

The Power of Arts and Heritage to Deliver Regional Investment

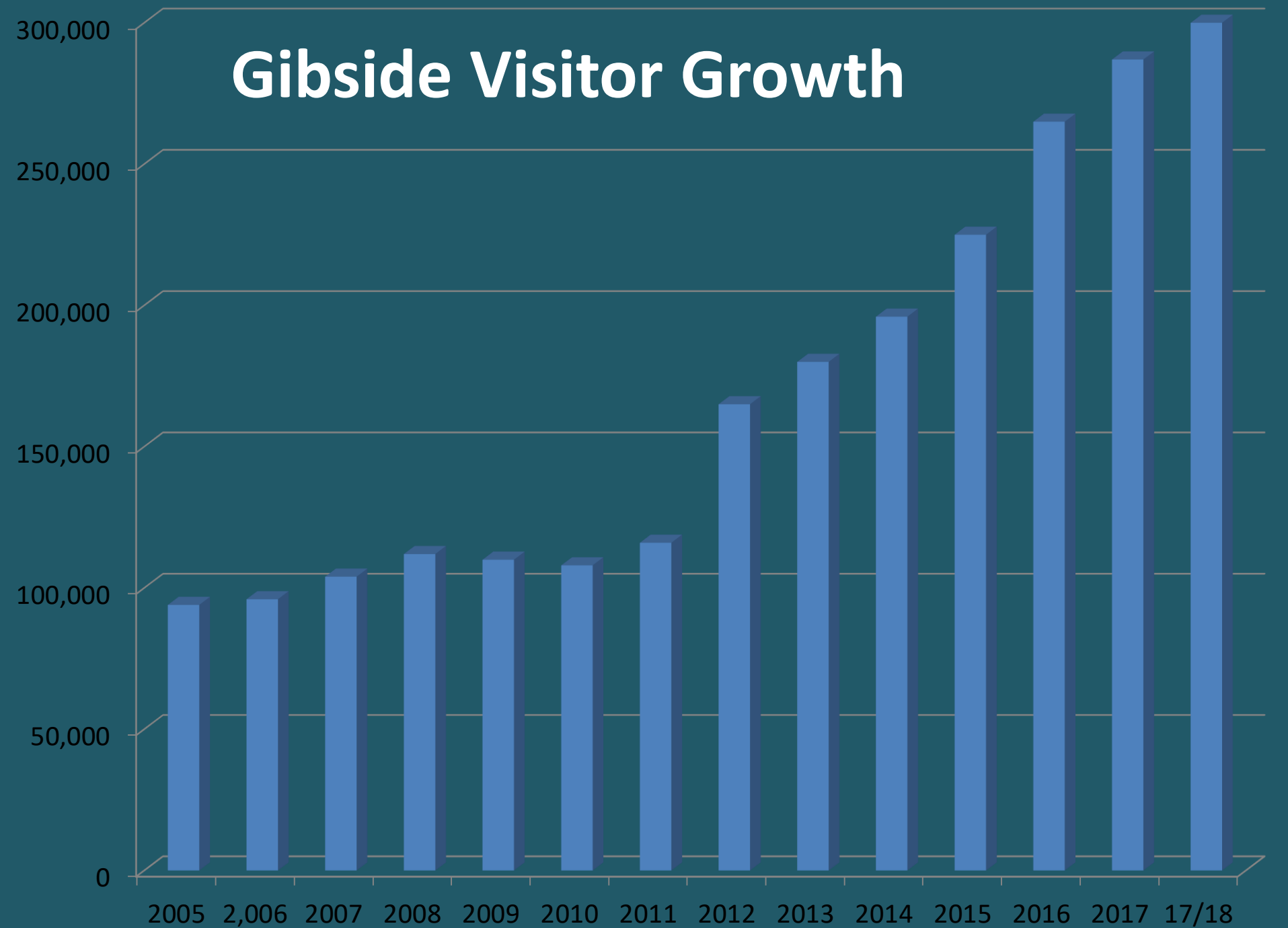








Gibside Visitor Growth





Gibside
A taste of the country on the edge of the city



www.nationaltrust.org.uk/gibsidegardenshed



Focused on 2
lifestyle campaigns
supported by
Central marketing
and collateral

New Strategy;
An event every
weekend and free
activity everyday of
every school holiday









Gibside
community
farm





















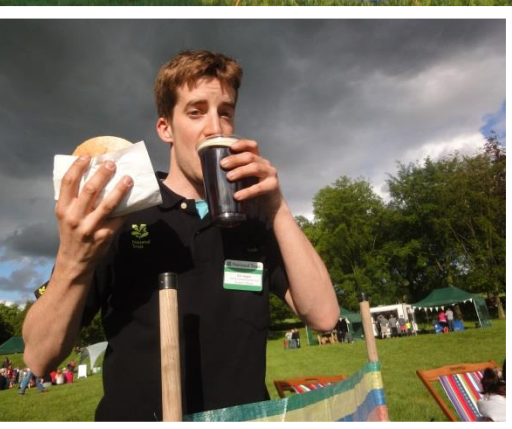












100 family pitches, twice a year, with
live music & outdoor activities Always a sell-out!

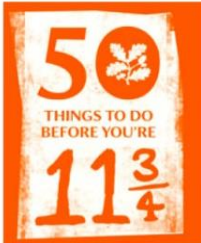


Popular monthly buskers night at 'pub'



Fortnightly 'Music in the Park'





Gibside,
Near Rowlands Gill

FREE Wild things to do every day of the Summer Holidays

Pin me to your fridge!

Saturday

Sunday

**Explorer
Mondays**

**Foodie
Tuesdays**

**Wildlife
Wednesdays**

**Adventure
Thursdays**

Fab Fridays

**Sat 20
–
Fri 26 July**

Family
Cycle Day &
Farmers Market

Family
Archery
(small £)

Woodland
Blind-fold
Rope Trail

Make your own
Mini Walled
Garden

Wild
Bird-Ringing

Den-building,
Campfires &
Marshmallows

Frisbee
Golf

**Sat 27 July
–
Fri 2 Aug**

SUPER WEEK – advertised activities plus loads more!

Family
Archery
(small £)

Music in the Park
& Vintage
Car Show

Plant Hunters
Orienteering
Adventure

Bee Homes &
Honey-Tasting

Balsam-Bashing

Survival Skills
for Kids

The
Great Gibside
Sports Day

**Sat 3
–
Fri 9 Aug**

Farmers Market
& Farm Animals

Family
Archery
(small £)

Woodland
Blind-fold
Rope Trail

Make your own
Mini Walled
Garden

Wild
Bird-Ringing

Den-building,
Campfires &
Marshmallows

Water
Fights &
Games

**Sat 10
–
Fri 16 Aug**

Moth Morning

Music
in the Park

Plant Hunters
Orienteering
Adventure

Make a
Bee Home &
Honey-Tasting

Pond-Dipping &
Mini Beast Hunt

Survival Skills
for Kids

Family Fishing
Taster & Trail

**Sat 17
–
Fri 23 Aug**

Family Camping Weekend £60 per pitch: book now!

Farmers Market
& Farm Animals

Family
Archery (small £)

Blind-fold
Rope Trail

Make your own
Mini Walled
Garden

Wild
Bird-Ringing

Den-building,
Campfire &
Marshmallows

Messy Mud
Painting

**Sat 24
–
Fri 30 Aug**

SUPER WEEK – advertised activities plus loads more!

Family
Archery (small £)

Music
in the Park

Bank Holiday
Family Fun Day!

Bee Homes &
Honey-Tasting

Rhoddie-Bashing

Survival Skills
for Kids

18th Century
Fun & Games!

And
every day...

**Strawberry Castle
Adventure Play
& Family Café**

**Daisy the
Milkable Cow**

**Mini Gibside Hall
Play House**

**Sport of
the Day!**

**Nature Playscape
& Ropes Challenge**



25 July

Open Air Theatre
**Sherlock Holmes & the
Hound of the Baskervilles**
£ book now!

www.nationaltrust.org.uk/gibside



Family Beer Garden
Every Fri & Sat 6 - 9pm



How many
'50 things'
can YOU do
this summer?

Gibside Small Project 'Cash Match'

Results – 2011 - 2016

2011/12

15%

£5K

£50K

Bat & GCN
Projects

County Durham
Environmental
Trust

2012/13

50%

£15K

£120K

x2 Catering
Facilities

Commercial
Strategy Fund

2013/14

30%

£9.5K

£45K

Management
Plan - Gibside
Hall

Natural England
HLS Capital

2014/15

30%

£10K

£87K

Butchery etc
doubled Let
Estate income

North East Rural
Growth Network

2015/16

15%

£5K

£62K

Extra Staff in
Walled Garden

Heritage Lottery
Fund

£44K

£364K

Averages; 28% / £9K
Small Project funds =
£72,500 investment

Further funding in
pipeline based on
successful project
delivery

Gibside Yurt
Camping
2,086

Gibside
Buskers
736

Over 130 group
network members
+ education user
groups

Gibside
Farmers
Markets
over **45**
traders

Gibside
Community
Music
Programme
over **40** bands
/ choirs

Gibside NT
9,181

Gibside
parkrun
1,630

Gibside
Creatives
678

Gibside
Community
Farm **311**

Gibside
Great Run
Local
1,561

Gibside
Learning &
Discovery
Centre
over
14,000
school
children
per annum

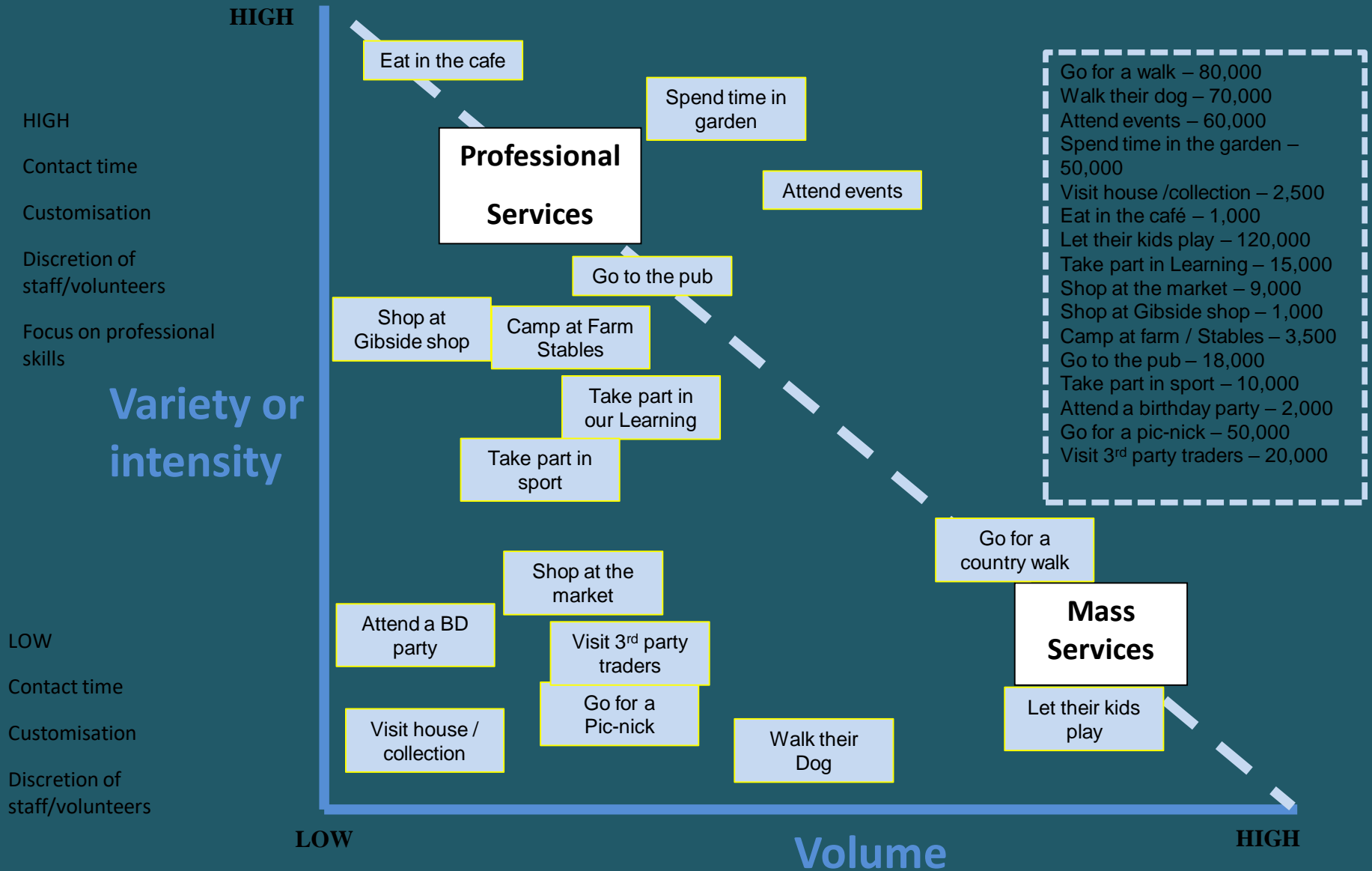
Gibside
Community
Sports
Programme
over **22**
partner
organisations

Gibside
Enterprise
Development
Hub over **30**
suppliers on-
site users

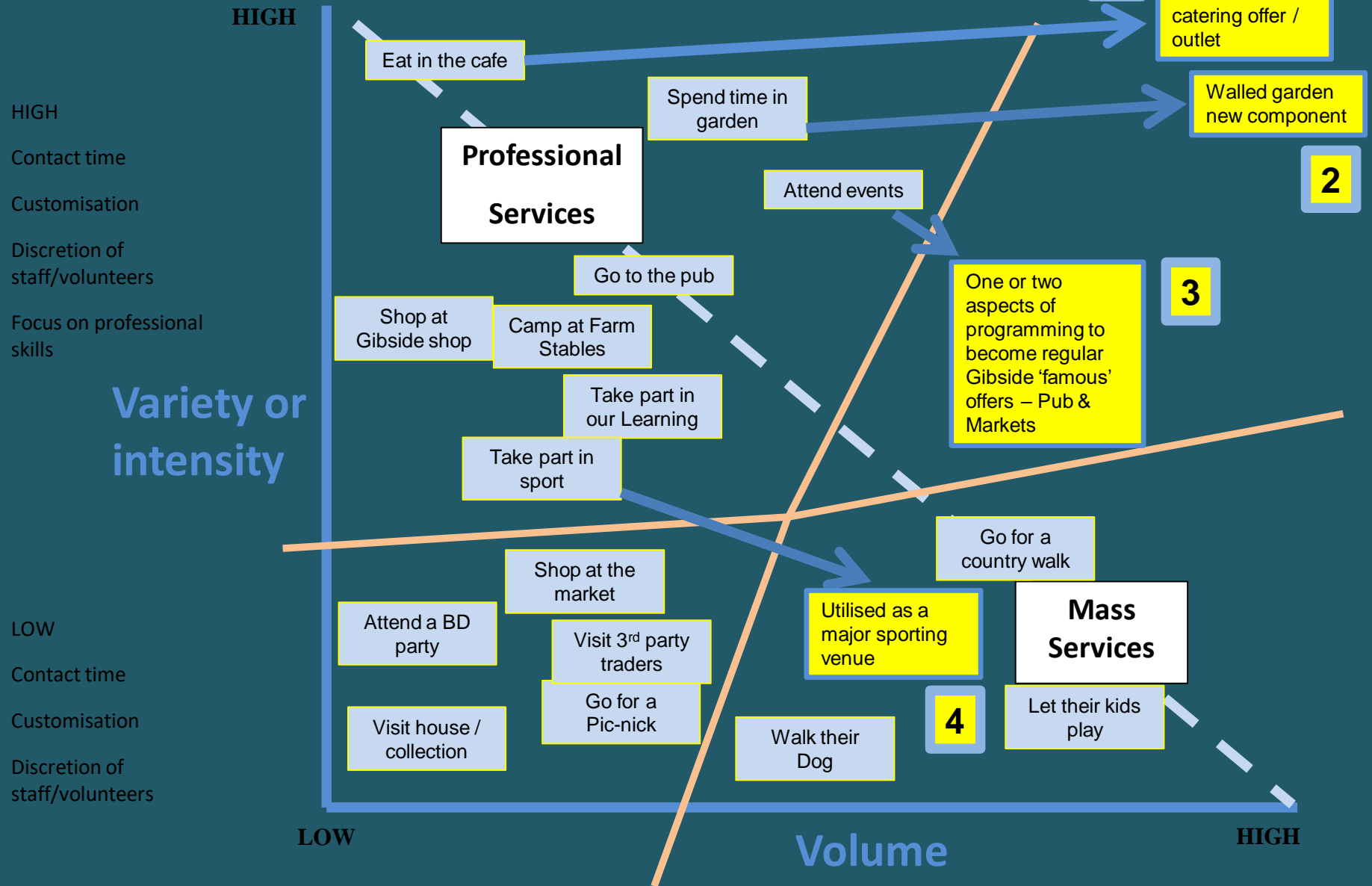
16,183
likes / closed group members



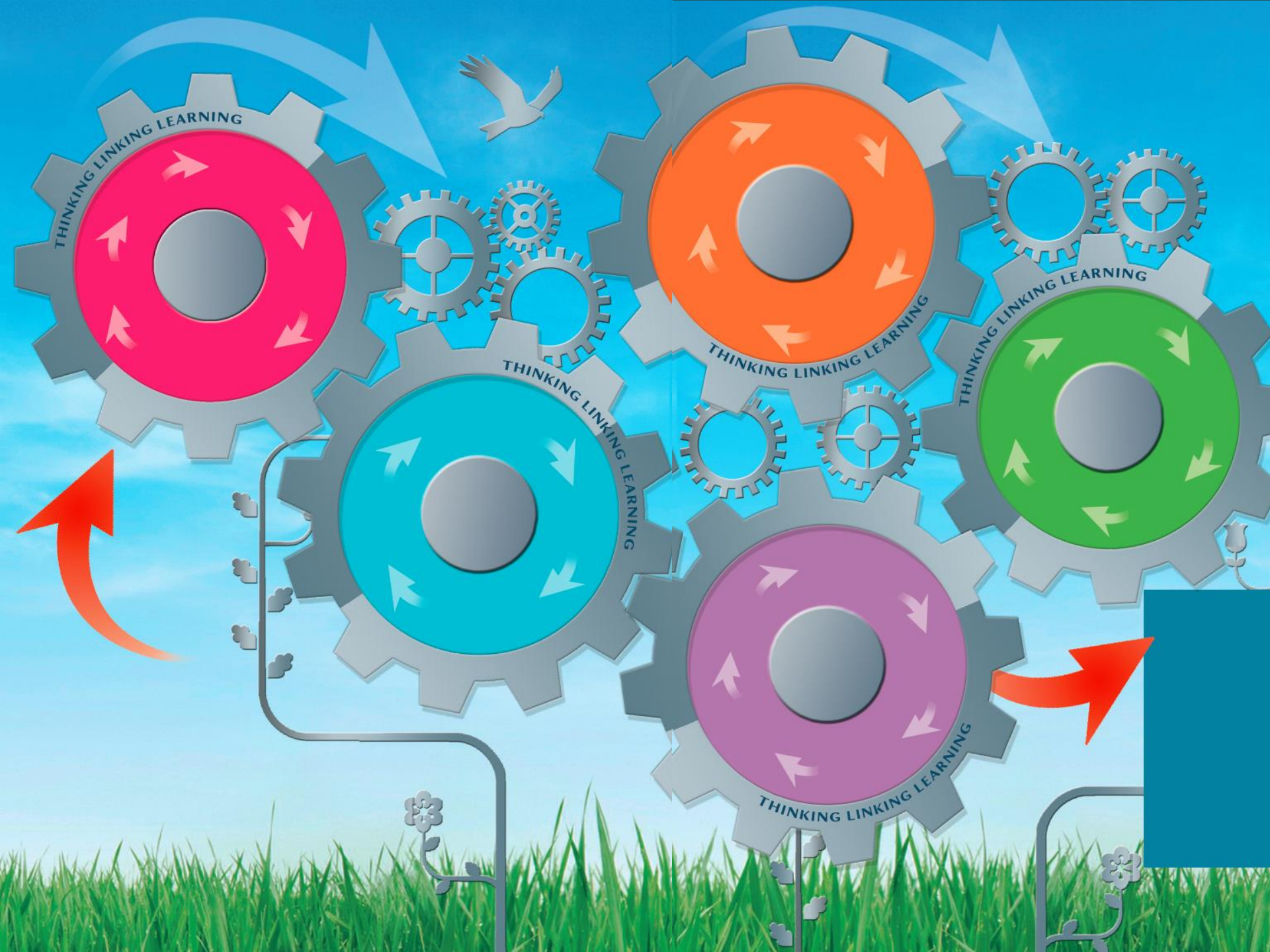
Products at Gibside placed on a single trigger for visit analysis



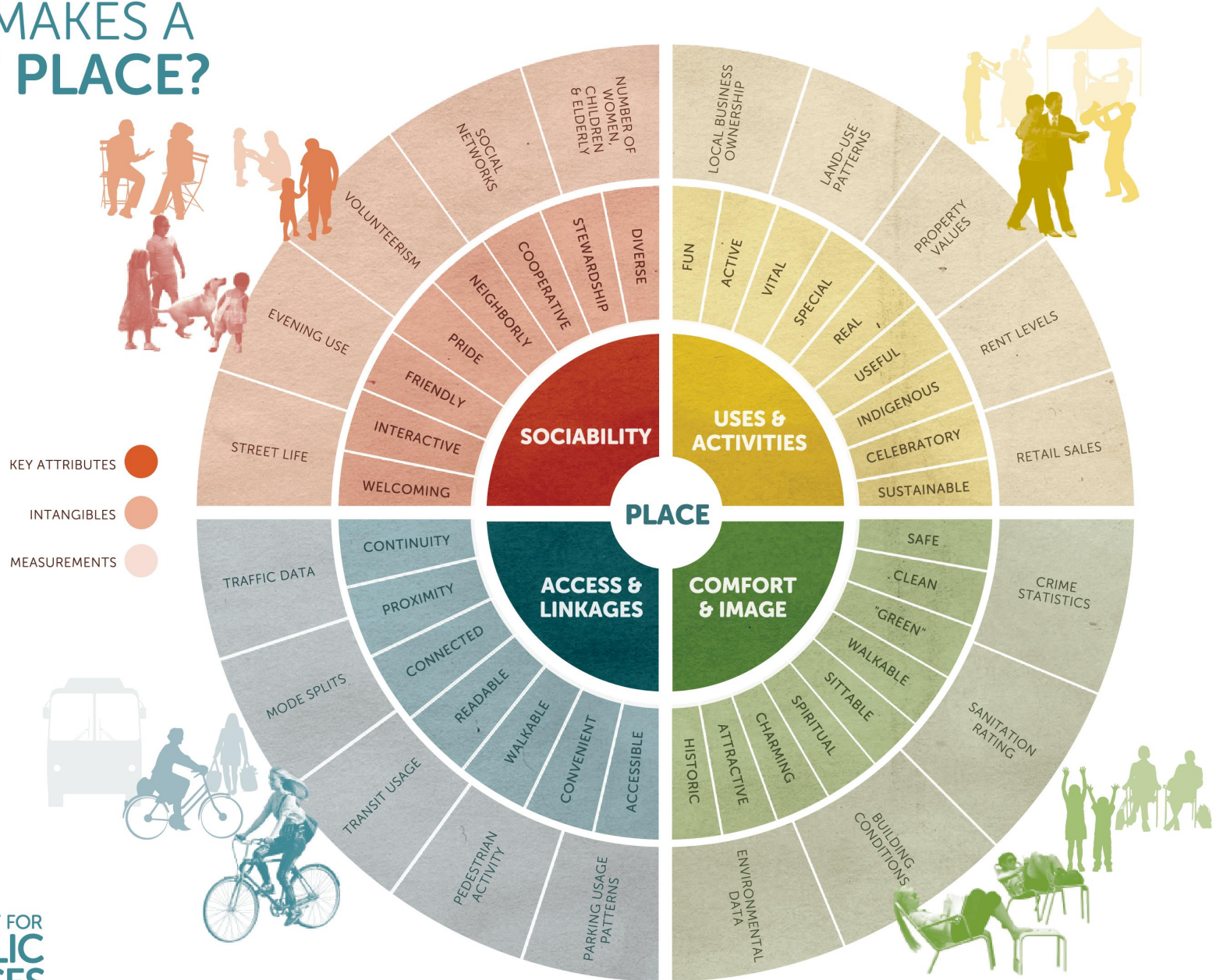
Products at Gibside - priority step changes







WHAT MAKES A GREAT PLACE?



volunteering & participation development



commercial pop-up testing



compliance & risk management



