

REIMAGINE ROSEHILL

Lifting spirits
Changing lives
Together



R60
ROSEHILL AT SIXTY

The story so far

In 1959, silk merchant Sir Nicholas Sekers bought the interior of a tiny Whitehaven music hall, shipped it to his barn, and invited celebrated stage and film designer Oliver Messel to transform it into a theatre. Thus was born the 'rose-red, silk-lined jewel box' that has surprised and delighted generations of visitors to Rosehill.

Sekers made Rosehill a home to some of the greatest performers and composers of the day, including Peggy Ashcroft, John Gielgud, Jacqueline Du Pré, John Betjeman, Yehudi Menuhin, Benjamin Britten, Peter Pears and Rostropovich.



Soon, edgier performers made their creative home at Rosehill, such as a young David Bowie, who played here with his partner and inspiration, Lindsay Kemp, while he was incubating Ziggy Stardust.



More recently, Rosehill has experienced its own remarkable transformation.

In 2017 we completed an ambitious £3m redevelopment, which refurbished the 'Jewel box' theatre, vastly improved backstage facilities, made the whole building more accessible, and introduced our much-loved restaurant, The Green Room.

During the redevelopment, we pioneered Rosehill on the Road, taking extraordinary performances out into the communities of Allerdale and Copeland.

At home and on the road, our programme is a rich mix – from superlative classical performers to inspirational children's work, and from wicked cabaret to socially-engaged drama – tailored to inspire and delight all sections of our community.

Our wide-ranging Taking Part programme involves and inspires the community, particularly local children and young people. And by nurturing local artists, and offering structured support through apprenticeships and training, we open up opportunities for future generations.



The series of concerts being held in alternative venues is a boldly imaginative and highly successful development that again illustrates the spirit of endeavour which permeates Rosehill's approach to programming and is bringing music directly into the community that Rosehill serves so well.

Keith Snell, audience member



Changing lives

’ Mahogany Opera is committed to stretching the boundaries of what opera can be and who it is for. In Rosehill we have a partner who shares our values of inclusion and collaboration. The work we have done together, with young people and professional artists performing alongside each other, has been transformational for all involved and, personally, some of the most inspiring moments in my life.

Frederic Wake-Walker,
Artistic Director, Mahogany Opera Group

’ Rosehill is an exemplar organisation, welcoming and outward facing, developing strong relationships with the community and delivering work of the highest quality, accessible by everyone, in particular young people and children facing barriers to engagement. Prism Arts have thoroughly enjoyed our partnership and Rosehill have regularly achieved sell out audiences for our touring work.

Catherine Coulthard, Chief Executive, Prism Arts

By offering first experiences of superlative artistic activity, rigorous apprenticeships and training in The Green Room, and a wide programme of participation, mentoring and co-creation, we open doors for children and young people and others in our community to lift their sights, believe in their potential, and transform their lives.



Lola's Story

Since it opened in 2017, The Green Room has trained 6 apprentices, who have become skilled and enthusiastic members of the hospitality workforce in Cumbria and beyond.

Lola, from Lowca, was a teenage mum who'd never had a 'real' job until she joined The Green Room as an apprentice. Thanks to her grit, determination and humour she has been able to balance family and work life and has excelled in her training. She now manages the starters and desserts section and even produced her own macarons, which have become a popular staple of the daily menu.

’ I didn't know what I wanted to do, I had no real cookery skills and wouldn't touch fish. I couldn't cook anything more than chicken nuggets! Once my little boy was at nursery, I wanted to make a go of something I was interested in. I'd studied food technology at school and passed art with flying colours, so this job is perfect for me. I really enjoy the creative side and I find the chemistry behind it fascinating. I love what I do, especially as we all have a lot of fun. Eventually I want to be a pastry chef. ’

Impact

Thanks to imaginative outreach and training programmes, an emphasis on local sourcing, and the dramatic growth catalysed through **Reimagine Rosehill**, the **social, cultural and economic impact** of our work is significant and growing.



Arts & culture contribute more than

£10.8bn

annual GVA to the UK economy*



For every job in arts & culture,

1.65 JOBS
are supported in the wider economy*

For every **£1** generated,
£1.14 is generated
in the wider economy,
making arts & culture worth

£23bn

to the UK economy
in 2016*

Effects of **Reimagine Rosehill** since 2017

£3m
investment
in a key community asset

JOBS
have increased from

6-21

15 NEW JOBS
created at Rosehill

+25
Additional Jobs
in the wider community

=40
NEW JOBS
CREATED

Turnover
has more than
doubled
£417k to £870k

£870k
TURNOVER

+

£992k
IN WIDER
ECONOMY

=
£1.9m
TOTAL VALUE



THE GREEN ROOM
HAS INJECTED
OVER £.5m
INTO THE LOCAL ECONOMY

83%
of expenditure
goes directly
into the
Cumbrian economy

20,387
participation
opportunities
for children &
young people at

424
Taking Part
events

18
young
people

have
benefited from
apprenticeships
& traineeships



* Cebir 'Contribution of the arts & culture industry to the UK economy', April 2019, quoted in Public Investment, Public Gain – Arts Council England and the Creative Industries Federation, 2019

Into the future

Design development of the public areas of the building, to enhance Rosehill's welcome and encourage greater use of these spaces by our community



Extension of Rosehill on the Road to incorporate regular pop-ups for The Green Room, including mini-festivals of food and entertainment in community settings



Tours, talks and performance programme in collaboration with local libraries

Development of the adjacent barn to create a participation space and new commercial income stream

A new, integrated business model focused on social impact in our community



We are grateful to the following for revenue investment:



We are grateful to the following for capital investment:



We are also grateful for the support, financial and otherwise, of the many individuals (including Friends and ICONs) and many other organisations who came together to make the redevelopment of Rosehill possible and who are crucial to our ongoing work.

The Rosehill logo, featuring a stylized 'R' made of three vertical bars in purple, green, and yellow, followed by the word 'Rosehill' in a bold, sans-serif font.

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