

# lakesculture

## Prosperous Planners

**Overview:** Couples and friends in their 60s, probably retired, with both time and money to spend. Very comfortably off. They take regular holidays and short breaks and numerous days out. They are well travelled and well educated, usually having held senior professional positions in their careers, or built their own businesses. Live in comfortable, semi-rural and suburban locations. Mainstream tastes. Interested in history and heritage. Plan carefully. Can and will travel off-peak.

**On holiday:** Looking for high-quality 'classical' cultural experiences; historic houses, castles and gardens; good quality accommodation and food; an interesting story; a good café with good (ideally locally sourced) food; attractive towns and villages to wander around and photograph; authentic experiences; meeting local people in natural settings. Stay in high quality B&Bs, independent hotels. They plan their trips and visits carefully so require good quality information. They spend in-destination on food, accommodation, visits, retail. They tend to travel using their own car.

**On culture:** Literature, Festivals, Performance, Curated Venues, Artist-Makers

**Key messages:** "Enough to fill a lifetime of visits". "Familiar experiences made extraordinary by the landscape". "Cultural landscape". "High-quality, world-class, internationally recognised cultural experiences". "Arts and culture with a serious pedigree". "Potential World Heritage site"

## Top 5 Experiences

1. The estate of a remarkable man – Take a 19th century Steam Gondola across Coniston Water to Brantwood, home of John Ruskin, the writer, artist and social reformer described by Tolstoy as "one of the most remarkable men not only of England and of our generation, but of all countries and times". The house is full of art, objects and stories, while outside a range of trails thread the 250-acre estate. And – overlooking the lake – you'll find eight unique and beautiful gardens, continuing the horticultural experiments that Ruskin began. The Professor's Garden was

Ruskin's favourite: it's dedicated to plants which are good for the body and soul. Much like the Lake District itself, you could say.

2. Storytelling, nature, art and farming – Beatrix Potter was a remarkable woman: a storyteller, artist, naturalist and farmer. Hill Top – at Near Sawry – was the farm she bought in 1905 from the proceeds of her first "little book" – Peter Rabbit – and she used Hill Top itself and the surrounding countryside as inspiration for many of her stories. Full of her favourite things, including original illustrations, the house appears as if Beatrix had just stepped out for a walk.

3. A poet's home, in harmony with its setting – While Dove Cottage is the better known, it was Rydal Mount – between Grasmere and Ambleside – where Wordsworth lived for 37 years. It's an informal place: you're left to your own devices to tour the house, including the great man's attic study with its views down to Windermere. The poet was a keen landscape gardener and the four-acre garden is more or less as he planned and planted it. His aim was that it should be in harmony with its surroundings – and indeed it is a delightful spot, with its fell-side terraces overlooking Rydal Water. Next to the garden is Dora's Field, which William and Mary planted with daffodils in memory of their only surviving daughter Dora, who died of TB aged 43.

4. The hills are alive with the sound of ... Lake District Summer Music – an international music festival featuring top artists plus a summer academy for young musicians on the brink of their careers. The focus is on classical and chamber music – but other genres feature too. There are performances in 17 venues across the Lake District – from intimate historic churches at the foot of mountain slopes to solid town halls in Lakeland market towns. There are world-premieres with pre-concert talks by composers and new collaborations between world-famous artists meeting for the first time in the inspiring setting of England's best-known, best-loved landscape.

5. A night of culture in a dramatic setting – Keswick's modern Theatre by the Lake, on the shores of Derwentwater, was described by the Telegraph as "the most gorgeously situated theatre in England". There's a wide-ranging programme from contemporary to classic, and two auditoria – the 400-seater main theatre, and the smaller Studio. You could always start the evening before the performance with a sail across the lake: from the main jetty it's just 200 yards to your seat in the stalls.