



The Alnwick Garden Trust: Investor Update

The Alnwick Garden Trust (the Charity) launched its exciting Christmas Season on Monday the 13th of November. Monday also marked the inaugural Lilidorei Christmas light switch on and the first festive season for the new play village. The event was covered widely in the media and the amazing visuals are trending on social media.

Lilidorei is nearing six months of operation and has already welcomed over 115k visitors in that period, generating £1,96m in revenue. The most recent management accounts show that the Trust is 1% ahead of budget when it comes to turnover and 11% ahead of target in terms of surplus. Secondary spend revenue streams are performing as expected with exciting new ranges being introduced for the festive season.

The Trust's Community and Education programmes are also gearing up for the festive period with the Elderberries programmes being particularly in demand over this time of year. We tend to see a peak in people struggling with loneliness and isolation in the dark winter months. The team were boosted recently with the arrival of a full time Education Coordinator to assist with Lilidorei's Free Friday offer. This initiative gives all children throughout Northumberland the ability to experience Lilidorei for free.

For further information please visit www.alnwickgarden.com.

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Mark Brassell
CEO, The Alnwick Garden

20 November 2023