



Lifting spirits  
Changing lives  
Together







High above  
Whitehaven, looking  
out towards Scotland  
and inland to the  
Lake District, Rosehill  
is the cultural hub for  
West Cumbria.

For six decades, Rosehill has offered  
transcendent experiences and has  
touched and changed countless lives.

We passionately believe  
that culture is key to  
building creative, resilient  
and hopeful communities,  
and our impact  
extends far beyond  
our intimate theatre.

In 2017 we completed  
**Reimagine Rosehill**,  
a major capital  
development which  
enabled us to extend  
our welcome and  
to broaden our  
business model.



But the transformation doesn't end there.  
We have an exciting vision for the years ahead  
which will further deepen Rosehill's cultural,  
social and economic impact.

So as we celebrate this 60th birthday we are firmly  
focussed on the future.

We thank everyone who has been part of the story so  
far, and we invite you to come with us as we embark  
on the next exciting stage in Rosehill's journey.

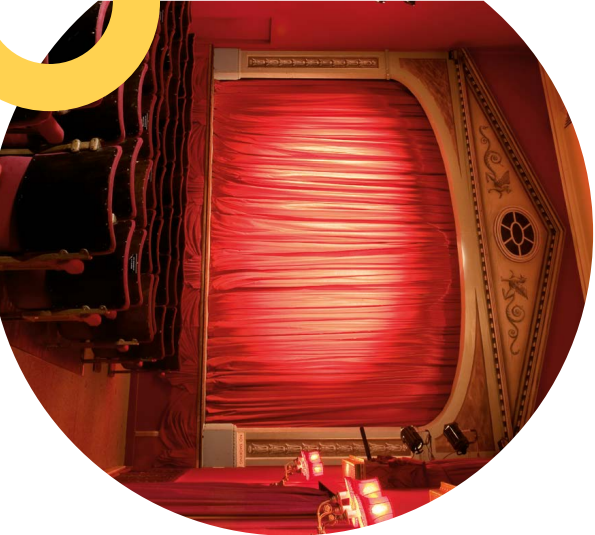




# The story so far

In 1959, silk merchant Sir Nicholas Sekers bought the interior of a tiny Whitehaven music hall, 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.



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.



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.



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



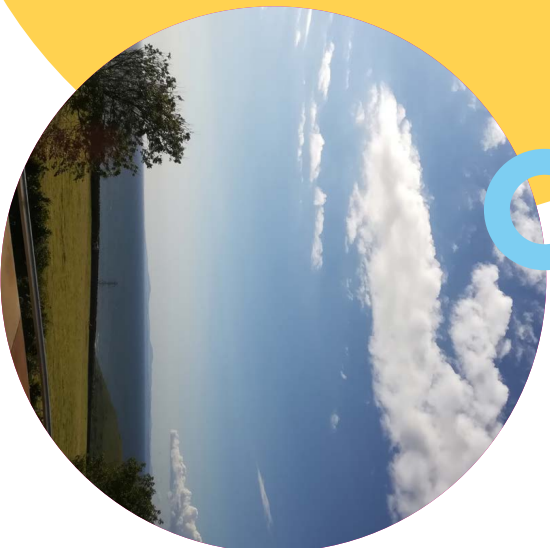
# Lifting spirits

At Rosehill, we offer truly uplifting experiences, bring people together – whether it's a virtuoso concert in the theatre, jazz in the bar, or locally sourced, skilfully prepared food in The Green Room.



The Green Room is underpinned by feelgood values – freshness, quality and local sourcing – and is a fertile training ground for local young people.

And by buying a ticket or enjoying a meal at Rosehill, you are directly supporting local artists, trainees and apprentices, investing in the future of our community.



We aim to surprise and delight, and encourage our audiences to try something new and different.

We bring world-class performers to West Cumbria – not only to perform, but to mentor local artists and create work with local children.

Our Taking Part programme creates opportunities for children and young people to express themselves creatively and discover their potential.

”

There was a tangible sense of the theatre reaching beyond its walls to engage community groups, while simultaneously championing innovative craft, which feels incredibly brave for a building-based organisation such as Rosehill.

Tom Spencer,  
Artistic Director, Fine Chisel



The balancing of quality arts, culture and entertainment alongside work with children, young people and in a large community is exemplary... I say this as a born and bred West Cumbrian with experience of the national and international achievements and endeavours of others. Many of these are far better resourced to deliver than Rosehill, and yet the work here matches the best... I am committed to the much-needed success of Rosehill as an essential part of the wellbeing and regeneration of the many communities of West Cumbria

Lord (Melvyn) Briggs



”

Giving our children the chance to hear top quality musicians playing a range of music that they've not heard previously was a fantastic thing: one girl told her mum that Monday was the 'best day ever' at school!

Head Teacher, Moresby Primary School







## changing lives

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

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



## 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 macaroons, 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.’

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.





# Together

Collaboration and partnership are at the heart of all we do. Here we list just some examples of partners who have joined forces with Rosehill to create shared value in our community.

To visit a particular venue regularly is a hugely beneficial experience for both audience and artist. As artists, we find a home for our music making. We have the unique opportunity of chatting to the audience and getting to know them personally. This creates a safe space for music making, where we feel we can take risks and push our interpretations to new ground. This is where the magic happens.

Donald Grant,  
Eliss String Quartet



Being an associate artist at Rosehill allowed me to feel part of a community. Rosehill played a crucial lynch-pin position where I felt confident to develop my own work and also have the opportunity to see the work of others.

Emma McGordon, Writer



Rosehill is a significant force for socio-economic change in West Cumbria, whose ambition and commitment we applaud and share. High quality arts activity, combined with rigorous skills training in the excellent restaurant make Rosehill an important driver of inclusive growth and a hub for wellbeing in West Cumbria. We are delighted to be working together to create long-term social value and enable our communities to thrive.

Jamie Reed,  
Head of Development &  
Community Reactions, Sellafield

Thank you so much for getting our production of Black Roses well and truly out into the heart of the West Cumbrian community... From the wonderful people at Ewanrigg and Netherton Community Centre (two shows we will never forget) to the various students, youth groups and local residents who came to emotional performances and discussions at Lakes College and St Joseph's, we couldn't have been happier with the mix of people who saw the show.

Julie Hesmondhalgh &  
the Royal Exchange team



# 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.

## 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

For every job in arts & culture,  
**1.65 JOBS**  
are supported in the  
wider economy\*



**+25**  
Additional Jobs  
in the wider community

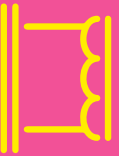
**=40**  
NEW JOBS  
CREATED

**20,387**  
participation  
opportunities  
for children &  
young people at

**83%**  
of expenditure  
goes directly  
into the  
Cumbrian  
economy

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

Arts & culture  
contribute more than  
**£10.8bn**  
annual GVA to the UK economy\*



For every **£1** generated,  
**£1.14** is generated  
in the wider economy,  
making arts & culture worth  
**£23bn**  
to the UK economy  
in 2016\*

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

**£870k**  
TURNOVER  
+  
**£992k**  
IN WIDER  
ECONOMY

**£1.9m**  
TOTAL VALUE

**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

Building on sixty years at the heart of West Cumbria's cultural life, and the remarkable advances of recent years, we are poised to build on this success with even greater energy and momentum.



Residencies for leading artists at Rosehill: inspiring children and young people, mentoring local artists and performing regularly in community settings.

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

Commissioning innovative and accessible forms of performance – including a strong digital element – to introduce new audiences to the greatest classical music and encourage active participation.

Further development of our hugely effective apprenticeship and training programme, merging arts, craft, food and landscape to reflect our unique location.

Co-creation of major community productions, via collaboration between leading professionals, emerging local artists, and performers and makers from all sections of our community.

New, digital cinema programme of hand-picked films and the finest national and international performance.

Tours, talks and performance programme in collaboration with local libraries.

Extending the reach of the Talking Part programme to foster children's imagination, creativity and self-expression.

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

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

Rosehill has a vital role to play in the renaissance of the North Copeland coast and Britain's Energy Coast, which was an important funder in the capital redevelopment, will continue to work with Rosehill to help it grow to its full potential.

Michael Pemberton,  
CEO,  
BEC - Building Extraordinary Communities

Rosehill is vital to the continuing development of Whitehaven in many ways, from place shaping to health and wellbeing. It is a cultural flagship for the area.

Sarah Mitchell,  
Economic & Community Regeneration Manager,  
Copeland Borough Council



Here we highlight just some of the ideas and opportunities we would like to pursue in the next five years.

With the right partnerships, we can deliver all this and more. Now is the time for the creative conversations that will take Rosehill forward as the social and cultural engine at the heart of a thriving West Cumbria community.

Come with us as we build a bright future.

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rosehilltheatre.co.uk





Shadow Tales – Mark Watson Cockermouth Amateur Operatic Society – The Way of the Woad  
 Live & Electric – Songwriters John Robins The Fureys Andrew Lawrence Snake Davis & The Burden of Paradise  
 Fenella Humphreys, Phillip Duke, Benjamin Hughes & Peter Buckoke, Mahogany Opera – Snappy Operas  
 Children's Choir – Summer Sing, Anna Cooper, Storytelling with Ian Douglas Landermason Rosehill Players  
 Family Sarah Louise-Young – Cabaret Chameleon Peatbog Faeries, Rosehill Comedy Club – Clowns  
 Mourning Opera Bach's St Matthew Passion Stacey Kent & band Guttered by Liz Richardson 2M  
 ne, Stephanie Liang & Paul Ricketts OperaUpClose – With a Song in Her Heart Cockermouth  
 olly & The Cricketers Paines Plough – PopMusic European Arts – Mr Charles Dickens presents  
 kinson, Mrs Ludwige & The Magic of the North Pier Lighthouse Rosehill Players – One  
 Reid Larry Dean Hardeep Singh Kohli, & Jon Fell, She's a Good Boy by Elias Heaven The  
 ary Delaney National Youth Chamber Choir Mark Thompson's Spectacular Science Show  
 ningham, Paper Balloon Theatre – The Boy and The Mermaid Dyad Productions – The  
 son, Carl Jones, Pam Ford & Gavin Webster Talisk Twelfth Day Smoking Apples Theatre  
 mpner, Sarah Louise Young & Michael Roulston Jacob Hawley Soap Soup Theatre –  
 acoustic Bowie / Acoustic Queen Mark Watson, Herdus, Sarah Louise-Young & Michael  
 Returning Leopards, Ardel O'Hanlon, Bourgeois & Maurice, Whitehaven Theatre Group  
 h, Fern Brady, Both Sides Now, Dragon Boy Productions – In & Out of Chekhov's Short  
 k Sharratt's Right Royal Drawalong, Tony Walsh, Stephen James Smith, The Bohemians  
 asta Liv, Tina May Marcel Lucont, Joan Rodgers, Julia Cobby, A Christmas Carol as told  
 rs of Pinocchio, Rosehill Players, Steven Osborne, Paul Lewis, Clare Teal, The Fureys, The Po  
 uartet The First Hippo on the Moon Natalia Tanasii & Julie Cobby Whitehaven Theatre Group  
 gen Nicky Spence, Victoria Simmonds & Julia Cobby Prism Arts – Shadow Tales Mark Watson  
 The Doors Alive Harbour Tales Hardeep Singh Kholi John Cooper Clarke Mark Morris The  
 Operatic Society – An Evening of Gilbert & Sullivan Shappi Khorsandi Paul Lewis West Cumber  
 ngwriters John Robins The Fureys Andrew Lawrence Snake Davis & The Burden of Paradise The  
 Mac/Acoustic Eagles Simon Evans Anna Tilbrook, Fenella Humphreys, Phillip Duke, Benjamin Hughes  
 Snappy Operas Live & Electric – The Sound of Musicals Barbara Nice The Tale of the Cockatoo  
 Children's Choir – Summer Sing, Anna Cooper, Storytelling with Ian Douglas Landermason  
 – Carl Jones, Mike Wilkinson, Rob Crosbie & Tony Vino The First Hippo on the Moon  
 Julie Cobby Whitehaven Theatre Group – Funny Money Soaked by  
 Paul Lewis The Police/Sting Show Sofie Hagen

Supported by



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.

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