



# PRINTFEST 2023

ULVERSTON

ANNUAL REPORT & FINANCIAL STATEMENTS 2023



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### Printfest Ulverston

20 Printfest events have taken place since it began in 2001, and it 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.

Printfest supports a programme of workshops for visitors, a programme for Printfest in Schools, and it

supports Ulverston Fringe; celebrating the arts and culture of Ulverston over the Printfest weekend.

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, at The Coro and at Ford Park.

# PRINTFEST 2023

ULVERSTON

## Still crazy after all these years!

As Printfest put on its 20th event in 2023, we found that support had not waned! We had a record number of visitors, workshops, participants, schools' involvement, awards to artists, and artist's sales.

Every year we approach the start date with trepidation. Have we done enough publicity? Will people still come? Will visitors have any money to spend on workshops and artworks?

The answer it seems is YES! We are extremely grateful for the enthusiasm and support of all our visitors and participants. It seems crazy that many of them have supported Printfest for over 20 years. In our visitor's survey we ask the question 'Is this your first visit to Printfest?' We always get some with the response 'No, I have been every year since it started in 2001!'

One of the main highlights of the 2023 event was the amazing amount and quality of the schoolwork submitted. It has been a joy to help the next generation of printmakers and hear that some of them are now thinking of a career in the arts. This year we had a new award 'YOUNG Printmaker of the year'. This was presented to Peter Dowling from Broughton-in-Furness Primary School, and Shannon Sear from Ulverston Victoria High School.

The Team are now taking a well-earned break before we start our planning process for 2024! This time we will genuinely be coming of age!

See you all next year.



# 2023 in numbers

The counting has been done,  
we can now report the facts and figures making up Printfest 2023.  
Another record year!



**Artists**  
Page 6

**44**

artists made sales of over...

**£78,000**

**Visitors**  
Page 10

**2,075**

estimated visitors over the four days.

**61%**

of visitors scored it 10/10 for enjoyment.

**Workshops**  
Page 12

**66/7**

66 participants took part in seven workshops.

**100%**

would recommend the workshops to others.

**Schools programme**  
Page 14

**23**

50 schools invited, 23 took part.

**600+**

prints from pupils & students submitted.



**Sponsored awards**  
Page 16

20

awards were presented to 17 exhibiting artists.

3 new

- YOUNG Printmakers of the Year Award x 2,
- Intaglio Printmaker Award

**Ulverston Fringe**  
Page 21

12

took part in the Ulverston Fringe.

“ There was a lovely atmosphere about town ”

100% said they would sign up for 2024.

**Event Sponsor**  
Page 22

year 2

Canter Holland were main sponsor for the second year.

“ At Printfest you always see new things ”

Karel Jacobs  
Joint MD  
Canter Holland

**Financials**  
Page 23

£++

with the accounts now complete Printfest is taking forward a healthy reserve to kick-start 2024.



**Artists' comments**

“ Printfest was amazing - the level of organisation was unprecedented. The stewards were so helpful and friendly. The atmosphere was fantastic, and I found the other exhibitors to be very supportive and encouraging. ”

“ Wonderful, life enhancing, good learnings. ”

**Workshop participants' comments**

“ Excellent. Gave confidence, info, guidance that made you feel you could achieve results, and I did! ”

“ Engaging; good humoured, encouraging, not overloaded with information; good focus. ”

“ Very informative! I enjoyed trying something new. ”

**Visitors' comments**

“ Local and national talent shown in Ulverston – fantastic event, artwork that you don't get to see otherwise. ”

“ Loved the children's exhibition, a great addition. ”

“ The breadth of disciplines, the level of professionalism throughout, the organisation and high-quality work displayed. ”

# The 2023 Artists

93 artists applied for a stand to show at Printfest 2023 (2022: 72).  
The standard and variety of printmaking techniques were,  
as usual, extremely high.

We are only able to provide 44 stands for artists as we utilise all areas of The Coro, and it is the largest hall of its kind in the South Lakes area.

Due to illness one artist had to pull out. We are very grateful to Laura Boswell who stepped in at the last moment.

## Artists' sales

We saw record artists' sales of over £78,000 (2022: £75,000). 30 artists sold more than £1,000, 18 artists selling more than £2,000 and one as high as £7,000.

## The sales desk

Seven artists used the sales desk service (2022: 13). We actively encourage artists to use their own card readers, offering the sales desk as back-up. No commission is taken on sales, but we do charge a small percentage fee to cover transaction and administration costs.

## The wrap desk

157 prints were wrapped (2022: 135) by the Printfest team members, Lorraine, Esther and Rachael. This is a free service for all artists and purchasers.

## Artists' comments

“ Many thanks to you and all the team – you’re all brilliant! I thought it was by far the best Printfest I’ve attended :) ” **Sinclair Ashman**

“ Thank you so much for all your efforts which made PRINTFEST23 such an enjoyable experience. I was delighted at the level of sales and the assistance given by your team at every stage of the event. Please convey my appreciation to all your considerate helpers. Their hard work made the whole weekend a delight. Thanks again. ” **Glenn Ibbitson**

“ Thank you for a genuinely great experience at Printfest. I would stay in Ulverston next time and not out in the sticks and hopefully join in with some of the socialising. It was a great surprise to engage with so many printmaking enthusiasts and a real joy to see that there is life beyond teaching and Eton. I hope one day to be sharing a space with Jamie Barnes. I was really pleased to see so many of my past students came to see what their old teacher was up to from QKS in Kendal. Rob Hardy is now an Art teacher in Windermere which is very gratifying. Also I won a prize! Which did my ego no harm at all and I am shortlisted for the RA summer show, it may be my year. Many thanks and I definitely hope we meet again. ” **Ian Burke**

“ Thanks so much for a wonderful Printfest! We had an amazing time and the organisation and camaraderie of everyone involved made it a most enjoyable and successful event. It far exceeded my expectations and I am definitely planning to apply again next year! ” **Beverley Matchette-Downes**

## Comments about work created through the Printfest in Schools programme

“ Great to see. Keep it going. Art in schools is vital. ” **James Bywood**

“ Crucial! We should be encouraging new talent. ” **Pete Marsh**

“ It’s great to encourage artistic creativity at such a young age and introduce a new generation to printmaking! ” **Anja Percival**





### Artists survey results

All the artists returned surveys.  
1: poorest, 5: best.

- Q1.** How would you rate the venue?  
33/44 artists scored it 5 (79%),  
42/44 scored it a 4 or 5 (98%).
- Q2.** How do you rate your exhibition stand?  
26/44 artists scored it 5 (61%),  
37/44 scored it a 4 or 5 (86%).
- Q3.** How would you rate the lighting on your stand?  
33/44 artists scored it 5 (77%),  
40/44 scored it a 4 or 5 (93%).  
The lighting was new in 2019.

- Q4.** Did you get value for money?  
31/44 artists scored it 5 (72%),  
38/44 scored it a 4 or 5 (88%).
- Q5.** How did you rate the Printfest organisation?  
44/44 artists scored it 5 (100%).
- Q6.** How did you rate the event for networking?  
32/44 artists scored it 5 (74%),  
35/44 scored it a 4 or 5 (81%).

### Three further questions were asked:

- Q7.** Did you cover your costs?  
38/44 artists said they had covered their costs (88%).
- Q8.** Will you apply to exhibit again?  
39/44 artists said they would like to exhibit again (95%).
- Q9.** Are you a teacher/tutor?  
12/44 said yes (28%).

# The headline artists

The Printmaker of the Year receives an award of £1,500 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.

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 also invited to make a presentation at the Opening Talk.

## Printmaker of the Year 2023 Hilary Paynter MBE

Huge congratulations to Hilary for being awarded an MBE for services to the Arts, 2023.

Hilary was born 1943 in Dunfermline. She studied at Portsmouth College of Art: Sculpture and Wood Engraving. London University: MA and MSC in Psychology. Parallel careers in wood engraving and Special Needs education for 30 years, full-time artist since 2000. Revived the then moribund Society of Wood Engravers in the early 1980s.

Hilary was President of the Royal Society of Painter-Printmakers, 2006–2011.

Chairman of the Society of Wood Engravers, 1999–2006; and Exhibitions Secretary: 1980–present.

Her publication 'Full Circle', with 600+ engravings, published in 2010 is greatly admired and she sold every copy that she brought with her to Printfest.

[www.hilarypaynter.com](http://www.hilarypaynter.com)

MBE, Hon.RWS, Hon.RBSA, FRSA

## Printmakers' Printmaker 2022 Gail Mason

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)







## Printmakers' Printmaker 2023 Sally Adkins

Sally Adkins is an artist printmaker based within walking distance of the River Derwent, on the edge of the Peak District in Derbyshire. A multi-disciplinary printmaker, she works predominantly in the age-old tradition of acid-based etching, harnessing established techniques to develop finely etched, expressive metal plates. She also specialises in monotypes and contemporary interventions in print.

Her practice is focussed on the movement of river water as it journeys; through extensive walks and exploration, she draws in response to place and then expresses this dialogue with the river and landscape of the Peaks in print.

We look forward to welcoming Sally to Printfest 2024.  
[www.sallyadkins.com](http://www.sallyadkins.com)

# What our visitors say:

The visitor survey is a valuable tool to make sure we are giving visitors what they expect. Over 700 cards were completed this year (2022: 658) and two lucky visitors were the winners of the prize draw, two printmaking kits generously prepared by our sponsor Handprinted.

## Where did the visitors come from?

- 42% of visitors were local (2022: 41%)
- 19% from the North West (2022: 22%)
- 18% from South West Lakes (2022: 22%)
- 6% from the North East & Yorkshire (2022: 3%)
- 5% from other parts of Cumbria (2022: 2%)
- 5% London and the South (2022: 3%)
- 3% from Scotland and overseas (2022: 3%)
- 2% from Wales and the Midlands (2022: 4%)

## How long did the non-locals stay?

- Day trip: 38% (2022: 10%)
- One night stay: 12% (2022: 20%)
- Two nights: 15% (2022: 32%)
- Longer: 35% (2022: 38%) staying for the Bank Holiday weekend or combining it with a longer visit to the Lake District

There was a significant shift to day trips or overnight stays.

## How much did they enjoy the event?

On a scale of 1 to 10:

- 61% of visitors gave 10 (2022: 62%)
  - 39% of visitors gave 7 to 9 score (2022: 37%)
  - There were no scores less than 7.
- With 100% scoring 7-10 it is clearly an enjoyable event for most visitors (2022: 99%)

## How did they hear about Printfest?

- 39% from word of mouth (2022: 37%)
- 27% from social media (2022: 26%)
- 14% from the Printfest mailing list (2022: 13%)
- 11% from print, including flyers, postcards, posters (2022: 19%)

- 5% from road signs, Fringe venues, Printfest Team, Green Door and The Coro (2022: 3%)
- 2% from newspapers and editorial (2022: 2%)
- 2% from schools (measured for the first time)

## Was this their first visit to Printfest?

- 47% had visited Printfest before (2022: 46%) which makes 53% first timers (2022: 54%)

## What did they like most about the event?

- 45% was the variety of artists, styles and printmaking techniques (2022: 46%)
- 15% was the quality of the work (2022: 17%)
- 15% was the accessibility of the artists (2022: 14%)

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

### Other categories:

- 9% the atmosphere and friendliness
- 5% everything!
- 3% schools involvement
- 2% the talks
- 2% its held in Ulverston
- 2% well organised
- 2% café

## How would they improve Printfest?

- 51% asked for a bigger venue and more space
- 17% said it can't be improved
- 9% asked for timed visits and a one-way system
- 8% asked for more talks, demos and workshops
- 5% quiet session/better access
- 4% more chairs please
- 3% asked for less expensive items for sale
- 3% turn off the heating!





Many of the ways that visitors would like improvements reflects the success of Printfest and how well it is attended. We will consider all these points at our AGM, but as we already have the largest venue in the South Lakes we will find it difficult to respond to all comments. We also believe that Printfest is synonymous with The Coro and with Ulverston.

**What they liked best:**

“ The approachability, generosity and access to meeting and talking to artists about their work and techniques. ”

“ It's the Quality of both artists and artworks. ”

“ The general buzzing atmosphere and positivity that is generated and the friendliness of both the artists and the staff running the event. ”

“ Just keep it going! We love to meet artists from all over the country – we live in Ulverston! ”

**The Prize Draw**

The Prize Draw was sponsored by Handprinted. They prepared two professional printmaking kits; The Lino Printing Prize valued at £155 won by Annabel Burn in Kendal. The Screen Printing Prize valued at £163.50 won by Beverley Foster from Leeds.

# Workshops

Working with Cumbria Printmakers is a joy. They ran seven workshops; four half-day and two full-day workshops.

We're also very excited about Printshare Lakes new premises in Ulverston where they run workshops and have a gallery space.

## Cumbria Printmakers

There were six tutors this year, with Penny Hunt running two workshops as well as being an exhibitor! The workshop ticket price included entry into the exhibition.

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

### Survey results

- Of the 70 places 66 were taken up and 64 completed feedback forms were handed in.
- 55 participants scored top marks for enjoyment, organisation, value for money and materials.
- Ticket sales all went through The Coro this year, without any problems.
- Nine teachers took up the offer of free places.

### Improvements that could be made:

- A bigger room (numbers were reduced and the table layout altered in response to this point in 2022.)

### Top comments from participants:

- “ Inspirational examples and clear instruction, good equipment. ”
- “ Learning something new, generous resources, easy to replicate at home. ”
- “ Very helpful, informative, inspirational, her assistance in the process helped us enormously. ”
- “ Engaging; good humoured, encouraging, not overloaded with information; good focus. ”
- “ Sue was very supportive throughout. The course was a joy, from seeing Sue's work to producing our own. ”
- “ Very informative! I enjoyed trying something new. ”
- “ Created a safe space for play - loved it - experimenting, and learning new approaches. ”

## Printshare Lakes

Printshare and Printfest work in partnership to promote printmaking in Ulverston. We are so impressed that they managed to open their gallery and workshop space in Ulverston in time for the festival. Printshare ran botanical drop-in workshops over the weekend tutored by Jo Clayton, and full-day Saturday workshops through May and June after Printfest.

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

### Survey results

- 27 completed feedback forms were handed in.
- 24 participants scored top marks for enjoyment, organisation, value for money and materials.
- Printshare promoted their workshops from a table at the top of the stairs at The Coro during the festival, visitors were pleased to find they could still book workshops if they had missed the Printfest bookings.

### Improvements that could be made:

- “ Chocolate biscuits is the only way I can think of. Everything was perfect! ”

### Top comments from participants:

- “ Fabulous. Both of them were fantastic - made the day brilliant. Had a great time, thanks so much Claudia and Clare. ”
- “ Vicky made me feel like I couldn't go wrong. ”
- “ Helpful, friendly and could suggest ways to improve/develop work. ”
- “ Clear explanations and help, and I learnt a lot from her. ”
- “ Very helpful, kind and knowledgeable. ”
- “ Cheerful, patient, and I'd come again!. ”





## The workshops were:

### **Cumbria Printmakers**

Half-day Letterpress with Vega Brennan – Learning how to use vintage lead type.

Full-day Linoprint with Sue Rowland – A Wildlife themed introduction to lino printing.

Full-day Collagraph with Penny Hunt – Learning printmaking using carborundum.

Half-day Drypoint with Geraldine Walkington – Learning how to draw directly onto an acrylic plate.

Half-day Monoprint with Dorothy Ramsay – Producing prints by painting onto glass.

Half-day Paper Lithography with Penny Hunt – Creating images using black and white photocopies.

Half-day Tetra PAK with Cathryn Beckett – How to make a plate using up your tetra paks.

### **Printshare Lakes**

Linocut with Claudia Long – Learning relief printmaking techniques.

Paper Lithography with Anna Litchfield – using paper as a plate and Gum Arabic as a resist.

Monoprint with Marett Troostwyk – A painterly technique.

Collagraph with Clare Dent – Making your cardboard plate.

Drypoint with Victoria Peake – Intaglio printmaking techniques.

# Printfest in schools

We aim to inspire young people with printmaking, encouraging the use of printmaking techniques and an appreciation of printmaking by others. There was an increase in children and families visiting to view their prints. Over 600 works were submitted that took two full days to hang at The Coro.

## The printmaking brief

A printmaking brief for schools was prepared in partnership with the Printmakers' Printmaker Gail Mason and Printfest team members Esther Benson and Lorraine Thompson. It was provided to Primary and Secondary Schools to spark ideas for projects and artwork, which was displayed at The Coro during Printfest 2023.

Schools enjoyed working towards the brief, in particular the link with Gail Mason's work and her words of inspiration, and many made use of the instructional videos on the website.

23 schools took part; primary, secondary and alternative provision.

## Comments about Printfest in Schools web page and demonstration videos

" ... very useful to look at and get ideas and to know what we needed to do. "

" ... videos are really helpful. This would be good to see more examples. "

" Yes, I particularly like the demonstration videos for different printing techniques. "

" ... easy to navigate and good to have instructional videos on YouTube for teachers. "

## In-school pupil workshops

Printfest also ran workshops in local Primary Schools, introducing children and teachers to printmaking techniques that can easily be taught in the classroom. The print work produced by the children in these workshops was on display with the school work over the Printfest weekend.

Primary schools appreciated the resource packs, supplied by Essdee and James Cropper PLC, that enabled them to use materials they would not be able to purchase through the normal school budget route.

" Children were well engaged and enthusiastic about the workshops. They loved being part of the whole process and seeing their prints come to life. Esther was clear with her use of subject related vocabulary which the children then used afterwards. "

" Absolutely, the workshops provided the children with an opportunity to use media which we would be unlikely to be able to deliver in house. Esther was patient with the children and they loved working with a real artist! Thank you Esther. "

## Comments on the overall programme

" The children got the opportunity to work to a brief and have their work in a gallery. It gave our children a sense of achievement "

" The boost it gives the students, the association with real art events and artists, not just art in school. "

## Improvements that could be made:

- Ensure the brief includes what constitutes a hand made print and how it should be presented.
- Manage expectations about the two possible ways that school work can be displayed.

## Children's quiz

New this year, Esther Benson prepared a childrens' quiz sheet. Over 80 of the children's quiz sheets were completed and handed in for a prized lollipop!. They encouraged the children to look closely at the work displayed and to ask questions of the artists.





Printfest responded to the enthusiasm of the schools by creating two new Printfest awards:  
 - YOUNG Printmaker of the Year, Primary, and  
 - YOUNG Printmaker of the Year, Secondary

“ Well done everybody! What a fantastic initiative to involve the schools, and a real honour for me to select winners from such a huge amount of work, I have to say it was no easy task! I am certain you will have kindled some printmaking passion! Long may this continue. ”  
**Gail Mason**

Art Teacher Andrea Hine-Johnson, from Ulverston Victoria emailed:  
 “ I just wanted to say how fantastic Printfest was this year, and seeing the students work

presented so professionally was incredible. So thank you. ”

**And the winners are...**

Peter Dowling of Broughton CofE Primary School. He was presented with his award certificate during assembly. The sense of enjoyment of participating in Printfest and pride in a Broughton pupil winning the first award was palpable – just joyous.

Shannon Sear of UVHS (pictured above). Esther attended UVHS to present the secondary award.

# Sponsored awards

There were a total of 20 sponsored awards, four of these awards are sponsored by Printfest, 16 are sponsored by creatives entities.

Three awards were new for 2023; Intaglio Printmaker award and the two YOUNG Printmaker of the Year awards.

The award certificates were designed and printed by Esther Benson.

## Zillah Bell Gallery award

Winner: Tessa Pearson, will have a solo show at the Thirsk Gallery in Yorkshire. Selected by gallery owner John Bell based on the body of work presented. "Vitality – boldness – positivity & movement."

## Founders' award

Winner: Graham Firth, £100 based on the body of work presented. Selected by Judy Evans and Ronkey Bullard. "He illustrates what you see when you are out and about with lots of different people. You don't get such joy from photographs. His drawings are great. Also quirky, which is what Ronkey and I seem to enjoy"

## Visitors' Choice award sponsored by James Cropper PLC

Over 700 visitors filled in voting cards to vote for their favorite artist. Winner: Anja Percival, £250. Croppers also awarded Wainwright Papers to Hilary Paynter and Laura Boswell. Plus 25 notebooks for the artists.

## Awagami Paper award

Winner: Nell Smith, received Washi editioning papers, worth £250. Selected by Patron Alan Stones. "The Awagami Award is so well suited to the way Nell collages and layers papers and I'd love to see how these Awagami papers influence her work."

## Chris Benefield Memorial award,

Winner: Ian Cox, £200 for his print 'Among Us'. Selected by Janet Benefield. "Chris had a very good friend Martin Proctor who painted a series on migration – This created great conversations between Chris and Martin, this print brings back those memories."

## Cranfield Colour awards

Two prize winners selected by Michael & Joy Craine: 1st Prize winner: Laura Boswell, £150. "I love the way the rocks gleam and shimmer. Bold yet intricate." 2nd Prize winner: Frans Wesselman, £100 for his print 'Moon Pool', "I want to know the story!"

## Essdee award

Winner: Lisa Takahashi, £150 value of printmaking materials for her print 'The Chain Gang'. Selected by Katy and Stephen Yeomans. "We love the sense of movement and freedom of this piece which evokes the 1920s Grosvenor School of Art 'Modernist' style, which we have always admired."

## Haigh award

Winner: Pete Marsh, £250 for his print 'The Ornithologist'. Selected by Tina Balmer "Very atmospheric".

## Handprinted award

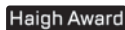
Winner: Ian Burke, £150 value of printmaking materials for his print 'Blackmailer's Smile'. Selected by Shirley Scott. "I love the graphic quality, the cut marks, the use of positive and negative text over the colour blend."

## Hawthorn Printmaker Supplies award

Winner: Holly Magdalene Scott, £150 value of printmaking materials for her print 'A Difference of Opinion'. Selected by Michael & Katie Rushton, with Barry Rushton. "Reminds me of my garden!"







**Intaglio Printmaker award**

Winner: Rahil Sheikh, £150 value of printmaking materials for his print from the 'Ecclesiastes' series. Selected by Adam Sutherland of Grizedale Arts. "Enjoyed the looseness of the technique and the stamp quality"

**Ironbridge Printmaker award**

Winner: Deb Wing, £150 value of printmaking materials for her print

'Downstream'. Selected by Jenny Gunning. "Detailed atmosphere and control of mediums is brilliant."

**Kunstprenteverket awards**

Two prize winners selected by Ketil Oftedahl: 1st Prize: Joshua Miles, £100. "For pushing the borders of the linocut technique to create almost photorealistic prints." 2nd Prize: Anja Percival, £50.

"For her beautiful 'soft' and calm images."

**TPFramework award**

Winner: Emerson Mayes, £150 value of printmaking materials for two prints 'Courting Grebes' and 'Midnight Fox'. Selected by Fay & Terry Powley. "We couldn't decide between the two images! We both just really like them!"

# People our main assets

Over the weekend and the days setting up the event, the Team and Stewards ensure the smooth running of the event, including sales desk, the raffle, wrap desk, assisting artists, hanging schools printwork and creating the beautiful event that it is.

## Our patrons

Patron Ceri Hutton was the compère of the event from start to finish, and she did it with joy and laughter, from the Opening Talk on Thursday evening to the YOUNG Printmakers of the Year announcements on Sunday afternoon. We love her passion for The Arts.

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

The Printfest Team and Stewards are fundamental to the success of Printfest. The Team meet monthly throughout the year, they are part of the selection panel for Printmaker of the Year, and exhibiting Artist Printmakers.

Over the weekend and the days setting up the event, the Team and Stewards ensure the smooth running of the event, including sales desk, raffle, wrap desk, assisting artists, hanging schools printwork and creating the beautiful event that it is. Artists gave top marks for this service!

The committee is made up of printmaker Katie Edwards, (social media), artist/designer Sally Bamber (chair), artist/art teacher Esther Benson (schools), inclusion manager Lorraine Thompson (schools) designer Keith Bamber (treasurer), art historian Clare Dent (fringe), potter/trustee Alyson Dickson (operations) and fashion shop owner and widow of one of the Founders Janet Benefield (operations). Co-opted members who support the team; Rachael Weaver, Richard Foster. Thank you to all of you for all your hard work.

## The stewards

The core team of Stewards returned this year. They were led by Millie Balmer, who we love for her constant smile, vigilance and care from beginning to end. Special thanks to Mel Tyson, Sophie & Joan and Steve. Everyone needs a steward in their lives.

## The set-up crew

A huge thank you to Simon Hanson and his no-fuss crew, you are all marvellous to work and banter with.

## The caterers

Vintage Bakes are often cited as one of the many things visitors love about Printfest. Thank you to Rachel Martin and her team.

## The photographer

Kate Kirkwood could be seen almost everywhere this year, capturing the event details and overviews, then sitting quietly selecting and preparing images for Katie Edwards to put out on social media. The photos this year are a fabulous record - Thank you.

## The Coro staff and volunteers

What a brilliant team at The Coro, from the booking system, serving at the bar, handling IT requirements and responding to our every need, including taking over Casi's office on Sunday afternoon! Thank you.

## The artists' print raffle

£1,392 of raffle tickets were sold (2022: £1,424). Thank you to the generous artists for donating their prints. We love hearing the buzz from winning visitors. Thank you to McClures for the Hamper pledge with a very happy winner from Grange-over-Sands.





### **The florists**

The Ulverston & District Flower Club led by Shirley Cahill taught us something new in stem preparation, trim them, then let them stand in water for a while before creating your arrangement.

### **Intaglio Printmaker**

Can we say thank you to Elliot who set up a drop-in testing station in the foyer for visitors to try out materials. He arrived on Thursday looking quite serious, and left on Sunday evening with a huge smile

on his face. His table was busy all weekend.

### **Assets also include:**

#### **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 is proving to be hardy

and effective as well as good looking. The Crew check everything each year in preparation.

#### **The Printfest Print Collection**

The collection is one print larger this year with the addition of Hilary Paynter's wood engraving 'Piel Island'. We are delighted with it and look forward to the possibility of showing this increasingly significant collection next year.

# Marketing

Marketing channels are constantly changing, ways to communicate are increasing, and we need to know how visitors hear about Printfest. This makes the feedback information gathered on the reverse of the voting cards essential to being able to understand how effective we are at communicating.

## Word of mouth

Word of mouth continues to be the top method of hearing about Printfest. 38% (2022 - 37%). Family, artists, teachers, friends, galleries, The Coro and regular visitors are all quoted as the main sources that visitors hear about Printfest. This is a good thing in that we don't pay for word of mouth! However we realise that we would not get this positive endorsement if we did not uphold the Printfest reputation that has grown over the last 20 years. This is therefore greatly valued and treasured by the Printfest Team.

## Social media

27% (2022: 26%) Printfest is on Instagram, Facebook and Twitter. Instagram insights are a valuable tool that we could make more use of. Our followers increased by over 4%. Facebook advertising methods change each year, but what we are learning will be worked with next year. Social media is definitely the most cost-effective form of 'advertising' the event.

## Database

14% (2022: 13%) of our visitors hear about Printfest by being on our database. There are 2,000 names on our MailChimp list and a large number of sign-ups again this year. 10 campaigns (2022: 7) were sent out with a follow-up winners campaign. An average of 60% of recipients opening the emails, well above national average. The list is culled each year, dropping names that fail to open emails sent and adding those that sign up during the weekend.

## Flyers & posters

11% (2022: 19%) of our visitors tell us that they heard of Printfest from flyers and posters. Should we print fewer than 40,000 flyers? 10,000 flyers were distributed locally in Ulverston and the surrounding areas by our stewards,

this continues to be our focus as 42% are local visitors and 60% from the South Lakes areas. We will continue to monitor the cost of flyers as the percentage falls. Posters and highly visible roadside banners are here to stay.

## Newspapers

2% of visitors told us that they heard of Printfest through newspapers (2022: 2%). While we dropped most paid-for advertising in newspapers (selecting just two magazines), we did opt for a targeted Facebook campaign through Newsquest Media group, LocalIQ, and for the first time we had a report back of over 149,000 impressions, 172 clicks, and 201 engagements - we're still working out what this all means!

## Online ticketing

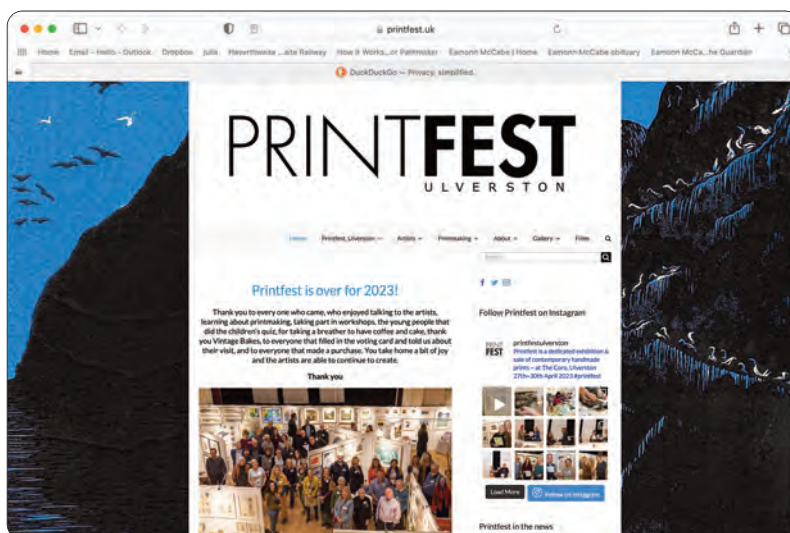
All online tickets were sold through The Coro. A total of 495 tickets sold, including workshops this year (2022: 410). There were a few minor difficulties, but these were all sorted out by Peter Fisher. In time we think that most of the tickets will be sold online. However, we still have the majority of visitors turning up to purchase tickets at the door.

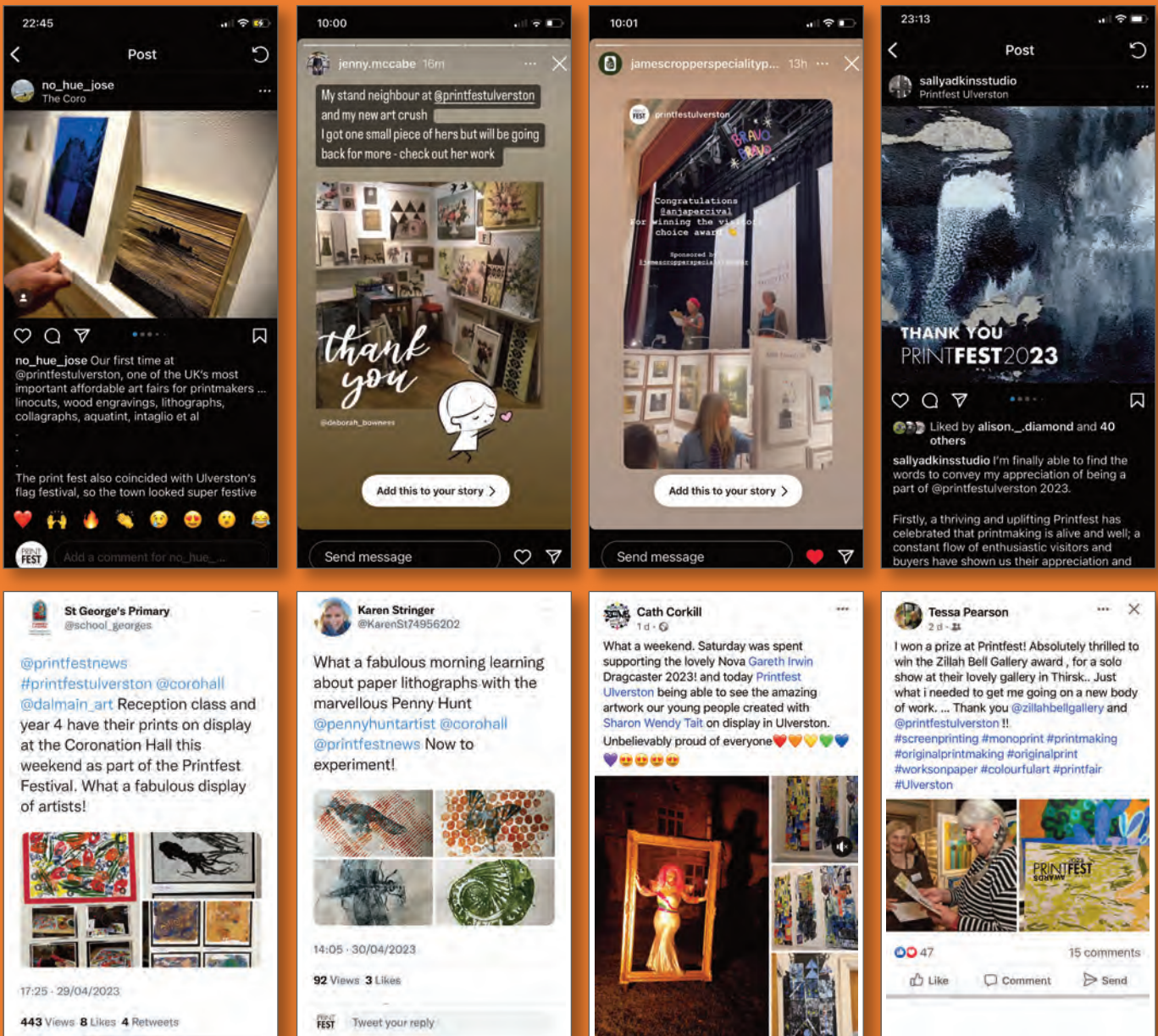
## Website

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. It is also the platform for artists submissions where we work with Google Forms.

## The catalogue

1,000 catalogues were printed. 480 copies (2022: 671) were sold at £2 a copy. It is a complete guide to the event and is included in the Friends and Artists packs, it has articles, interviews and is informative. There were 28 advertisers (2022: 39) almost all are arts-related





organisations. The advertising fees and sales continue to cover the cost of the print and production. There has been a catalogue produced every year since the launch in 2001. We know that certain visitors save their copies and several have all previous issues!

**Press releases**

Jennie Dennett was the Printfest official reporter this year, she wrote six press releases, all of them were published online or in local print. We particularly loved her article working with schools, photographing the

children during workshops and making sure she had their names, ages and schools recorded. Jennie also wrote two articles for the catalogue: In conversation with Main Sponsor Karel Jacobs of Canter Holland and with Printmaker of the Year Hilary Paynter. Thank you Jennie for such stirring words.

**Ulverston Fringe**

There were 12 Ulverston Fringe venues (2022: 20) all of them were arts-related. BLAST Furness got Printfest off to a resounding start performing their wonderful beat

outside The Coro on Saturday.

“ There was a lovely atmosphere about town. ”

“ It works brilliantly and we hugely appreciate all the work involving us and giving us a boost. ”

We understand that it is important to encourage as many businesses as possible to get ‘involved’ in the Ulverston Fringe in order to provide as much variety and choice for our visitors. If it’s good for Ulverston, its good for Printfest!

# Main Event Sponsor, Friends & Funders

Almost 20% of our income came from our Main Sponsor, Friends and Funders. Without them Printfest just couldn't happen.



**CanterHolland**

## Main Event Sponsor

This is our second 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.

This year Jennie Dennett interviewed Karel Jacobs of Canter Holland to talk about their recent acquisitions. The article appeared in the catalogue and can also be found on the website. 12 staff members travelled to Printfest to choose artworks both for the office and for their homes.

## Friends of Printfest

Many of the Friends of Printfest have been Friends for many years. We have over 100 Friends who support us year on year. They are very important to us as they give us the confidence that we have the support before the event even happens. We would like to thank all our Friends for their continued financial support.

## Funders

**Cumbria Community Foundation** provide a simplified approach to effective charitable giving. As one of the UK's leading, accredited community foundations, they have the expertise and local

knowledge to help individuals, families, companies, charitable trusts and public-sector bodies invest in their communities.

**South Lakeland District Council's** vision was to make South Lakeland the best place to live, work and explore. Their ambition was to have a varied economy with a skilled workforce and a cultural offer that appeals to residents and visitors. SLDC has now been replaced by Westmorland & Furness Council.

**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.



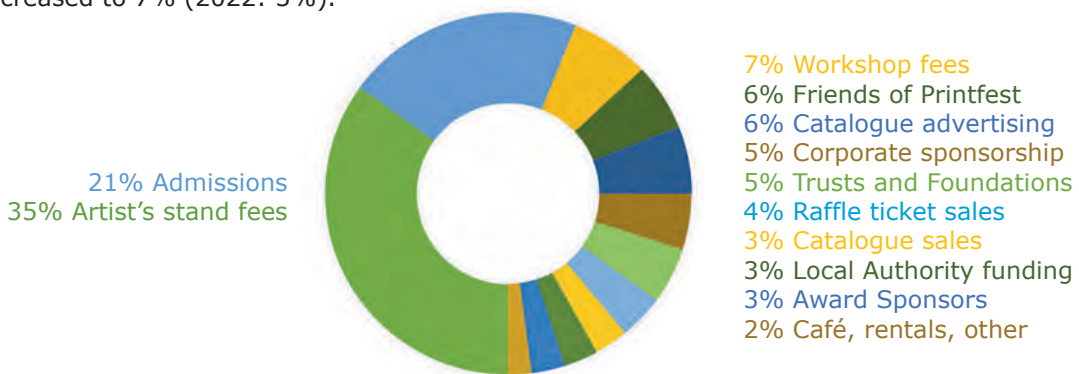
# Financial highlights

The financial accounts have now been produced by Chartered Accountants Redhead Accountancy Ltd for the year ending 31st July 2023

Total receipts for the year were £49,891.00 with total payments of £45,710.32.

## How was the money generated?

We have not increased either the artists stand fees or admission fees this year. Our income comes from many sources; admissions were at record levels at 21% (2022: 18%) and our income from putting on more workshops increased to 7% (2022: 3%).



## How was the money spent?

Marketing costs were down 5% to 32% (2022: 37%).  
Venue hire costs continued to increase, and combined with stand costs came to 28% (2022: 25%).



### The results

We are particularly happy that we have again increased our financial security at a time of volatility and uncertainty. We are now in a position to start the planning process for 2024 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.

Printfest is currently looking in to becoming a CIO, Charitable Incorporated Organisation.

### Going forward

Our main sponsor Canter Holland has committed to supporting Printfest for 2024. The search for the Printmaker of the Year 2024 begins now, working alongside our patrons, galleries and reviewing the applications received from eminent printmakers over the years. It is our intention to open artist's on-line applications at the beginning of October 2023.

## Printfest 2023 statement of receipts and payments

Year ending 31st July 2023

Receipts	2022	2023	
<b>Earned income</b>			
Stand and exhibitor fees	£13,705.00	£13,417.50	
Ticket sales	£7,287.40	£8,090.00	
Catalogue sales	£1,342.00	£960.00	
Café contribution	£250.00	£250.00	
Raffle ticket sales	£1,424.30	£1,392.00	
Advertisements in the catalogue	£3,010.00	£2,350.00	
Artists' sales through Sum Up	£12,752.50	£12,626.00	
Sum Up tests	£8.00	£5.50	
Friends of Printfest	£2,035.00	£2,120.00	
Stand rentals to other groups	89.00	£60.00	
Charitable gifts	£100.00	£100.00	
Workshop fees	£1,103.51	£2,570.00	
	<b>£43,106.71</b>	<b>£43,941.00</b>	<b>£43,941.00</b>
<b>Local Authority funding</b>			
Ulverston BID	£1,500.00	£500.00	
SLDC	£500.00	£500.00	
Ulverston Town Council	£250.00	£250.00	
	<b>£2,250.00</b>	<b>£1,250.00</b>	<b>£1,250.00</b>
<b>Trusts &amp; Foundations</b>			
Townlands Trust	£0.00	£300.00	
CGP Trust Fund	£500.00	£750.00	
Cumbria Community Foundation	£1000.00	£700.00	
	<b>£1,500.00</b>	<b>£1,750.00</b>	<b>£1,750.00</b>
<b>Corporate sponsorship</b>			
Canter Holland	£2,000.00	£2,000.00	
	<b>£2,000.00</b>	<b>£2,000.00</b>	<b>£2,000.00</b>
<b>Award sponsors</b>			
James Cropper Visitors' Choice Award	£250.00	£250.00	
Chris Benefield Memorial Award	£200.00	£200.00	
Founders' Award	£100.00	£100.00	
Haigh Award	£250.00	£250.00	
McClures Award	£250.00	£0.00	
Kunstprenteverket Award	£150.00	£150.00	
	<b>£1,200.00</b>	<b>£950.00</b>	<b>£950.00</b>

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

<b>Total receipts</b>	<b>£49,891.00</b>
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**Note**

Several 2022 figures include receipts rolled-over from 2020.



## Printfest 2023 statement of receipts and payments

Year ending 31st July 2023

<b>Payments</b>	<b>2022</b>	<b>2023</b>	
<b>Artistic expenditure</b>			
Artist's social meet	£331.55	£338.15	
Artists packs	£176.51	£122.35	
Payments to artists from sales desk sales	£12,114.87	£11,994.70	
PMY Residency fee	£1,000.00	£1,500.00	
Awards to artists	£1,200.00	£950.00	
Artist's applications & presentation	£250.00	£250.00	
	<b>£14,074.93</b>	<b>£15,155.20</b>	<b>£15,155.20</b>
<b>Event expenditure</b>			
Event management	£1,750.00	£1,750.00	
Venue hire	£4,746.29	£5,600.30	
Ticketing	£0.00	£57.00	
Stand set up & breakdown	£4,022.87	£3,849.56	
Subsistence & general	£33.85	£0.00	
Wrap desk materials	£132.78	£150.87	
Stewards' fees	£1,660.00	£1,949.50	
T-shirts	£373.98	360.05	
Certificates	£325.07	£250.00	
Fees for workshop tutors	£480.00	£1,330.00	
Workshop materials	£126.10	£537.21	
Schools engagement	£684.61	£1,510.85	
Fringe campaign	£496.60	£597.75	
	<b>£14,832.15</b>	<b>£17,943.09</b>	<b>£17,943.09</b>
<b>Marketing expenditure</b>			
Design and production	£900.00	£900.00	
Public relations	£ 450.00	£950.00	
Advertising	£1,414.76	£990.00	
Print	£2,607.79	£2,671.87	
Distribution	£1,765.00	£2,084.00	
Signs & banners	£447.70	£583.61	
Website hosting & content management	£617.83	£425.89	
Photography	£500.00	£500.00	
Social media campaigns	£532.68	£723.01	
Evaluation and reporting	£250.00	£500.00	
	<b>£9,485.76</b>	<b>£10,328.38</b>	<b>£10,328.38</b>
<b>Overheads</b>			
Accountants fees	£84.00	£152.50	
Administration	£500.00	£754.35	
General overheads	£179.07	£0.00	
Postage & stationery	£585.70	£326.62	
Storage costs	£487.60	£605.40	
Sum Up card reader purchase	£22.80	£94.80	
Printfest Collection framing costs	£282.00	£0.00	
Printfest Collection Exhibition costs	£360.00	£0.00	
	<b>£2,501.17</b>	<b>£1,933.67</b>	<b>£1,933.67</b>

## Printfest 2023 statement of receipts and payments

Year ending 31st July 2023

<b>Payments continued</b>	<b>2022</b>	<b>2023</b>	
<b>Commission charges</b>			
PayPal	£31.03	£60.39	
Sum Up	£272.90	£289.59	
Totals	<b>£303.93</b>	<b>£349.98</b>	<b>£349.98</b>
<b>Total payments</b>			<b>£45,710.32</b>
Less receipts			£49,891.00
Increase in cash in bank			<b>£4,180.68</b>

### Bank accounts

#### Opening balance 1st August 2022

Barclays current account	£13,445.78
PayPal	£92.00
Total opening cash	<b>£13,537.78</b>

#### Closing balances 31st July 2023

Barclays bank account	£16,472.35
PayPal	£1,246.11
Total closing cash	<b>£17,718.46</b>

Sharon Turner FCA  
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 Griffin Street  
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 LA20 6HH

21st August 2023



