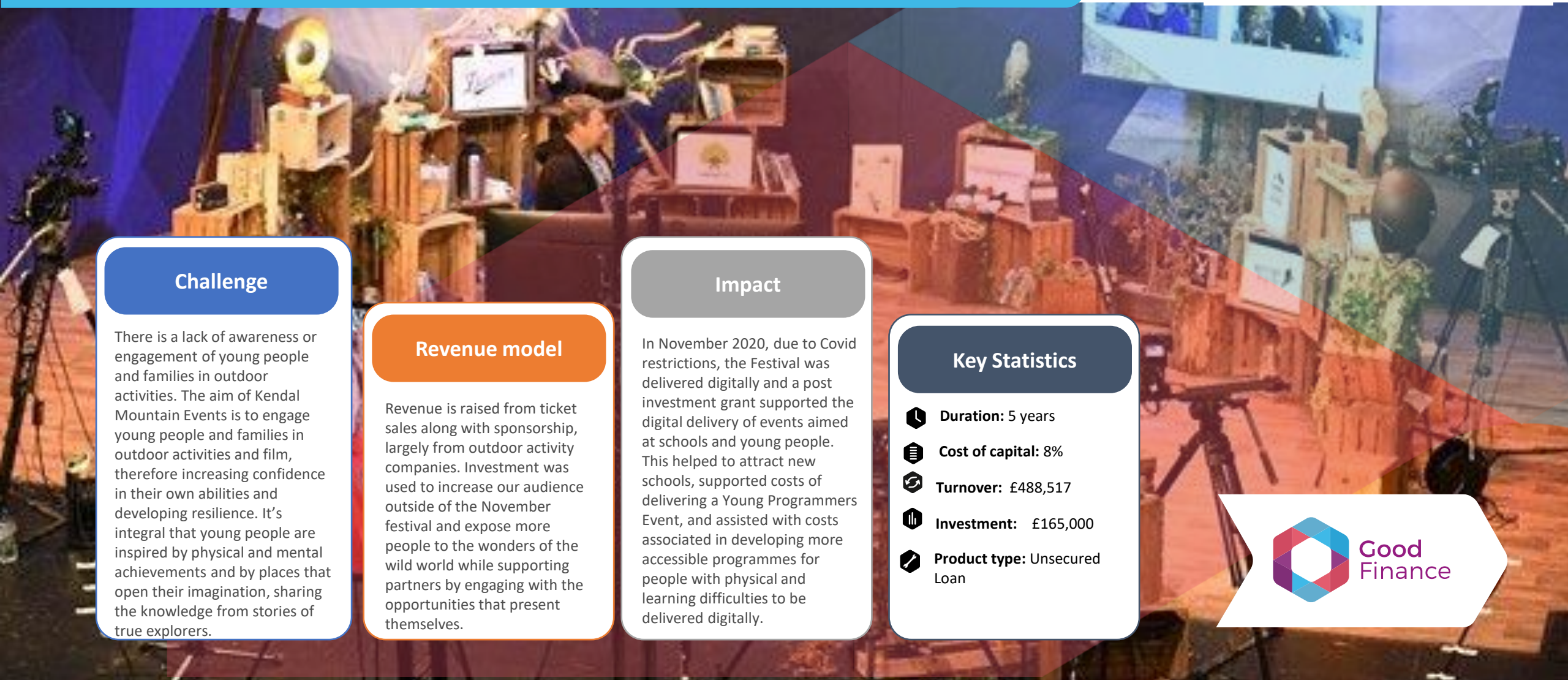




Kendal Mountain Events



Challenge

There is a lack of awareness or engagement of young people and families in outdoor activities. The aim of Kendal Mountain Events is to engage young people and families in outdoor activities and film, therefore increasing confidence in their own abilities and developing resilience. It's integral that young people are inspired by physical and mental achievements and by places that open their imagination, sharing the knowledge from stories of true explorers.

Revenue model

Revenue is raised from ticket sales along with sponsorship, largely from outdoor activity companies. Investment was used to increase our audience outside of the November festival and expose more people to the wonders of the wild world while supporting partners by engaging with the opportunities that present themselves.

Impact

In November 2020, due to Covid restrictions, the Festival was delivered digitally and a post investment grant supported the digital delivery of events aimed at schools and young people. This helped to attract new schools, supported costs of delivering a Young Programmers Event, and assisted with costs associated in developing more accessible programmes for people with physical and learning difficulties to be delivered digitally.

Key Statistics

- Duration:** 5 years
- Cost of capital:** 8%
- Turnover:** £488,517
- Investment:** £165,000
- Product type:** Unsecured Loan

