

A photograph of a two-story building with a stone facade and large windows. The building is surrounded by trees and a clear blue sky. In the foreground, three people are walking on a paved path. The text 'THEATRE by the LAKE' is overlaid in the top right corner.

THEATRE
by the
LAKE

**THEATRE BY THE
LAKE -
INVITATION FOR
BRAND VISUAL
IDENTITY**

PROJECT

Theatre by the Lake are inviting suppliers to submit proposals for a refresh of our brand visual identity and the development of clear brand guidelines as we approach our 25th anniversary year.

INTRODUCTION

Theatre by the Lake is Cumbria's professional producing theatre, bringing the world to Cumbria and Cumbria to the world. Each year we produce work of acclaimed ambition and integrity, and present nearly 400 performances across our two auditoria. Theatre made by TBTL, in Cumbria, tours on a national scale as well as to communities across the region. We also present an eclectic programme of professional visiting work.

We create opportunities for people of all ages and interests, from developing local artists to engaging young people in all aspects of what we do. We also host and support performances by local charities, community groups and amateur companies.

2022-23 represented the first full year of operation at TBTL since the theatre's closure during the pandemic. Over the course of the year, we welcomed 59,000 audience members across 390 performances. We produced 6 shows and commissioned 2 new works.

Our audiences since reopening following the pandemic consist of 22% residents from our local areas in North Lakes, 17% people from across the rest of Cumbria and 61% tourists visiting The Lakes from across the globe.

From its [origins as the Blue Box](#), Theatre by the Lake was willed into existence by the local community and opened by Judi Dench in 1999. Almost 25 years later, under the new co-leadership of Artistic Director, Liz Stevenson and Executive Director, Simon Stephens, the theatre continues to consolidate its role as a vital community asset, embarking on a new strategic direction which places emphasis on our social value and an inherent connection to place.

In August 2024, Theatre by the Lake will celebrate its 25th anniversary. The lens of our birthday year will enable us to reflect on the past and the extraordinary story of Theatre by the Lake, reconnecting with our audience through shared memories and experiences. Crucially, it also provides a space for us to talk about our future, the next 25 years.





“RICH AND REWARDING”
THE GUARDIAN



“FESTIVE FEEL-GOOD TALE”
NEWS & STAR



“FULL OF JOY”
NORTHERN ARTS REVIEW

A LITTLE PRINCESS, 2023

ABOUT THEATRE BY THE LAKE

T

"ARTISTICALLY SHARP AND STUNNINGLY SITUATED"

NEW STATESMAN

OUR VISION

Theatre enriches the lives of everyone in Cumbria, and theatre made in Cumbria is celebrated on the national stage.

OUR MISSION

In our venue and out across Cumbria, we make and share great theatre that tells stories, builds communities and celebrates our place.

OUR VALUES

| | |
|----------------------|---|
| Collaborative | we are stronger when we work with others |
| Bold | we are brave and ambitious |
| Inclusive | we are accessible, welcoming and celebrate diversity |
| Innovative | we are creative and make our own opportunities |
| Connected | we are rooted in our place, our communities and our landscape |

SCOPE

As Theatre by the Lake embarks on a new, community-focused direction, we have been undertaking a programme of brand development, fundamentally revisiting the way we communicate our story. We want our brand to reflect our contemporary, vibrant and mixed programme in tandem with our social impact as a producing theatre dedicated to enriching our communities.

In parallel to this brand work, we have been developing a new audience strategy which uses MHM Culture Segments to better understand and engage with our existing audience, and identify areas for growth.

We are also keen to grow our family audience and present an eclectic programme of work and engagement opportunities for young people.

Our current brand visuals, including our logo, have not been reviewed for a significant period of time and are no longer reflective of our brand and the way in which we would like to present ourselves. Furthermore, a lack of clear guidelines means that effective brand stewardship is difficult.

We would like to refresh our brand visuals to align with our new brand strategy and reflect our new direction. We plan to use the springboard of our 25th anniversary to launch this new public identity.

Information regarding our new brand strategy and audience development priorities will be made available upon Expression of Interest (see Application Process).



“IF EVER THEATRE HAD A PURPOSE,
THIS IS A BRILLIANT EXAMPLE”

STAGEY LADY

EVERY BRILLIANT THING, 2023

KEY DELIVERABLES

- Logo
- 25th anniversary logo treatment
- Strapline treatment
- Colour palette
- Heading, subheading and body font styles
- Rebrand existing website
- Brand guidelines / style guide
- Collateral templates
- Signage (optional)
- Roll out

STAKEHOLDER ENGAGEMENT

Our new visual identity will be informed by dialogue with key stakeholders, including audiences, participants, artists and trustees. Proposals should build a consultation plan into the timeline for delivery.

BUDGET & TIMELINE

Budget for the project is £15,000 - 20,000 + VAT

We are working towards the full roll-out of the new visual identity with the launch of our 25th anniversary season in June 2024.

SUBMISSION REQUIREMENT

In response to this brief, we are asking suppliers to provide:

- A brief proposal about how you will create a visual identity that delivers on our new brand ambition
- A description of your approach to delivery of the project, including stakeholder consultation
- Proposed timeline with delivery for Spring 2024
- Details of experience of working with similar organisations and on similar tasks including at least two Testimonials and examples of similar deliverables
- A breakdown of costs
- Details of environmental sustainability policy, or information about the measures the organisation is taking to reduce its environmental impact

APPLICATION PROCESS

Please send initial Expressions of Interest and Proposals to Carly Picken at carly.picken@theatrebythelake.com

Once we have received your Expression of Interest, we will send you the relevant brand strategy and audience information to help inform your proposal.

Final proposals should be submitted to Carly Picken no later than **10am on Mon 29 January 2024.**

Please let Carly know if you would like to arrange for a chat with Executive Director, Simon Stephens, ahead of submitting your application.

Tender interviews will take place online on Thu 8 February.

THEATRE BY THE LAKE IN NUMBERS – 2022/23

2022 - 23 is our first full year of opening after the pandemic. We have changed substantially since the start of the pandemic, and will continue to do so as audiences return and grow.

Performances

390
performances, over:
6
in-house productions
2
new work
commissions
7
community
productions
42
visiting productions

Audiences



59,029
audience members



57%
of bookers from Cumbria



65
schools attended our
Christmas show

Learning and Participation

318

Learning and engagement
opportunities for young
people with



369 attendees

Improving Access

23

ACCESSIBLE
PERFORMANCES

6

CAPTIONED

6

AUDIO
DESCRIBED

6

BSL

6

RELAXED



People

AS WELL AS OUR FULL TIME STAFF, WE ENGAGED 143 FREELANCERS, INCLUDING:

48

ACTORS

36

**CREATIVES
DIRECTORS, AND STAGE,
SOUND AND LIGHTING
DESIGNERS**

36

**BACKSTAGE
STAFF**

Volunteers

180 VOLUNTEERS

who provided over

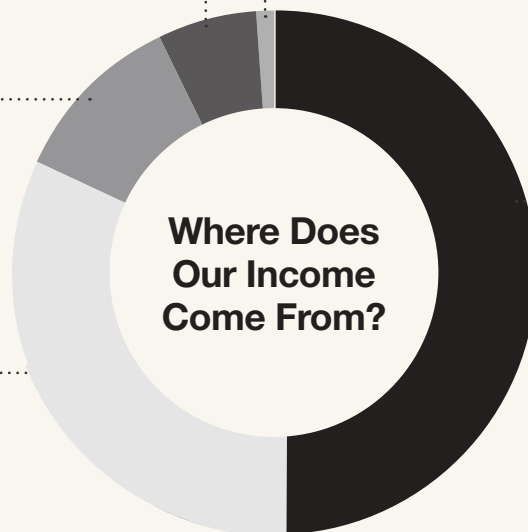
8000 HOURS

of support

13%
Fundraising
and donations
(of which 10%
were legacies)

9%
Café, Bars and
other trading

23%
Arts Council
England



1%
Other

44%
Ticket Sales

**£2.75M
TOTAL
INCOME**

**"SOME STUDENTS HAVE
NEVER ATTENDED A LIVE
PERFORMANCE BEFORE, FOR
THEM IT WAS INVALUABLE
AND ENJOYABLE"**

**CHADWICK HIGH SCHOOL ON
TBTL'S RELAXED PERFORMANCE**

