

lakesculture

Indie Gen-Xers

Overview: Late 30s & 40 somethings. Childfree singles & couples. Graduates. Mid careers. Work long hours. Active – cycling, swimming, running. Spend on home entertainment, technology. Weekends are for getting together with mates, visiting friends and relatives.

On holiday: World travellers ... Several breaks a year. Looking for new and different experiences. Attracted by festivals & events.

On culture: Festivals. Performance

Key messages: “Adventure & Activity” “Batteries recharged” “Landscape as a creative catalyst” “Lots of stories still to be told and shared” “Mental & physical space” “Inspiring activities in amazing settings” “Feel alive”

Top 5 Experiences

Recharge your batteries with adventures for the body, mind and soul in this inspiring landscape.

1. Adrenalin, art and amazing landscape – hire a mountain bike and follow the adventure trail through Grizedale Forest. Tackle the sinuous North Face singletrack and tricky boardwalk sections through meadows – with outstanding views along the way. Follow the forest roads and bridleways seeking out the unique sculptures of stone and wood among the trees, in places that inspired the artists. This is the largest collection of site-specific art in the environment in the UK. And the trail itself is a work of art: sculptor-turned-trailbuilder Russell Burton describes his Grizedale Forest work as “sculpturing the landscape”.
2. Bands, bacon butties, and a backdrop of the fells – join 17,000 others in a deer park beside a lake, with a backdrop of England’s best-known, best-loved landscape, for Kendal Calling. It’s three days of partying and a top-notch line-up, plus all the other stuff you’d expect at “the Glastonbury of the North” ... and in this extraordinary setting. It won UK’s Best Medium Festival at the UK Festival Awards, so better move fast – tickets sellout by May.

3. Mountain adventures, inspirational stories – the largest mountain event in the world, and the number one social gathering for outdoors enthusiasts from across Europe: Kendal Mountain Festival is where it's at if you're into adventures for the body and the mind. At its heart is the Mountain Film Festival showcasing around 60 films, including premieres. Then there are the art and book festivals, speciality nights for bike, snowsports, wild water, free-flight, caving and endurance sports, talks, practical workshops ... and free beer. And right outside, the inspiring Lakes and Fells are there to recharge your batteries.

4. Things made extraordinary by the landscape – search for brilliant British land artist Andy Goldsworthy's Sheepfolds artworks among stunning scenery. But be warned – you might get hooked. He never marks his works on a map – and they're often in remote and isolated places. But once you've started, you'll want to keep adding to your collection. These are Goldsworthy's responses to this inspiring landscape: "A stone is a living witness to the place in which it sits," he says. And indeed, walk inside a Goldsworthy Sheepfold and you feel a strong sense of place as well as echoes from the past.

5. A ring within a ring ... ancient history in an ancient setting – it's a short hike along the disused railway line out of Keswick to Castlerigg – the most atmospheric and dramatically sited of England's Stone Circles. These 38 ancient stones are set in a ring of mountains – a natural amphitheatre, with Skiddaw and Blencathra to the north and High Rigg and Helvellyn to the south. Neolithic farmers created this stone circle 4,500 years ago – possibly as an astronomical observatory. All the more reason to visit one full-moon evening, then carry on along the rail path beside the river, and the promise of a pint at the traditional Lakeland coaching inn at Threlkeld.