 11.5: Lakeland Arts Trust, curated exhibitions

Blackwell:	
2004	Wendy Ramshaw (jewellery)
	Anderson Collection (Art Nouveau)
	Contemporary Glass
	Contemporary Ceramics
2005	'New Jewellers' (various artists)
	Talwin Morris (book design: Glasgow Style Movement, 1895-1910)
	Kate Malone (ceramics)
	Edmund de Waal (ceramics)
2006	The Flowering of the Arts & Crafts in the Lake District
	William Plumptree: New Pottery
	The Synge: Craven Collection of Regional Slipware
	Simon Carroll: Suggestion and Statement
2007	Rise and Shine: Contemporary Studio Pottery
	Gareth Mason: New Ceramics
	W H S Benson: Genius of the Arts & Crafts Movement
	Contemporary Silver
Abbot Hall:	
2004	Celia Paul: Stillness (drawings & etchings)
	Walter Richard Sickert: The Human Canvas
	John Duncan Fergusson: Living Paint
	Paula Rego & Graham Sutherland: prints
2005	Nicola Hicks: Sculpture, Drawing & Light
	Wyndham Lewis: The Bone Beneath the Pulp
	Sean Scully (paintings and works on paper)
	Pictures of Innocence (children in C18 British art)
	Freud, Auerbach, Hockney & Rego: Drawing on Copper and Stone
2006	Morandi Legacy
	Drawing Inspiration: contemporary British drawing
	David Bomberg, Spirit in the Man
	The Clive Thompson Collection of British Watercolours
2007	Alchemy: Twelve contemporary Photographers
	Howard Hodgkin Prints
	Acquisition: the Art of Forming a Collection
	Maggie Hambling: No Straight Lines

Source: Lakeland Arts Trust.

Table 11.6: Wordsworth Trust, curated exhibitions

2004	William Hazlitt: the Spirit of the Age
	Paradise Lost: the Poem and its Illustrators
2005	Treasures of the Wordsworth Trust
	Gainsborough to Turner: the Courtauld Turner Collection
2006	The Solitude of Mountains: Constable and the Lake District
	The Rime of the Ancient Mariner: the Poem and its Illustrators
2007	Telling our own Story
	Dante Rediscovered: from Blake to Rodin

Source: Wordsworth Trust.

Table 11.7: Art Gene, curated exhibitions

2004	Flying Project
	Shift
2005	Recalling Belvedere
	North West Open Prize
2006	When We Were Here
	International Inquirer

Source: Art Gene.

Table 11.8: Tullie House, curated exhibitions, 2005

2005	People and Places (portraits and landscapes from TH collections)
	Flashback (Cumberland news photo archive)
	After the Fact (mixed media contemporary)
	Art for Carlisle (British art from TH collections)
2006	Moorland Pan (archaeology)
	Triple Vision (Samuel palmer, medieval leather, metal boxes)
	Nick May: Till the Cows Come Home (photography and film on FMD aftermath)
	Quilt Essentials (contemporary quilt makers from Cumbria)
2007	Decadence and Design (Ricketts, Shannon and their circle)
	Life Boxes (community art outreach showcase)
	Jenny Cowern: Retrospective (felts)
	John Darwell: Committed to Memory (photography)
	Once Upon a time(stories, myths, beliefs, for young people and families)
	Julian Cooper: Earthly Powers (paintings)

Source: Tullie House.

Table 11.9: Projects organised by Grizedale Arts

Title	Content	Location
2006/07:		
Seven Samurai	Artists' village residency	Japan (Echigo Tsumari Triennale)
Performance	10 artists	Japan (Ikeburo International)
Virtually Grizedale	25 artists' presentation	Liverpool (Biennale)
Return of Magnificent Seven	Exhibition	Lausanne (Lucy Mackintosh Gallery)
Arts Development Year 1	Community radio, float, other	Egremont
2007/08:		
Visit by 6 Japanese farmers	Land work, café, chef	Grizedale
Agrifashionista	Webcast TV station around commissions	A Foundation, London
Arts Development Year 2	Lighting, pole, planting, architectural competition	Egremont
Happy Stacking	Village residency	China

Source: Grizedale Arts.

Table 11.10: Grizedale artists^a in major UK shows and prizes, 2004-07

Turner Prize	6 (2 winners, 4 shortlist)
Becks Futures	9 (1 winner, 8 shortlist)
British Art show	9 (included)
Tate Art Now	4 (presented)
Hamlyn Awards	8 (winners)
Northern Art Prize	2 (winners)

Source: Grizedale Arts.

^a With individual relationships developed over several years.

Table 11.11: Art Gene and Grizedale Arts, artists, by nationality

	Art Gene ^a		Grizedale ^b	
	Res	exhbtrs	05/06	07/08
UK	5	58	16	23
Europe	-	8	1	14
N America	1	1	12	2
S America	3	1	-	-
Japan/Thailand	9	4	1	6
Totals	18	71	28	45

Source: Art Gene and Grizedale Arts.

^a 2002 to 2007.

^b Projects and residencies in Cumbria and elsewhere.

Table 11.12: Cumbria screen production

Company	Field	Credits
Barrow:		
Northern Riviera Productions	Corporate, training, music videos	-
Shoreline Films	Cinema and TV films	<i>Frozen</i> <i>Death in the Bay: the Cocklepickers' Story</i>
Eden:		
3Bear Animations	Animation for websites, commercials, online games and title sequences, using clay models and computer generation	<i>Dragon III</i> <i>Haunted Hogmanay</i> Rapidoough commercial
South Lakes:		
Bright Bird Productions, Penrith	Factual, television, corporate/training videos	
Striding Edge, Wasdale	Hill walking videos	

Source: Dymond Guide, web search.

Table 11.13: Individual practitioners in Cumbria, 2006/07

	No	Note
Actors	150	Actors Equity members
Musicians	199	Musicians Union members
Dance workers	96 ^a	Cumbria Dance Agency
Authors	83	Writing Cumbria
Craft workers	294	Cumbria Craft Review
Visual artists	[346]	EUCLID database

Source: See Commentary.

^a Individual practitioners and teachers at private dance schools, schools, FE, HE, adult.

Table 11.14: Dance workers based in Cumbria

	All	Ba	Ca	Co	Ed	SL	Total
Education ^a	4	3	6	2	4	3	22
Practitioners ^b	7	3	6	1	1	19	37
Private dance schools	5	11	8	5	4	4	37
Administration ^c	-	1 ^e	-	-	-	3	4
Health, physio	-	-	2	-	-	2	4
Volunteers ^d	1	-	2	-	-	2	5
Students	-	3	4	-	2	2	11
Total	17	21	28	8	11	35	120

Source: Cumbria Dance Strategy Database.

^a Schools, FE, HE, adult.

^b Mainly freelance.

^c Including venue, staff.

^d Mainly folk and Morris; also Old Time and Ballroom.

^e Also a practitioner.

Table 11.15: Authors^a resident in Cumbria, by genre and district

Genre	All	Ba	Ca	Co	Ed	SL	Total
Poetry	6	3	4	1	4	6	24
Fiction	2 ^b	-	4	3	7	4	20
Script/drama	2	-	-	-	-	-	2
Journalism	2	-	3	1	1	3	10
General ^c	6	-	-	1	4	10	21
Not known	2	-	-	-	3	1	6
Total	20	3	11	6	19	24	83

Source: Writing Cumbria.

^a Published authors, mainly by commercial or small, independent publisher: includes award-winners.

^b Resident part of year only.

^c Includes mix of genres, biography, travel, natural history.

Table 11.16: Cumbria craftspeople, by metier and by district, 2006

	All	Ba	Ca	Co	Ed	SL	Total
Textiles	25	4	10	2	14	35	90
Ceramics	9	7	6	2	21	33	78
Furniture	9	1	2	-	5	15	32
Jewellery	9	2	3	1	3	9	28
Wood	5	-	2	1	4	4	16
Metal	2	-	-	1	4	5	12
Glass	2	-	2	-	4	4	12
Architectural glass	2	-	1	2	1	-	6
Willow, coppice	2	-	1	-	-	4	7
Paper	1	-	-	-	-	1	2
Toys, automata	1	-	1	-	-	-	2
Stone	-	-	-	1	-	1	2
Mixed/other	-	2	1	-	-	4	7
Total	67	16	29	10	56	116	294

Source: Jude Stoll; Applied Arts Research Centre, University of Cumbria.

Table 11.17: Public realm investment in Workington, 2006-08

Item	Location	Artist
Look Out: new town clock	Fission Lane	Andy Plant
Public toilets	Upton Street	Paul Scott & Robert Drake
Glass canopies	Town centre shops	Alexander Beleschenko
Coastline	Washington Street	Simon Kitchen
Car park grilles	James Street	Tom Lomax with Alan Dawson Assoc
Winter light works	Town centre shops/offices	14 artists in 2007 (7 in 2005/06)
The Hub (ambient 3D soundscape)	Town centre	Base Structures with Illustrious Co

Source: Web search.

12. TOURISM

i Tourist industry

Tourism is one of the seven domains within the DCMS-DET definition of culture and it is Cumbria's largest industry. Direct tourist expenditure (including day-visitor spend) is £864 million (2007) and direct employment in tourism is 17,080 FTEs, according to STEAM calculations. The NWDA Regional Intelligence Unit reports that tourism in 2002 accounted directly for 11% of Cumbria business units and 10% of employment (see Table 1.4).

Cumbria tourism "recovered reasonably strongly" from the downturn caused by Foot and Mouth disease and international terrorism in 2001. Peaks were reached in 2004 in tourist nights, day-visitor trips and real-terms economic value. Two subsequent declining years were followed by a rise in 2007, but not to levels above those reached previously in 2004.

Some three quarters (73%) of Cumbria's domestic tourism market is in leisure tourism, in which segment Cumbria holds (2003) 5.6% of the UK market. Visiting friends and relatives accounts for 20% of the Cumbria tourism market, with business travel at 7%. The shares of the UK market in these areas are respectively 1.7% and 1.3%.

According to the STEAM analysis, growth was strongest in visitors using serviced accommodation between 2000 and 2007, up 23% in economic value, compared to a 14% rise in the all-visitor average. Self-catering and staying with friends and relatives showed little overall growth over the period.

Overseas tourism accounts for some 7% of Cumbria tourist spend. In contrast to domestic tourism, the overseas market experienced sustained growth from 2001 onwards.

Other features of the tourism market include the peaking in July to September, when 36% of total annual spend occurs. On the other hand, tourism's low quarter, January to March, still manages to attract significant spend, accounting for 15% of the annual total. The largest source of domestic tourism remains (2006) the North West, at 22%, followed by London and the South East with 18% and the North with 16%. According to the International Passenger Survey, North America accounts for the largest share of overseas tourism at 25% of trips, followed by Germany, 9%, and the Netherlands, 8%. Japan is a significant niche, averaging 6% over recent years.

Within Cumbria, the greatest concentration of tourism is in South Lakeland, which attracts 31% of visitors and as much as 45% of revenue. Copeland has the smallest share of visitors at 12% but is alone with South Lakeland in significantly growing its revenue in 2007, when real revenue spend in both districts increased by 4%. These STEAM estimates include day visitors alongside tourists.

The role of Cumbria Tourism is to plan and implement sustainable tourism development and to provide industry and membership services (eg in marketing and training). Cumbria Tourism has identified four strategic priorities for the next ten years:

- market development and communications;
- spreading the benefits and achieving the signature projects;
- improving the quality of the visitor experience;
- clear strategy, leadership and roles.

Whilst Cumbria is as successful as any rural tourism destination in the UK, it faces challenges. The challenges are reflected in the ageing profile of the market and drop in first-time visitors.

Table 12.1: Cumbria tourists and day visitors, trips, nights and spend

	2000	2001	2002	2003	2004	2005	2006	2007
Tourists:								
Trips (m)	4.47	4.16	4.67	4.90	5.12	4.95	4.92	5.02
Nights (m)	16.13	14.63	16.70	17.60	18.13	17.33	17.23	17.84
Day visitors:								
Trips (m)	9.53	9.36	10.13	10.28	10.36	10.31	10.24	10.36
Value (£m) ^a :								
Tourists	711	655	768	812	834	809	799	824
Day visitors	293	287	315	319	320	320	317	320

Source: Cumbria Tourism: STEAM.

^a Includes direct and indirect (impact) expenditure; constant in 2007 prices.

Table 12.2: Cumbria overseas tourism, trips, nights and spend

	2000	2001	2002	2003	2004	2005	2006	2007
Tourists:								
Trips (m)	0.22	0.21	0.18	0.20	0.20	0.21	0.23	..
Nights (m)	1.0	0.9	1.0	1.2	1.2	1.4	1.6	..
Spend (£m)	52	40	41	50	51	58	59	..

Source: Cumbria Tourism: International Passenger Survey.

Table 12.3: Cumbria serviced accommodation, room and bed occupancy

	2000	2001	2002	2003	2004	2005	2006	2007
Room	48	46	55	56	57	56	56	59
Bedspace	41	38	48	47	48	47	47	49

Source: Cumbria Tourism: Service Accommodation Occupancy Survey.

Table 12.4: Cumbria domestic tourism trips, share of UK market, 2003

	Cumbria	UK	Cumbria %
Domestic trips (million), by purpose:			
Leisure	3.3	59.3	5.6
Business	0.3	22.5	1.3
VFR	0.9	52.7	1.7

Source: Cumbria Tourism: UKTS Visit Britain.

Table 12.5: Cumbria overseas tourism, share of UK market, 2006

	Cumbria	UK	Cumbria %
Trips (m)	0.23	32.7	0.70
Nights (m)	1.6	273.4	0.59
Spend	£59m	£15.9b	0.37

Source: Cumbria Tourism: International Passenger Survey.

Table 12.6: Cumbria tourism expenditure, by visitor category

	2000	2007	Change
	£m ^a		%
Serviced	362	448	+23
Non-serviced	332	348	+5
Staying with frnds & rels	28	28	+2
Day visitors	293	321	+9
Total	1,004	1,144	+14

Source: Cumbria Tourism: STEAM.

^a Constant 2007 prices.

Table 12.7: Cumbria tourism direct employment, by category

	2000	2007	Change
	FTEs		%
Accommodation	8,502	9,093	+7
Food & drink	3,079	3,738	+13
Recreation	1,365	1,488	+9
Shopping	1,554	1,732	+11
Transport	932	1,032	+10
Total	15,636	17,080	+9

Source: Cumbria Tourism: STEAM.

Table 12.8: Cumbria tourism revenue, by quarter, 2007

	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	Total £m
	%				
Tourism revenue	15.3	27.7	36.0	21.0	863 ^a

Source: Cumbria Tourism: STEAM.

^a Includes day-visitor spend estimated at 28% of total.

Table 12.9: Changing age profile of visitors

	1996	2002	2006
	%		
16-34	29	18	15
35-59	51	45	57
60+	19	37	28

Source: Cumbria Visitor Survey (2006).

Table 12.10: Repeat & 1st time visitors

	1996	2002	2006	Day ^a visitor	Stay ^a visitor	UK ^a	O/s ^a
	%						
Repeat	81	82	83	85	83	88	37
1 st time	19	16	17	15	17	12	63

Source: Cumbria Visitor Survey (2006).

^a 2006.

Table 12.11: Age profile of visitors, by type, 2006

	Day visitor	Staying	UK	O/s	UK pop
	%				
16-34	17	14	14	29	33
35-59	54	58	57	48	41
60+	28	28	29	22	26

Source: Cumbria Visitor Survey (2006).

Table 12.12: Visitor profile, by social grade

	Day visitor	Staying	UK	O/s	UK pop
	%				
AB	33	41	38	47	25
C1	36	35	35	42	29
C2DE	29	17	28	10	46

Source: Cumbria Visitor Survey (2006).

Table 12.13: Cumbria tourism, source of UK tourist trips, 2006

	%
North West	22
South East & London	18
North	16
Yorkshire	12
Scotland	8
Midlands	7
Rest of England & Wales	17
Total	100

Source: Cumbria Visitor Survey (2006).

Table 12.14: Cumbria tourism (overnight and day visitors), by district, 2007

	All	Ba	Ca	Co	Ed	SL	Total
Revenue (£m) ^a	209	60	120	95	150	510	1,144
% change 06-07 ^b	+1	-2	-5	+4	-1	+4	+1
Revenue (%)	18.3	5.2	10.5	8.3	13.1	44.6	100
Visitors (%)	16.7	12.4	15.3	12.0	12.4	31.2	100

Source: Cumbria Tourism: STEAM.

^a Includes day visitor spend and estimates of "indirect" expenditure.

^b 2007 prices.

ii Culture and perceptions

Good tourism product development is taking place in Cumbria at the quality end of the market, much of it in the cultural field eg Blackwell. According to the Cumbria Visitor Survey, the “chance to enjoy art and culture” is a reason for enjoying Cumbria for 32% of visitors and “art and culture are an important” personal motivator for 38%. These scores are higher for visitors from overseas. On the other hand, a “specific show or event” is a reason for visiting Cumbria for only 5% of visitors in the survey.

Tourists form an important part of the audience for Cumbria events. In the arts festivals reporting statistics to Cumbria Vision they range from 20% to 79% of attendance. The big-draw festivals, eg Lake District Summer Music, score over 40%. The tourist proportions are somewhat lower for country shows. Tourists are a very important part of the Theatre by the Lake audience, accounting for 43% of ticket sales and 49% of bookers across the whole year. Given the scale of the Theatre by the Lake operation, the tourist numbers far outscore tourist attendance in any single festival. Visitors are less well surveyed at temporary exhibitions and museums than at theatres but there is growing evidence that tourists form a significant proportion of visitors for temporary exhibitions.

From an economic-impact perspective, the pulling power of specific attractions (as a sole or main reason to make a visit) can be very high for cultural events. There is evidence in Cumbria that this can apply as much to the exhibition programme of a gallery, or to attractive repertoire in the regular programme of a theatre, as to festivals and individual events.

The dynamism of some of the cultural markets is a further plus point for tourism. The recent strong growth in attendance at performances and at temporary exhibitions in Cumbria contrasts with the more modest visitor trajectories of its museums and of Cumbria tourist attractions overall.

Perceptions of the North West region are subject to regular and systematic monitoring (by Ipsos MORI), which enables the role of Cumbria (and the Lake District), within the identity and image of the North West, to be pinpointed. The research tracks the views of residents and of business and key opinion-leaders in both the North West and generally in GB, as well as the opinions of a small number of “international opinion leaders”.

The Lake District is a key element in the image of the North West. It is the most cited “first thing coming to mind” about the region, being mentioned by 26% of GB respondents and 21% of North West residents. The Lake District is also the best regarded place/area in the North West by residents of the region, some 73% of who regard it as a strength, well ahead of Manchester, which is rated as a strength by 54% of residents, and of Liverpool (47%), Chester (47%) and Blackpool (41%). On the other hand, international opinion-leaders perceive the relative positions differently, 82% agreeing Manchester is a strength, compared to 78% for Liverpool and only 64% for the Lake District.

In response to questions about the strength of sub-regions in the North West, UK opinion-leaders scored Cumbria joint highest with Cheshire (both being rated as strengths by 96% of opinion-leaders). In contrast, opinion-leaders in the North West scored Cumbria lowest (79%) on the same question, with Cheshire highest (93%). Business leaders from the North West also placed Cumbria bottom as a location for inward investment, with inaccessibility and transport identified as its least favourable feature. The Cumbria score had improved by 16% since 2003 but remained at 34%, some 34 points below Greater Manchester.

Detailed understanding of the North West by GB residents is poor and some 40% confessed to knowing too little to be able to identify any positive features of the region. The remainder referred to nice countryside (14%), friendly people (12%) and the Lake District (8%) as the three principal strengths. North West residents find it easier to identify positive features and 15% mention the Lake District as a strength, making it the fourth most mentioned feature after friendly people (38%), nice countryside (26%) and nice place to live (17%).

Table 12.15: Cumbria visitors, cultural response, 2006

	All	O/s	Day visitor	1 st time
	%			
Visiting because of specific show/event	5	4	6	3
Reasons for enjoying:				
Chance for art & culture	32	42	34	33
Chance to enjoy history/heritage	63	75	64	68
Personal motivation:				
Arts & culture are important part	38	46	43	39
Levels of satisfaction:				
Overall very good	79	59	72	67
Very good value for money	63	43	57	54
Likelihood of future visit:				
Very likely	69	14	74	28

Source: Cumbria Visitor Survey (2006).

Table 12.16: Cumbria performance market, strength of event attraction to tourists

Tourists: importance of event in decision (to come to the Lakes)	TbL	WbW	WIA	Abbott Hall	Drop
	%				
Sole	n/a	56	56	70	4
Very	24 ^a	23	n/a	n/a	n/a

Source: Theatre by the Lake, Marketing Audit (2005) and Words by Water Audience Survey (2006); Brewery Arts, Women's International Arts Festival, Attendance Survey (2007).

^a TbL important to 34% in decision to choose Keswick for stay within Lakes.

Table 12.17: Cumbria tourist attractions, attendance, by type

	2000	2006	2007	% change 00-07
Accredited museums	823 ^a	808	757	-8.0
Other museums	120	156	160	+33.3
Historic properties	675	581	584	-13.5
Mines, mills	85	102	115	+35.3
Rail, steam, coach	1,718	1,773	1,780	+3.6
Galleries	510	530	522	+2.4
Visitor/heritage centres	410	798	807	+96.8 ^b
Wildlife	448	487	502	12.1
Gardens	183	133	150	-18.0
Total ^c	4,713	5,224	5,224	+9.4 ^d

Source: Cumbria Tourism: Visit Britain; accredited museums.

^a 1999 figure; 2000 affected by partial museum closure.

^b Within which Rheged is a major influence, drawing 351k in 2001, its first full year of operation, and 465k in 2007.

^c Excludes free-access attractions: eg the country parks (Bardsey, Talkin Tarn and Grizedale Forest), which reported 354k visits in 2000.

^d Attendance at attractions excluding heritage centres rose 2.6% from 2000 to 2007.

Table 12.18: GB and NW residents, top-of-mind images of the North West, 2006

	% citing as first thing coming to mind	
	GB	NW
Lake District	26	21
Liverpool	18	15
Manchester	17	13
Blackpool	13	9
Weather/rain	13	10
Nice/pretty countryside	8	18
Industry/factories	7	11
Football	6	13
High unemployment	3	3
Tourist attractions	3	6
Friendly people	3	18

Base: 1,007 NW residents and 1,884 GB respondents.

Source: Ipsos MORI, Perceptions of Englandnorthwest 2006 (2006), for NWDA.

Table 12.19: GB and NW residents, perceptions of North West region's major strengths compared to other parts of England, 2006

	% identifying strengths	
	GB	NW
Friendly people	12	38
Nice countryside	14	26
Nice place to live	3	17
Lake District	8	15
Good roads	2	13
Football scene	4	10
Shopping	0	9
Tourist facilities	6	9
Pretty towns/villages	4	8

Base: 1,007 NW residents and 1,884 GB respondents.

Source: Ipsos MORI, Perceptions of Englandnorthwest 2006 (2006), for NWDA.

Table 12.20: UK and NW opinion leaders, perception of sub-regions in North West, 2006

	% favourable towards	
	UK	NW
Cumbria	96	79
Cheshire	96	93
Greater Manchester	86	88
Merseyside	67	80
Lancashire	69	80

Base: Opinion-leaders who know at least a little about each sub-region.

Source: Ipsos MORI, Perceptions of Englandnorthwest 2006 (2006), for NWDA.

Table 12.21: North West residents, perception of places within North West

	% agreeing a strength			Points diff
	01	03	06	01-06
Lake District	68	74	73	+5
Chester	45	50	47	+2
Manchester	51	49	54	+3
Liverpool	38	45	47	+9
Blackpool	50	42	41	-9

Base: 1,007 North West residents.

Source: IPSOS MORI, Perceptions of Englandsnorthwest 2006 (2006), for NWDA.

Table 12.22: Views of North West businesses on sub-regions as locations for inwards investment, 2006

	% good for inward investment	% change 03-06	Features	
			Best	Worst
Cumbria	34	16	Overall qual of life	Access & trans
Manchester	68	5	Access & trans	Operating costs
Merseyside	67	21	Access & trans	Overall qual of life
Lancashire	55	-	Access & trans	Qual of workforce
Cheshire	54	10	Overall qual of life	Operating costs

Base: 500 NW businesses.

Source: Ipsos MORI, Perceptions of Englandsnorthwest 2006 (2006), for NWDA.

Table 12.23: International opinion leaders, perception of places in the North West, 2006

% agreeing a strength	
Lake District	64
Chester	40
Manchester	82
Liverpool	78
Blackpool	24

Base: 50 international opinion-leaders.

Source: Ipsos MORI, Perceptions of Englandsnorthwest 2006 (2006), for NWDA.

13. RESOURCING

i Overview

Public funding of the core cultural infrastructure in Cumbria amounts to some £22.0 million in 2007/08. This relates to a total turnover of some £40 million for the core cultural infrastructure, of which the public funding accounts for some 55%^a.

Much the largest share of the public funding is subscribed by the local authorities, £14.9 million or 68% of the total (see Table 13.9). The County Council contributes some £9.0 million, which includes the spend on libraries and archives, the largest single element in the picture, whilst the district councils contribute £5.7 million, with major outlays on museums (£3.4 million), halls/theatres/centres (£1.5 million), and arts development/support (£1.4 million).

The Arts Council England funding of £4.2 million, of which [£1 million] is for creative partnerships, accounts for 20% of the total. Other funding from national sources is smaller, totalling £2.9 million, of which the largest slice is from English Heritage, covering both spend on its own properties and its grant-aid programme in Cumbria. A significant element of national funding is earmarked for music education, amounting to £0.97 million, comprising the music grant from the Department of Children, Families and Schools (DCFS) and Youth Music funding. Funding targeted at economic development has begun to flow into the cultural sector. This includes monies from the North West Development Agency for event development, cultural tourism, specialist training programmes and some capital projects, routed through Cumbria Vision (and its predecessor, Rural Regeneration Cumbria) and West Lakes Renaissance.

The balance of public, earned and private income varies considerably across the different domains. The independent museums are effective in raising finance from non-public sources, with 53% of income arising thorough trading and 31% from private donations (individuals, foundations, and own endowment). Theatre by the Lake achieves an exceptionally high level of earned income (69% of its funding), as does the Brewery Arts Centre. It is not surprising that public libraries and local authority museums are more dependent on public funding, which accounts for 88% and 93% respectively of their total funding.

In relation to private funding, sponsorship per se has proved hard in Cumbria, though other relationships, especially around customer development and business support, can be successfully promoted in partnerships between the arts and business. Greater success has been achieved with trusts, foundations and individual giving, especially when such sources can be addressed at the national level. The local position on private funding is made harder by the changes forced on the Northern Rock Foundation. Arts and Business undertakes awareness raising and training work from its Cumbria office. The future of this office is surrounded with some uncertainty arising from changes to the organisation's national funding.

^a The exclusions from this figure should be noted, namely, listed buildings, monuments and gardens within the heritage, voluntary activity and public service broadcasting, for none of which sufficient data are available. The figure relates to provision which is of central importance in public-value terms. It represents a subset of the broader concept of the cultural industries.

Table 13.1: Cumbria culture, public funding (revenue support and non-capital project funding), by source, 2007/08

	£m
Arts Council England:	
Regularly funded orgs	1.52
Local auth dev agencies	0.25
Grants for the Arts	1.41 ^a
Creative Partnerships	[1.0]
Total	4.18
Other national:	
Museums, Libraries, Archives	0.25
English Heritage	1.18 ^c
DCMS music grant	0.60
Youth Music	0.27 ^d
Other ^b	[0.57]
Total	2.87
Local authorities:	
Arts development	1.40
Halls/theatres	1.72
Museums	3.37
Libraries/archives	8.44
Total	14.93
Total	21.98

Source: Arts Council England, other agencies, various recipients and local authorities.

^a 2006/07.

^b [Cumbria Vision, West Lakes Renaissance, NWDA direct, MoD].

^c Spend on EH properties plus 52 payments of grant-aid for repairs.

^d Excluding Bluejam.

Table 13.2: Cumbria cultural domains, percentage income sources, 2006/07

	Public	Earned	Private	Total
Performance	39	56	5	100
Arts Festivals	30	[60]	[10]	100
Visual Arts
Museums:				
Local authority	93	7	..	100
Independent	14	53	33	100
All	45	36	19	100
Libraries	88	12	..	100

Source: Statutory accounts; information supplied by organisations.

Table 13.3: Cumbria theatres, halls and centres, income sources, 2006/07

	Org nos	Income sources			Turnover
		£k			
		Public	Earned	Private	
Producing theatre	1	736	1,727	53	2,516
Producing companies	4	638	83	123	842
Arts centres	3	616	2,206	227	3,049
Receiving theatres	4 ^a	1,167	714	48	1,929
Leisure centres	3 ^b
Rural touring	2	152	52	1	207
Totals	17	3,309	4,782	452	8,543

Source: Statutory accounts; information supplied by organisations.

^a Coronation Hall, Forum 28, Carnegie Arts Centre and Old Laundry.

^b Carlisle Leisure (Sands), Lakes Leisure (Kendal), North Country Leisure (Whitehaven).

Table 13.4: Cumbria arts festivals and country shows, funding, by type^a, 2005-6

	Income sources			Turnover
	£k			
	Public	CV	Trading	
Arts festivals	577	1,359	1,683	2,395 ^b
Country shows	82	109	1,192	1,383 ^c

Source: Cumbria Vision returns.

^a Average annual funding received from Cumbria Vision.

^b Return from 25 festivals.

^c Return from 31 shows.

Table 13.5: Cumbria accredited museums, turnover and income sources, by ownership, 2006/07

	Sites no	Income sources				Turnover
		£k				
		Public	Earned	Private ^a		
Local authorities:						
Tullie House	2	2,209 ^b	210	-	2,419	
Dock Museum	1	510	14	-	524	
Beacon	1	504	33	-	532	
Other	3	399	16	-	415	
Total	7	3,622	273	-	3,895	
Independent:						
Wordsworth Trust	1	259	627	712	1,598	
Lakeland Arts Trust	4	90	894	242	1,226	
Other	10	112	601	305	922	
Total	15	577	2,121	1,359	4,049	
Other ^c	7	[100]	[974]	[437]	[1,511]	
Totals	29	4,299	3,368	1,788	9,455	

Source: Statutory accounts; local authorities and institutions.

^a Includes fundraising from trusts, foundations and individuals, sponsorship and own endowment contributions and interest.

^b Includes £252k 'Renaissance Hub' funding from Museums, Libraries and Archives.

^c National Trust, English Heritage and Ministry of Defence.

ii Arts Council England

Arts Council England supports the arts in Cumbria through the three-year funding given to the “regularly funded organisations” (RFOs) and through project funding under the Grants for the Arts (GFA) programme. There are 16 independent organisations with RFO status in Cumbria, which receive funding of £1.52 million in 2007/08 [this represents 6% of the ACE RFO funding across the region.] The local authorities are required to add match- funding to the grants for the RFOs in their areas, which amounted to £324k in 2007/08, of which £143k is contributed by the County and £1801k by the district councils. As for the GFA programme, grants totalling £1.4 million in value in 2006/07 [note: figures not available for 2007/08], are awarded to organisations in Cumbria. More than half the value (£714k) is given to the RFOs for extra projects/work they are undertaking, with the remainder going to other organisations. ACE also gives grants to the local authorities for their work as local arts-development agencies (LADAs). This amounts to £250k in 2007/08. The total of these different funding elements (including the 2006/07 GFA funding with the 2007/08 RFO funding) is £3.1 million. This might be compared to the £2.9 million provided by the local authorities for the arts. Included in this figure are the support for halls/centres/theatres, and funding of the RFOs, as well as the full programmes of arts-development work.

Table 13.6: Arts Council England, grants to regularly funded organisations in Cumbria, by district, 2007/08

	All	Ba	Ca	Co	Ed	SL	CC	Total
	£k							
Institutions	437	87	40	41	88	829	n/a	1,522
Local Arts Dev Agencies	25	42	72	23	37	9	42	250
Total	462	129	112	64	125	838	42	1,772

Source: Arts Council England.

Table 13.7: Arts Council England, Grants for the Arts, awarded to Cumbria organisations, by district, 2006/07

	All	Ba	Ca	Co	Ed	SL	CC	Total
	£k							
Grants for the Arts to RFOs	450	37	8	-	-	219	n/a	714
Grants for the Arts to others	107	27	73	156	88	202	47	700
Total 2006/07	557	64	81	156	88	421	47	1,414
Total 2005/06	201	71	83	44	193	854	-	1,346

Source: Arts Council England.

Table 13.8: Cumbria organisations regularly funded by Arts Council England

	07/08	08/09	09/10	10/11
	£000s			
Allerdale:				
Theatre by the Lake	437	448	470	518
Arts Out West	n/a	-	45	46
Barrow:				
Art Gene	25	47	33	43
Ashton Group Theatre	33	34	43	53
Barracudas	28	30	39	49
Carlisle:				
Prism Arts	40	41	42	43
Copeland				
Rosehill Theatre	41	49	59	68
Eden:				
Eden Arts	36	37	38	-
Highlights Rural Touring	43	44	46	47
Quondam Arts	44	46	47	48
South Lakeland:				
Cumbria Arts in Education	46	47	49	50
Grizedale Arts	122	175	129	132
Kendal Brewery Arts Centre	143	265	272	256
Lake District Summer Music	57	58	74	86
Lakeland Arts Trust	77	79	82	84
Lanternhouse	307	307	307	307
Wordsworth Trust	76	78	80	82

Source: Arts Council England.

iii Local authorities

The seven local authorities in Cumbria carry primary responsibilities for the cultural field. Their cross-cutting interests cover museums and heritage, libraries and archives, provision of arts centres/halls and arts development and support, as well as indoor and outdoor physical recreation, aspects of tourism support and the cultural dimension in education within the children's service. A broad division of responsibilities places libraries and archives and the children's service on the County Council and the operation of museums, centres and halls and leisure facilities on the district councils. The County also has units for archaeology, the heritage and for conservation and listed buildings. All seven authorities (the County and the six districts) have commitments to arts development and support, each providing professional teams and budgets for undertaking the work.

[The local authority sports system comprises Cumbria Sport (based administratively in the county and funded jointly by the seven local authorities and by Sport England) and development officers and facilities provided by the districts. Cumbria Sport's function is to deliver the national "active sport programme".]

The total expenditure by Cumbria local authorities on the cultural sector is budgeted at £14.7 million for 2007/08. Libraries and archives attract more than half of this expenditure at £8.44 million (58% of the total). The museums receive £3.4 million, of which Carlisle is the major contributor at £1.9 million. Centres and halls and arts development and support count for £2.9 million (20% of the total). Barrow makes a notable commitment of £0.7 million to its halls and theatres. The largest contributors to arts development are South Lakes, Copeland, Carlisle and the County, with the latter making the largest contribution at £0.4 million.

Five of Cumbria's district councils own entertainment centres, halls or theatres. Three of the districts operate these facilities directly as local authority enterprises, Barrow (Forum 28). Allerdale (Carnegie Theatre and Arts Centre in Workington) and South Lakes (Coronation Hall in Ulverston). In the cases of Carlisle (Sands Centre) and Copeland (Civic Hall, Whitehaven), facilities owned by the local authorities have been made over to leisure trusts for independent operation. In addition, South Lakes, whilst choosing to operate directly its Coronation Hall and Kendal Town Hall, has made over its Kendal Leisure Centre to Lakes Leisure, another trust. Five of the district councils directly operate their own museums. Allerdale is the exception. Two of its three small museums have been transferred to independent operation; the third is being closed.

The County with its comprehensive geographic responsibilities is able to adopt a strategic view of cultural development over Cumbria as a whole. This takes two forms. First, the County cultural policy office gives financial support to organisations which are of Cumbria-wide strategic significance. Currently, it supports seven of the 16 RFOs in Cumbria, as well as Tullie House, Rural Touring in the West (to become an RFO in 2008/09) and North West Vision's Cumbria Film Office. Second, the cultural policy unit provides strategic leadership aimed at shaping and increasing provision and building access to the arts and culture. Key examples since 2004/05 include:

- the Dance Education and Awareness Initiative;
- creative industries development;
- festivals and events development;
- FACE training;
- new writing promotion;
- voluntary arts research/support;
- establishing a Youth Music Action Zone; and
- cultural tourism promotion.

Funding has been gathered together from ACE, Cumbria Vision, Youth Music, Cumbria Sport and from the adult departments of the County Council. The funding cycle for a number of these initiatives is coming to an end. The Youth Music Action Zone (Soundwaves) has been guided into becoming a directly funded social enterprise. The Dance Initiative and New Writing will be extended into further development phases. The cultural policy unit has recently been repositioned within the County management structure and is now attached to the adult service. This creates a significant opportunity to access additional resources for addressing the newly formulated participation targets. Discussions are in progress with ACE and the district councils about the future of the arrangements following the withdrawal of the LADA funding.

Table 13.9: Cumbria local authorities, cultural spending (net), including central support and depreciation, by field, 2007/08 (budget)

	All	Ba	Ca	Co	Ed ^a	SL	CCC	Total
	£k							
Halls/centres/theatres	346	693	139 ^b	201 ^c	n/a	337 ^d	n/a	1,716 ^e
Museums	243	442	1,914	504	88	182	n/a	3,373 ^e
Libraries/archives	n/a	n/a	n/a	n/a	n/a	n/a	8,444	8,444
Arts dev/support	149	110	178	194	44	195	529	1,399
Total	738	1,245	2,231	899	132	714	8,973 ^f	14,932

Source: Local authorities.

^a 2006/07.

^b Estimated as 25% of net revenue budget for Sands Centre.

^c From Cipfa Revenue Outturn 2006/07.

^d Directly operated halls only (in Ulverston and Kendal); excludes Kendal Leisure Centre operated by Lakes Leisure.

^e Includes depreciation charges of £262k on theatres and £393k on museums.

^f Excludes archaeology, heritage and conservation and listed buildings units of the County, with 53 FTE staff; a budgeted net spend of £365k in 2006/07.

Table 13.10: Cumbria local authorities, cultural programmes, operational staff, 2007/08

	All	Ba	Ca	Co	Ed	SL	CCC	Total
Halls/centres/theatres	[7.5]	10.0	n/a	9.0	n/a	26.5
Museums	1.0	6.7	[45.0]	12.0	[1.0]	2.6	n/a	68.3
Libraries/archives	n/a	n/a	n/a	n/a	n/a	n/a	216.0	216.0 ^a
Arts devel/support	1.0	1.3	3.5	3.0	2.5	2.0	5.1 ^a	18.4
Total	9.5	18.0	48.5	15.0	3.5	13.6	220.1	329.2

Source: Local authorities; framework analysis.

^a Includes Head of Culture, Archives and Libraries.

Table 13.11: Cumbria strategic cultural initiatives, local authority spend, 2007/08

	All	Ba	Ca ^a	Co	Ed ^a	SL	CCC	Total
	£k							
Dance	1.5	-	1.0	1.5	-	-	[42.5] ^b	[45.5]
Soundwaves	5.0	2.5	5.0	5.0	0.5	-	7.5	25.5
Excellence in Schools	2.0	-	-	2.-	-	-	-	4.0
Cumbria Network	0.5	0.5	-	-	-	-	-	1.0
Rural Touring ^c	5.0	-	-	5.0	-	-	14.0	24.0
Writing Cumbria	-	1.0	0.5	0.5	-	-	6.5	8.5
North West Vision	-	-	-	-	-	-	5.0	5.0
Vol Arts Research	-	-	-	-	-	-	8.0	8.0
Totals	14.0	4.0	6.5	14.0	0.5	-	104.0	143.0

Source: Local authorities; framework analysis.

^a 2006/07.

^b Includes £36k Cumbria Sport/Cumbria Sport Development + £6.5k cultural grants.

^c In the west only: the east served by provision from Highlights, an RFO, to which matching grants given by relevant local authorities.

iv Local authorities' arts-development work

The local authorities each have staff teams (in some cases very small), which are responsible variously for policy formulation, management of grant programmes and for direct delivery of arts-development work. In the case of Eden District, this role is entrusted to an independent body, funded for the purpose, Eden Arts, though, as an exception, Eden District Council makes one revenue grant directly to one of the RFOs in the Eden district. The arts-development units are located in a range of different departments in their local authorities:

- Allerdale: within Leisure Services Management (including sport and recreation, entertainment/events and heritage), part of Community Services Directorate;
- Barrow: within Community Services, alongside Forum 28, Dock Museum, city-centre management etc, within Regeneration Directorate;
- Carlisle: together with Museum Services, within Community Services Directorate;
- Copeland: in Cultural Services Department together with sports; museums within Regeneration;
- Eden: outsourced to Eden Arts;
- South Lakes: part of Cultural Economy Group (also including regeneration, tourism, Kendal Museum) within Communities And Well-Being Department; sport within Customer Services Directorate;
- Cumbria: recently switched from Economy Culture & Environment to Adult Social Care Services.

Arts-development activity covers both grant support and direct delivery of projects and promotions. The balance varies amongst the authorities. All local arts-development units have in common their commitment to supporting individual artists and organisations and to providing effective local-management links (eg with school and community organisations) and engagement with Cumbria-wide strategic initiatives (eg in dance).

The County Council's grant programme was described above, with its emphases on RFO support and on pump-priming strategic initiatives. The emphasis on grant programmes is greatest amongst the district councils in Allerdale, Barrow and South Lakes. This partly reflects the large number and/or scale of RFOs in these districts. Additionally, some local authorities give notable support to key elements of the local professional infrastructure, Barrow (DARE Dance), Carlisle (Cumbria Film Collective and Sands Centre (its symphony orchestra series)) and Copeland (Millom Club). Allerdale supports two volunteer-run promoters of professional programming, Kirkgate Arts Centre and Solway Arts. All the districts administer grant programmes for small and voluntary organisations and individuals, which range from £3k to £8k. Grant recipients total 105 across the County.

Projects and promotions form the other aspect of arts development. Carlisle and Copeland give particular emphasis to this work, which might be said partly to reflect the relatively few RFOs in each of these localities. Key features of the work of each authority are:

Allerdale: closely engaged in delivering public-realm investment as well as funding and support role for infrastructure development (eg CA15 merger with Maryport settlement); works in partnership with Copeland sharing specialisms in cross-border projects and support for Cumbria strategic initiative;

Barrow: policy been to create independent infrastructure and use it; arranges music development/training programmes for young people (less than previously) and is responsible for aspects of Forum 28 arts programming, including workshops;

Carlisle: organises and promotes exhibition programme and ambitious programme of participatory workshops for children, young people and adults (eg in making, health, beauty, music and dance), talks and children's theatre all in Tullie House; also runs Brampton Live; previous work in programming season of performances at Stanwix Theatre in University of Cumbria has now ceased;

Copeland: major commitment in partnership with Allerdale District Council to manage visual artists, community residencies, arts and health projects, youth group work and new infrastructure development (eg Arts Out West, Moore Arts Millom);

Eden: occasional promoting activity focused on gap-filling (eg dance, visual arts); undertakes Cumbria-wide research and development projects (eg Voluntary Arts and writing Cumbria);

South Lakes: responsible for arts programming at Coronation Hall; some development projects (eg feasibility on MINT); new post to address participation and social priorities.

Total budgeted expenditure on arts development in 2007/08 is £2,179k, of which £1,291k (62%) goes on activity and £888k (38%) on overheads (covering staff and support, including central charges). The local authorities finance arts-development work with a combination of own resource (63%) and raised external funds (37%). A summary of the broad picture of income sources and spend is as follows:

	O'head	Activity	Total
	£k		
LA resource	888	511	1,399
External income	-	780	780
Totals	888	1,291	2,179

ACE's LADA programme, which is being phased out, is the largest single, external income source, contributing some £250k in 2007/08 (excluding carry forward). Other external income includes ticket sales where arts units undertake promotion themselves, eg Carlisle and South Lakes. The largest external sums are raised by Carlisle and Copeland and by Eden with its own particular arrangements. Carlisle and Copeland are successful in attracting regeneration funding. [Note: these figures refer only to funds which go through the accounts of the local authorities. Significant sums of regeneration and other funding go direct to the organisations. These show in the analysis of institutions.] The County is the largest contributor of own resource among the local authorities, followed by South Lakes, Copeland and Carlisle. The County also carries the largest overhead, partly reflecting staffing but also a high support charge.

Table 13.12: Cumbria local authorities, arts development spending, 2007/08

	All	Ba	Ca ^a	Co	Ed ^a	SL	CC	Total
	£k							
Pay	26	33	102	95 ^e	69	63	232	620
Admin	2	1	1	9 ^e	15	-	-	28
Support (allocation)	34	21	[36] ^b	35 ^e	n/a	27 ^c	87	240
Activity (gross)	114 ^d	104	285	232	65	215 ^c	276	1,291
Total	176	159	424	371	149 ^f	305	595	2,179

Source: Local authorities; framework analysis.

^a 2006/07.

^b Estimated allocation.

^c Excludes allocation to grants administration.

^d Includes £32k carried forward from previous years.

^e Allocation within cultural services department.

^f Excludes £57k (including reserves) carried forward by Eden Arts on 2006/07.

Table 13.13: Cumbria local authorities, arts development activity spend, by type, 2007/08

	All	Ba	Ca ^a	Co	Ed ^a	SL	CC	Total
	£k							
Grants:								
RFOs	39	39	6	12	4	81	143	324
Cumbria strategic ^b	14	4	6	14	1	-	[104]	143
Other prof infrastr	19	21	18	20	3	11	29	121
Small/vol orgs	7	3	4	5	9	7	-	35
Total grant	79	67	34	51	17	99	276	623
Projects/promos	35 ^c	37	251 ^d	181	48	116	-	668
Total	114	103	285	232	65	215	276	1,291

Source: Local authorities; framework analysis.

^a 2006/07.

^b Includes Soundwaves, Writing in Cumbria, Rural Touring, Dance Initiative, Excellence in Schools.

^c Includes £32k carried forward from previous years.

Table 13.14: Cumbria local authorities, arts development, external income sources, 2007/08

	All	Ba	Ca ^a	Co	Ed ^a	SL	CC	Total
	£k							
ACE LADA	25	42	95 ^b	23	44	9	41	279
ACE other	-	-	25	50	32	-	25	132
County	-	7	10	5	37	-	-	59
Regen/other public ^c	-	-	11	99	-	-	-	110
Box off/sales	-	-	99	-	7	101	-	207
Other (inc dons, int'st)	2	-	6	-	42	-	-	50
Total	27	49	246	177	162 ^d	110	66	780

Source: Local authorities; framework analysis.

^a 2006/07.

^b Includes £25k carried forward from previous years.

^c Includes Cleaner Greener Safer, West Lakes Renaissance, Neighbourhood Management Boards, National Trust and Cumbria Vision.

^d Contribution from Eden District was £42k, making total income of £204k.

Table 13.15: Cumbria local authorities arts development spend, by income source, 2007/08

	All	Ba	Ca ^a	Co	Ed ^a	SL	CC	Total
	£k							
External income	27	49 ^b	246	177	105	110	66	780
Local auth net contrib.	149 ^c	110	178	194	44	195 ^c	[529 ^d]	1,399
Total	176	159	424	371	149	305	595	2,179

Source: Local authorities; framework analysis.

^a 2006/07.

^b Excludes £160k funds from West Lakes Renaissance for feasibility and training work over three years carried out by Art Gene, Barracudas and Shoreline.

^c Includes returned ACE subscription.

^d Includes [£39k] from Cumbria Sport and from Cumbria Sport coaches scheme.

Table 13.16: Cumbria local authorities allocation of net spend on arts development, by overhead and activity, 2007/08

	All	Ba	Ca ^a	Co	Ed ^a	SL	CC	Total
	£k							
Overhead	62	55	139	139	n/a	90	[229]	714
Activity	87 ^b	55	39	55	n/a	105	210	551
Total	149	110	178	194	44	195	439	1,309

Source: Local authorities; framework analysis.

^a 2006/07.

^b Includes £32k carried forward from previous years.

Table 13.17: Cumbria local authorities, arts development programmes, local infrastructure and project funding, 2007/08

Infrastructure	£k	Projects/programming	£k
Allerdale:			
Solfest	1.5	Hub	8.0
Maryport Settlement	4.0	Other public art	20.5
CA15	1.5	Healthy Communities	5.0
Kirkgate	7.1	Idea & JWF Implementation	1.5
Solway Arts	4.7		
Barrow:			
DARE (dance)	17.5	Forum 28 programming	15.0
Shoreline	2.0	Music Factory	2.5
Dock Museum	2.0	Singing workshops	2.5
		Youth inclusion	2.0
		Up & Coming	13.5
Carlisle:			
Cumbria Film Collective	5.0	Brampton Live	131.3 ^a
Sands Centre Symphony Series	7.7	Tullie House workshops	19.1 ^a
Matrix	1.0	Perf (Stanwix, Highlights)	13.2 ^a
Carlisle International Festival	4.0	Exhibitions	68.0 ^a
Eleventh Hour Studios	0.5	Tullie House marketing	18.7 ^a
Copeland:			
Moore Arts (club)	20	Ennerdale residency	39.6
		South Whitehaven residency	52.5
		Pathways (with ABC)	80.0
		Millom Tourism	5.0
		Maritime Festival	2.0
		Beckermet	2.0
Eden:			
LSP Vroom	2.5	Performing arts	1.1
Storytelling	1.3	Dance Eden	23.3
		Motus O	2.3
		Writing Cumbria	4.6
		Voluntary arts	15.9
		LSP	0.6
South Lakeland:			
Lakeland Sinfonia Concert Society	2.0	Coronation Hall programming	105.0 ^a
Old Laundry Bowness	1.5	Strat. Support (eg Mint feasibility)	[11.5]
Kendal Mountain	1.5		
Kendal Torchlight	1.5		
Green Door Studios	0.7		
Farfield Mill	1.0		
Ruskin Museum	2.5		
Sedbergh Book Town	0.7		
County:			
Tullie House	8.0	-	
Participation post	21.0	-	

^a 2006/07.

Recipients of small grants from Cumbria local authorities, 2007/08

Allerdale:

Keswick Film Festival
Ireby Festival
Divali
Solway Arts
Invitation to Music
Transitions
Blencogo Parade
String Quartet

Write Angles
Words by the Water
Dean Storytree
Art on the Beach

Voices Folk
Lakeland Opera
Print Studio
Dance Class
Broughton Moor School
Hub Print Room

Bursaries (five)

Barrow:

Furness Tradition
Prism
Wordmarket
Apples & Snakes
Hindpool Renewal

Carlisle:

North Cumbria Recitals
Carlisle Cathedral (lunchtime concerts)
Carlisle Folk & Blues Club
Carlisle International Summer Festival

Art for All

Border Poets

OC Productions Stageright Youth Theatre

Copeland:

Harbourside Concert
SASRA Orchestra
Lakeland Opera
West Lakes Orchestra
Young Cumbria
Irish Music Park Events

St James's Infant
St Begh's
Distington School

Spirit of Ennerdale
Shaped Voice
Macbeth Folk Fair
Del

Eden:

Appleby International
Off the Rails
Eden Women's Theatre
Live Music at Alston

Music at Alston Town Hall
Penrith Music Club
Wordsworth Singers
Gipsy Music
Mostly Acoustic
Cumbria Opera
Irish Music on the Move
English Piano Trio

Bluejam

Upfront Arts Puppet

Scenes from the Caps
Macbeth and Blythe Spirit
North Westmorland Arts
Pottery Workshops
Langwathby
Mad Hatters
Young Cumbria
Penrith Camera
Festival of Fire and Light
Rheged Film
Journey to Andulous
Eden Cultural Project
Alston Christmas
Art Group for Carers
Ossie and the Thwartz
Eden Mind Short Film
Easter Bites

South Lakes:

Grange & District Concert
Grange Jazz

Dentdale Choir
Grasmere Players
Heron Theatre
Howgill Harmony
Kendal and District Gilbert & Sullivan
Kendal South Choir
Lakeland Opera
Promenade Concert
Spellbound Theatre
Westmorland Youth Orchestra

Ulverston Charter
Furness Traditional
Dent Folk
Coniston Water

Mary Wakefield South
Cumbria Music Festival

Source: Local authorities.

14. BUILDINGS AND INVESTMENT

Cumbria benefits from the investment of some £203 million from the National Lottery between 1995 and 2008. The largest sum came from the National Heritage Lottery, at £56 million. In total, Cumbria received an above-average share of the funding from the national distributing bodies. This was particularly marked for heritage and for charity. The arts and health/education/environment distributions were below average.

Virtually without exception, the building projects were delivered by mixed funding, of which the Lottery element was only part. Local authorities and regeneration agencies were important contributors of additional funds. Comprehensive funding data on completed projects are not available. The tables in this section relate to the Lottery funding only.

The expenditure on buildings for performance, the visual arts and the heritage resulted in only a few new buildings and only one new institution. Theatre by the Lake (£5.1 million Lottery award) was built to house the new institution and the quality of the building has contributed much to the theatre's success. Lantern House (£1.6 million) rehoused its existing operations in a new-build property and the Wordsworth Trust (£1.4 million, part for additions to the collection) acquired an important new extension for its resource centre. A further new building is being constructed for the Cumbria Archives (£4.9 million) in Carlisle. The Carlisle Millennium link to the Castle (£2.8 million) included a small extension to Tullie House.

Lottery funds have been used for development work as well as for buildings and equipment. The latter included significant provision for purchase of instruments by voluntary music organisations. In the arts, development programmes ranged from investment in institutional change (the Wordsworth Museum received some £1.4 million stabilisation funding), to market development and programming activity. Major Lottery-funded, public-art investment has included the Barrow public art programme (£654k Lottery award) and Sheepfolds (£278k). Arts organisations have received Lottery funds under the Grants for the Arts programme, which continues currently on a reduced scale. Some £1.4 million from this source, for example, was distributed to organisations and individuals in Cumbria in 2006/07.

Amongst refurbishments and acquisitions, Blackwell is a significant example (£2.3 million Lottery award). Major funds have been expended at Nenthead Mine (£4.3 million). The long list of improvements to arts organisations, museums and historic buildings is headed by the Brewery Arts Centre (£3.9 million).

Lottery funding has gone into various Cumbria parks and gardens, including two listed gardens, Rydal Hall and Muncaster Castle. The heritage investment has also included urban environments (major in Maryport, Workington, Cleator Moor, Whitehaven and Penrith), the rural environment (including programmes on upland paths and the fells and various foreshores) and wildlife.

Not all initiatives have been driven by the National Heritage Lottery. The County Council delivered a major transformation of Barrow's 1903 School for the Advancement of Science, Arts and Education, for use by Art Gene and Barracudas. The Yan is a notable new building delivered without Lottery funding. The Forestry Commission added this novel centre to its Grizedale Forest visitor facilities in 2008. A major museum event was the acquisition in 2007 of the Windermere Steamboat Museum by the Lakeland Arts Trust with help (£466k) from the National Heritage Memorial Fund. The intention is to rehouse the collection in a signature building, create a major study centre, and make provision for the display of art.

Table 14.1: Cumbria institutions in performance and visual arts receiving major (£250k+) Arts Council National Lottery investment, 1995-2008

	£k	Award date	DC	Purpose
Performance:				
Theatre by the Lake	5,086	1995	All	Lakeside theatre; includes phase 2 (2000)
Brewery Arts Centre	3,915	1996	SL	Central improvements
Lantern House	1,627	1996	SL	Training centre
Sound Waves	647	2004	All	Youth Music action zone project
Sunbeams	565	2001	Ed	Music access
Old Laundry Theatre	289	1996	SL	Refurbishment
Rosehill Theatre	257	1996	Co	Expansion and modernisation
Small works ^a	839	n/a	n/a	Various
Visual arts:				
Barrow Public Art	645	1998	Ba	Project with subsequent phases
Grizedale Arts	391	1996	SL	Artists' residencies
Sheepfolds	278	1996	Ca	Land art project
Small works ^b	283	n/a	n/a	Various

Source: UK National Lottery.

^a Quondam (Penrith), Kirkgate A C (Cockermouth), Penrith Players, Coronation Hall (Ulverston), South Westmorland Music Council, Askam band room, Ulverston band room, Abbey Road studios (Carlisle), 11th Hour Studios(Carlisle), feasibility studies for Fairfield Mill and Carlisle Theatre.

^b Art Gene (Barrow), exhibition space (Copeland).

Table 14.2: Cumbria museums, archives, historic buildings and gardens receiving major (£250k+) National Heritage Lottery investment, 1995-2008

	£k	Award date	DC	Purpose
Museums:				
Wordsworth Trust ^a	2,815	2003	SL	New resource centre, development fund; acquisition of book collection (2004)
Tullie House ^b	2,751	1997	Ca	Extension and links to Carlisle Castle
Blackwell	2,252	1998	SL	Acquisition and refurbishment
Haig Colliery	1,699	2008	Co	Phase 2 power hall
Keswick Museum	1,269	2008	All	Enhancement
Barrow Dock Museum	960	1998	Ba	Phase 2 development
Brantwood	629	1996	SL	Ruskin Museum development
Beacon	624	2005	Co	Refurbishments: major extra funds from W Lakes Ren
Armitt	513	1996	SL	Library and museum development
Archives:				
Cumbria Archive (Carlisle)	4,907	2006	Ca	New premises
Historic buildings:				
Nenthead Mine	4,333	1997	Ed	Heritage centre; further phases (2000, 2003)
Hadrian's Wall	1,793	1999	Ca	Paths, phases 2 & 3
Broughton-in-F Victoria Hall	1,370	2003	Ba	Restoration
Ulverston Sir John Barrow	891	2008	SL	Monument restoration
Hadrian's Wall	861	1997	Ca	Carlisle study centre
Brockholes	795	1997	SL	National Trust visitor centre
Barrow St James's Church	648	1996	Ba	Restoration
Barrow St George The Martyr	576	2001	Ba	Restoration
Kendal Stricklandgate Hse	440	1999	SL	Development
Abbey Road College	393	2000	Ba	Facade restoration
Keswick Moot Hall	371	2000	All	National Trust restoration project
Bardsea Holy Trinity Church	225	1996	AL	Restoration
Gardens:				
Muncaster Castle ^c	2,653	1997	Co	Maze, owl centre, trails in listed garden
Barrow public park	1,833	2000	Ba	Restoration
Hammonds Pool	915	1997	Ca	Restoration
Chancey's Park	892	2008	Ca	Restoration
Rydal Hall	482	2002	SL	Restoration, listed garden

Source: UK National Lottery.

^a Also received Arts Council stabilisation investment of £1,387k.

^b Millennium Commission award.

Table 14.3: Cumbria urban, rural and wildlife projects receiving major (£250k+) National Heritage Lottery investment, 1995-2008

	£k	Award date	DC	Purpose
Urban environment:				
Whitehaven ^a	5,605	1997	Co	Heritage development, with events area & trails
Maryport	1,125	2004	All	Heritage works
Workington	643	2000	All	Heritage works
Cleator Moor	358	1999	Co	Townscape
Whitehaven	350	1998	Co	CAPS
Penrith	323	1998	Ed	CAPS
Rural environment:				
Fix the fells	1,965	2006	SL	Lake District National Park Authority scheme
Bassenthwaite reflections	1,896	2005	Ed	Heritage works
Upland paths	1,462	2001	SL	Restoration by uplands access mgmnt group
Keswick foreshore	1,219	2006	All	Heritage works
Restoring Eden	985	2004	Ed	Heritage works
Our Green Space	721	2007	SL	Friends of The Lake District project
Arnside-Silverdale	506	2000	SL	Limestone project
Wildlife:				
Wildlife	628	2004	Ed	Cumbria Wildlife Trust project
Campfield Marsh	370	2003	All	Reserve acquisition by RSPB
Foulshaw Moss	257	1997	SL	Cumbria Wildlife Trust project

Source: UK National Lottery.

^a Millennium Commission.

Table 14.4: National Lottery in Cumbria, value of awards by function and district council, 1995-2008

	All	Ba	Ca	Co	Ed	SL	Total
	£k						
Art	6,487	2,323	2,434	1,147	1,333	11,125	24,849
Heritage	8,779	7,535	9,207	3,835	6,554	19,976	55,886
Sport	8,006	2,694	7,980	4,924	3,165	5,305	32,074
Charity	8,366	6,303	8,018	5,150	8,845	11,512	48,194
Hlth/Ed/Env	4,024	1,874	13,171	3,228	3,022	4,737	30,056
Millennium	42	195	3,059	8,298	214	43	11,851
Total	35,704	20,924	43,869	26,582	23,133	52,698	202,910

Source: UK National Lottery.

Table 14.5: National Lottery in Cumbria, number of awards by function and district council, 1995-2008

	All	Ba	Ca	Co	Ed	SL	Total
Art	86	91	100	45	85	248	655
Heritage	51	21	39	34	53	112	310
Sport	78	61	61	58	37	71	366
Charity	351	224	289	202	301	456	1,823
Hlth/Ed/Env	54	36	94	36	30	75	325
Millennium	12	3	10	14	5	12	56
Total	632	436	593	389	511	974	3,535

Source: UK National Lottery.

Table 14.6: National Lottery, Cumbria & UK, value of awards by purpose, 1995-2008

	Cumbria	UK	Cumbria % of UK
	£m		
Arts	24.8	3,300	0.75
Heritage	55.9	4,169	1.34
Sport	32.1	3,583	0.90
Charity	48.2	3,508	1.37
Hlth/Ed/Env	30.1	4,332	0.70
Millennium	11.9	2,155	0.54
Total	202.9	21,047	0.96

Source: UK National Lottery.