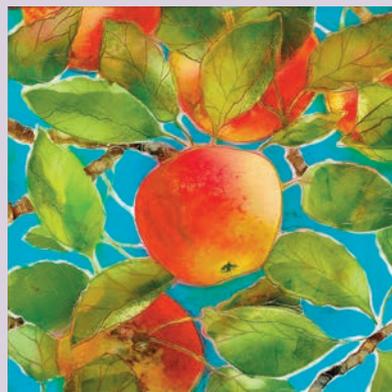
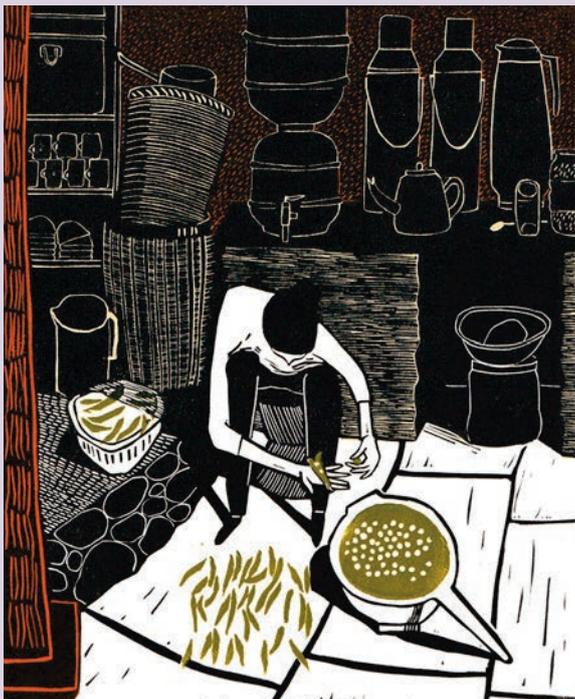
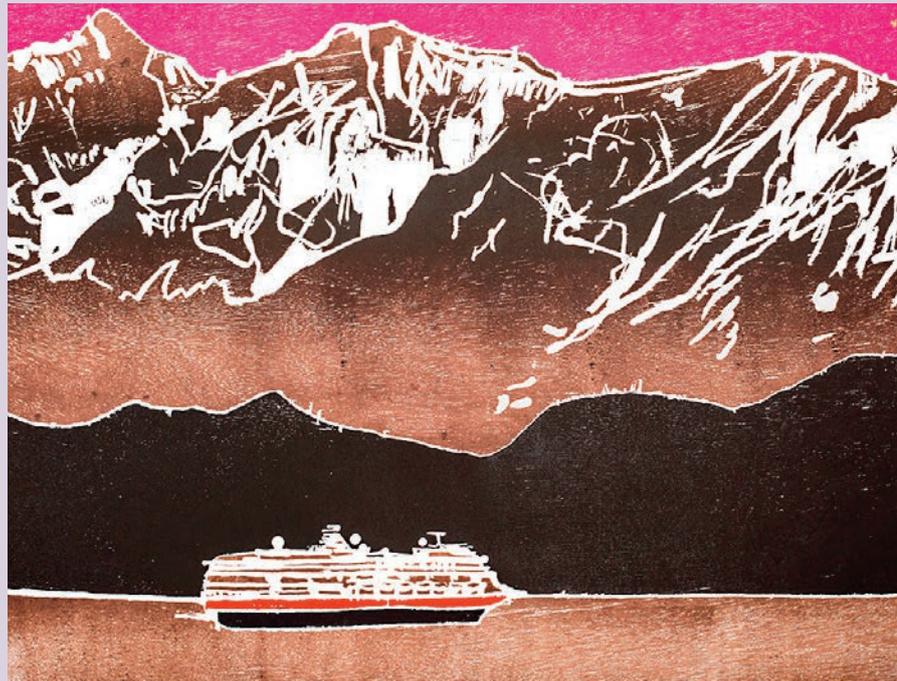


PRINTFEST

ULVERSTON

ANNUAL REPORT & FINANCIAL STATEMENTS 2019



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About Printfest

Printfest was founded in 2001 and is the UK's foremost artist-led printmaking festival. Printfest is dedicated to the exhibition and sale of contemporary prints; it offers the public the opportunity to view and purchase quality affordable artworks, meet the artists, take part in workshops and learn more about printmaking. It is also a rare opportunity for the best of the UK's printmakers to gather under one roof, share practice and learn from each other.

Printfest takes place each early May bank holiday weekend at the Coronation Hall in Ulverston, its home since its inception. The 'Coro' is one of the principal buildings in Ulverston and has the largest capacity of any hall in South Cumbria.

Ulverston, South Lakeland's friendly and historic Festival Market Town, is the birthplace of Stan Laurel and home to a thriving artistic community. The town is proud of the variety and quality of festivals held throughout the year on its cobbled streets, in the Coronation Hall and at Ford Park.



Printfest 2019 highlights

We had a **record number of visitors** to the event, 1,825 in total (2018: 1,583). An analysis of where they came from and how long they stayed is in the visitor surveys report on page 8.

Workshops for visitors returned this year: Cumbria Printmakers ran four half-day workshops over the weekend in a marquee in the Coro car park. The workshops sold out very quickly. Print Share ran four full-day workshops in Ulverston on four consecutive Saturdays after the event. Page 10.

There were **14 awards for artists** this year, all offering either money or printmaking materials. Abacus Creative Resources supplied three printmaker starter packs for the winners of the visitors' prize draw, each worth £150. Page 12.

We were pleased to welcome our third **Printfest patron, Mychael Barratt** who has just completed his term as the President of the Royal Society of Painter Printmakers. He was responsible for launching the National Original Print Exhibition and The Masters at Bankside Gallery in London. Page 15.

PRINTFEST

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82 artists applied for Printfest 2019 with 49 exhibiting. **All artists made sales**, with almost half selling over £1,000 of artworks and 8 artists selling £2000 - £6000. 98% of artists who filled in the artists' survey said that they would like to exhibit again at Printfest 2020. Page 4.

Two shops; Handprinted, the mobile printmakers shop, and Hawthorn Printmaker Supplies, a family run business offering a high-quality range of presses and unique stay open inks, were both popular and have already booked themselves in for Printfest 2020!

In 2019 we had a record number of **'Friends of Printfest'**, with 68 individuals and two corporates. We would like to thank all of them for giving us their support. Page 15.

Thank you to our generous funders, sponsors, artists, patrons, stewards and crew, and to all the art loving visitors for their support in making Printfest 2019 another memorable and inspiring event.

2019 successes

In 2019 we had two major challenges to which to respond from the 2018 survey. Firstly, the old lights that were heavy on electricity, generating lots of heat whilst not giving much flexibility to shine the light in the right direction at the artworks. Secondly, the re-introduction of workshops having obtained a 39% positive response to the question, "Would you be interested in taking part in a workshop in 2019?"



New lighting

Thanks to the response to funding requests, we were able to source a small British manufacturer to produce a light fitting to do the job that we needed. This was a great success and a quick calculation shows us that approximately 382.5kWh of electricity was saved during the four-day event, equating to £59.67. The heat output was approximately 327.7kWh less, making the hall feeling much cooler.

We normally have to replace about 28-30 bulbs at a cost of over £70 after each event. None of the new LED bulbs failed this year, which is a positive result both financially and environmentally.

Our thanks go to all the funders who supported Printfest for the purchase of the new lights and lamps. Without them this couldn't have happened.



Workshops re-introduced

The re-introduction of workshops was a huge success, with 48 participants enjoying learning about four different printmaking methods. The workshops were so popular that they all sold out very quickly.

Printfest partnered with Cumbria Printmakers, and members of the group tutored each of the workshops. Hawthorn Printmaker Supplies made a press available for them and Handprinted (the shop in the foyer) helped out with materials.

The workshops took place in a marquee that was erected in the Coronation Hall car park. Our thanks go to The Sir John Fisher Foundation for giving us the funding to rent the marquee.

Printfest also partnered with Print Share to promote printmaking in Ulverston. Print Share ran four full-day workshops that took place at The Little Barn, Meeting House Lane, Ulverston on the four consecutive Saturdays after Printfest. They were very well attended with several participants going to all four workshops.

It is a real joy to see how many people want to learn about printmaking and to get involved in workshops. Printfest visitors always talk about how inspiring they find the printmakers they meet at the event. We can think of no better way to spend time developing and satisfying the creative juices!



Fringe activities

This year we promoted other arts activities that were happening in Ulverston during the Printfest weekend. We did this through our social media campaigns with some coverage in our local newspaper, The Mail, and in the event catalogue.

'Fired up Furness', a sale of pottery, ceramics and sculpture organised by Ulverston Potters Collective took place at 1 County Mews, opposite the Coro; Natterjacks held an exhibition of the Printfest Print Collection in Queen Street; Cumbria Crystal were running glassblowing experiences at Canal Head; on Market Street, Squirrel ran drop-in print workshops for toddlers to grandparents.

Gallery 68 was showing paintings by Sadie Tierney, the Printfest Printmaker of the Year 2019, alongside local artists Tina Balmer, Rosie Wates and many more.

We were able to promote Print Share's workshops that were happening at The Little Barn, Meeting House Lane, Ulverston, which took place after the Printfest event in May and June.

The feeling is that fringe activities were positively received, and that they encouraged visitors to come into Ulverston and spend more time there. We would like to develop this idea further.

Expectations: a major issue for Printfest 2020 ... more space, more artists, bigger venue please!

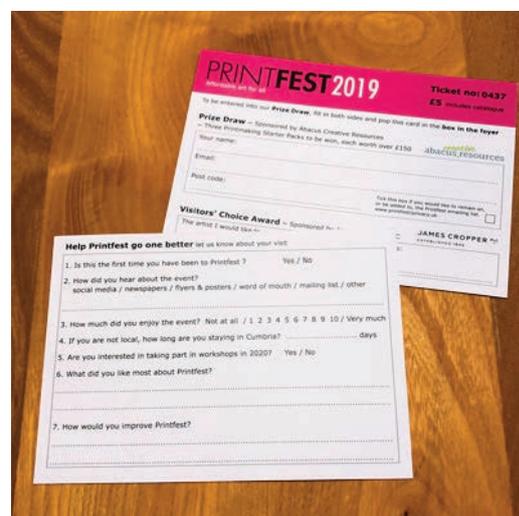
The visitors' survey is an important element of Printfest's success in determining what we are doing right, and what we need to change or adapt. With over 800 responses (nearly half of the visitors that came to Printfest this year) we get an amazing insight into their thoughts and desires.

This year, we had over 40% of the visitors asking for more space, more artists and a bigger venue please! This gives us a bit of a dilemma in that the Coronation Hall is considered the largest venue available in the South Lakes, and we are now using all the building, including a marquee in the car park.

This summer we will be looking at the options. Are we able to expand Printfest without losing the essence of what makes it such a great attraction? Do we want to move it from the Coronation Hall to somewhere new? It has been there since the launch in 2001! Would it be possible to make it a two venue event? Or do we just accept that it can only be so big if it is to keep to its mission and values? All these possibilities need discussion.

We need to be aware of another answer in the survey which was in response to, 'How would you improve Printfest?', 27% of visitors said, 'Don't change a thing, it is great as it is.'

As in all research, we need to look at all the answers in context and as a colleague of mine once said: 'Good customer research should be looked at like a lamppost. It is for illumination, and not just to be lent against!'



Printfest artists 2019

82 artists applied for Printfest 2019 (2018: 74), with all of them using the online application form available through the Printfest website. One artist asked for assistance with it and we were very happy to help them. We will continue to accept applications via email and post if it is an artist's preference, however the online application form enables us to process the applications quicker and more efficiently. 49 artists exhibited in total (2018: 46).



The Printfest selection committee

The selection committee was made up of the Printfest team with guest judges Sadie Tierney, Printmaker of the Year 2019, and our patron Alan Stones who is a painter/printmaker. There are two rounds to the selection: 1. The anonymous round viewing the work and the artists' statements (names removed), 2. Review and discussion of CVs, personal statements and websites. Almost all the judges have made applications to exhibitions and know what it's like to be both declined and accepted. It is a huge pleasure to review such talented applicants.

Artists' sales

Of the 49 artists exhibiting, total sales recorded from the responses from the artists' survey were around

£50,000 (2018: £63,000) with three artists still to submit their final figures. All artists sold: 19 artists sold between £501- £1,000, 11 artists £1,000 - £1,499, 5 artists £1,500 - £1,999 with 8 artists selling over £2,000. The top seller was over £5,000.

The Printfest sales desk

The Printfest sales desk was used by 22 artists (2018: 22) making 113 transactions (2018: 76). We actively encourage artists to use their own card readers and handle their own sales, but we run the sales desk for those who prefer not to or don't have their own card readers. No commission is made on artists' sales but we do charge a small fee for using the sales desk to cover transaction and administration costs.

Artists' survey results

With 0 being the lowest and 5 being the highest, the artists rated the event as follows:

Venue:

84% rated the venue a maximum 5, with 16% rating it a 4. There were no values less than 4.

Exhibition stands:

70% rated them as a 5, 18% as a 4, with 11% (5 artists) 3 and 2. New panels are purchased each year to keep them as fresh as possible.

Lighting:

82% gave the lighting a 5, 16% gave a 4, with one artist giving it a 3.

Value for money:

66% of artists scored the event as a 5, and 32% as a 4.

Organisation:

We were pleased to get a maximum of 100% for the second year running.

Opportunity for networking:

84% scored a 5, with 16% a 4.

Would you exhibit at Printfest again?

98% said they would come back to exhibit at Printfest, 2% maybe, with nobody saying that they wouldn't come back in the future.

New to Printfest:

48% of artists were new this year, with 52% having exhibited at some time since 2001.

Artists' comments and suggestions:

"I've probably done six or seven shows a year for the past five years and I've never done one as organised, friendly and all round feel-good as this. From the pre-event information which was really clear, to arrival and the fantastic help from the stewards unloading and the general helpfulness of all the staff and volunteers throughout was outstanding. One of you came and chatted to us several times a day, you were fully there for the artists in a world where most organisers hide away so as not to get negative feedback!"

"The social on Saturday evening was a lovely touch and very much appreciated. – Space: The boards were brilliant, very easy to use and strong. The space in the ante-room is good and the light is also very good in there. – The cafe was lovely and the 'meal deal' provided was wonderful, though I put on a few pounds eating all that cake! – Wrapping station is very good and obviously useful not to have all that material on your stand. – I really enjoyed being at Printfest, thank you all so much for all of your hard work, the effort you put in really showed."

"The event is geared towards lovers of print – knowledgeable customers."

"Wonderful event. A lovely opportunity to present work to a very interested and appreciative audience and a great opportunity to talk to other printmakers."

"Excellent footfall especially on Saturday and the private view. Surprisingly though, Sunday was my best day for sales selling right up to five minutes before the end!"

"The new stand lighting was a big improvement and really helped. Good storage area - I hadn't really used it before. It was a fantastic weekend and I sold much better than last year, I hope everyone did. Can't thank you all enough for such slick organisation, it is a joy to take part."

"I loved winning an award!"

"Networking with printmakers, seeing old friends and making new ones. Buzzing atmosphere, lots of visitors, chatting, making sales, feeling well looked after by the team."

"Faultless organisation, amazing support, great stand layout, oh, and print-loving customers! It was my first time of exhibiting here and I have no complaints!"

"The opportunity to get feedback on my work and to meet other printmakers. Overall it has been a very positive and enjoyable experience."

"It's perfect."

"People's passion for original fine art prints, the educational side and social side, meeting up with other printmakers. Genuinely the best print fair I do in terms of support for artists and ease of getting in and out and organisation."

"The new lighting WAS AMAZING; I was worried my stand was going to be too dark, but it was perfect with the new lights. The lighting was so great, I'm thinking of getting something similar for my studio."

"One suggestion: award Printmakers' Printmaker and Visitors' Choice earlier in the afternoon so they can benefit from extra attention/sales."

"It would be nice to spend more time in front of each other's work. Could the artists drinks be held in the hall?"

"The experience could be improved by having just slightly more space around the stands. Perhaps by having slightly less artists (45?), as I had visitors tell me it was difficult to make their way around the hall (note to self, don't bring so much furniture next year)."

Printmaker of the Year 2019

Sadie Tierney

The Printmaker of the Year receives an award of £1,000 plus a free stand. They are required to make a commissioned print that is inspired by the area and make a presentation at the opening talk.



I found my inspiration for the Printfest commission, sitting beside the deepest lake in England, looking at the tallest mountain in England, with half a mile of shale screes falling vertically half a mile into the fjord-like lake, the dusk glowing the rocks pink, the colours changing by the second as night falls.

I made sketches of the view on the spot and True Grain drawings to use on my return for screen print or lithographic colour separations. I wanted the commissioned print to retain the energy of the sketches and pay homage to the activity of sketching which was prominent in the writings of William Gilpin (1724-1804). Gilpin was born in the Lake District and defined the Picturesque in his Essay on Prints, as "searching for rough & rugged compositions with a lack of symmetry in the landscape" and I saw this in particular in the landscape around Wastwater. I was particularly keen to explore the ideas of the Picturesque movement in my sketches and landscape drawings, and in the print.



I was interested in changing the way I work to suit the subject and layers of wash suited the landscape more than cut out shapes of solid colour which lent themselves more to strong directional northern light in the Norwegian series. While I was working in the Lake District the weather was constantly changeable with heavy skies and veils of mist.

The first two prints I made were built up in layers of colour, using Mokurito lithography, woodcut and block print.

I also took small aluminium printing plates out into the landscape and made drypoints on the spot, which were launched as a small box set at Printfest.

Sadie is a graduate of the Royal College of Art. Selected solo exhibitions include Flowers East Gallery, Rabley Drawing Centre, Angela Flowers Ireland, Eton College and Aspex Gallery.

Public Collections include Gdansk Museum, The Bronx Museum of the Arts, Eton College, The Royal Navy, Baker & MacKenzie and Clifford Chance.

www.sadietierney.co.uk



Printmakers' Printmaker

The Printmakers' Printmaker is elected by their fellow printmakers; this is particularly meaningful to artists, reflecting recognition by their peers. The winner is awarded a free stand for the following year and is invited to make a presentation at the opening talk.



Printmakers' Printmaker 2018
Flora McLachlan

Presenter at this year's opening talk.

"In my work I am trying to evoke an ancient and numinous landscape. I am inspired by medieval romance poetry, the progression of a quest and, along the way, a vision that stills. I'm interested in the nurturing and destructive aspects of the landscape, its nests and chasms, its sanctuaries entwined with sharp thorns. I like to imagine its secret face when the daylight fades and the creatures come out to roam. I'm feeling for a lost magic; a glimpse through trees of the white hart."

www.floramclachlan.co.uk



Printmakers' Printmaker 2019
Helen Murgatroyd voted in this year.

Helen said of winning this award "A massive highlight of the year so far. It will be a privilege to return next year... thank you Printfest."

"I am a printmaker based in North Cornwall. I studied Graphic Design in Manchester before specialising in Printmaking at The Royal College of Art. I make print editions centred round themes of food, still-life imagery and the domestic every-day. I work mainly in lino-cut but I also reproduce my drawings in alternative ways by making interventions and adaptations to the traditional print processes. I am available for exhibitions and illustration commissions."

www.helenmurgatroyd.co.uk

Opening talk

The opening talk took place on the Thursday night before the Printfest weekend in the Supper Room. It was well attended by 72 people (2018: 80).

The opening talk was given by Sadie Tierney, the 2019 Printmaker of the Year, and Flora McLachlan, the Printmaker's Printmaker 2018. They were both entertaining and informative. There was a real contrast in their thought processes, subject matter

and techniques. Sadie and Flora had both completed putting up their stands in the main hall, so everyone was able to get a good look and talk to them about their work. Altogether, a very educational and enjoyable evening.

Visitors' survey

2019 was the third year of the visitor survey being incorporated into the admission ticket along with the visitors' choice award voting card and the chance to be entered into the visitors' prize draw. 825 cards were collected, from approximately 45% of all the visitors (2018: 635). The information provided in this survey is crucial in enabling us to know how we are performing and how we can improve.

The visitors' choice award, sponsored by James Cropper PLC, was presented to Anja Percival by David Nicholson from James Cropper. Anja commented *"I'm on cloud 9 after winning the visitors' choice award on Sunday; that was such a massive deal for me, I'm just so chuffed to bits... can't really put into words how elated it made me feel!"*

The visitors' prize draw was sponsored by Abacus Creative Resource for the second year. They offered three printmaker starter kits valued at £150 each. One of the winners said *"The prize pack arrived safely and is very impressive, thank you very much. I am delighted with the prize and will be renewing my love of ink on paper".*

What did the survey tell us?

Where did the visitors come from?

- 41% of visitors were local (2018: 29%), coming from Ulverston, Askam, Barrow, Dalton, Kirkby, and Broughton
- 23% came from South West Lakes (2018: 27%)
- 3% from other parts of Cumbria (2018: 6%)
- 17% came from the rest of the North West (2018: 18%)
- 5% from the North East and Yorkshire (2018: 7%)
- 3% were from Wales and the Midlands (2018: 6%)
- 5% from London and the South (2018: 4%)
- 1% were from Scotland, Ireland, USA and Canada

There is a slight increase from the South, with the biggest difference being the increase in local visitors.

How long did the non-locals stay?

- Day trip: 42% (2018: 53%)
- One night stay: 14% (2018: 11%)
- Two nights: 19% (2018: 7%)
- Longer: 25% (2018: 36%) staying for the bank holiday weekend or combining it with a longer visit to the Lake District

How much did they enjoy the event?

On a scale of 1 to 10:

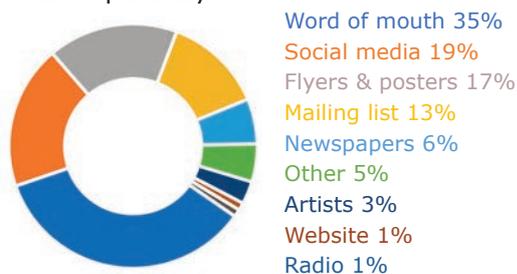
- 60% of visitors gave it 10 (2018: 57%)
- 36% of visitors gave it a 7 to 9 score (2018: 39%)
- There were no scores less than 5

With 96% scoring 7-10 it is clearly an enjoyable event for most visitors.

How did they hear about Printfest?

- 35% of visitors said word of mouth (2018: 39%)
- 19% from social media (2018: 22%)
- 17% from print, including flyers, postcards, posters and invitations (2018: 20%)
- Visitors on the Printfest mailing list accounted for 13% (2018: 10%)
- Advertisements and editorial in local press accounted for 6% (2018: 9%)
- 1% heard about the event on the radio
- 1% logged on to the website

Many visitors ticked more than three of the categories. This shows us that it is important that we use all media because collectively they work better than separately.



Was this their first visit to Printfest?

- 59% had visited Printfest before (2018: 54%) which makes 41% first timers (2018: 46%)

What did they like most about the event?

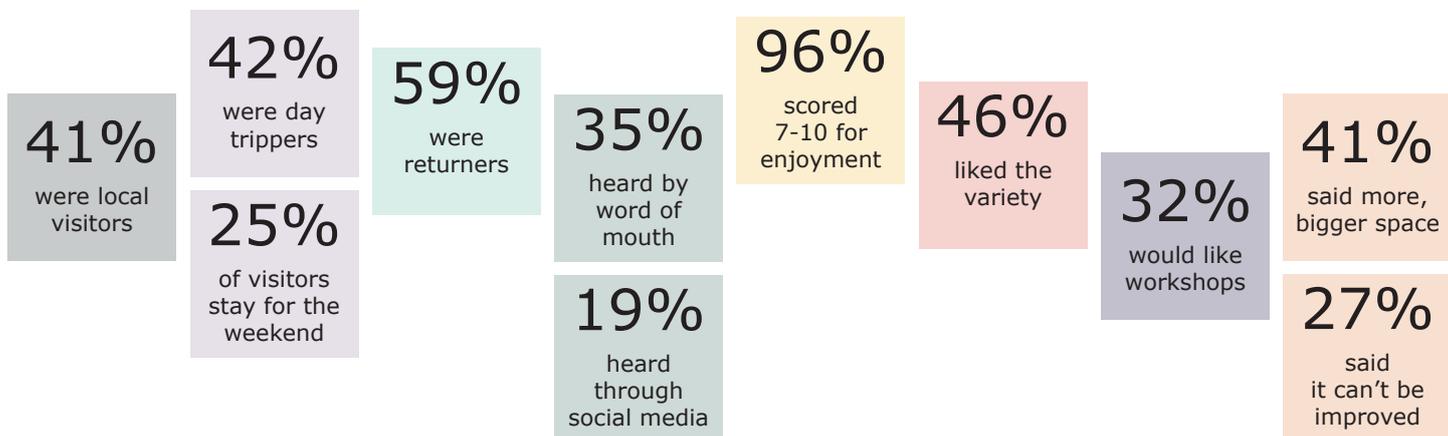
- The top answer at 46% (2018: 54%) was the variety of artists, styles and printmaking techniques on display
- The second at 19% (2018: 14%) was the amazing quality of work on display
- The third most popular response at 12% (2018: 13%) was the accessibility of the artists

These have been the top three answers for at least the last three years.

Other categories included:

- The atmosphere 7%
- The friendliness 6%
- The café 3%
- Everything 2%
- The setting 2%
- 'Inspiring' 2%
- The workshops 1%

See workshop feedback on page 10.



For the second year we asked these questions:

Would they be interested in taking part in workshops?

- 32% said yes (2018: 39%)
- 44% said no (2018: 54%)
- 24% maybe (2018: 7%)

In real terms, 267 visitors said that they would be interested in taking part in workshops. This explains why the workshop places sold out so quickly. It also confirms the appetite for getting involved and learning printmaking.

How would they improve Printfest?

- More or bigger space: 41% (2018: 39%)
Read more about expectations on page 1
- It can't be improved: 27% (2018: 28%)
- More workshops and demonstrations, especially for children: 12% (2018: 15%)
- Add another day or make it twice a year: 5% (2018: 3%)
- Lower entry fee: 2% (2018: 7%)
- More chairs please: 2% (2018: 2%)
- Younger, edgier artists: 2% (2018: 2%)
- Make it a cooler temperature!: 1% (2018: 4%)

Other suggestions were 'more fringe activity', 'bigger coffee cups' and 'more than one choice of favourite artist'. We will be considering all these suggestions before the 2020 event.

A selection of visitors' comments:

- "I liked most being able to meet artists that I follow on social media"*
- "The lively atmosphere, my wife told me that I was coming but I really enjoyed it!"*
- "I liked the high quality of the exhibits - the venue is lovely too"*
- "It is great to see a wide variety of prints all in one place"*
- "The range of exhibitors, their willingness to share their experience, the general atmosphere and the whole experience"*
- "The variety of techniques and the professionalism"*
- "I liked the variety of work, speaking with the artists, opportunity to buy supplies and to attend a workshop"*
- "I was blown away by the variety and talent. Impressed with the artists explaining their methods"*
- "The café was great, but I shouldn't have eaten so much cake!"*
- "Even better than last year! Well done Printfest, see you next year"*
- "Needs a bigger venue and more space. Maybe hold it twice a year?"*

Workshops

Printfest teamed up with Cumbria Printmakers (based in Carlisle) to run four half-day workshops over the event weekend. We also partnered with Print Share to promote printmaking in Ulverston. Print Share ran four full-day workshops after the Printfest weekend.



Cumbria Printmakers

The marquee went up in the Coro car park and 48 participants took part in workshops over the Printfest weekend. There were four tutors, two of whom were also exhibitors. The ticket price included entry into the exhibition.

We have been looking for a way to work with Cumbria Printmakers and this seemed the perfect tie-up.

We are immensely grateful to the Sir John Fisher Foundation who kindly provided the funding for the rental of the marquee, with the ticket price covering the fees for tutors and materials.

www.cumbriaprintmakers.co.uk

Feedback

- 100% of participants' expectations were met
- 98% said they would recommend the course to others and felt that the tutors were excellent
- 85% said the course was excellent value for money
- 75% rated their enjoyment of the day as excellent

Improvements that should be made:

- 15 mentions of how noisy the traffic was
- 6 mentions of it being cold
- 4 mentions of booking and payment concerns

Comments from participants:

"Lovely to be able to experiment without judgement. Good advice given"

"Brilliant - so much done in such a short time!"

"Organised, friendly, knowledgeable especially in a difficult venue for the type of printing being done"

"Approachable, constructive and enthusiastic with clear delivery"

"I wanted to be taught new printing skills so I can teach KS3 & 4 pupils. Penny's teaching was pitched perfectly for my level of beginner's knowledge as well as for others in the group who were evidently quite well skilled already. This has been excellent as I learned things for the future - more advanced techniques. Thank you Penny - fabulous!"

Print Share

Print Share worked in partnership with Printfest to promote printmaking in Ulverston. They have been listed on our website and in our catalogue since 2017.

They ran four full-day workshops on consecutive Saturdays in The Little Barn, Meeting House Lane, Ulverston.

Their workshops were designed for those who are new to printmaking – but all levels of experience were welcome.

www.printsharelakes.co.uk

Feedback

All workshops were well attended and scored 100% for 'expectations met', 100% for 'value for money', with 100% of participants stating that they would recommend them to others. The tutors and the venue both scored very highly.

"Relaxed, friendly, informative and inspiring. Thank you for such a lovely day"



Awards for artists 2019

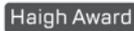
All the 2018 award sponsors were back for 2019, as well as two new sponsors, along with the established Printfest awards; 'Printmaker of the Year' and the 'Printmakers' Printmaker'. All sponsors receive as much publicity as we can give them in advertising, social media and in marketing materials. They are all listed on the Printfest website and in the catalogue.



There were 14 awards for 2019

The award certificates were designed and printed using letterpress by committee member Keith Bamber, working with Nick Loaring of The Print Project in Shipley. Copies of the certificates were given to both the artists and the sponsors. The winners were announced by Printfest patron Mychael Barratt.

In 2019, the total cash value of all the Printfest awards was £8,390, (2018: £8,490). Printfest do not take commission on these awards; it all goes direct to artists who are recognised for their work and achievement. Our aim is to promote Printfest to a wider audience through our sponsors. We sincerely hope that all our sponsors will be back for 2020.



Awagami paper award

Winner: Jane Mowat, receiving 50 x A2 sheets of handmade Washi specialist printmaking paper, worth \$300, with the Awagami apron and tote bag. Awagami have already pledged their support for 2020.

Cranfield Colour awards

Winners: First and Second Prize awards are respectively £150 and £100 worth of printmaking inks. First prize was won by Debby Akam and the second prize went to Babs Pease.

Haigh award

Winner: Ian Phillips, receiving £250.

McClures award

Winner: Michael Devereux, receiving £250.

Chris Benefield memorial award,

Winner: Kelly Stewart, receiving £200.

Founders' award

Winner: Simon Tozer, receiving £100 (picture opposite shows Simon receiving his award from Founders Ronkey Bullard and Judy Evans).

Handprinted award

Winner: Helen Murgatroyd, receiving a £50 voucher.

Hawthorn Printmaker Supplies award

Winner: Anja Percival, receiving a £50 voucher.

Visitors' choice award

Sponsored by James Cropper PLC

Winner: Anja Percival, receiving £250. We were delighted that David Nicholson of James Cropper PLC came to Printfest and made the presentation to Anja (pictured above).

TPFramework award

Winner: Moira McTague, receiving a £100 voucher.

Zillah Bell Gallery award

Best Newcomer to Printfest
Winner: Amy Hutson. The award is a solo show at Zillah Bell's Gallery in Thirsk in 2020 (approximate value £5,000).

Printfest funders

We are immensely grateful to our funders. This year is of particular note as a number of them have generously contributed to the purchase and installation of our new stand lighting.

It has been wonderful to receive funding for lighting that will enhance the work presented by the artists and the visitors' view of the work, reduce the Coro's utility bills and improve the overall effect the lighting has in the main hall.



Choose Ulverston

Their website shows the best that Ulverston has to offer. It aims to encourage people to visit Ulverston and experience everything the town offers to tourists. They are Ulverston's information hub funded by the Ulverston Business Improvement District, displaying everything you need to know about visiting, living and working in our beautiful town. Printfest direct all Ulverston enquiries to this website.

Ulverston BID

A Business Improvement District (BID) is a defined area, whose businesses pay an additional amount on top of their business rates, which is used to fund projects within the district's boundaries. Printfest is grateful for their contribution; the funding is used to help market the event.

Cumbria County Council

The County Council's Area Support Teams manage a range of grant funds that are used to invest in communities to bring about a positive and lasting change for the benefit of the whole community. Their funding supported the new lighting system.

Furness Building Society

They may have been around for over 150 years, but they are a modern, forward thinking building society. They help 150 charities and good causes every year to make a difference to local people. Printfest is grateful for their contribution and for being one of those 150 organisations.

GSK

They are a science-led global healthcare company with a special purpose: to help people do more, feel better, live longer. Based in North Lonsdale Road, Ulverston. Printfest is grateful for their support.

The Hadfield Trust

The Hadfield Trust gives grants to charitable organisations in Cumbria. They are keen to support community projects that meet the needs of the Cumbrian community and make a real difference to the quality of life of those living in the county. Their funding enabled Printfest to purchase the new lighting system.

Sir John Fisher Foundation

The Sir John Fisher Foundation is a charitable trust established in 1980 by Sir John and Lady Maria Fisher. The Foundation's objective is to distribute its income to charitable causes throughout the UK but with special regard to those based in and working for the benefit of people living in Barrow-in-Furness and the Furness Peninsula. They supported the workshops through funding the rental of the marquee.

South Lakeland District Council SLDC

SLDC's vision is to make South Lakeland the best place to live, work and explore. Their ambition is to have a varied economy with a skilled workforce and a cultural offer that appeals to residents and visitors. Printfest is grateful for their financial support. SLDC has already pledged its support for 2020.

Ulverston Town Council and the Ulverston CGP Trust Fund

The town council has a programme of grants for community groups and supports local businesses. It works in partnership with SLDC and CCC. It also works with Ulverston BID to market the town and the area and manages the Ulverston CGP Trust Fund. Printfest is grateful for their financial support.

Printfest patrons

We do not look for funding from our patrons, (although we don't refuse it either!) but more importantly we look for advocates, connections and a love of the arts, especially printmaking. Our patrons are involved in opening the event, welcoming speakers for the opening talk, announcing and presenting Printfest awards, as well as welcoming guests at the private view and over the weekend.

This year Mychael Barratt PPRE joined Printfest as our third patron

"Printfest has been staging its popular artists' focused festival for nearly twenty years and has become one of the most ardent champions of original printmaking. I am delighted to have been asked to be a patron of Printfest and hope that I can help draw a few more artists to printmaking and a few more enthusiasts to Ulverston!"

Alan Stones

"I am honoured and absolutely delighted to become a patron of Printfest. I vividly remember exhibiting in the very first Printfest back in 2001 when there were just 22 exhibitors. Since then, thanks to many wonderfully dedicated and enthusiastic supporters, Printfest has grown and developed, always presenting serious printmaking and always with fun. It is a very special event in the UK printmaking calendar."

Tim Robertson

"I feel honoured and excited to support Printfest as a patron. Printmaking has always struck me as one of the most fascinating and engaging forms of visual art. I'm so pleased to see printmakers get the showcase they deserve, with a home in the delightful town of Ulverston and a reach wide beyond."

For 2020

We are delighted to have been approached by a potential new patron, who runs a print studio in Finland. Discussions are in progress.

Friends of Printfest

The Friends of Printfest play an important role in the continuity of Printfest. Their financial support sustains the event. 2019 saw the largest number of Friends to date, 68 in all, plus two corporate Friends, bringing in £1,080. They are listed on the website and in the catalogue, unless they have requested otherwise.

It is our aim to offer Friends a little bit of red-carpet treatment. This is achieved by offering a Friends of Printfest preview that begins half an hour before the private view begins.

When they arrived this year, the stewards greeted them with a branded Printfest calico shoulder bag that contained the catalogue and wine tokens. This ensured that Friends could move straight into the exhibition rooms for the Friends of Printfest preview.



Marketing

32% of the money we receive is spent on marketing. Without this we could not attract the audience we need to make the event the success it is and for the artists to be able to sell so many of their artworks.

Word of mouth

35% of visitors say that they heard about Printfest through word of mouth. This includes the group of visitors that come every year. The amount of marketing activity we do affects this figure as it creates noise and conversation about the event.

Social media

19% of visitors learn of Printfest through social media. We run campaigns on Facebook, Instagram and Twitter. The Facebook event page featured Rachel Weaver's film and was viewed 4,149 times (2018: 1,442). This is obviously an important and growing means of communication, especially for the younger audience.

Flyers & posters

40,000 flyers were printed and distributed by Aha Marketing throughout the Lake District and across the North of England, including the Manchester museums and galleries. 10,000 flyers were distributed locally in Ulverston and the surrounding areas by our stewards, and mailed out to artists and patrons. Posters are put up locally and this year we included several roadside banners that were highly visible for visitors to the town. 17% of our visitors tell us that they had heard of Printfest from flyers and posters.

Database

Several Mail Chimp campaigns are sent out to the full database of approximately 1,800 names and email addresses. This year we covered the GDPR requirements and then had a steady sign-up to subscribe at about seven to ten people a week in the lead-up to the event. 13% of visitors hear about the Printfest event through our database mailings.

Newspapers

We reviewed our advertising campaign this year, spending £2,543 (2018: £2,580), encouraging editorial where possible. The local newspapers have had major changes in their operations over the last year and supported Printfest through publishing six key articles. Sadie's commissioned work was also published in The Mail the week before the event. 6% of visitors hear about us from newspaper advertising.

Other activity

We produce A6 postcards as soon as our Printmaker of the Year has been selected and use these like business cards. The Printfest Private View invitation is a sought-after ticket. We print 600 and mail out to a

guest list of about 400, with the remaining invitations going to artists, advertisers, sponsors and funders. This year the fringe arts activities boosted awareness of Printfest locally. 'Other activity' accounted for 5% of recorded visitors hearing about Printfest

Artists

The artists do a reasonable amount of publicity work themselves in their local area and online, some visitors are friends and family, and dedicated collectors. 3% of visitors are connected to or hear about Printfest through artists' communication.

Website

Everything you need to know about Printfest is on the website. We use it not just to inform but also for artist applications and, this year, for workshop bookings. It has become the first 'port of call' for the majority of people wanting to learn more about Printfest. It is no longer optional but very much the centre of our communications strategy.

Radio

This year we took part in the Arty Show with host Helen Millican. Jamie Barnes and Sally Bamber were two of the four guests who took part in the three-hour show. The interaction between them all was inquisitive and mutually supportive; it was a good experience. They have approximately 68,000 listeners. 1% of visitors to Printfest said that they had heard about the event on the radio.

The catalogue

1,400 event catalogues were printed and sold with admission tickets. They included a layout of the stands showing where the artists could be found in the hall, short descriptions and an image from each of them. They also included information about workshops, fringe activity, patrons, the Printfest Print Collection, and had 41 advertisers, the majority of which were local businesses. We have learnt that lots of visitors keep their catalogues long after the event.

Public relations

We worked with journalist Mike Glover, who produced three press releases and wrote a key article about Ulverston that included Printfest for Lancashire Life Magazine. We had plenty of editorial coverage in Ulverston Now, Cumbria magazine, Cumbria Life, Lancashire Life, Westmorland Gazette and The Mail. Plus, radio coverage on BBC Radio Cumbria on the Monday preceding Printfest.

Ulverston is the place to be for printmaking

● Printfest line up features 49 artists for two-day event

By Adrian Mullen
adrian.mullen@nqnw.co.uk

PRINTFEST attracted more than 1,600 visitors in 2018, and was shortlisted for Cumbria Tourism's event of the year.

It was a super successful gathering with a record £63,000 worth of sales during its two day opening.

The build up to this year's spectacular is well under way with workshops run by tutors from Cumbria Printmakers all sold out within two days of being advertised. However, for those disappointed, full day courses are being organised by Print Share after this year's event at Little Barn, Meeting House Lane, Ulverston. Those can be booked during Printfest.

Printfest - founded in 2001 by Judy Evans and Ronkey Bullard, with the help of Chris Benefield, who owned The Tinners' Rabbit in Ulverston - has grown into the UK's foremost artist-led printmaking festival.

Running this time around on Saturday and Sunday, May 4-5, at Ulverston's Coronation Hall, the event will feature the work of 49 artists, selected from 82 who applied.

Apparently, more than half of the successful artists are new to Printfest.



Printmaker of the Year Sadie Tierney's *Over the Mountain*, one of the images in Printfest 2019. Pic Emily Whiting

Organising team chairman Sally Bamber says that with 50 per cent of the artists exhibiting this year being new to Printfest, they bring new work, new discussions, new methods of working that celebrate the use of ink on paper: "Also this year we are excited to be implementing a new lighting system that will enhance the viewing experience for everyone. Printfest is grateful to The Hadfield Trust, CGP Trust and

Cumbria County Council for their support for this."

This year's Printmaker of the Year is Sadie Tierney, an established printmaker and painter based in Portsmouth. She was spotted when two of her works featured at the Royal Academy's summer show last year. Sadie has spent ten days travelling the Lake District seeking inspiration for a specially commissioned piece to be unveiled at the festival. She says

it's wonderful to be selected: "I live in a flat city in the south. The Lake District is so different with its height, mountains and beauty." Sadie is particularly exploring how artists of the 18th century interpreted the Picturesque movement, pioneered by William Gilpin.

Also featured will be this year's Printmakers' Printmaker, Flora McLachlan, who was voted in by her peers in 2018.

The Printfest raffle

This generates important revenue for Printfest. It is supported by nearly all the artists, as every item on the raffle stand is very generously donated by them. Stewards Joan and Sophie are really appreciated for their work in running this stand. This year the raffle generated £1,128 in ticket sales. For the visitors who buy tickets it is hugely exciting to receive a telephone call or email from Janet Benefield who picks the winners out of the bucket! There were over 40 lucky winners this year.

creative
abacusresources

The visitors' prize draw

The visitors' prize draw was sponsored by Abacus Creative Resources for the second year running. Printmaking starter kits were sent to three lucky winners, each worth around £150. They include items such as a silkscreen and squeegee, a sheet of lino with lino cutting set, roller, ink and paper. The prize is open to every visitor to Printfest; all they need to do is fill in their admission ticket with their name, email address and post code. The three winning cards are picked out of the box by a member of the committee at the end of the event. We would like to thank Abacus Creative Resources for all their support.





People

It takes a dedicated, like-minded group of people who work hard throughout the year, in the lead up to the weekend and over the event, until everything is stored again for next year.



Printfest stewards

Printfest has a team of stewards managed by Millie Balmer. All our stewards are paid and commit to scheduled times and tasks in preparation for, during and after the Printfest weekend. The stewards are a key part in meeting our mission and vision, which is 'to make our visitors feel welcome and our artists to feel valued.'

They are recognisable by their distinctive black t-shirts that carry the Printfest logo. As Chair I cannot imagine running a Printfest weekend without them. This is the third year we have had stewards at Printfest, and we welcome their smiling faces and can-do natures. Thank you Millie, Nick, Joan, Sophie, Mel, Rachel, Sara, Jo, Steve, Max, Vivian and Sarah.

Printfest crew

Simon Hanson with his crew are responsible for the construction, painting and lighting of the Printfest event. Collection from storage and construction on Wednesday, painting and lighting on Thursday, on duty all weekend to manage any unforeseen issues. On the Sunday evening the Coro Hall is cleared and tidied just two hours after closing to the public. We are immensely grateful to them for their care and professionalism, and all their help and dedication.

The café

The café was run by The Vintage Village Hall, who served tea and coffee, light lunches and fabulous cake throughout the weekend; all home-made produce. It is always very popular and was busy throughout the event with an even flow of visitors. The meal-deal for the artists is much appreciated and every year the visitors mention the quality of the café and cakes in their surveys. We would like to thank Rachel and her team for another great year.

Printfest photography

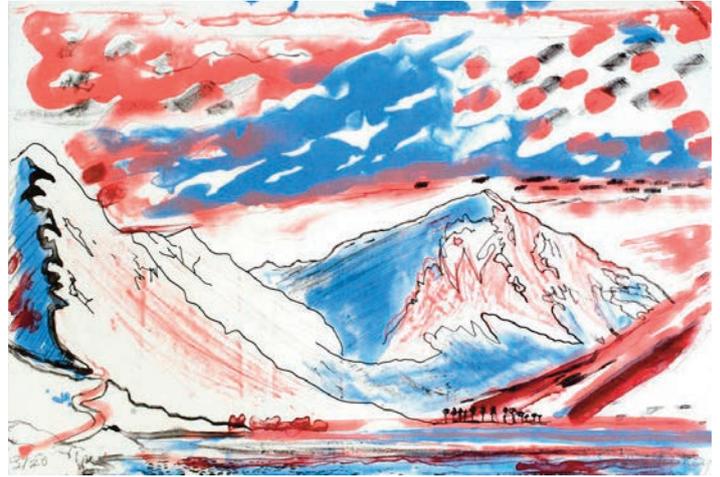
Kate Kirkwood was our official photographer for the third year running. Kate photographed the event from the Thursday set up and opening talk, throughout the event to the break down. Each year Kate has supplied up with a fresh collection of images to use in PR, social media, online and in print. We would like to thank her for all her fantastic images.

Printfest team

The team that meet through the year to plan and manage all the details are: Tina Balmer, Keith Bamber (Treasurer), Sally Bamber (Chair), Janet Benefield, Alyson Dickson and Katie Edwards. Thank you for being such a fabulous team!

Printfest's assets

The Printfest Print Collection ~ Printfest has been commissioning a print from the Printmaker of the Year since 2010. The brief is to take inspiration from the surrounding area of Ulverston and South Lakes. Printfest keeps the first of the edition and the artist can then sell the edition at Printfest and future events. The collection now includes work from nine artists.



The collection includes:

Wastwater Screens;

Sadie Tierney, 2019, Mokurito above

Great Gable;

Sadie Tierney, 2019, Mokurito above

Box set of nine prints;

Sadie Tierney, 2019, drypoint made on location

A Winter's Tale;

Gail Brodholt, 2018, linocut

Coniston Water from Low Water End;

Jason Hicklin, 2017, etching

The Magician's Hut;

Jane Glynn, 2015, etching

North West Passage;

Gill Tyson, 2014, stone lithograph

Floating Castle;

Gill Tyson, 2014, stone lithograph

The Usual Things;

(gas silo near GSK by the Ulverston canal);
Katherine Jones 2013, collagraph and block print

Across to Barrow;

Kelly Stewart, 2012, screenprint

View to Piel Island;

Kelly Stewart, 2012, screenprint

Celebration;

Trevor Jones, 2011, etching

Dusk Light;

Anja Percival, 2010, etching

Roof Light;

Anja Percival, 2010, etching

The collection was on display at Natterjacks in Queen Street, Ulverston throughout May and June.

Stands

We purchased 10 new panels this year and have approximately 185 panels in total. It is our intention to keep replacing old panels with new ones year-on-year until they are all the same size and all in good condition.

They are available for hire to any organisation that requests them on a first come, first served basis. We try and recoup the storage costs from the rental fees. Three other organisations have used the panels this year to date.

Lights

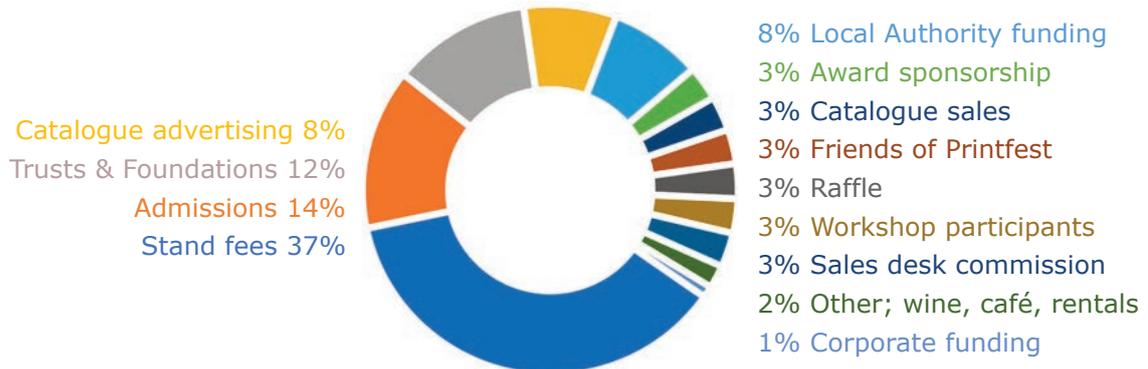
The lighting is now very good thanks to our kind funders. We have 150 swan neck lights with 6-watt lamps. Approximately 80 link cables and 10 power cables. This allows for numerous configurations from four panels to 150 panels.

Financial highlights

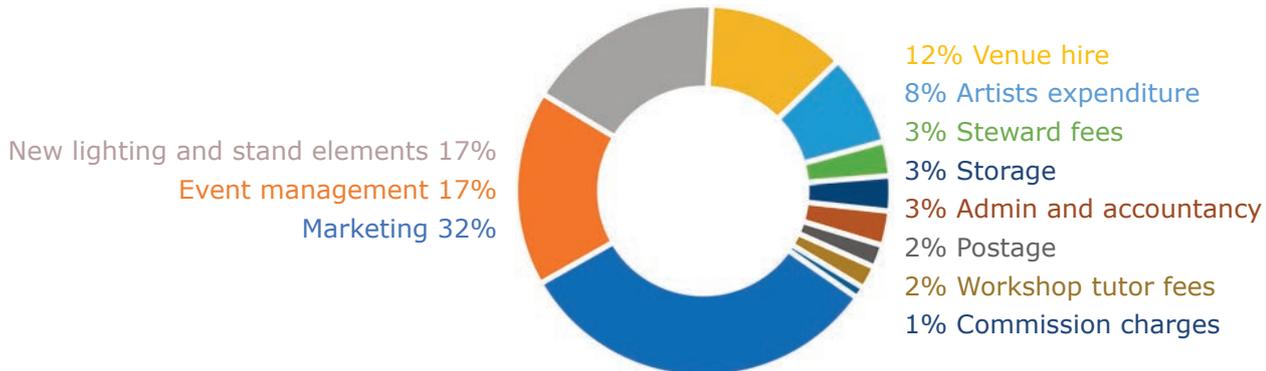
The financial accounts have now been produced by Chartered Certified Accountants Bryan Redhead & Co. Ltd. for the year ending 31st July 2019. They show an increase in cash held of £800.34 at the year end.

Total receipts for the year were £56,019.50 with the total payments £55,219.56. All income has now been received and we have no outstanding payments.

Where the money came from:



How the money was spent:



The results

The results are particularly satisfying in that this year we have invested a record amount of monies, £6,262.60, in the new lighting system. Despite this, we have achieved our goal of ending up financially in a better position than the previous year end. Our cash balance is paramount in order to start next year's campaign before any monies come in to us. It is also important in that we do not have an overdraft facility.

Printfest's constitution

Printfest is a constituted group. A non-profit distributing organisation run by a voluntary committee. It has a team of six people including a Chair and Treasurer. Judy Evans, one of the founders of Printfest, also joins us when she can. The constitution states our aims, policies and what would happen in the event of dissolution.

Going forward

We have already had confirmation from SLDC giving us their support for 2020, along with Hawthorn, Handprinted and Abacus Creative Resources. Several award donors have also confirmed that they will be supporting the awards. Artist applications will be open to apply online from the 1st October 2019.

Printfest 2019 statement of receipts and payments

Year ending 31st July 2019

Receipts	2017	2018	2019	
Earned income				
Stand and exhibitor fees	£13,650.00	£13,840.00	£13,732.50	
Ticket sales	£5,147.00	£4,515.78	£5,168.00	
Catalogue sales	£503.00	£910.00	£1,179.00	
Wine sales	£561.00	£546.00	£618.00	
Café contribution	£100.00	£200.00	£200.00	
Raffle ticket sales	£1,134.00	£1,083.00	£1,128.00	
Catalogue advertising	£2,140.00	£2,822.00	£3,145.00	
Artists' sales through Sum Up	£20,550.40	£12,983.02	£19,607.50	
Biscuit Factory & voucher sales	£62.00	£0.00	£246.50	
Friends of Printfest (corporates)	£300.00	£200.00	£200.00	
Friends of Printfest (individuals & couples)	£615.00	£755.00	£880.00	
Stand rentals to other groups	£80.00	£384.00	£85.00	
Fees from workshop participants	£0.00	£0.00	£980.00	
	£44,842.40	£38,238.80	£47,169.50	£47,169.50
Local Authority funding				
Ulverston BID	£500.00	£500.00	£1,500.00	
SLDC	£500.00	£500.00	£500.00	
Ulverston Town Council	£100.00	£100.00	£100.00	
Cumbria County Council	£0.00	£0.00	£1,000.00	
	£1,100.00	£600.00	£3,100.00	£3,100.00
Trusts & Foundations				
Townlands Trust	£300.00	£0.00	£0.00	
Sir John Fisher Foundation	£1,075.00	£0.00	£800.00	
CGP Trust Fund	£0.00	£0.00	£500.00	
Hadfield Trust	£0.00	£0.00	£3,000.00	
	£1,375.00	£0.00	£4,300.00	£4,300.00
Corporate sponsorship				
Furness Building Society	£150.00	£150.00	£150.00	
GSK Operations	£250.00	£0.00	£250.00	
Lakeside Hotel and Spa	£100.00	£0.00	£0.00	
TClarke Plc	£500.00	£0.00	£0.00	
	£1,000.00	£150.00	£400.00	£400.00
Award sponsors				
James Cropper Visitors' Choice Award	£250.00	£250.00	£250.00	
Chris Benefield Memorial Award	£200.00	£200.00	£200.00	
Founders' Award	£100.00	£100.00	£100.00	
Haigh Award	£250.00	£250.00	£250.00	
McClures Award	£250.00	£250.00	£250.00	
	£1,050.00	£1,050.00	£1,050.00	£1,050.00

The Awagami Factory gave hand-made Washi paper, Cranfield Inks, Handprinted and Hawthorn Printmaker Supplies printmaking materials, TPFramework a framing voucher and Zillah Bell a solo exhibition at their gallery in Thirsk. The total value of the 14 awards to artists was £8,390 (2018: £8,490)

Total receipts **£56,019.50**

Printfest 2019 statement of receipts and payments

Year ending 31st July 2019

Payments	2017	2018	2019	
Artistic expenditure				
Artist's social meet	£300.00	£300.00	£270.00	
Artists packs	£44.98	£110.90	£176.58	
Payments to artists from sales desk sales	£19,514.88	£12,583.27	£18,627.13	
PMY Residency fee	£1,000.00	£1,000.00	£1,000.00	
Biscuit factory & voucher payments to artists	£62.00	£0.00	£246.50	
Awards to artists	£1050.00	£1,050.00	£1,050.00	
Artist's applications & presentation	£0.00	£0.00	£250.00	
	£21,971.86	£15,044.17	£21,620.21	£21,620.21
Event expenditure				
Event management	£1,800.00	£1,250.00	£1,250.00	
Venue hire	£3,054.48	£3,060.00	£3,265.00	
Stand set up & breakdown	£2,978.20	£2,974.28	£3,276.86	
New stand elements	£468.00	£112.82	£6,262.60	
Insurance	£714.50	£698.00	£698.00	
First Aid	£375.00	£400.00	£435.00	
Subsistence & general	£44.14	£130.96	£50.00	
Wrap desk materials	£143.25	£142.73	£66.11	
Stewards' fees	£980.00	£1,204.00	£1,166.30	
T-shirts	£192.79	£193.07	£123.10	
Certificates	£280.00	£250.00	£411.47	
Marquee hire	£0.00	£0.00	£960.00	
Fees for workshop tutors	£0.00	£0.00	£480.00	
Workshop materials	£0.00	£0.00	£82.91	
Music	£41.60	£0.00	£0.00	
	£11,071.96	£10,415.86	£18,527.35	£18,527.35
Overheads				
Accountants fees	£240.00	£306.00	£306.00	
Administration	£900.00	£950.00	£750.00	
Consultancy fees	£80.00	£0.00	£0.00	
General overheads	£125.00	£0.00	£76.75	
Postage & stationery	£677.39	£557.84	£576.04	
Secretarial	£325.00	£497.50	£250.00	
Storage costs	£30.00	£500.00	£1,000.00	
Sum Up card reader purchase	£34.80	£0.00	£0.00	
Voting box	£33.99	£0.00	£0.00	
Wine tokens	£36.99	£0.00	£0.00	
	£2,483.1	£2,811.34	£2,958.79	£2,958.79
Marketing				
Design and production	£60.00	£827.00	£900.00	
Public relations	£450.00	£700.00	£700.00	
Advertising	£3,053.16	£2,579.98	£2,542.76	
Print	£1,695.59	£2,014.00	£2,663.60	
Distribution	£2,219.16	£1,680.00	£1,880.00	
Signs & banners (inc. AA)	£491.02	£454.94	£675.24	
Website hosting & content management	£845.23	£302.07	£477.24	
Video production	£0.00	£200.00	£250.00	
Photography	£350.00	£400.00	£450.00	
Social media campaigns	£450.00	£500.00	£567.87	
Tourism Award Fees	£0.00	£384.00	£0.00	
Evaluation and reporting	£450.00	£450.00	£529.00	
	£10,064.16	£10,491.99	£11,635.71	£11,635.71

Printfest 2019 statement of receipts and payments

Year ending 31st July 2019

Payments continued	2017	2018	2019
Commission charges			
World Pay	£65.97	£0.00	£0.00
PayPal	£419.30	£101.16	£139.14
Sum Up	£402.22	£2.97	£338.36
	£887.49	£104.13	£477.50
			£477.50
Total payments			£55,219.56
Total receipts			£56,019.50
Less total payments			(£55,219.56)
			£799.94
Increase in cash in bank accounts			£799.94
Interest and bank charges refunds			£0.40
			£800.34
Bank accounts			
Opening balance 1st August 2018			
Natwest current account		£1,312.29	
Natwest reserve account		£212.99	
Barclays current account		£7,556.00	
PayPal		£61.26	
Total opening cash		£9,142.54	£9,142.54
Closing balances 31st July 2019			
Natwest current account		£1,372.29	
Natwest reserve account		£213.39	
Barclays bank account		£8,307.95	
PayPal		£49.25	
Total closing cash		£9,942.88	£9,942.88

Bryan Redhead & Co Ltd

Chartered Certified Accountants
Market Street
Broughton in Furness
Cumbria LA20 6HP

13th August 2019

