



AUGUST 2026

Newsletter

STAY IN THE LOOP WITH UPDATES AND ANNOUNCEMENTS!

AT A GLANCE

- **Get ready for Lemon Bun Day** and our new Lemon Bunny Trail.
- **Find out what's happening next** with the Artisan Quarter Brand Book.
- **Help us make the Quarter shine this winter**, including our new Winter Exhibition.
- **Discover what's coming this autumn**, from Sound Walks and *Pictures at an Exhibition* to our new Artisan Quarter website.
- **Catch up on news from the Quarter**, including shopfront support and plans for an Artisan Quarter Business Group.

Flowergate and Beyond



News from Whitby's Artisan Quarter

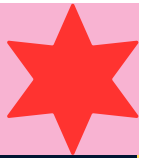
Hello everyone, and welcome to our latest Flowergate & Beyond newsletter, bringing together news, opportunities and ideas for the businesses, artists and makers who are helping us build and celebrate **Whitby's Artisan Quarter**.

There has been a huge amount happening over the past few months and there is lots more to come as we head into autumn and winter. Before we tell you about that, though, we want to look back at what we have already achieved together and say a very big **thank you!**



Our wonderful Little Whitby Potter getting ready to unveil a piece for the art trail.

Looking back: Hand of Glory



Back in May, the Hand of Glory Folklore Festival brought music, performance, workshops, art and all sorts of unusual happenings into venues and spaces across our side of town.

Across the weekend there were **72 performances and workshops**, involving **69 performers** and **28 traders** and hundreds of locals filled the streets alongside our usual tourists. Feedback was so overwhelmingly positive that we will be doing it all again next year from the 30th April to the 2nd of May.

The festival could only happen because so many people got involved. Businesses opened their doors, hosted activity and helped us spread the word. Artists, musicians and makers brought their work into the area, and audiences wandered between venues, discovering places and businesses along the way.

So, thank you to everyone who said yes, took part, hosted something, performed, made, volunteered, promoted the weekend or simply came along and joined in.

It showed us just how much is possible when the businesses and creative community in this part of Whitby work together.



The Great Exhibition

We also want to say a huge thank you to everyone who took part in **the Great Exhibition**, whether you exhibited work, hosted an artist or helped encourage people to explore the exhibition trail.

One of the ideas at the heart of Flowergate & Beyond is that our independent businesses can become places to encounter art and creativity as well as brilliant destinations in their own right. The Great Exhibition gave us an opportunity to explore what that might look like and to create new connections between artists, makers, businesses and audiences.

And we're doing it again!

Great Winter Exhibition: 1 December 2026 – 31 January 2027

This winter there will be another opportunity for **artists and makers to exhibit their work and for businesses to become exhibition hosts**.

Our Winter Exhibition will run from **1 December 2026 until 31 January 2027**, creating a two-month creative trail through Whitby's Artisan Quarter.

Whether you took part last time and would love to do it again, or missed out and want to be involved this time, **we want to hear from you**.

We'll be sharing more information about how artists, makers and host businesses can take part very soon, including ways that we can coordinate our shop window displays - we've been listening to the great ideas you have already shared with us and they are so exciting we think that together we can create something really wonderful.

News from the Quarter



Giving our shopfronts a lift

You may already have spotted some work happening around the Artisan Quarter. **Pete Witney is working with some of you to uplift and improve your shopfronts**, helping to make the most of the

individual character of our streets and the brilliant independent businesses within them.

We still have some capacity to support a few more businesses through Flowergate & Beyond, so if there is something your shopfront needs, **let us know**.

It might be signage, a small improvement, something that needs refreshing, or an idea you have had for a while but haven't quite been able to make happen. We can't promise we'll be able to do everything, but tell us what would make a difference and we'll see if we can meet your needs.

Coming in September



the Artisan Quarter Brand Book

We are delighted that this September we will be sharing something that has been taking shape behind the scenes: the new **Whitby Artisan Quarter Brand Book**.

The Brand Book has been developed by **Zoe at Jet Black Jewel**, under the banner of her marketing business **Little Birdy Brand**. We know that Zoe has worked closely with lots of you during its development, listening to businesses and exploring what makes our side of town distinctive.

We really hope the finished Brand Book will become something useful for all of us to refer to as the Artisan Quarter develops, helping us build a strong and recognisable identity while still celebrating the individuality of all the businesses, artists and makers who make this area what it is.

This is what Zoe had to tell us about it:

"The Brand Book is a tool that all stakeholders can use to inform decisions, generate ideas and provide a shared identity that we can all get behind. It aligns the commercial ambition for the F&B project (i.e. how we get more people on our streets) with the consumer need (e.g. why should I visit?) and provides a visual and verbal representation of our Brand.

It outlines what we stand for, who we are for, and what makes us different.

It culminates in a Big Idea that should help spark ideas and keep us all on the same page, as well as enticing our customers."

Zoe has also very kindly offered to host a **Brand Book handover session**, giving us a chance to get together, talk through the Brand Book, ask questions and explore how we can use it across Whitby's Artisan Quarter.

We'll get back to you with the date and time as soon as these are confirmed.

Whitby's first Lemon Bun Day!



Saturday 19 September

Also coming this September is something we're very excited about: our first **Lemon Bun Day** and **Lemon Bun Trail**.

The idea is to celebrate one of the flagship heritage businesses of our side of town, **Botham's of Whitby**, and the story of its founder, Elizabeth Botham.

Elizabeth founded her bakery in Whitby in 1865, beginning a remarkable female-founded local business story that continues in the town more than 160 years later. Her birthday was **16 September**, so we've chosen the nearest Saturday to celebrate her legacy, the business she created and, of course, one of Whitby's great delicacies.

The inaugural Lemon Bun Day will take place on Saturday 19 September.

But we don't just want people to eat Lemon Buns. We want the whole Artisan Quarter to have some fun with them.

What do you do that goes with a Lemon Bun?

This is where we need you.....

What do you already have in your business that goes brilliantly with a Lemon Bun?

What's the perfect drink to accompany one?

What should you wear while eating one?

Which shoes complete the Lemon Bun look?

What jewellery should you accessorise your bun with?

What's the perfect plate to serve it on?

Which book should you read?

What music should be playing?

What flowers belong on the table?

Where should you walk afterwards?

Perhaps you make, sell or do something that we haven't even thought of.

Tell us what you've got and we'll share it.

We'll be bringing all of your contributions together into a **Lemon Bun Trail**, giving people a reason to explore Whitby's Artisan Quarter while showcasing all the brilliant things available in our businesses.

You don't have to create something new. The idea is to show people the fantastic things that are **already here**. But if Lemon Bun Day inspires you to make something new, strange or wonderful, we certainly won't stop you!

More Lemon Bun news is coming very soon

We'll be officially launching **Lemon Bun Day to the public on 1 September**, when we'll share more about the day, the Lemon Bun Trail and how people can get involved. You're getting a little advance notice here so that you have time to think about what your business, studio or creative practice might like to contribute and what you'd like us to help share.

And there's more. September will also see the start of our **Lemon Bunny Trail**, which will continue right through to **October half term**, giving families another reason to explore the Artisan Quarter, visit our businesses and discover what's here.

We'll tell you much more about the Lemon Bunnies very soon. **More to follow!**

Sounds like Whitby



Take a sound walk on the west side.

This autumn we'll also be launching our new **Sound Walks**, created as part of Flowergate & Beyond.

The walks will lead people through **Whitby's Artisan Quarter**, weaving together the reminiscences and voices of local people with sounds collected from the streets, businesses and spaces around us. These have been crafted into soundtracks that invite people to listen as they move through the Quarter, discovering some of the memories, stories and everyday sounds held within this part of Whitby.

There will also be a **video version of the Sound Walks** for people who can't visit the Artisan Quarter in person, allowing people wherever they are to discover our streets, stories and character.

Alongside the Sound Walks, we'll be launching **Pictures at an Exhibition**, an artistic sound response to the permanent exhibition at **Pannett Art Gallery**, which of course sits right within our Artisan Quarter.

The project creates another way for people to encounter the Gallery and its collection through newly created sound. There's a wider idea behind it too. We hope that by bringing more people to Pannett Art Gallery, we can lead them onwards, through the park and into our beautiful streets, where they can discover the independent businesses, artists and makers that make the Quarter what it is.

Together, **Pictures at an Exhibition and the Sound Walks** will create a journey through the **Quarter**, using art, sound, stories and local voices to encourage people to explore further and find their way straight to your doors.

Last but not least....



Help us make the Artisan Quarter shine this winter

We're also starting to think about what we might do together across **Whitby's Artisan Quarter this winter**, and we'd really like your ideas.

We're holding two informal drop-in sessions:

Friday 28 August, 2–3pm

Friday 4 September, 5–6pm

Both sessions will take place at **The Common Room, in The Archway off Skinner Street**.

We've added the early evening session on 4 September following requests from some of you who can't get away from your businesses during the day.

Please come along if you can and have a chat with **Jo, our Community Connector**, about your ideas. What could we do collectively? What would bring people into the Quarter? What could businesses, artists and makers contribute? What would make our amazing part of Whitby really shine during the winter season?

There's no need to arrive with a fully formed plan. Come along, have a chat, share an idea and help us shape what happens next.

Finally, would you like an Artisan Quarter Business Group?

This is something lots of you have mentioned to us, so we thought we'd ask everyone.

Would an Artisan Quarter Business Group be useful?

One suggestion that keeps coming up is a regular **business breakfast**, giving businesses across the Quarter an informal opportunity to get together, share what's happening, make connections, talk about ideas and explore things we might do collectively.

We're very happy to give it a try as part of Flowergate & Beyond **if there is a demand for it**, so please get in touch and let us know what you think.

Would you come? How often would be useful? Is a business breakfast the right format, or is there something else that would work better for you?

And remember, you don't have to wait for a meeting to talk to us. **Jo, our Community Connector, is here to connect with businesses across the Artisan Quarter**, so if you'd like her to call in for a chat, just drop her a line at jo.flashcompanyarts@gmail.com.

Flowergate & Beyond works best when it is shaped with the people who live, work, make and do business here, so please keep the ideas coming.

Thank you again to everyone who has taken part so far, hosted an artist, opened your doors, shared an idea, filled in a survey, joined an event, performed, exhibited, volunteered or helped us spread the word.

There's lots more to come.

Here's to an exciting autumn and winter in Whitby's Artisan Quarter!

Flowergate & Beyond is led by Flash Company Arts, working with businesses, artists, makers, community organisations and cultural partners across Whitby.



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