

NICOLA MEADLEY, 21<sup>ST</sup> FEBRUARY 2024



**KESWICK**  
**MOUNTAIN**  
**FESTIVAL**

**17-19**  
**MAY**  
**2024**

# KESWICK MOUNTAIN FESTIVAL

The ultimate outdoor weekend for mountain sport and outdoor activity enthusiasts, delivering an invigorating mix of sports, activities and entertainment.

- Sports programme
- Outdoor activity programme
- Have a go activities
- Exhibitors
- Speakers and films
- Live music
- Camping
- Food & drink

# A BIT OF HISTORY

2007

## Keswick Tourism Association launch KMF

- Activity programme by local providers

2010

## Bluestone events take over

- Competitive sport & Festival Village

2014

## Joint venture with Brand Events

- Live music stage & pop up campsite

2019

## Sports organisers Durty Events & Still Going Strong buy the event

- Improved sports delivery & local relations







# THE COVID YEARS

- 2019** The best festival ever!
- 2020** Event cancelled, initially to September, then to May 2021....
- 2021** Festival held 10<sup>th</sup> to 12<sup>th</sup> September
- 2022** Festival returned to May - 20<sup>th</sup> to 22<sup>nd</sup>
- 2023** Reduced 'KMF Trail Running Weekend'
- 2024** Back to the full festival, with tweaks

# STRATEGIC REVIEW = ISSUES

- **Local relations have been ‘up and down’ over the years and could be better**
  - Greater emphasis on competitive sport than guided activities
  - Live music kept visitors in the Festival Village until 10.30pm
- **Live music evenings increasingly difficult to ‘police’**
- **£1.3m economic impact, but no support from the local authority**
- **Very difficult to make any money out of this event, need to reduce financial risk and increase loyalty**

# STRATEGIC REVIEW = STRENGTHS

- **Location – the Keswick factor is critical and a privilege**
  - The town itself is an incredibly loved
  - The surrounding fells and lakes provide the perfect playground
- **Established event with strong following amongst visitors and outdoor trade**
- **Expertise in sporting events management**
- **Opportunity to breakdown barriers to the outdoors**
- **£1.3m economic impact**

# **5 YEAR STRATEGY**

**To be the UK's most significant, authoritative, mass-participatory, outdoor sports festival, bar none. We will be the leading light in delivering a festival that makes a positive impact - for visitors, for Keswick, and for the environment**

- 1. Build authority in outdoor, mountain sport**
- 2. Become a truly inclusive event**
- 3. Create a positive environmental impact**
- 4. Maximise integration with Keswick town**



# 2024 PLAN

- **17 sporting events - trail runs, hike challenges, open water swims, triathlons, cycle sportives, new adventure race**
- **Credible speakers from the world of outdoor sport**
- **An ever growing Accessible Adventure Zone and activities with Black Trail Runners.**
- **Live music from local musicians – a new Band Stand and Big Top – replacing the Lakeside Stage**
- **New ‘Legacy Project’ with National Trust and Fix the Fells to raise money to repair paths on Catbells**
- **Evening activities in Keswick town**

# REVENUE STREAMS

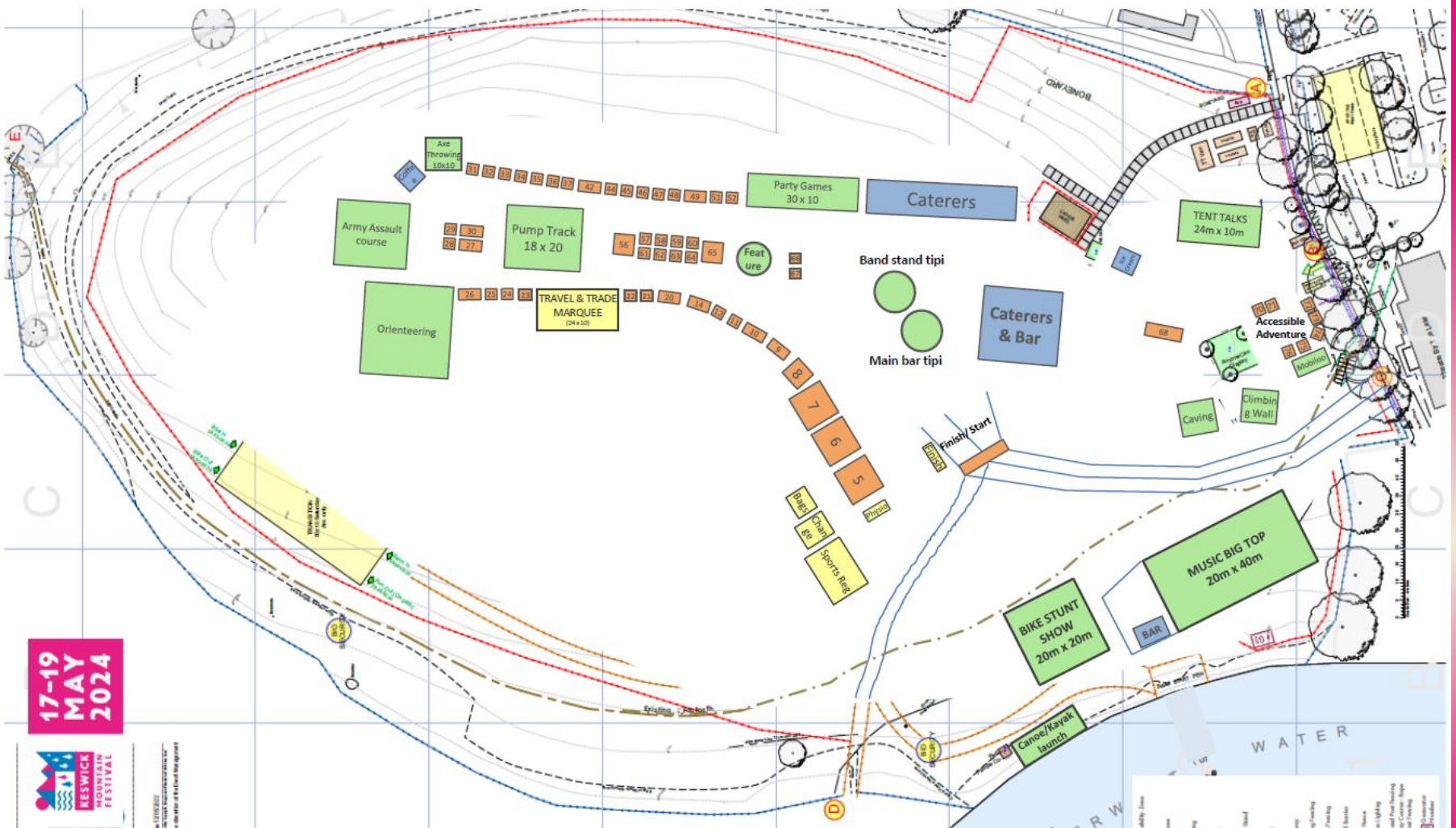
- Ticket sales
  - Sports entries
  - Festival tickets
  - Speaker tickets
- Trade sales
  - Sponsorship
  - Exhibitor stands



17-19  
MAY  
2024



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Activity Zone	Area	Map	Symbol
Army Assault course	Green box	1	Green box
Orienteering	Green box	2	Green box
Pump Track	Green box	3	Green box
Axe Throwing	Green box	4	Green box
Party Games	Green box	5	Green box
Band stand tipi	Green circle	6	Green circle
Main bar tipi	Green circle	7	Green circle
Accessible Adventure	Green box	8	Green box
Caving	Green box	9	Green box
Climbing Wall	Green box	10	Green box
Bike Stunt Show	Green box	11	Green box
Canoe/Kayak launch	Green box	12	Green box
MUSIC BIG TOP	Green box	13	Green box
Caterers	Blue box	14	Blue box
Caterers & Bar	Blue box	15	Blue box
TRAVEL & TRADE MARQUEE	Yellow box	16	Yellow box
TENT TALKS	Green box	17	Green box
Finish Start	Orange box	18	Orange box
Boys, Chair, Sports Reg, Yoga	Yellow box	19	Yellow box
Wobblers	Green box	20	Green box
Feat ure	Green circle	21	Green circle

# 2022 SPONSORS





