

lakesculture

The Shared Story

The Story is for all of us, who want to attract visitors interested in cultural experience, to use in our marketing. It will mean the image of Lakes Culture will be much stronger in the crowded, noisy marketplace. And that will mean more visitors to help us build a sustainable cultural tourism economy for Cumbria.

We've produced the Shared Story in 4 versions – in headlines, in a sentence, in a paragraph and in a few paragraphs. We're not suggesting that everyone's marketing has to be the same. Some people may want to use the exact words of the Shared Story in their marketing; others will draw on it for themes, ideas and inspiration. We hope everyone will use it in some way to bring out what is special and different about Lakes Culture – both in what you offer to visitors, and in your marketing.

The Story in Headlines

Outstanding culture in inspiring settings

Things made extraordinary by the inspiring landscape

Adventures for the body and soul, the mind and spirit

The Story in a Few Words

In England's Lake District, familiar things are made extraordinary by the landscape: there's outstanding culture in inspiring settings, and a creative energy that puts the Lakes in a class of its own.

The Story in a Paragraph

In England's Lake District, familiar things are made extraordinary by the landscape. There's outstanding culture in inspiring settings, and a creative energy that puts the Lakes in a class of its own: artworks in mountains and forests, galleries and artists' studios, intimate venues and outdoor stages, and a packed programme of festivals, all within a few short miles. Big-name writers, artists and thinkers have long found inspiration here – and tourists have been visiting for more than 200 years, for adventures

for the body and soul, the mind and spirit. Because - in the words of Lonely Planet - the Lake District offers "enough to fill a lifetime of visits".

The Story in Full

In the Lake District, familiar things are made extraordinary by the landscape. There's international film shown halfway up a mountain, rock bands in a deer park with a backdrop of the fells, a perfect arts and crafts house beside the country's longest lake ... and high in the hills are the Sheepfolds sculptures, made from Lakeland stone.

It's not just England's best-known, best-loved landscape: the Lake District has a creative spirit that puts it in a class of its own, with an abundance of cultural experiences to rival many cities.

Big names, now known across the world, have long found inspiration here such as the radical thinkers and artist pioneers of their time: William Wordsworth, Beatrix Potter, JMW Turner, John Ruskin, Kurt Schwitters and Andy Goldsworthy.

Today, a rich creative life builds on that exceptional heritage. You can see it and feel it within a few short miles: the artworks in mountains and forests, the scores of galleries and artists' studios, the packed programme of festivals – not just music and comedy but wool, print, ceramics – and the intimate venues and outdoor stages in stunning settings.

For more than 200 years, tourists have been coming to the Lakes. They come for a new perspective: to see life afresh, through a different lens. For adventures for the body and soul, the mind and spirit.

And they'll come back again and again. Drawn by the cultural heartbeat of this inspiring landscape.