

HAWKWOOD
centre for future thinking



2024 IMPACT REPORT

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*Inspiring creativity,
leadership, wellbeing, and
sustainability for a better,
more equitable future.*

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Chief Executive's Introduction

When I think of the work of Hawkwood, many words spring to mind: creative, future focused, local, international, experimental, a place to foster new ideas, nudge the system, environmental, inspirational, transformational. It is a place to learn new skills, connect with people, develop new work, research new ideas, imagine better, sustainable futures, a place to create new narratives, but most of all, rooted in place and our community, and held with compassion and kindness by the hardworking and dedicated team.

2024 was no exception. It was a joy to welcome back familiar faces and welcome new contributors and participants. I hope you enjoy this impact report and we'd love to hear from you if you have feedback on our work or ideas we could develop for the future.



Alicia Carey
Chief Executive Officer

About Hawkwood

We believe creativity, personal development, wellbeing and a connection to the natural world has the power to inspire individuals and society to shape a sustainable and equitable future.

We offer a curated programme and inspirational space for education and residencies in the areas of arts and creativity, wellbeing, sustainability & transformational leadership.

Located in an area of outstanding beauty in Stroud, Hawkwood is a Grade II listed residential house and studios, a biodynamically run estate and community farm. Since 1948 Hawkwood has been a registered arts and education charity, welcoming over 20,000 participants a year through our doors and onto our programmes.

We provide an inspirational setting for our local, national and international community. A much-needed place for growth, creativity, conversation and exploration.

We deliver our work through four programmes:

- ✦ **Place to Grow**
Providing in-person & digital courses and events. We offer on-site residential and non-residential courses in the arts, wellbeing, sustainability, future thinking and transformative leadership.
- ✦ **Place to Create**
Our cultural hub, in the heart of the Cotswolds, welcomes local, regional and national professional artists with support and full board and lodging to create work.
- ✦ **Place for Conversation**
We offer a space for people to explore the pressing issues for society and our environment through in-person and digital events. In collaboration with world leaders in social change and the arts we are working to create a valuable community resource that supports bold ideas for a creative and flourishing society.
- ✦ **Place to Explore**
Our sustainably managed estate is open 365 days a year for people to come together as a community and connect to nature.



Our Impact in

2024

Programme Breakdown

97

Total Number of Courses

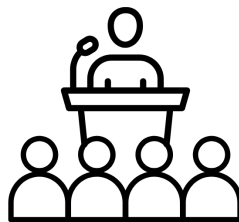
330

Day Course Participants

861

Residential Course Participants

306



Evening Concert/Talks/ Films Attendees

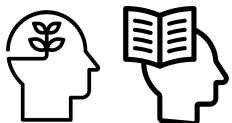
11

Events

5

Evening Concert/Talks/ Films

Hours of Educational Engagement



90,910

Including May Day

26

Festivals / Conferences



Artists in Residence

197



136

Funded by Hawkwood & Reckitt Arts Trust

61

Self-funded

2,000

May Day Ticket Holders

Our Impact in

Venue Hire Breakdown



130
NUMBER
OF HIRES

1,755

Residential
Venue Hire
Attendees

98

Non-Residential
Attendees

304

Day Course
Course Attendees

HOUSEKEEPING & KITCHEN

39,000

Meals &
Refreshments
Served



5,000

Room
Changeovers

Visitors to the Estate

29,775

ANNUAL VISITORS TO THE ESTATE



ANNUAL BREAKDOWN

9,125

Daily
Walkers

4,000

Sonic
Woodland

13,000

Farm
Visitors

3,650

Water
Collectors



248

VOLUNTEER
DAYS

Hawkwood Fellows

20 Fellowship
Days



Soumik Datta
Creativity



Jeremy Chapman
New Financial Systems



Phoebe-Tickell
Moral Imagination



Penny Hay
Imagination & Futures

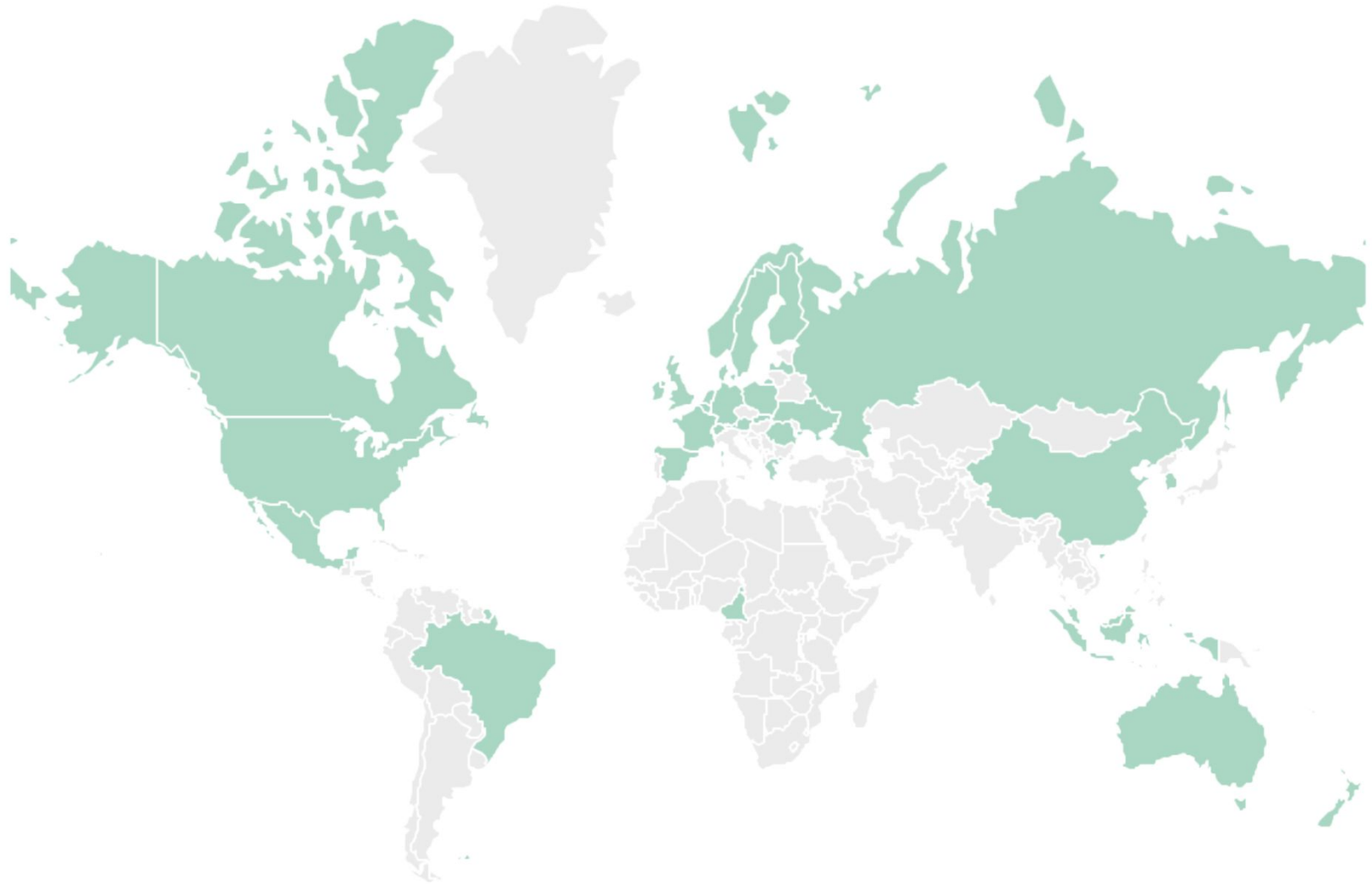


Cindy Forde
Climate & Education



Tim Davies
Ethical AI

Global Representation



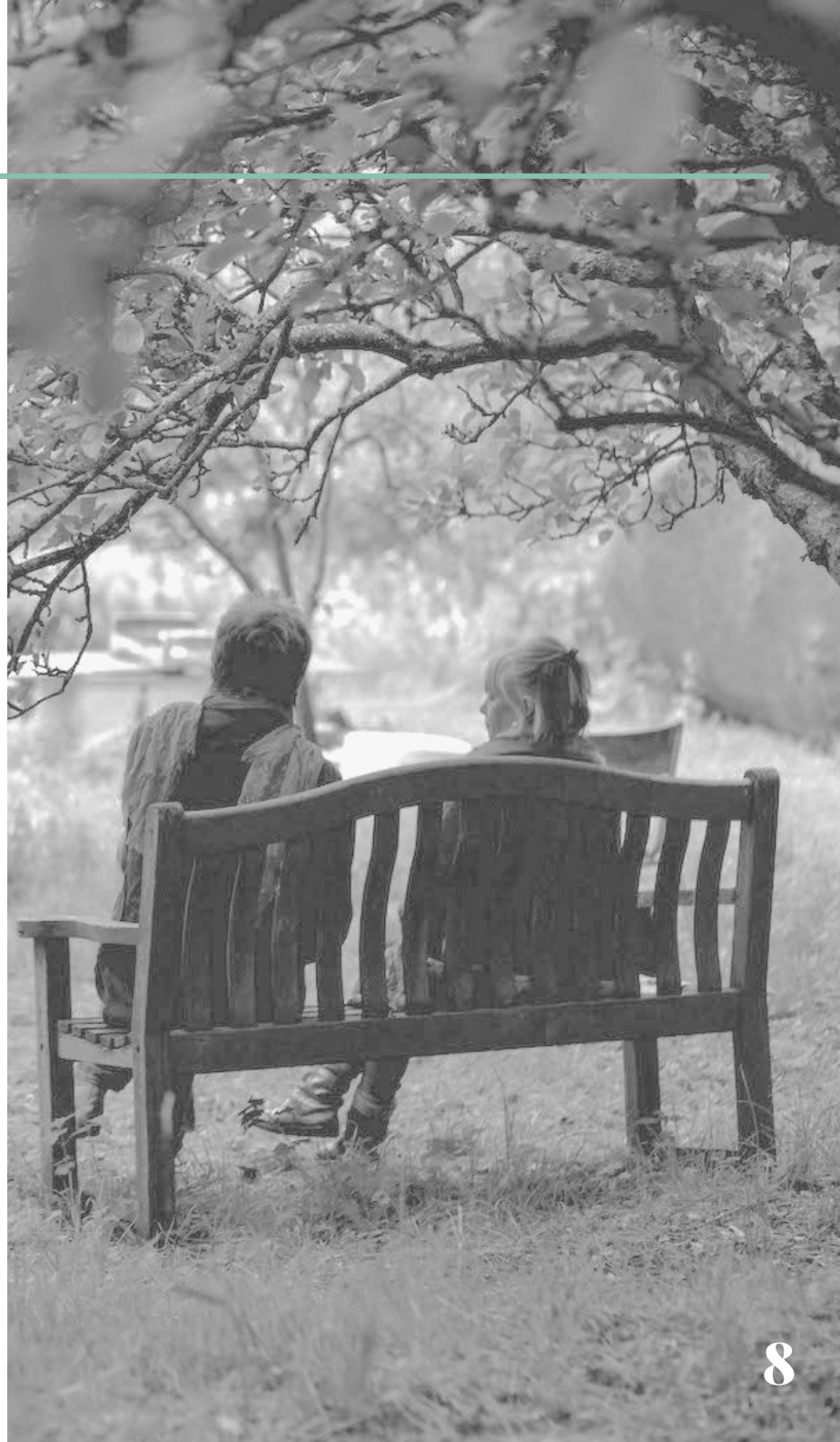
Australia, Austria, Belgium, Brazil, Cameroon, Canada, China, Cyprus, Denmark, Finland, France, Germany, Greece, Hong Kong, Indonesia, Ireland, Latvia, Malaysia, Mexico, Netherlands, New Zealand, Norway, Poland, Romania, Russia, Singapore, Slovakia, South Korea, Spain, Sweden, Switzerland, UK, Ukraine and USA.

A Place to Grow

In 2024, we delivered 97 courses with over 80,000 hours of teaching. Our rich programme of residential courses, one-day workshops and events, as well as our digital courses, covers a wide range of interests and is delivered by experienced tutors. The course content ranges from heritage crafts such as willow basket making, leatherwork, textiles, painting and music-making to personal development, philosophy, communication and life skills. Our work around leadership includes courses on regenerative leadership, change management, futures literacy and systemic practice.

Hawkwood is a magical mix of a historic building combined with wonderful gardens and surrounding countryside, mixed with welcoming staff, comfortable and stress-free accommodation – far, far away from the Madding Crowd – and some of the best, taste bud exciting food I've had in a long time. I didn't want to leave. As for the Emergence Academy – Futures Literacy course it was led by two inspiring geniuses, who effortlessly brought their subject matter to life, which challenged my thinking in an enjoyable and engaging way and has honestly transformed the way I view the world. Truly wonderful and a privilege to be part of.

– Jeremy Chapman DProf, Dip PFS, EFA



A Place to Create

In 2024, Hawkwood hosted 197 artists for week long residencies all creating new work. From musicians, visual artists, puppeteers, rap artists, dancers, climate artists and writers, the creatives were supported with free board, lodging and studio space amounting to 985 days of creative output supported by Hawkwood and The Francis W Reckitt Arts Trust.

The Hawkwood Artist Residency Programme demonstrates a significant impact on the artistic development and careers of participating artists, while also enriching public life through their creative outputs and engagement.

“Hawkwood’s Artist Residency programme has grown over the past 8 years to become a leading national resource for creativity and the development of new work. The unique setting allows artists to focus on new commissions working in collaboration or in total isolation, depending on their needs. The results are enriching venues and audiences across the country and internationally.”

– Susannah Clapp, Theatre Critic - The Observer. Author of *With Chatwin* and *A Card from Angela Carter*, and one of the founder editors of The London Review of Books.



A Place to Create

The Hawkwood Artist Residency Programme demonstrates a significant impact on the artistic development and careers of participating artists, while also enriching public life through their creative outputs and engagement.

“ In the Artist’s Own Words



“The space and setting of Hawkwood were instantly grounding for my creative musical work, and the staff and other residents were incredibly friendly and supportive of projects. It was truly a place to soothe, clear the mind and the soul. Spending time out with the cows or sitting and hearing the birds and water trickling from the ponds was magical. The workshops were some of the best workshop experiences I’ve ever encountered; they were incredibly inclusive, accessible (something I’ve found hard to access in other forms of education as a person with ASD and ADD), playful, and informative in the right amounts.

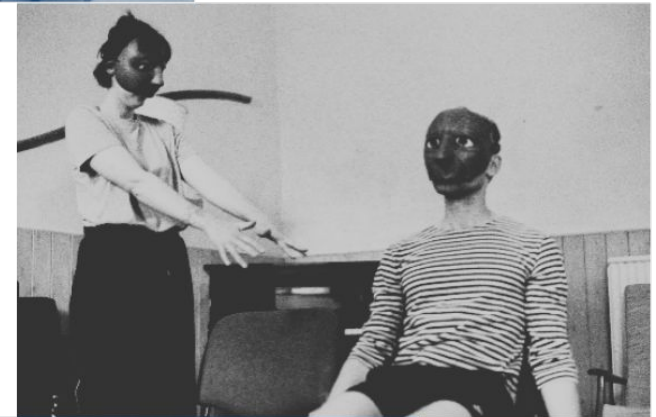
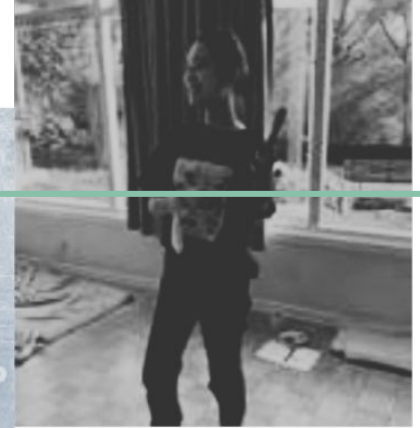
Everything was an absolute gift. The simplicity of having all your needs met outside of the work is more vital than I realised for freedom to dream and create. The environment is so encouraging and generous. In nearly 14 years of working, I have never felt actual freedom to create without having to have a product to show at the end. It was freeing and, ultimately, incredibly informative and productive. It changed my mindset going forward in how I create in my own time as well.”

A Place to Create

“ In the Artist’s Own Words

“The mental space that opens up at Hawkwood is categorically impossible to achieve at home. You have a whole week of separation from your life, dependents, and responsibilities. You don’t even have to think about feeding yourself. The space that opened up for me as a writer was unlike anything else I have ever experienced. I am craving it again so much. It’s so valuable and precious.”

“Time to process my creative findings and outcomes away from other work and commitments. Meet other artists and feel less isolated.”



A Place to Create



Case Study 1 *Saffron*

In 2024, Saffron, a Bristol-based non-profit dedicated to advancing gender equality in the music tech industry, participated in an artist residency at Hawkwood.

This five-day creative retreat provided a safe and inspiring environment for women and non-binary artists to collaborate, learn, and develop their skills. The residency exemplified Saffron's mission to create inclusive spaces that empower underrepresented individuals in music technology.

Case Study 2 *Talland Opera*

In July, Talland Opera treated more than 70 guests to sharing their new opera, *The Waves* - a re-imagining of Virginia Woolf's groundbreaking novel, composed by Louis Mander, with libretto by Hawkwood artist in residence, Tamsin Treverton Jones.

Following their residency at Hawkwood, *The Waves* set sail for Norway and a world premiere at the Oslo Opera Festival. As *The Waves* goes international, we are delighted to have once again played an important role as creative incubators of exciting new work.



A Place to Create



Case Study 3

VoiceBox

Hawkwood was proud to host one of the intensive residency periods for VOICEBOX, an innovative programme specialising in contemporary vocal performance.

During their time at Hawkwood, the singers shared their work in a free open session, showcasing solo and ensemble pieces that pushed the boundaries of vocal expression. The residency offered a unique space for creative development, risk-taking, community-building, and professional networking—hallmarks of this world-first programme.

This groundbreaking initiative, designed and led by soprano Juliet Fraser, brought together six advanced singers for a year-long journey of creative exploration.

Case Study 4

The Arts Foundation

This year, we collaborated with The Arts Foundation to host transformative self-guided residencies for shortlisted artists of the Arts Foundation Futures Awards. Taking full advantage of our estate - the house, studios, grounds and woodland - the partnership provided a tranquil space for the UK's most promising artists to reflect, experiment, and develop their creative practices. This collaboration exemplifies Hawkwood's commitment to nurturing artistic talent and fostering a sustainable, compassionate future.



A Place for Conversation

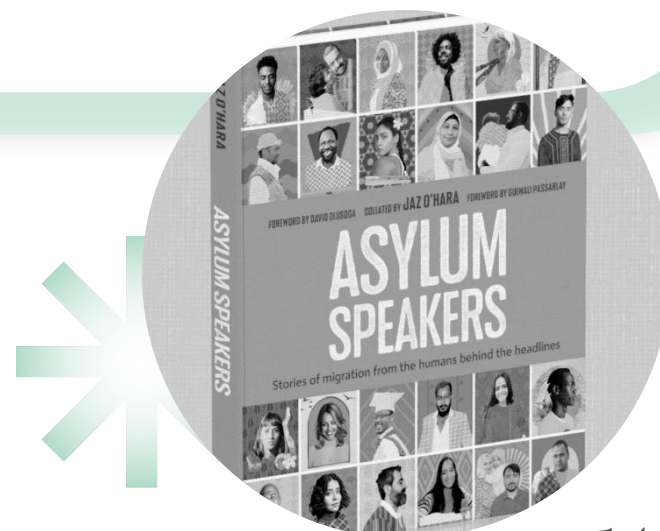
In 2024, Hawkwood was proud to host a series of outstanding events that captivated and inspired our community. Highlights included powerful talks by “Asylum Speakers”, who shared their personal stories, and a book launch in collaboration with the Stroud Book Festival, featuring renowned philosopher Roman Krznaric. We were also honoured to host an exceptional choral performance by the Gesualdo Six, as well as several informal concerts by the Sacconi Quartet during their residency.

Craig Ogden delighted our local audience with his annual guitar concert, further cementing Hawkwood as a hub for exceptional musical talent. In addition, we supported Steffi Bednarek’s launch of her important work on Climate Psychology and Change.

Our newly launched Film and Supper Club proved popular, screening a diverse selection of films, including *Playing for Keeps*, *Black Holes - The Edge of All We Know*, and *Kiss The Ground*, providing both entertainment and an opportunity for meaningful discussion. These events reflect Hawkwood’s ongoing commitment to cultural, educational, and environmental engagement, enriching our community with every occasion.

Case Study *Asylum Speakers*

We hosted the second Storytelling Retreat for Asylum Speakers, an initiative amplifying the voices of refugees and asylum seekers, founded by human rights campaigner Jaz O'Hara. This programme brought together a carefully selected group of participants to hone their storytelling skills and share powerful first-hand accounts of displacement. The participants were enabled to develop their narratives, helping to shift perceptions and raise awareness about the realities of forced migration. Hawkwood was honoured to be part of this vital work, empowering voices that inspire change and understanding. Here are the voices that often go unheard: the humans behind the statistics and the headlines. Their public event at Hawkwood welcomed 60 members of our local community.



A Place for Conversation

42

Events, Festivals
& Conferences

2,519

Attendees

Case Study

Dhaqan Collective

I can't thank you enough for the experience we had over the last week. I'm still processing it all. Thank you for being such a wonderful audience yesterday and making our speakers feel so comfortable. We have our first opportunity to put our new skills to the test tonight at the Choose Love Shop on Carnaby Street, and hopefully many opportunities to come!



A Place to Explore

In 2024, Hawkwood played host to two unusual and engaging projects in our woodlands, welcoming over 4,000 visitors.

The Sonic Woodland project is an immersive sound installation created by composer and producer Joe Acheson, known for his work with Hidden Orchestra, in collaboration with spatial audio engineer Tim Southorn.

"In the beautiful sunshine yesterday, I found myself in Hawkwood listening to the sublime 'sonic woodland'. Part of the Hidden Notes festival."

Hawkwood also digitally geolocated a downloadable poetic walking tour around our woods called Wild Dress created by artist Zoe Svendsen.



Case Study - May Day Festival

Welcoming our local community

The Hawkwood May Day Festival, a beloved local tradition for over 25 years, continues to grow in significance and scale each year, bringing the community together while addressing some of the most pressing issues of our time. The festival featured a diverse and inclusive programme, designed to appeal to all ages and interests. With over 50 volunteers contributing 25 hours of their time, the event drew nearly 2,000 visitors, supporting local hospitality businesses and creating a sense of connection across generations.

Key highlights included a series of innovative talks, such as discussions on climate change with international contributors, and a focus on equity, justice, and environmental sustainability. Local partnerships were a cornerstone of the event, with organisations such as Stroud Valley Projects, Walking the Land, and Stroud Valley Arts showcasing the area's vibrant cultural and environmental values. The festival also featured stalls run by the local community, performances from young bands, and a celebration of zero-waste initiatives.

“A very special day. I really enjoyed the many conversations I had. We had a 90-year old walk up from Stroud for the Positive Ageing workshop.” – Miriam Akhtar, Positive Psychologist. Trainer. Coach. Lecturer. Speaker. Author.



Case Study - May Day Festival

Welcoming our local community

May Day 2024 was not only a day of fun and learning, but also a powerful reminder of how community, creativity, and sustainability can come together to create positive change. As Simon Newbury, a new volunteer, reflected, the experience was "uplifting and connecting," a true testament to the spirit of Hawkwood and its mission to foster a better way of being.

As a newcomer to Stroud, being part of the volunteers on the Hawkwood Open Day was a completely uplifting and connecting experience. Whether the volunteers or the people arriving for the open day, the undeniable energy of all that Hawkwood is, the spirit and commitment shine through. It's so much more than a walk round and seeing things, it's the taste of a better way to be, to learn, to connect. Loved it." – Simon Newbury



Thank You... *to the organisations that come to Hawkwood*

In 2024, we delivered 130 residential and day bookings to over 2,000 delegates. The venue hire revenue stream at Hawkwood is a critical support for our wider charitable work, enabling us to sustain and expand our educational programmes, community initiatives, and environmental projects. By hosting a diverse range of organisations, from environmental and arts groups to corporate teams and educational institutions, we generate essential income that directly supports our charitable activities.

Hawkwood's unique setting provides the perfect backdrop for a variety of events, including conferences, retreats, workshops, and creative residencies. Organisations such as Stroud District Council, Julie's Bicycle, Bristol Old Vic, Complicité, Soil Association, local charities, and businesses that align with our values regularly choose Hawkwood for their events, benefiting from our biodynamic estate and inspiring environment.



Capital Projects in 2024

Case Study

The Haybarn Refurbishment - "Love Your Land" Project.

Investment of £100,000 and supported by The Cotswolds AONB, Farming in Protected Landscape Fund and Enover Community Trust



The Hawkwood Haybarn refurbishment was a key part of our "Love Your Land" project, which aimed to invest in Hawkwood's infrastructure, ensuring that climate action, community support, and the preservation of place were central to the mission. This historic farm building, which has been part of Hawkwood for centuries, underwent significant and urgent restoration with the generous support of our funders. The project not only repaired and enhanced the Haybarn but has also revived the rural skills and creative courses that had been so successful previously. By preserving this beautiful, historic structure rather than building something new, Hawkwood reduced its climate impact and carbon footprint. The restoration aligned with our commitment to sustainability, ensuring the Haybarn remains a valuable resource for future generations.



Capital Projects in 2024

The project also involved the creation of six interpretation boards around the estate, designed to deepen the connection between our visitors, the Cotswold landscape, and sustainable farming practices. These boards were installed at key locations across the site, including the farm packing shed, ponds and wetlands, and the orchard and woodland.

The restoration was carried out in several phases and involved removing the heritage tiles, reinforcing the roof structure with metal brackets and replacing the oak tie beam for added resilience, before replacing the historic tiles and refurbishing the rest of the building. The project was completed in time for the official opening during our May Day Festival and has preserved the historic building for generations to come.



Volunteers

Event & Estate

 **185** PEOPLE DAYS ↓

150 Garden & Grounds

75 May Day Festival

40 Office Support

10 Events Assistance

10 Building Projects

Hawkwood's ability to thrive in 2024 was made possible thanks to the exceptional dedication of our diverse and talented volunteer team. From working in the garden and assisting with building projects to supporting our major community events, each volunteer played an integral role in bringing our mission to life. We are especially grateful for the 185 people days contributed by volunteers across a wide range of tasks, including 75 days dedicated to our beloved May Day Festival.

For the first time, we were thrilled to welcome corporate partners through our new volunteer opportunities, with teams from Lloyds Bank, Spirax Sarco, Intelligence & Security Agencies, Renishaw, and Marsh Commercial giving 63 people days of support. Volunteers also provided invaluable assistance in the office and at events, totalling an additional 50 days of service.

As Katie Lloyd-Nunn, a volunteer, shared: ***"The communication before and after the event was stellar, and I felt truly appreciated."*** Hawkwood's success in 2024 would not have been possible without this incredible support, and we look forward to continuing to grow our volunteering community in the years ahead.

63 CORPORATE PEOPLE DAYS



· Lloyds Bank · Spirax Sarco · Intelligence & Security Agencies ·
· Renishaw · Marsh Commercial ·



Our Local Community

At Hawkwood, we believe that a connection to nature is essential for human wellbeing. In 2024, we continued to offer free access to our outdoor classroom space to local community groups and schools that do exceptional work.

We proudly support organisations such as Journeyman UK, The Nelson Trust, Naturewell, Woodchips, and Growing Places. Their initiatives range from programmes for young men, support for women recovering from disordered eating, to wellbeing and outdoor education for children.

Hawkwood is a space to nurture learning and nature connection in an inclusive setting.



Stroud Community Agriculture

Hawkwood plays host to Stroud Community Agriculture (SCA), our community farm with over 400 members.

The farm plays a vital role in both the local community and the wider environmental landscape, embodying the principles of sustainable farming and stewardship. By providing locally grown, organic produce, SCA supports both the health and wellbeing of its members and the local economy, offering access to fresh, nutritious food while reducing the carbon footprint associated with food miles. The farm is a cornerstone of environmental sustainability, using biodynamic practices to preserve soil health, protect biodiversity, and minimise waste. SCA actively engages with the local community, offering opportunities for people to connect with the land through volunteering, educational programmes, and events that highlight the importance of responsible farming.



Our Impact through our Publications & Networks

Social Media Reach

5,000 Instagram Followers

3,900 Facebook Followers

2,300 LinkedIn Followers

2,200 X (formerly Twitter) Followers

53 Bluesky Followers
*launched in December

9,434 Mailchimp Email List

22,787

TOTAL ONLINE REACH / DIGITAL AUDIENCE



f FACEBOOK GEOGRAPHICAL DISTRIBUTION

651	Stroud	144	Bristol
221	London	110	Cheltenham

in LINKEDIN STATS

5,819	Impressions
1,557	Page Views

FOLLOWER BASE

14%	London
4%	Bristol
3%	Stroud
3%	Netherlands


  NEWSLETTERS + EMAILS

35 Newsletters Sent in 2024

351,440 Total Emails Sent (Database List)

207,620 Emails Opened (Database List)

35.1% Average Open Rate

 **INSTAGRAM REACH**

39,053	Estimated Annual Reach	18.7% Followers	81.3% Non-Followers
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Who We Are – Hawkwood Trustees

In 2024, having received over 40 applications for trusteeship, we were delighted to appoint two new trustees to the Board, Megan Attwooll and David Haraway to join the team.

Chair of Trustees



Lord Michael Richard: Education, arts, and public service leader.



Megan Attwooll: Deputy Strategic Finance Manager, DCMS & community arts advocate.



Louisa Harris: Sustainability and leadership strategist.



Chris Durant: Hospitality consultant and mentor.



Louise Emerson: Strategic coach and cultural consultant.

Vice Chair



Ela Pathak-Sen: Diversity and inclusion advocate.



David Haraway: Theatre and events industry professional.

Who We Are - Hawkwood Team

At Hawkwood, we believe that creativity, personal development, wellbeing, and a deep connection to the natural world have the power to inspire both individuals and society to shape a sustainable and equitable future. Our team is entrepreneurial, adaptive, and dedicated, with each member bringing extensive connections across multiple sectors. This enables us to foster collaborations and create opportunities, always with a strong focus on environmental sustainability.

We also encourage our team to share their wider skills as part of their work at Hawkwood. Our housekeeper leads forest bathing sessions, the musicians among us participate in our courses, our chef's artwork is displayed for sale in our shop, our venue hire manager facilitates leadership and coaching sessions for clients, and our maintenance manager leads walks around the estate while looking after our volunteers. Three team members alone have contributed a combined total of 64 years of service to the organisation.

The office team of 12 supports over 400 courses, events, and venue hires each year, while our kitchen team served more than 39,000 meals and refreshment breaks in 2024. Our hardworking housekeeping team also handled 5,000 room changeovers, contributing to the smooth running of our activities and the wellbeing of all those who visit Hawkwood.

"Working at Hawkwood is like being part of a living, breathing ecosystem of creativity, collaboration, and purpose. It's a place where bold ideas flourish, where you're encouraged to push boundaries, test new ways of thinking, and grow within a supportive community. More than just a workplace, it's a space driven by shared values and a commitment to meaningful change." – Priscila Pabon



Financials & Our Partners

£1,290,000 Income

£1,286,000 Expenditure

£56,000 Investment into capital development projects

A thank you to everyone who supported us in 2024:

Our tutors, artists, fellows, venue hire organisations, Stroud Community Agriculture, our local community who faithfully attend our events, and our ethical and dedicated suppliers.

A special thank you to The Francis W Reckitt Arts Trust, Triodos Bank, Enover, The Laura Kinsella Foundation, The Cotswold AONB Farming in Protected Landscapes Fund, Stroud District Council, The RSA, The Arts Foundation and Bristol Old Vic, as well as our very generous patrons and supporters.

"Hawkwood is a vital cultural and environmental charity in our locality. It is rooted in the local community, but also has a regional and national reach, playing a crucial part in our local economy. Hawkwood's exceptional and unique programme brings together people from across the world to Stroud. It is a place that plays an important role in supporting a collaborative approach to the cultural ecology working with local partners such as Strike a Light, Stroud Valley Arts, Stroud Film Festival, The Gloucester Culture Trust and Create Gloucestershire as well as national partners such as The Royal Court Theatre, The Roundhouse and Bristol Old Vic. We fully endorse Hawkwood and its exceptional work"

– Simon Opher, MP & Roz Savage MP

Our Commitment to Environmental Sustainability

Hawkwood strives to be a beacon of sustainability, fostering a positive impact on our guests, team, and the planet. In 2024, we upheld our strong commitment to environmental stewardship and sustainability, which has been a part of our work since Hawkwood was founded in 1948.

Hawkwood is deeply committed to sustainability, integrating environmentally conscious practices across all aspects of our operations, including financial management. Our 42-acre estate is managed using organic and biodynamic methods, avoiding pesticides and herbicides to promote biodiversity and produce nutritious food.

We source organic, seasonal produce from our own land and local suppliers, ensuring that our kitchen minimises its environmental impact. We actively reduce waste through composting and recycling, employ eco-friendly cleaning products, and optimise energy use by harnessing natural resources like fresh air and sunlight.

Financially, we partner with Triodos Bank, an ethical bank based in Bristol, to ensure our financial practices align with our values. Our goal is to generate sufficient income to cover direct costs and reinvest any surplus back into our programmes, place, and team.

By embedding sustainability into every facet of our work, Hawkwood remains steadfast in our mission to care for people, the planet, and future generations.

“The one thing I feel more and more strongly, in these troubled times, is that we really have to support places and people that help make things happen for other people. Hawkwood has been doing this for a very long time, with purpose, creativity and deep compassion. Now, more than ever, they need our help to make it possible for Alicia and her team to go on empowering and inspiring all those who come within the Hawkwood embrace.”

– Jonathon Porritt, Sustainability Campaigner and Writer



HAWKWOOD

centre for future thinking



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