



# PRINTFEST 2022

ULVERSTON

ANNUAL REPORT & FINANCIAL STATEMENTS 2022

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# What is Printfest?

2022 was Printfest's 19th event, it was founded in 2001, and continues to be the UK's foremost artist-led printmaking festival. Printfest is dedicated to the exhibition and sale of contemporary hand-made prints, it offers the public the opportunity to view and purchase good quality affordable artworks, meet the artists and learn more about printmaking.

It is a rare opportunity for the best of the UK's printmakers to gather under one roof, share practice and learn from each other.

The event is supported by a programme of workshops for visitors and reaches out to bring printmaking into schools in the local area. Printfest is also actively promoting fringe activities out into the town.

Printfest takes place on the early May Bank Holiday weekend at The Coro in Ulverston, where it has taken place since its inception. The Coro is one of the principal buildings in Ulverston and has the largest capacity of any hall in the South Lakes area.

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 its variety and quality of festivals and events held throughout the year on the cobbled streets, The Coro and at Ford Park.

# Printfest 2022 Highlights

## Artists

44

artists made sales of almost of

£75,000

(2019: £50,000).

See page 4.

## Visitors

2,050+

visitors over four days (2019: 1,825).

63%

of visitors scored it 10/10 for enjoyment.

See page 8.

## Workshops

100%

of expectations met.

100%

would recommend the workshop to others.

See page 10.

## Schools engagement

54

schools were contacted.

22

schools took part and submitted pupil's work.

See page 12.

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### Sponsored awards

16

awards presented to artists (2019: 14).

See page 14.

### Ulverston Fringe

20

venues took part in the Ulverston Fringe (2019: 6).

*"I think Printfest is invaluable for drawing people to Ulverston."*

100% said they would sign up for 2023.

See page 18.

### Main Sponsor

First

main sponsor for Printfest.

*"Congratulations to the whole Printfest Team for making this year's Printfest the best so far!"*

Canter Holland

See page 20.

### Financials

£++

With the accounts now complete Printfest is taking forward a healthy surplus to 2023.

See page 21.

# 2022 was an unexpected joy

People turned up in big numbers, probably as they had waited for three years to enjoy this festival of affordable art. Walking into the event where there were a large number of artists clearly passionate about their work, energetically discussing printmaking techniques with visitors, many of whom had chosen an artwork to take home, was sheer joy.



After having to abort the 2020 festival due to Covid, the organisation was left with little reserves in the bank account. We started to plan for the 2021 event, having all artists agreeing to roll-over their stand fees, but again we were thwarted and were forced to move the event from May to September. When we got nearer to having to commit major finances to the September event, we realised that we may not have enough resources to make it happen. So, after much discussion we decided to roll-over again to 2022 to give ourselves chance to regroup and try and obtain additional funding. All artists were in agreement and very supportive.

This resulted in firstly finding a funder to partly underwrite us, which gave us the confidence to commit to dates, and secondly obtaining our first main sponsor for the event. All potential revenues were budgeted on a basis that we may only be able to attract 40% of usual visitor numbers due to the reticence of visitors returning to social mixing and having to control the flow and amount of visitors in the hall at any one time. With our fingers crossed we went full speed ahead hoping that there would be no more lockdowns or complications.

“Such a variety of Printmaking, amazing quality, lovely atmosphere, the feeling of a very well organised event”  
Visitor from LA12

The reality was that we had over 112% of usual visitor numbers, which dramatically changed the results. We hadn't realised what pent-up demand there was for Printfest to return. The event has broken all of our records and put us in a more secure position than before the pandemic even

happened. We are so grateful for all the help and support we have received from funders, sponsors, artists and of course our fantastic art loving visitors. Printfest is back, financially healthy and ready to deliver even more for 2023.

From the Opening Talk on the Thursday evening, to the new Preview on Friday evening to all day Saturday and Sunday, Printfest was packed out!

For the first time tickets were available on-line for the Opening Talk, the Preview and for the Main Event. This year we dropped the private view in favour of a ticket-only Preview, with tickets only available to purchase on-line, and it certainly didn't stop anyone coming!

There were many comments from visitors saying how much they enjoyed it.

*“Nice to see Printfest back! It's been greatly missed!”* LA12

# Four days of Printfest 2022



# The 2022 Artists

72 artists applied for Printfest back in 2020 (2019: 82). The selected 44 stayed with us as we rolled over twice through 2020 and 2021 due to Covid.



## Artists sales

We saw record artists' sales of nearly £75,000 (2019: £50,000). 30 artists sold more than £1,000, 16 artists selling more than £2,000.

### The sales desk

13 artists took advantage of the sales desk service (2019: 22). 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.

### The wrap desk

135 prints were carefully wrapped by Sara Charlesworth of Tinners' Rabbit. All artists can use the wrap desk service at no charge.

## Artists survey results

All artists' surveys were collected in by the stewards at the end of the festival. There are six key questions asked with a score of 1 being the poorest and 5 being the best.

Q1. How would you rate the venue?  
39/44 artists scored it 5, (89%).

Q2. How do you rate your exhibition stand?  
31/44 artists scored it 5, (70%).

Q3. How would you rate the lighting on your stand?  
34/44 artists scored it 5. (77%).  
The lighting was new in 2019.

Q4. Did you get value for money?  
37/44 artists scored it 5. (84%).

Q5. How did you rate the Printfest organisation?  
43/44 artists scored it 5. (98%).

*"Printfest is an amazing gathering of professional, high quality printmakers all under one roof. That is in itself unique and wonderful."*



Q6. How did you rate the event for networking?  
39/44 artists scored it 5. (89%).

Overview of these scores shows that 21/44 artists scored top marks on all six points (48%).  
12/44 artists scored top marks on five points (27%).

Two further questions were asked:

Q7. Did you cover your costs?  
38/44 artists said they had covered their costs (86%).

Q8. Will you apply to exhibit again?  
41/44 artists said they would like to exhibit again (93%).

#### **Artists' comments**

*"Thank you so much for organising and hosting Printfest. You all manage to combine such generous good humour with professional expertise that the show seems to happen by magic, when we all know that there is an immense amount of labour, planning and effort in putting together and running an event as big and complex as Printfest."*

*"We always enjoy the show, but this year seemed extra special - there was a real party atmosphere and for me the work on show seemed particularly marvellous and inspiring. I came away really energised and desperate to get back into the studio printmaking again - and who could ask for more than that!"*

**"A phenomenal amount of love and attention is given to every aspect of the event"**

*"Lovely customers who were keen to chat all things print! Meeting lots of new people, felt very cared for by the team"*

*"Wonderful atmosphere, networking, camaraderie. Learning from other artists. The cakes. Organisation and publicity very good. I felt looked after by the organisers and helpers."*

*"A phenomenal amount of love and attention given to every aspect of the event resulting in a show with some of the best printmakers discussing with and selling to an appreciative audience in a relaxed and happy atmosphere."*

*"Printfest is an amazing gathering of professional, high quality printmakers all under one roof. That is in itself unique and wonderful. Plus, it is exceptionally well organised and very thoughtfully planned for both visitors and printmakers. It makes for a very special and unforgettable event for all involved."*

Two artists were unable to be at Printfest 2022, one due to dates clashing after rolling over the event twice, and the second due to Covid. We are extremely grateful to Joanna Bourne who was able to step in with just a few days to prepare.

# Printmaker of the Year 2022

## Anita Klein

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 a short residency in the area and make a presentation at the Opening Talk.



Anita studied at Chelsea and the Slade schools of art. She is a fellow and past president of the Royal Society of Painter Printmakers (RE) and her work is in many private and public collections in Europe, the USA and Australia, including Arts Council England and the British Museum. She divides her time between studios in London and Anghiari, Italy.

Anita made a brief first visit to Ulverston in early September 2019 when she was first appointed as Printmaker of the Year. This was followed by a conversation between Anita and Patron Mychael Barratt. The artists discussed how they came to printmaking, their passion for the medium and how it has formed their view on life. Anita talks about painting and printing water and the challenges it creates. She swam in Windermere in the rain on her visit! The full conversation was printed in the Printfest 2022 catalogue.

**“Great organisation, very friendly people” Anita Klein**

*“I did a visit to Ulverston so I could have a swim in Lake Windermere, in preparation for a Printfest print. My wild swimming experiences have all been in Italy, Switzerland and*

*Australia before, so I approached the idea of a cold English lake with trepidation. I thought I could always do a paddling print if it was too freezing! Actually once I was in it was glorious, and quite different to other lake swims I’ve done. I even went back the next day and got caught up in a sponsored swim, so managed a kilometre or more! Under the water was really black and cold and the surface of the water was silvery and magically reflected the grey sky. Also rain on the water was amazing. I’m letting the experience settle in a bit before starting some paintings, and finally a print, which I aim to have ready by next April for Printfest.”*

Anita’s talk was a chronological image-led series of stories that showed the importance and sheer joy of life’s everyday simple pleasures, from cleaning our teeth together, to celebrating parenting and grandparenting moments, family times such as reading stories, drawing on the floor, arranging flowers, sipping wine in the sunshine, family suppers, female togetherness and the pleasure of being a couple.



# 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.



Helen Murgatroyd was voted Printmakers' Printmaker back in 2019. Helen is a post lady, farmer's wife and a printmaker, much joy was had in listening to her tell the tale of the courgette project during the Opening Talk.

*"After a three year tenancy (thank you Covid!) as Printmakers Printmaker, I'm handing over the baton to Gail Mason who was voted into the position this weekend, Congratulations! A massive hats off to all the Printfest team, past and present, who have built and fostered such a fantastic event, and to all the enthusiastic visitors who continue to support it. It's been such a pleasure to take part, a big thank you to all involved"*

Based in Bude, North Cornwall, I make linocuts that document daily life. Food and the environments in which it is prepared and eaten are common themes running through my prints. My images aim to capture the humility in the rituals of our domestic lives. My printmaking practise is rooted in observational drawing; I am captivated by the challenge of translating spontaneous, hand-drawn marks into the graphic medium of linocut. I studied Graphic Design in Manchester before completing an MA in Printmaking at the Royal College of Art.

[www.helenmurgatroyd.co.uk](http://www.helenmurgatroyd.co.uk)

**"Caring, supportive and super organised team. Interested audience keen to learn about the process"**  
Gail Mason

*"Oh my word!! So over the moon to be voted Printmakers' Printmaker at Printfest in Ulverston, Cumbria today. Thank you so much Printfest team for an amazing event, created with so much care and attention to detail by people who are so passionate about what they love. What a joy to be here."*

Gail produces exuberant gestural painterly monotypes full of movement, weather, air and space. Sensitive colour is used to explore the emotional landscape through imagined and unseen places. Aiming to offer a sense of perspective, invite reflection and utilise the restorative and hopeful aspects of nature. Capitalising on the chance mark, and working in layers of transparency to create depth, texture and form, these unique award-winning intuitive works cross the bridge between painting and printmaking. Based at Spike Print Studio Bristol as a tutor in both oil-based and silkscreen printmaking since completing a Masters in Multi-disciplinary Printmaking in 2004.

[www.gailmason.co.uk](http://www.gailmason.co.uk)

We look forward to welcoming Gail to Printfest 2023.

# Visitors' survey results

2022 is the fourth year combining the visitors' survey with the voting card for the Visitors' Choice and the Visitors' Prize Draw. 658 cards were completed (2019: 825).

## Where did the visitors come from?

- 41% of visitors were local (2019: 41%).
- 22% from South West Lakes (2019: 23%)
- 3% from other parts of Cumbria (2019: 3%)
- 22% from the North West (2019: 17%)
- 5% from the North East & Yorkshire (2018: 7%)
- 4% from Wales and the Midlands (2019: 3%)
- 4% London and the South (2019: 5%)
- 3% from Scotland and overseas (2019: 1%)

Where visitors came from is mostly consistent with 2019.

## How long did the non-locals stay?

- Day trip: 10% (2019: 42%)
- One night stay: 20% (2019: 14%)
- Two nights: 32% (2019: 19%)
- Longer: 28% (2019: 25%) staying for the bank holiday weekend or combining it with a longer visit to the Lake District.

## How much did they enjoy the event?

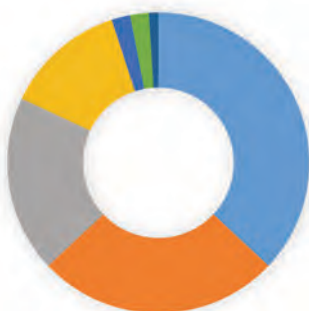
On a scale of 1 to 10:

- 72% of visitors gave 10 (2019: 60%)
- 37% of visitors gave 7 to 9 score (2019: 36%)
- There were no scores less than 5.

With 99% scoring 7-10 it is clearly an enjoyable event for most visitors (2019: 96%).

## How did they hear about Printfest?

- 37% from word of mouth (2019: 35%)
- 26% from social media (2019: 19%)
- 19% from print, including flyers, postcards, posters (2019: 17%)
- 13% from the Printfest mailing list (2019: 13%)
- 2% from newspapers and editorial (2019: 6%)
- 2% from road signs, Fringe venues, Printfest Team, Green Door and The Coro.



**Word of mouth 37%**  
**Social media 26%**  
**Flyers and posters 19%**  
**Mailing list 13%**  
**Newspapers 2%**  
**Other 2%**  
**Artists 1%**

## Was this their first visit to Printfest?

- 46% had visited Printfest before (2019: 59%) which makes 54% first timers (2019: 41%)

## What did they like most about the event?

- 46% was the variety of artists, styles and printmaking techniques (2019: 46%).
- 17% was the quality of the work (2019: 19%).
- 14% was the accessibility of the artists (2019: 12%).

In looking back over the years it is clear that these top three are Printfest's strengths.

Other categories included:

- The atmosphere and friendliness 13%
- Everything 2%
- The talks 2%
- It's held in Ulverston 2%
- Schools involvement 1%

## How would they improve Printfest?

- 44% asked for a bigger venue and more space
- 26% said it can't be improved
- 10% asked for more talks, demos and workshops
- 8% would like a longer event or opening for longer in the evenings
- 3% asked for less expensive items for sale.

Other categories included:

- no music please! 2%
- more shops 2%
- more abstract prints, fewer landscapes 2%
- one-way system in the main hall 2%
- reduced entry fee, too hot and more chairs please at 1%

Voting card ~  
Prize draw ~

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Tick this box if you would like to remain on, or be added to, the Printfest mailing list:  
[www.printfest.uk/support/privacy-statement](http://www.printfest.uk/support/privacy-statement)

Who is your favourite artist?  
**Visitors' Choice Award**  
 ~ Sponsored by [www.jamescropper.com](http://www.jamescropper.com)

**JAMES CROPPER PLC**  
 ESTABLISHED 1845

Pop their name down here ~ the winner will be announced at 2.30pm Sunday 1st May!



**A selection of visitors' comments:**

*"Fantastic opportunity to see such a varied exhibition from so many talented artists"* LA12.

*"The variety of work and the interest it brings to Ulverston is fantastic"* LA12.

*"The artists are so passionate about their work and happy to talk – it's a friendly, inspiring atmosphere"* LA12.

*"Amazing quality and variety of prints, great atmosphere, friendliness of exhibitors and staff"* CB4.

*"Printfest continues to improve!"* LA7.

*"We love the chance to buy direct from the artists"* LA1.

*"It's my favourite event of the year"* LA12.

*"Great art, great cake!"* LA23.

*"It's great to see Printfest back!"* LA9.

*"Casual, up close, friendly and unassuming way to get hold of some really highly skilled beautiful artwork"* LE3.



**The Prize Draw**

The Prize Draw was sponsored by Abacus Creative Resources and consisted of two fabulous Printmaking Starter Kits each valued at around £200 retail.

The kits had been carefully put together to ensure the winners had just what they needed to get started with printmaking. We had fun collecting the prizes from Abacus, then delivering them to the winners Christine and Julie.

Christine told us... *"We're three ladies, we've been to Printfest a few times, it's so inspiring! I'm part of a local art group and hoping that we can now order our art materials from Abacus."*

Julie said... *"I've never won anything, this is so great! I'm aiming to start with some simple mono-printing. Printfest is stimulating, afterwards you just want to get on and create."*

# Workshops

Printfest were delighted to work with Cumbria Printmakers again this year. They ran four half-day workshops over the weekend. Print Share were also back to run full-day workshops after the Printfest weekend, working in partnership to promote printmaking in Ulverston.

## Cumbria Printmakers

This year the workshops were run in the Ante Room at The Coro. Of the four tutors, two were also exhibitors, Penny Hunt and Dorothy Ramsay. The workshop ticket price included entry into the exhibition.

We were delighted to welcome them back, they are terrifically organised and hardworking. Printfest manage ticket sales and the payment to tutors.

[www.cumbriaprintmakers.co.uk](http://www.cumbriaprintmakers.co.uk)

## Survey results

Of the 48 places 36 were taken up, with some last minute no shows due to health issues. Many of the tickets had been purchased back in 2020.

- 100% of participants' expectations were met and said they would recommend them to others.
- 100% rated their enjoyment of the day as excellent.
- 30/36 said the course was excellent value for money with an excellent Tutor.
- 32/36 found the course easy to book, more pre-information would be helpful. A big improvement on the booking process in 2019.

## Improvements that could be made:

- The space was a little cramped.

## Top comments from participants:

*"Very inspiring, clear instruction, great organisation and pushing us for success."*

*"Really lovely lady, let us find our own way. Full of ideas & endless enthusiasm - superb. Absolutely loved it. Could have spent all day doing it."*

*"Thank you so much! Wish it was a full-day course."*

*"We had free places as teachers. Useful techniques to use in school and in my own practice."*

## From one of the tutors:

Tutor Penny Hunt said *"I'm still happy from it all, big smiles every time I think of it, such a lovely weekend!"*

## Print Share

Print Share and Printfest work in partnership to promote printmaking in Ulverston. Print Share ran three of the four full-day workshops on consecutive Saturdays in Swarthmoor, 70 Park Road, Ulverston.

It was great to work with them again. They manage their own bookings with the majority of promotion through Printfest.

[www.printsharelakes.co.uk](http://www.printsharelakes.co.uk)

## Survey results

21 places were taken up, with one of the workshops being cancelled due to participants' ill health.

They scored the workshops on relevance, interactivity, questions answered, materials, facilities, expectations and the tutors.

Everyone's expectations were met and would recommend the tutor to others.

100% strongly agreed on all points with just four participants who would have liked more time.

## Top comments from participants:

*"Could have spent ages longer! It was so fun and therapeutic."*

*"Thoroughly enjoyed the day, I will hopefully continue with some projects."*

*"Once you get into it, you could go on forever! really fun, interesting session, more than met my expectations. Lovely tutor and participants."*

*"Brilliant day! Anna's natural warmth, friendliness and excellent knowledge made today both fun and hugely informative. Didn't want the day to end. Am now hooked on this new printmaking technique. (paper lithography) Thank you."*

## From one of the tutors:

Anna Litchfield said *"Everyone got stuck into experimenting with the technique, playing with colours, patterns and materials."*



Tutor and artist Dorothy Ramsay said of her workshop “Best bit – running a workshop for 11 super enthusiastic artists, who produced 11 brilliant monoprints.”

# Engaging with schools

This is the second year we have engaged with local schools and the momentum is growing. This year we received some lovely comments about their work and how it was displayed.



In 2021 Printfest recruited new members to the Printfest Team specifically looking for a better way to engage with schools. Both Lorraine Thompson and Esther Benson joined the Team, they are teachers, pro-active and keen to be part of a live visual arts festival on the doorstep of so many local schools, with an opportunity to display school work at The Coro alongside professional artists.

54 schools were contacted, with 22 managing to squeeze the Printfest brief into their curriculum and deliver work by the Easter holidays. Three of the 2022 exhibiting artists had been included in the brief to schools.

Just by being present this year possibilities for schools visual arts departments have opened up and include:

- Workshops at The Coro.
- Networking between art leads in primary schools.
- An alternative venue to facilitate school group visits, perhaps with selected unframed work from Printfest artists.
- Inviting the Printmakers' Printmaker Gail Mason to contribute to the schools brief for 2023.

Of the schools that responded and completed the feedback forms, 67% of the categories were marked as 'Excellent'.

"It was lovely to see the children's work projected on to the wall in the cafe, I enjoyed looking at the work while I had my cup of tea"

## Comments about the schools' printmaking work include:

*"It's great to see all of the work from schools on display."*

*"The school displays are fantastic, such talented young people."*

*"What a fantastic addition the school work was to the Printfest event."*

*"The excellent quality and variety of work produced by school pupils."*

*"The quality of design and variety of techniques displayed by school aged children."*

*"It's been great to be able to speak to the artists about their work."*

*"I wish I'd known about the workshops, I'll definitely check the website for workshops next year."*

*"I thought they were a bit lost and out of the way on the staircases. It would be nice if the students work could be accommodated in the main hall. Nicely arranged though."*

*"Lovely to see schools involved in it. Well done to include future artists"*

Many of these school children visited over the weekend and loved seeing their own work displayed.

Two of the school prints were voted for in the Visitors' Choice!



# Sponsored Awards

16 awards were presented. The winners were announced by Printfest Patron Ceri Hutton. All awards go direct to artists who are recognised for their work and achievement. Our aim is to promote Printfest to a wider audience through our sponsors. A big 'thank you' to our Award Sponsors for all their contributions.

## Awagami paper award

This year's winner was selected on behalf of Craig Anczelowitz by Printfest Patron Ceri Hutton. Winner: Rahil Sheikh, receiving 50 x A2 sheets of specialist Washi printmaking paper, worth £250. *"For his powerful story telling images."*

## Chris Benefield Memorial award,

Winner: Alan Stones, receiving £200. Janet Benefield selected 'Fly' *"Chris in his day was a fly fisher - loved the peace & the action - this print says so much."*

## Cranfield Colour awards

First Prize award of £150 worth of printmaking inks to Mark Pearce. Michael Craine selected 'Sunshine and Seagulls' *"I can actually hear the seagulls and imagine myself moving those few feet to the left so that the boat would protect me from the glare of the setting sun - wonderful!"*

Second Prize award of £100 worth of printmaking inks to Alexandra Buckle. Michael Craine selected 'Bluebell Symphony' *"Impressionist style works brilliantly - colour balance excellent too!"*

## EssDee award

Winner: Helen Murgatroyd, receiving £150 of printmaking materials. Katy Yeomans said *"We love the sense of character and artistry in her work, and felt that many of her pieces have a great feeling of humour about them. We really value how she depicts everyday life in her work. As a company our mission is to inspire the next generation of artists and printmakers and we felt that she brilliantly demonstrates how you can be inspired by everyday items and events to make fantastic pieces of art."*



Award certificate designed and printed by Founder Judy Evans

## Founders' award

Winner: Nell Smith, receiving £100. Ronkey Bullard and Judy Evans said *"Like her quirky spirituality."*

## Haigh award

Winner: Alison Diamond, receiving £250. Roger Haigh selected 'The Slide' *"The thrill of the big slide, climbing to the top and speeding down the slide, so high, so fast, a great composition."*

## McClures award

Winner: Adele Burdon, receiving £250. Mother and Son Heather and Ben McClure selected 'Ragged' *"Different technique, good colour."*

## Handprinted award

Winner: Cath Brooke, receiving £150. Shirley Scott selected 'Dulas Bay I' *"Draws me close in, love the textures, colours and combination of techniques"*

## Hawthorn Printmaker Supplies award

Winner: Moira McTague, receiving £150. Father & son Michael and Barry Rushton selected 'Set of 4 Birds' *"Love the use of colour, detail of the birds is impressive"*

## Ironbridge Printmaker award

Winner: Jenny McCabe, receiving a £150 of printmaking materials/equipment. *"Jenny's work is original and so striking, her technical ability as a printmaker and her imagery is excellent. She is also prolific in her making and each piece is beautiful in its own right. A brilliant Printmaker."* [www.ironbridgeframing.co.uk](http://www.ironbridgeframing.co.uk)

## Kunstprenteverket awards

This year's winners were selected on behalf of Ketil Oftedal by local artist Tina Balmer. First Prize award of £100 to Jo McChesney. Second Prize award of £50 to Anthony Ratcliffe.





**James Cropper PLC sponsored the Visitors' Choice award**

Winner: Jenny McCabe receives £250, presented by Richard Dancy. Richard also brought with him two further awards, packs of Cropper's watercolour paper. They were presented to Anita Klein and Joanna Bourne.

**TPFramework award**

Winner: James Green, receiving £100. Fay and Terry Powley selected 'Donkey World Series' "We loved the sense of fun but equally the talent is evident."

Clockwise from top left: Janet Benefield with Alan Stones; Michael Craine with Alexandra Buckle; Ceri Hutton with Adele Burdon; Richard Dancy with Jenny McCabe

**Zillah Bell Gallery award**

Winner: Ian Phillips, receiving a solo show at the Thirsk Gallery in Yorkshire. John Bell selected 'Sea Mist' "The contrast between the delicacy of the sky & sea with the strength of the rocks."

"We are proud to be connected to PrintFest. You arrange and set up PrintFest so efficiently yet, remarkably, keep the atmosphere informal, friendly and caring. It feels more like a happy family event rather than one of the most important print fairs in the national calendar. I thoroughly enjoyed the delight on the winner's faces - and seeing who won what. Thank you for arranging such a superb and important event." John Bell

# People – our assets

Our assets are our people. This has been an exceptional year. Every bit of the hard work that they have put into Printfest has paid off in one form or another.

## Our patrons

Huge thanks to Patron Ceri Hutton who was remarkable throughout the weekend. From the Opening Talk on Thursday evening to the Visitors' Choice announcement on Sunday afternoon. Her passion for The Arts and Printmaking is there for all to see. We would like to thank her for all the time and work she put into the event to make it successful.

The Printfest Patrons are made up of two printmakers (Mychael Barratt & Alan Stones), one Human Rights Campaigner (Ceri Hutton) and one CEO of the Anne Frank Trust with a lifelong involvement in the arts (Tim Robertson).

## The team

This year we welcomed three new members. Lorraine Thompson and Esther Benson taking on responsibility to engage with schools, and Clare Dent who managed the Printfest Fringe and the Print Collection at Brewery Arts. We are very grateful for the work they have achieved.

The committee is made up of two printmakers (Katie Edwards, Richard Foster), one artist/designer (Sally Bamber), two art teachers (Lorraine Thompson, Esther Benson), one designer (Keith Bamber), one art historian (Clare Dent), one potter (Alyson Dickson) and one fashion shop owner who is the widow of one of the Founders (Janet Benefield).

## The set-up crew

Simon Hanson and his crew did a brilliant job, as always. Thank you.

## The caterers

Vintage Bakes have served tea and cake at Printfest for their tenth year! "Art and cake" is considered a perfect combination by almost everyone! Many thanks to Rachel Martin and her team.

## Our photographers

Our thanks to Kate Kirkwood and Jenny Nuttall for their commitment this year, they have supplied us with a thorough record of 2022 as you can see from the photos in this annual report.

## The Stewards

There were many new Stewards this year. They were led by Millie Balmer who did a fabulous job of managing the rotas and co-ordinating the stewards throughout the weekend. Everyone needs a steward in their lives. Huge gratitude to you all.

## The Coro staff and volunteers

Printfest received amazing support from everyone at The Coro over the weekend. Thank you.

## The artists' print raffle

The generous donations from the artists makes for over 40 excited winners. A record £1,424 of raffle tickets were sold (2019: £1,128).

## The florists

Thank you to The Ulverston & District Flower Club who prepared the arrangements this year led by Shirley Cahill.

## The Printfest Print Collection

An exhibition of work from the Printfest 'Printmakers of the Year 2010-2022' was on show at Brewery Arts, Kendal, for six weeks.

Each year the Printfest Team select a Printmaker of the Year. They receive an award that includes a residency in the Lake District and a free stand at the Printfest event. The work created by the Printmaker of the Year becomes part of the Printfest Print Collection and the marketing face of Printfest for that year.

The collection is important because we get the opportunity to take a closer look at the artist and the types of printmaking they produce. We also get to see their view of the Lake District, the inspiration they take from a short immersion in the landscape, visiting the areas, talking to the people, observing the lifestyle, and responding to it.

## The exhibition display boards and the lighting system

Each year a number of new boards replace the oldest boards. These boards are shared with the Witherslack Artists and Makers Group who show annually at the Barwick Hall in Witherslack. The lighting system was new in 2019 and was in perfect condition after being stored for three years.



# Marketing

37% of our receipts were spent on marketing this year. We aim to make as much noise as possible in as many different ways! This year we have seen a greater impact in the growth of social media.

## Word of mouth

This is still the most effective method of communication. 37% (2019: 35%) of visitors say that they heard about Printfest through word of mouth. From regular visitors to visitors who are new this year.

## Social media

27% (2019: 19%) of visitors learnt of Printfest through social media. This continues to grow in strength, becoming one of the most cost-effective forms of communication with potential visitors. Instagram Reach has a strong London reach with a younger audience (25-44), whilst Facebook is more local.

## Flyers & posters

19% (2019: 17%) of our visitors tell us that they heard of Printfest from flyers and posters. These continue to be important forms of marketing. 40,000 flyers were printed and distributed by Aha Marketing throughout the Lake District and across the North of England. 10,000 flyers were distributed locally in Ulverston and the surrounding areas by our stewards. Posters are put up locally and this year we included several roadside banners that were highly visible for visitors to the town.

## Database

13% of visitors hear about Printfest by being on our database. There are over 2,000 names on our MailChimp list and there have been a large number of sign-ups this year. Seven campaigns were sent out with an average of 55% of recipients opening the emails.

## Newspapers

We reviewed our advertising campaign this year, spending £1,415 (2019: £2,543), encouraging editorial where possible. However, their effectiveness is down at 2% (2019: 6%) of visitors identifying them as the source of hearing about the event.

## Online ticketing

For the first time ever tickets to Printfest could be purchased online through The Coro. A total of 410 tickets were sold. The private view became the Preview for Covid reasons in case we needed to control numbers, but the evening was just as well attended as in previous years and was a boost to Printfest's income through admissions.

## Website

Everything you need to know about Printfest is on the website. It is the 'first port of call' for learning about Printfest. It is central to our communications strategy with two new pages being added this year for Schools and our Main Sponsor. It is a platform for artists submissions and workshop bookings.

## Radio

Artists Debby Akam and Mark Pearce did an excellent job when they took part via a phone-in on the Arty Show with host Helen Millican of BBC Radio Cumbria.

## The catalogue

1,250 catalogues were printed. 671 were sold separately at £2 a copy. It is a complete guide to the event and is included in the Friends and Artists packs. There were 39 advertisers (2019: 41) the majority of whom were local arts-related organisations. The advertising fees more than cover the cost of the print.

## Public relations and editorial

We worked with journalist Mike Glover, who produced three press releases. We had editorial coverage in The Mail, The Westmorland Gazette, Cumbria Magazine, Cumbria Life, The Crack and Printmaking Today magazines.

## Ulverston Fringe

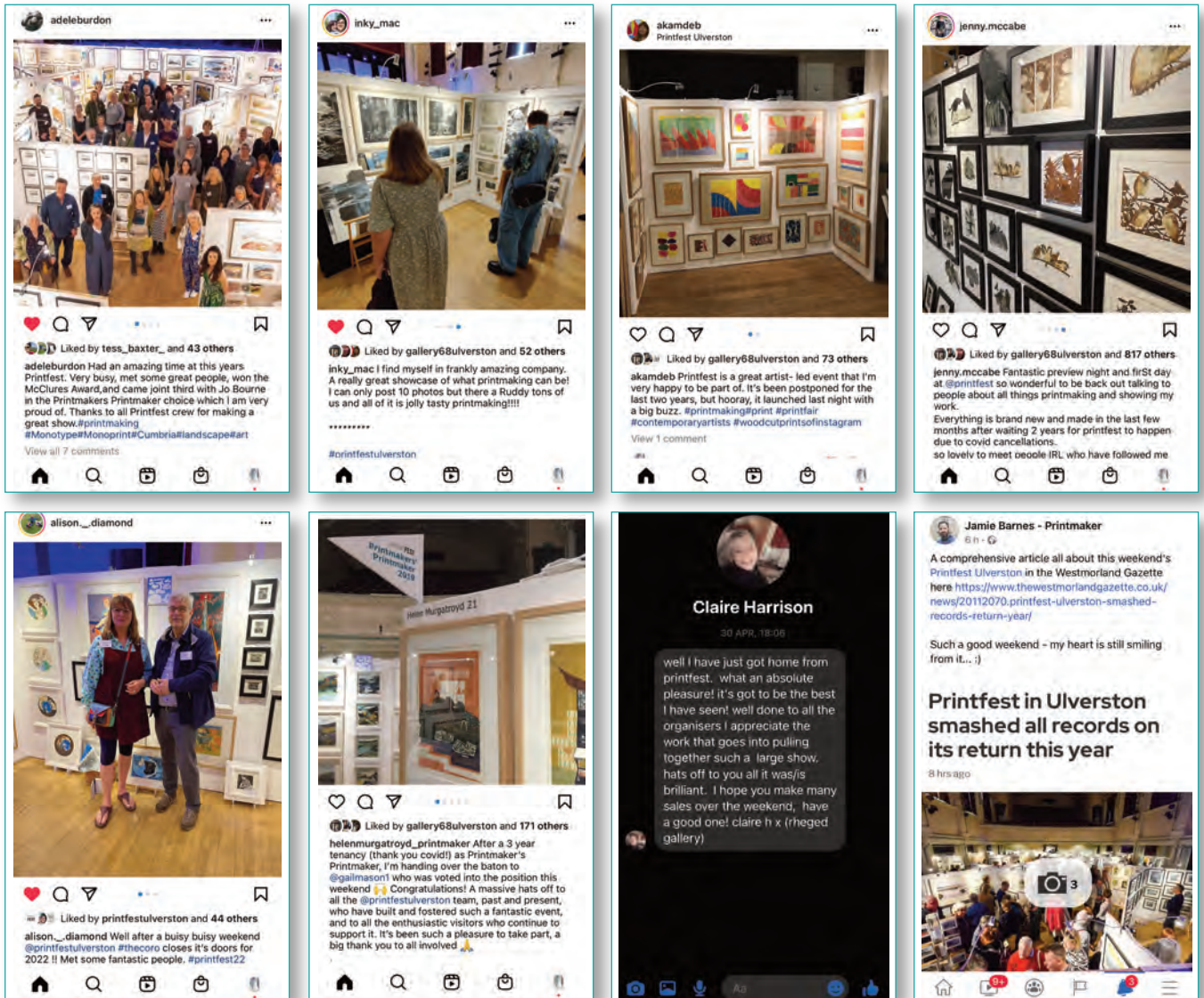
This is just the second year for Ulverston Fringe. 20 venues signed up (2019: 6 venues). A discount card was created for Friends of Printfest. More work will be needed to promote this if we do it again.

All participants agreed that their footfall had increased, specifically on Saturday when the band were playing at the top of Market Street and the sun was shining.

*"Saturday was probably as busy as our opening day..which was amazing.. Sunday, much quieter but still more footfall than usual."*

Everyone found the leaflet to be useful. It's encouraging that the Fringe venue's are also looking for ways to improve their participation: *"I think we could prepare our store better, more original prints displayed and more social media advertising running up to the event."*

A big thank you to Clare Dent who put so much work into making Ulverston Fringe a success.



A few of the social media posts



Four of the Ulverston Fringe venues including Kate Brunskill at Ford Park (right)

# Main Sponsor, Funders and Friends

29% of our income came from our Main Sponsor, Funders and Friends. Without them Printfest just couldn't happen.



## Main Sponsor

This is our first year with a Main Sponsor and we are very grateful to Canter Holland for their support. Thank you. We have learnt about Cantor Holland's art collection and the diverse sources that the work has come from. You can read about this on our website.

*"Congratulations to the whole Printfest Team for making this year's Printfest the best so far! In these difficult and somewhat dark times, this endeavour, kindness, and community spirit provides a glimmer of hope for us all."* Canter Holland.

## Funders

**Choose Ulverston** We want to encourage people to visit Ulverston and experience everything the town offers. We're Ulverston's information hub, displaying everything you need to know about visiting, living and working in our beautiful town.

**Cumbria Community Foundation** provide a simplified approach to effective charitable giving. As one of the UK's leading, accredited community foundations, we have the expertise and local knowledge to help individuals, families, companies, charitable trusts and public-sector bodies invest in their communities.

**Furness Building Society** 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.

**The Hadfield Trust** has provided over £4 million pounds of grant funding for good causes in Cumbria. Our priorities include social needs; youth and employment; help for older people; the arts, and the environment.

**GSK** are a science-led global healthcare company with a special purpose: to help people do more, feel better, live longer. Ulverston office.

**South Lakeland District Council'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.

**Townlands Trust** is a grant giving charity whose objects are limited to those living in Ulverston. The trustees favour grants to groups or institutions for capital items, which will be available for use by more than one person.

**Ulverston Town Council & the Ulverston CGP Trust Fund** 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.

**Ulverston BID** 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.

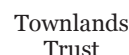
## Friends of Printfest

There were 122 Friends of Printfest, the most we have ever had.

During this difficult period of the pandemic, Friends of Printfest became even more important than usual. Almost all Friends carried on supporting Printfest even though we were unable to put on the 2020 and 2021 event. Friends give us the security of receiving some income without reliance on visitor numbers at the event. We would like to thank them all for their continued support. It made a great difference to our confidence and ability to deliver the event.

Significantly income from Friends of Printfest increased by 176%. Huge thanks to everyone who signed up, and particularly those who have signed up with a standing order.

On arrival at Printfest all the friends received a canvas bag carrying their free catalogue, wine tokens, a Fringe discount card and a few more goodies.



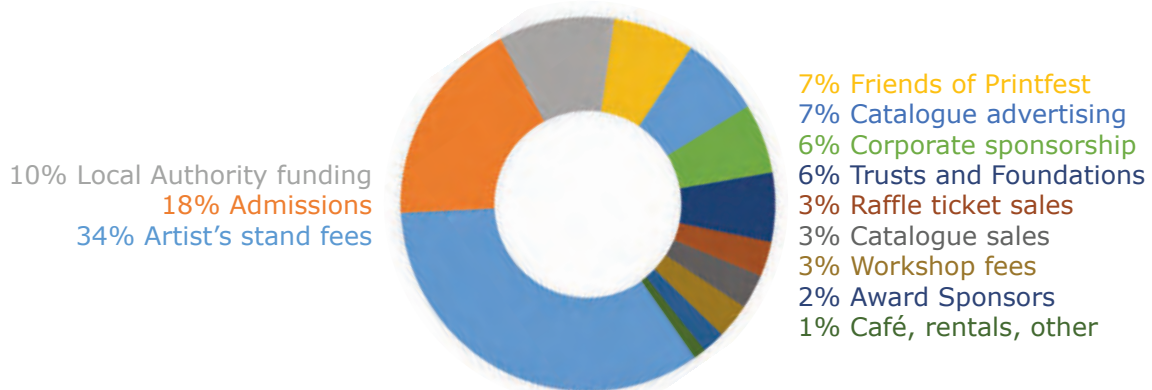
# Financial highlights

The financial accounts have now been produced by Chartered Accountants Redhead Accountancy Ltd for the year ending 31st July 2022.

Total receipts for the year were £32,872.71 with total payments of £40,945.94. However, we were holding £21,611.01 from rolled over stand fees and activities from 2020/21. This has left us with a positive bank balance of £13,537.78 at the year end.

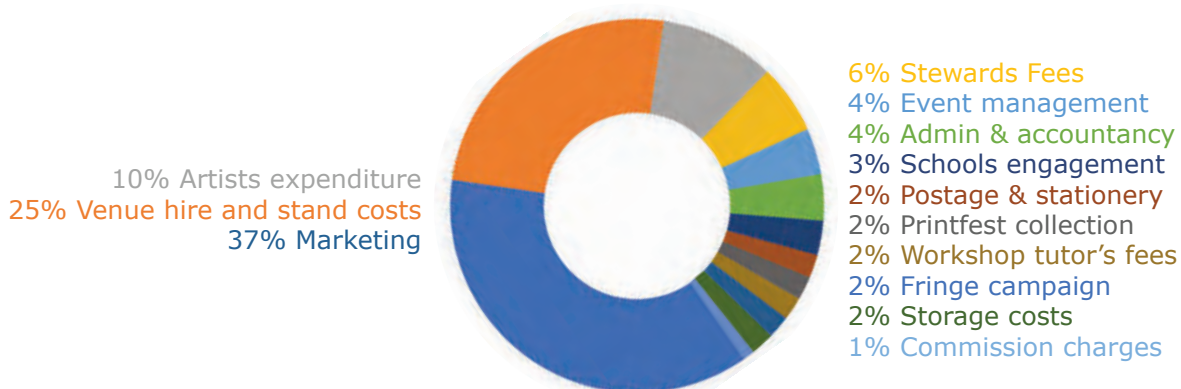
## How was the money generated?

The money comes from several sources which is a major strength in not having to rely on any one source of income. This year we saw an increase in overall income from Friends of Printfest 7% (2019: 3%) and an increase in Corporate sponsorship 6% (2019: 3%).



## How was the money spent?

Marketing costs were up due to the stop start effect of the pandemic 37% (2019: 32%) and venue hire and stand costs also substantially increased to 25% (2019: 12%)



## The results

We are particularly happy that we have increased our financial security at a time of volatility and uncertainty. We are now in a position to start the planning process for 2023 with confidence.

### Printfest's constitution

Printfest is a constituted group. A non-profit distributing organisation run by a voluntary committee. Tasks are costed and individuals or organisations commissioned to deliver the event.

The constitution states our aims, policies and what would happen in the event of its dissolution.

### Going forward

We have already had some commitment from Funders and Sponsors and have started the planning process for 2023. We are currently searching for The Printfest Printmaker of the Year with our patrons and respective galleries. It is our intention to open artist's on-line applications at the beginning of October 2022.

## Printfest 2022 statement of receipts and payments

Year ending 31st July 2022

Receipts	2019	2020/21	2022	
<b>Earned income</b>				
Stand and exhibitor fees	£13,732.50	£13,705.00	£0.00	
Ticket sales	£5,168.00	£0.00	£7,287.40	
Catalogue sales	£1,179.00	£0.00	£1,342.00	
Wine sales	£618.00	£0.00	£0.00	
Café contribution	£200.00	£0.00	£250.00	
Raffle ticket sales	£1,128.00	£0.00	£1,424.30	
Advertisements in the catalogue	£3,145.00	£1,290.000	£1,720.00	
Artists' sales through Sum Up	£19,607.50	£0.00	£12,752.50	
Sum Up tests	£00.00	£1.00	£8.00	
Voucher sales	£246.50	£25.00	£0.00	
Friends of Printfest	£1,080.00	£950.00	£2,035.00	
Stand rentals to other groups	£85.00	£89.00	£0.00	
Charitable gifts	£0.00	£100.00	£0.00	
Workshop fees	£980.00	£750.00	£353.51	
	£47,169.50	£16,910.00	<b>£27,172.71</b>	<b>£27,172.71</b>
<b>Local Authority funding</b>				
Ulverston BID	£1,500.00	£1,500.00	£1,500.00	
SLDC	£500.00	£500.00	£500.00	
Ulverston Town Council	£100.00	£0.00	£250.00	
Cumbria County Council	£1,000.00	£0.00	£0.00	
	£3,100.00	£2,000.00	<b>£2,250.00</b>	<b>£2,250.00</b>
<b>Trusts &amp; Foundations</b>				
Townlands Trust	£0.00	£300.00	£0.00	
Sir John Fisher Foundation	£800.00	£0.00	£0.00	
CGP Trust Fund	£500.00	£500.00	£500.00	
Cumbria Community Foundation	£0.00	£1,000.00	£0.00	
Hadfield Trust	£3,000.00	£0.00	£0.00	
	£4,300.00	£1,800.00	<b>£500.00</b>	<b>£500.00</b>
<b>Corporate sponsorship</b>				
Canter Holland	£0.00	£0.00	£2,000.00	
Furness Building Society	£150.00	£150.00	£0.00	
GSK Operations	£250.00	£250.00	£0.00	
	£400.00	£400.00	<b>£2,000.00</b>	<b>£2,000.00</b>
<b>Award sponsors</b>				
James Cropper Visitors' Choice Award	£250.00	£250.00	£0.00	
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	
Atelier S8 Award	£0.00	£150.00	£0.00	
Kunstprenteverket Award	£0.00	£0.00	£150.00	
	£1,050.00	£1,200.00	<b>£950.00</b>	<b>£950.00</b>

Along with the financial awards, The Awagami Factory gave hand made Washi paper, Cranfield printmaking inks, James Cropper plc printmaking paper, Handprinted and Hawthorn Printmaker Supplies printmaking materials, EssDee Arts and Crafts products, TPFramework a framing voucher and Zillah Bell Gallery a solo exhibition at their gallery in Thirsk.

**Total receipts**

**£32,872.71**



## Printfest 2022 statement of receipts and payments

Year ending 31st July 2022

<b>Payments</b>	2019	2020/21	<b>2022</b>	
<b>Artistic expenditure</b>				
Artist's social meet	£270.00	£0.00	£331.55	
Artists packs	£176.58	£0.00	£176.51	
Payments to artists from sales desk sales	£18,627.13	£0.00	£12,114.87	
PMY Residency fee	£1,000.00	£1,000.00	£0.00	
Voucher payments to artists	£246.50	£0.00	£0.00	
Awards to artists	£1,050.00	£1,050.00	£1,200.00	
Artist's applications & presentation	£250.00	£250.00	£0.00	
	£21,620.21	£2,300.00	<b>£13,822.93</b>	<b>£13,822.93</b>
<b>Event expenditure</b>				
Event management	£1,250.00	£0.00	£1,750.00	
Venue hire	£3,265.00	£358.50	£4,746.29	
Stand set up & breakdown	£3,276.86	£0.00	£4,022.87	
New stand elements	£6,262.60	£116.00	£0.00	
Insurance	£698.00	£0.00	£0.00	
First Aid	£435.00	£0.00	£0.00	
Subsistence & general	£50.00	£0.00	£33.85	
Wrap desk materials	£66.11	£0.00	£132.78	
Stewards' fees	£1,166.30	£0.00	£1,660.00	
T-shirts	£123.10	£0.00	£373.98	
Certificates	£411.47	£341.50	£325.07	
Marquee hire	£960.00	£0.00	£0.00	
Fees for workshop tutors	£480.00	£0.00	£480.00	
Workshop materials	£82.91	£0.00	£126.10	
Schools engagement	£0.00	£211.19	£684.61	
Fringe campaign	£0.00	£0.00	£496.60	
	£18,527.35	£1,027.19	<b>£14,832.15</b>	<b>£14,832.15</b>
<b>Marketing expenditure</b>				
Design and production	£900.00	£0.00	£900.00	
Public relations	£700.00	£250.00	£450.00	
Advertising	£2,542.76	£1,049.10	£1,414.76	
Print	£2,663.60	£1,186.85	£2,607.79	
Distribution	£1,880.00	£1,620.00	£1,765.00	
Signs & banners	£675.24	£0.00	£447.70	
Website hosting & content management	£477.24	£421.31	£617.83	
Video production	£250.00	£285.84	£0.00	
Photography	£450.00	£0.00	£500.00	
Social media campaigns	£567.87	£0.00	£532.68	
Evaluation and reporting	£529.00	£148.00	£250.00	
	£11,635.71	£4,961.10	<b>£9,485.76</b>	<b>£9,485.76</b>
<b>Overheads</b>				
Accountants fees	£306.00	£834.00	£84.00	
Administration	£750.00	£0.00	£500.00	
General overheads	£76.75	£124.22	£179.07	
Postage & stationery	£576.04	£126.61	£585.70	
Secretarial	£250.00	£0.00	£0.00	
Storage costs	£1,000.00	£1,024.13	£487.60	
Storage removal costs	£0.00	£404.30	£0.00	
Sum Up card reader purchase	£0.00	£82.80	£22.80	
Printfest Collection framing costs	£0.00	£121.86	£282.00	
Printfest Collection Exhibition costs	£0.00	£0.00	£360.00	
	£2,958.79	£2,717.92	<b>£2,501.17</b>	<b>£2,501.17</b>

## Printfest 2022 statement of receipts and payments

Year ending 31st July 2022

<b>Payments continued</b>	2019	2022/21	<b>2022</b>	
<b>Commission charges</b>				
PayPal	£139.14	£47.18	£31.03	
Sum Up	£338.36	£0.02	£272.90	
Totals	£477.50	£47.20	<b>£303.93</b>	<b>£303.93</b>

<b>Total payments</b>				<b>£40,945.94</b>
Less receipts				(£32,872.71)
Decrease in cash in bank				<b>(£8,073.23)</b>

### Bank accounts

#### Opening balance 1st August 2021

Barclays current account		£20,448.91	
PayPal		£1,162.10	
Total opening cash		<b>£21,611.01</b>	

#### Closing balances 31st July 2022

Barclays bank account		£13,445.78	
PayPal		£92.00	
Total closing cash		<b>£13,537.78</b>	

### Redhead Accountancy Ltd

Chartered Accountants  
Market Street  
Broughton in Furness  
Cumbria LA20 6HP

24th August 2022



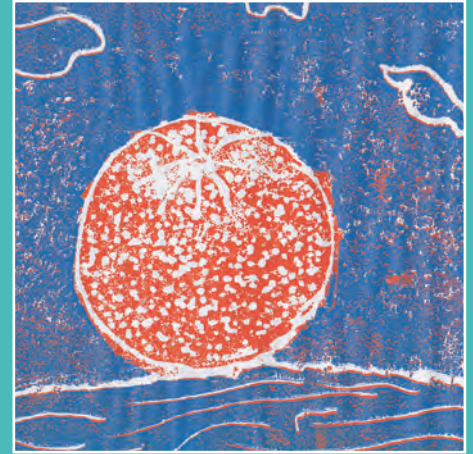
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