



THE WINTER DROVING
EVALUATION

2023

POOLEY BRIDGE 21ST OCT
PENRITH 28TH OCT



THE WINTER DROVING....



TURN YOUR CLOCKS BACK 400 YEARS
CULTURE MAKES MAGIC



THE WINTER DROVING 2023 OVERVIEW

The Winter Drovning 2023 was quite possibly the biggest EVER. The 28th October 2023 saw international, national and local artists and performers take to stages and streets in Penrith Town Centre for the 12th annual Winter Drovning event.

The Winter Drovning has become an autumn tradition, combining the local history and culture with a dash of myth-making and a firm eye on the contemporary. The Samhain celebration, which started in 2012, is quintessentially Cumbrian and a celebration of rural life.

The festival marks the end of the harvest season and the beginning of the winter months. We welcomed the darker half of the year by inviting people to 'wear a mask' and join us to celebrate.

Masked musicians and street performers entertained the crowds, along with a vintage fun fair and market stalls which were placed around the town to keep people happy and fed.

The finale of the Winter Drovning saw our much loved magical fire and light procession make its way through the town with fire torches, musicians and giant animal lanterns.



OUR AIMS

- Reach new audiences on local, regional and national platforms.
- Reach audiences that are a combination of Cumbrian locals and people from further afield, to showcase Penrith as a cultural destination and a great place to live and work.
- Accessible to all and free.
- Programme a diverse range of artists who bring distinctive, engaging and challenging arts to appeal to a full range of ages.
- Create opportunities for local businesses to join in and maximise on the increased footfall.
- Have a positive impact on the local community through opportunities to join in via the procession, performance opportunities and mask wearing, and create ownership of the event.

"I ATTEND EVERY YEAR, IT IS A HIGHLIGHT FOR ME, JUST WONDERFUL"

"BRILLIANT ATMOSPHERE...
THE HIGHLIGHT OF THE YEAR FOR PENRITH"



THE WINTER DROVING (CURATED PROGRAMME



Able Mable
UK/CARDIFF



Another Mister
UK/CUMBRIA



A.J. Potter
UK/NEWCASTLE



African Acrobatics Circus
UK/STAFFORDSHIRE



Bjamba
UK/CUMBRIA



Ant Thomaz
UK/GLASGOW



Ajay Chhabra
UK/LONDON



Delagrave
UK/CUMBRIA



Blast Furness
UK/CUMBRIA



Baab
UK/CUMBRIA



Darryl Carrington
UK/BRISTOL



**Drum Nation
UK/CUMBRIA**



**Felicity Footloose
UK/DEVON**



**Guns of Navarone
UK/MORCAMBE**



**Kwabana Lindsay
UK/BRISTOL**



**Matrix Circus
UK/CUMBRIA**



**Nobody's Friends
UK/CUMBRIA**



**Other Half Productions
UK/LONDON**



**Shepherd and Goose Woman
UK/LANCASTER**



**Blue Jam Street Beats
UK/CUMBRIA**



**The Baghdaddies
UK/NEWCASTLE**



**The Odd Beats
UK/INTERNATIONAL**



**Uncle Carbunkle
UK/CUMBRIA**



16 RPM

You may have seen 16 RPM, or 'The Carpeters' working their way around site.

This piece of urban street theatre moved around the Droving site throughout the day, carpeting whatever appeared in their way, be it bollards, fences or stone steps.

Giving people the 'red carpet' treatment, a sea of delighted faces could be found wherever The Carpeters went.

HIGHLIGHTS

The highlight of the Winter Droving was the eclectic mix of national, international and local musicians and performers that featured on multiple stages around the site.

Fancy Dress for Dogs - This year we saw the busiest ever Fancy Dress for Dogs competition. The pooch parade kicks off the event every year, this year saw 17 dogs don their favourite costumes and join the celebration.

Another highlight was the Drover's Cup; This year we had six teams that took part - Eden Police, Penrith Superlatives, Lancashire Association of Boys and Girls Clubs, Cumbria Firefighters, RSPB and A Wilderness Way.

Vintage Funfair - this year we expanded our Vintage Funfair which created a real buzz around the Great Dockray area.



THE ULLSWATER DROVING

The Ullswater Droving took place on Saturday 21st October in Pooley Bridge. We worked with Walk the Plank to bring their geo-lights project to the local area. In addition to this, we had Spark! drummers from North Shields providing musical entertainment.

Over 2000 people attended to watch the event, and there were around 200 volunteers participating in the project with Walk the Plank.

A special mention must be given to Ullswater Steamers, who gave Spark! free passage on the Steamer and brought them to Pooley Bridge as dusk fell. Members of the Steamers team also participated in the procession by dressing up and pulling the wolf lantern at the front of the procession.

Thank you to...

Fellbites Café, who accommodated Spark! as they got into costumes and provided food and refreshments.

Parkfoot Caravan Site, who allowed us to use their fields for parking for the audience.

Hole House Farm for the use of their field for the lumenators to rehearse and perform in.

Volunteers from the Lions, who supported the carparking and stewarded the route to and from the event.

Angel Lane Chippy, who provided food for the crew from Walk the Plank.

We recieved £45,000 in kind from Walk the Plank to help in funding the event.



WALK THE PLANK



Spark! at the Ullswater Droving



Lumenators at the Ullswater Droving



VIP EVENT



A VIP event celebrated the contribution of the business sector to the Ullswater & the Winter Droving with all sponsors being invited.

Ajay Chhabra from Nutkhot Productions and the Mela Partnership spoke about the importance of story telling and how these stories link to our identity.

Lord Inglewood spoke at the event about the history of Droving and the practice of walking livestock over long distances, often making a journey from pasture to market, and how the Droving(s) link to this local history and culture.

Kevin Beaty Chairman of the Board at Eden Arts spoke about how the Droving(s) bring people together, as well as the economic impact that the events have on our community.



SO(IAL MEDIA

Statistics of Facebook and Instagram performance

27.7K

Reach the week before the Ullswater Droving event

1.6K

Content interactions

53.5K

Reach the week before the Winter Droving event

3.4K

Content interactions

8,242

Total page likes

TOP POST

Overview

Reach

21,953

Higher than typical

Impressions

24,379

Higher than typical

Interactions

196

Higher than typical



The Winter Droving
October 22 · 🌐

What, A. Day.

Worldbeaters Spark! were as incredible as ever. The atmosphere was fantastic thanks to the amazing crowds and the businesses in Pooley Bridge who all embraced Welcoming the Wolf to kick off the Droving festivities.

A special mention to all the Lumenators- we can't wait to see the footage from the day. And to Walk the Plank for bringing them all together.

Thanks also goes to Ullswater Steamers and Park Foot Campsite, Ullswater - Lake District for their invaluable support.

The best bit is, it's less than one week to go until the Winter Droving in Penrith! #thedroversarecoming #turnyourclocksback400years #winterdroving2023

157

14 comments 29 shares

The Pooley Bridge Inn
October 21, 2023 · 🌐

Wow that really was something! 🤩🤩🤩🤩🤩🤩🤩🤩🤩🤩🤩🤩🤩🤩🤩🤩

The Winter Droving
Ullswater The Lake District
The Pooley Bridge Inn
Eden Arts

LOTS OF LIKES!

54 comments 37 shares

535



IN THE PRESS

Regional and national press coverage consisted of The Telegraph, Cumbria Life, Cumberland and Westmorland Herald, Cumbria Crack, News & Star, Dumfries & Galloway News & Events and ITV Border

BESTIAL FESTIVAL WAS THE BIGGEST AND BEST



DROVE ALL NIGHT: The beasts on the move through Penrith town centre. Pictures: Stuart Walker.



FUN AND GAMES: The Drover's Cup.



PIGGY-WIGGY WOO: Onlookers get into the spirit.

SCORES of people from Keswick popped over to Penrith on Saturday night to watch the Winter Droving parade weave its way through the town.

"The biggest and best yet" is how organisers Eden Arts have described the event, which brought thousands of people to the streets on Saturday.

A fiery festival of costume, music, food and performance, the Winter Droving attracts visitors and locals to Penrith every October to share in its magic.

Delicious street food, music pumping from the Melodrome Stage and a sparkling fairground all added to the fun.

The Drover's Cup was a hard fought affair this year, with bale carrying among the challenges facing the brave contestants.

As darkness fell, huge lantern animals were carried through the streets, borne aloft by representatives of Cumbrian businesses and voluntary groups.

Lantern cattle, sheep and pigs, along with geese and even a wolf were paraded through the streets in a nod to the historic practice of "droving" animals for miles on their journey to market or new pastures.



Fire in the night ...

THOUSANDS of people crammed the streets of Penrith on Saturday to witness the Winter Droving festival.

Costume, theatre and drum beats are the hallmarks of this

event, organised by Eden Arts, which pulls in people from near and far in a celebration of farming, history and rural life. Full report and more pictures on Page 3.



FOLLOW THE BEAT: Performance drummers Spark! entranced the crowds at Pooley Bridge on Friday as the Ullswater Droving got under way. Full story and pictures — Page 3.

Ullswater Droving returns: Welcoming the wolf

by **Cumbria Crack** — 09/10/2023 in Sponsored, What's on

Share on Facebook | Share on Twitter



Pictures: Dinas Drille/Geraint Thomas

The Ullswater Droving returns later this month – starting the Droving Season by Welcoming of the Wolf in Glenridding and Pooley Bridge.

Eden Arts will be working with colleagues at the internationally renowned outdoor arts organisation Walk the Plank with a unique opportunity to participate in creating a magical artwork in Pooley Bridge using Geolights as featured on BBC Countryfile.



Let there be light. LED-clad drummers from theatre group Spark! perform on Saturday in Pooley Bridge, Cumbria, where they lead a parade of illuminated entertainers through the village. The brightly lit procession was part of Ullswater Droving, an annual event that celebrates the changing of the seasons.

News & Star
with **The Cumberland News**
The award-winning
cumbrialife
The best magazine in The Lakes

Cumberland & Westmorland Herald
The Telegraph



Kwabana Lindsay performing



ATTENDANCE, PARTICIPATION AND ENGAGEMENT

The audience responses and data were collected via an online survey and in person on the day of the event. We collected 200 responses.

The event was free to attend, with all music, performances and procession free to access.

19 % OF RESPONDENTS IDENTIFY AS DEAF AND/OR DISABLED

On a scale of 0-10, we asked our respondents to rate the Droving(s) (with 10 being the best)

86.4 % OF RESPONDENTS RATED THE DROVING(S) BETWEEN 8-10

We partnered up with Penrith Library and Rheged Discovery Centre to hold mask making workshops for the local community.

100 children took part in the workshops at Rheged, which were lead by local Artist Alex Jacob-Whitworth, the workshops were a success and were fully booked throughout the day.

An estimated 80 adults and children participated at the mask making station at Penrith Library.

A Wilderness Way provided a mask making stand on King Street at the event for people to make masks on the day of the Droving

**"EVERYONE SEEMED TO HAVE A WONDERFUL TIME,
PEOPLE WERE COMING AND GOING FROM THE TABLES ALL
OF WEDNESDAY AND THURSDAY"** - Zoe Barkley
Senior Library and Customer Assistant



We programmed a wide range of entertainment with activities for all generations. With a wide variety of music genres, fairground rides for various ages, performers and acts that appeal to a broad range of tastes.

"ONE OF THE BEST FESTIVAL EVENTS IN CUMBRIA"



COMMUNITY

213

'Lumenators' carried geo lights at the Ullswater Droving

40

People carried a torch at the Winter Droving

8

Pitches were given to local charities or community groups raising money as part of the Winter Droving markets

26

out of

46

traders at the market were from Cumbria

45

Jobs were created by the Winter Droving for people based in and around Penrith



"IT'S THE BEST EVENT I KNOW OF IN CUMBRIA AND CERTAINLY IN PENRITH, IT FEELS SAFE, FAMILY FRIENDLY, WELL ORGANISED, I FEEL PROUD IT HAPPENS IN MY LOCAL TOWN"

ENVIRONMENTAL IMPACT

Market traders were held to our 'minimum standards' including a ban on single use plastic bags, single serving sauce sachets, and polystyrene serve-ware.

We re-used left over stock from previous years when selling Winter Driving promotional masks, and have kept any left over stock to do the same in future.

This year we did not have a main stage, this decision reduced our energy use.

Our funfair used a super silent generator to reduce noise pollution.

We asked our audience to fill in our survey on what element of the Winter Driving creates the most carbon, to bring awareness to our audience. Our audience voted that visitors are the biggest carbon producers.

Wherever possible none-dated promotional materials were used, which can be reused year on year, and most information was published online for people to download, or visitors were encouraged to photograph information for use throughout the day.

Eden Arts as a charity adhere to our environmental policy and report annually to Julie's Bicycle.



VISITOR MAP 2023

25,000

Visitors at the Winter Droving

2,500

Visitors at Ullswater Droving

Travelled an average distance of

54 miles





African Acrobatic Circus, The Winter Drovng



"SUPERB LOCAL SPECTACLE. FUN FOR ALL AGES"

"VERY WELL ORGANISED WITH SOMETHING FOR ALL AGE GROUPS"

"A GREAT ANNUAL (CREATIVE
COMMUNITY FESTIVAL"

"FABULOUS ATMOSPHERE"

"IT WAS EXCITING, ATMOSPHERIC, A FAIR LIKE
SPECTACLE WHICH INSTILLED A PRIDE IN PENRITH,
I HOPE IT CONTINUES FOR MANY YEARS TO COME!"

"SPECTACULAR - WE LOVED IT!"

"FUN DAY FOR FAMILIES, (CHILDREN AND ADULTS"

"HONESTLY, IT'S MY FAVOURITE DAY OF THE YEAR.
YOU CAN'T BEAT THE DROVING ATMOSPHERE. I
LOVE IT SO MUCH"

"I ADORED IT.

THE PARADE ESPECIALLY WAS WONDERFUL"

"A CELEBRATION OF RURAL LIFE"

ECONOMIC IMPACT

25,000

Visitors at the Winter Droving

2,500

Visitors at Ullswater Droving

Travelled an average distance of

54 miles

With an average spend of

£65

£1.7 million

Generated for local economy

"WINTER DROVING BRINGS THE TOWN ALIVE. IT'S A GOOD OPPORTUNITY TO SHOWCASE PENRITH AND IT'S BUSINESSES TOO"

- Dan Harding, Angel Lane Chippy



7 LOCAL BUSINESSES SOLD MASKS IN THE RUN UP TO THE DROVING

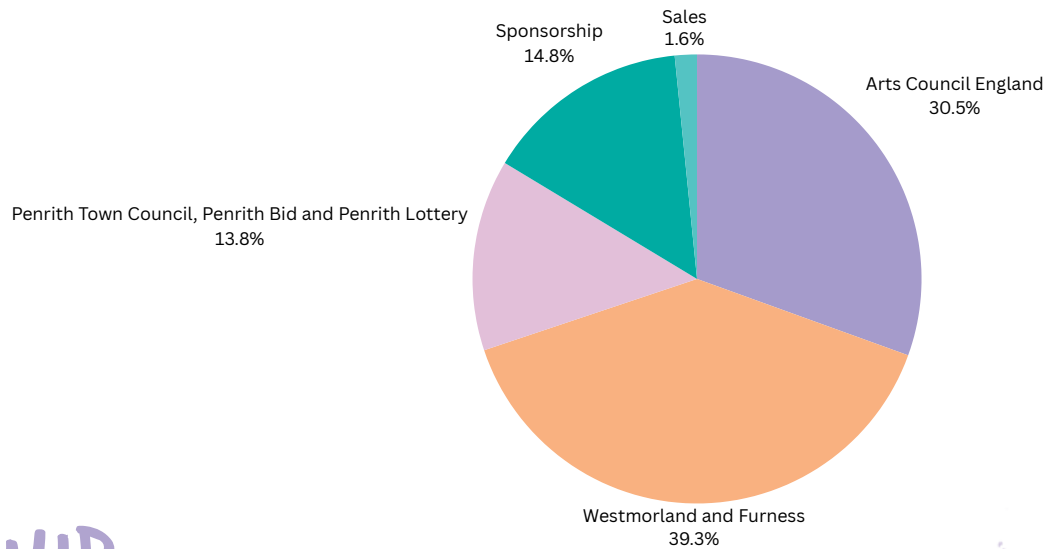
- Seagrave and Dixons
- Arragons Bikes
- Tatty Tim
- Moon on the Hill
- Nature's Health Stores
- Sainsburys
- Unicorn Gallery



FUNDING

We received funding from Local Authority and Arts Council as well as raising sponsorship to make sure the event could happen.

INCOME SOURCES



SPONSORSHIP

This year we raised £15,000 in cash sponsorship.

Our key sponsors were The Leo Group, AST Signs, The Idol and Penrith Chamber of Trade and Commerce.

We received in-kind support from local businesses:

- | | |
|-------------------------------------|----------------------------|
| - Cranstons | - The George Hotel |
| - TJ Ewbank | - St Andrew's Parish Rooms |
| - Beacon Fire Protection | - Vets 4 Pets |
| - The Lion Gallery | - Angel Lane Chippy |
| - Sainsburys | - Waitings |
| - Cumberland and Westmorland Herald | |

In addition to the in-kind sponsorship, businesses also sponsored lanterns which were carried, pulled and pushed in the fire torch procession which is the penultimate event of the day.

- Strictly Dental
- Lake District Estates/Ullswater Steamers
- Brunswick Yard
- Dodd & Co
- Thermafleece
- Leo Group
- Vets4Pets
- The Idol

"LEO GROUP LTD IS COMMITTED TO INVESTING IN AND GIVING BACK TO THE COMMUNITIES IN WHICH WE OPERATE. IT HAS THEREFORE BEEN A PLEASURE FOR US TO BE THE MAIN SPONSOR OF THE WINTER DROVING FOR A SEVERAL YEARS NOW. WE ARE PROUD TO BE ABLE TO SUPPORT EDEN ARTS IN CREATING A MAJOR ATTRACTION IN THE REGION THAT WILL NOT ONLY MAKE PENRITH A MORE ATTRACTIVE VISITOR DESTINATION, BUT ALSO HAVE A LASTING POSITIVE IMPACT ON THE COMMUNITY"

- Leo Group



Leo Group Ltd

"WE ARE VERY HAPPY TO ONCE AGAIN BE SUPPORTING PENRITH'S WINTER DROVING AS A PARTNER...THE WINTER DROVING HAS BECOME ONE OF CUMBRIA'S ICONIC CULTURAL EVENTS, WITH OVER 20,000 PEOPLE ATTENDING ANNUALLY. THE EVENT HAS GROWN EXPONENTIALLY WITH AUDIENCES MAKING THE JOURNEY FROM ALL CORNERS OF THE UK."

- AST Signs



"WE SUPPORT THE WINTER DROVING BECAUSE IT'S A FANTASTIC FAMILY EVENT AND OPPORTUNITY FOR ALL TO COME TOGETHER AND CELEBRATE THE LOCAL COMMUNITY OF WHICH WE ARE SO PROUD TO LIVE AND WORK."

- The Idol



theidol.com



Ajay Chhabra, Nutkhut, Hosting The Drover's Cup



METHOD STATEMENT

The audience responses and data were collected via an online survey and in person on the day of the event. We collected 200 responses.

In 2019 we used an app for measuring crowd density to get an approximate figure for overall attendance.

The same calculations were used this year, measured through <https://www.mapchecking.com>

The average spend and the spend into local economy calculations are based on data collected in the survey and multiplied by the estimated audiences.





WINTER DROVING SUPPORTED BY:

PUBLIC SECTOR FUNDERS



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



Penrith Town Council



**Westmorland
& Furness
Council**



Made Possible By
PENRITH BID
BUSINESS IMPROVEMENT DISTRICT

PARTNERS



Leo Group Ltd



Penrith
Chamber of Trade & Commerce



EVENT SPONSORS



WITH THANKS TO



THE GEORGE HOTEL
PENRITH



Cumberland & Westmorland Herald





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