

Staffordshire Hoard Campaign Q&As

THE CAMPAIGN/FUNDRAISING

How much was needed to save the Hoard?

£3.3 million (£3,285,000). This sum was reached by the Treasure Valuation Committee in November 2009.

How much money came from the general public?

Over £900,000 has been raised from public donations. We believe this is the highest sum ever donated by ordinary members of the public to a museum acquisition campaign.

Where did the money come from?

The £3.3 million was raised from the following sources:

£1,285,000 from the NHMF

£900,000 in public donations

£600,000 from trusts and foundations

£300,000 from The Art Fund

£100,000 from Birmingham City Council

£100,000 from Stoke-on-Trent City Council

Who will the money go to?

The money will be split equally between the finder and landowner.

When will the money be paid/ownership transferred to the museums?

This will not happen overnight, as the money that has been donated and pledged needs to be collated into a central pot to be paid to the British Museum, who will then pass it on to the finder and landowner. The £3.3 million will be paid in the coming weeks and once the paperwork is complete, ownership of the Hoard will pass to BMAG and PMAG.

Who gets the money? What's the process?

Ultimately, the funds raised will be split between the treasure's finder and the owner of the land on which it was found. The money that has been raised will now be collated and transferred to the British Museum who will then pass it on to the finder and landowner.

Once the paperwork is complete, ownership of the Hoard will officially pass to BMAG and PMAG, who will co-own the Hoard. This process should take a few weeks.

What will the finder/landowner spend the money on?

You'll have to ask them!

THE ART FUND

How much has The Art Fund given towards the campaign?

The Art Fund kick-started the campaign with an initial grant of £300,000, and has been leading the campaign since 13 January, working in partnership with Birmingham, Stoke-on-Trent, and other local councils from the West Midlands region.

It's ridiculous that the money raised will go to the finder and landowner – shouldn't you be campaigning to change the rules so any treasure found is automatically owned by the state?

Archaeological finds which may be treasure are governed by a process set out in the 1996 Treasure Act. The Act stipulates that any finds that could be 'treasure' are reported, and that the finder and landowner are fairly rewarded. The Act has been invaluable in increasing the number of objects reported each year, which might otherwise have never come to light. The Treasure Act and the Portable Antiquities Scheme, which manages the process, are deemed to work well.

NATIONAL HERITAGE MEMORIAL FUND

What is the NHMF and why did it give a grant towards the campaign?

The National Heritage Memorial Fund (NHMF) is the government's fund of last resort for heritage items at risk. Having been approached for funding, on Tuesday 23 March it generously awarded a grant of £1,285,000 towards the campaign. This sum brought the fundraising total up to the £3.3 million needed, and has meant the Staffordshire Hoard can now be secured.

FUTURE PLANS

I recently donated towards the campaign. What will happen to my money if the £3.3m has already been reached?

Any money raised in addition to the initial £3.3million needed to acquire the Hoard will go towards the £1.7 million pot needed to fund the research, conservation and long-term display of the Hoard. From Wednesday 24 March onwards, donations will go straight towards the target £1.7m.

Why is a further £1.7m needed?

Acquiring the Hoard is just the beginning. A further £1.7 million is required to create long-term displays in Birmingham and Stoke-on-Trent, facilitate the future loan of items and to fund the conservation and research needed to unlock the wealth of information the Hoard holds about the history of Mercia and of Anglo-Saxon England.

Birmingham Museums and Art Gallery and the Potteries Museum and Art Gallery are also working with Lichfield, Tamworth and Staffordshire Councils to create a 'Mercian Trail' across the Midlands region that will bring the story of the Hoard to life. The Trail will develop the historical themes associated with the Hoard and promote understanding of the history and archaeology of the Mercian area. In doing this it will support the key regional priorities around learning and education and stimulate the local economy.

What exactly is the £1.7 million needed for?

Now the £3.3 million for the acquisition has been raised, a further £1.7 million is needed to unlock the story of the Hoard.

This breaks down as follows:

- £100,000 for conservation and research
- £400,000 towards developing a Mercian Trail in the West Midlands
- £1 million - £500,000 each - for developing new permanent exhibition galleries at BMAG and PMAG
- £200,000 towards touring exhibitions and new permanent exhibitions at Tamworth and Lichfield

Will you be applying to the HLF? How much for?

BMAG and PMAG will be making an application to HLF to help develop their exhibition galleries in due course. Discussions with HLF are ongoing.

Can I still go and see the Hoard?

Yes. The current displays in Birmingham and Stoke-on-Trent will now continue and items from the Hoard can also currently be viewed at the British Museum. The long-term display of the Hoard, and any special exhibitions, are being discussed and details will be announced in due course.

What lies in store for the future of the Hoard?

It will remain one collection jointly owned by BMAG and PMAG where the majority of the items will go on permanent display. A schedule for future display at the two venues is currently being drawn up, and details will be announced in due course. BMAG and PMAG are working with regional partners from the Councils of Lichfield, Tamworth and Staffordshire to develop a 'Mercian Trail' and are exploring the potential for lending some items from the Hoard for display in venues such as Lichfield Cathedral, a site of religious significance in the Anglo-Saxon period, Tamworth Castle – which was a royal seat in Anglo-Saxon period - and possibly a venue in Staffordshire where the story of the archaeological discovery will be further explored.

How will BMAG and PMAG decide who displays which items?

The Hoard will be jointly owned by BMAG and PMAG. A schedule for future display at the two venues is currently being drawn up, and details will be announced in due course.

BACKGROUND

What is the Staffordshire Hoard?

The Hoard is Anglo-Saxon treasure which was discovered in a field in the West Midlands in July 2009. It contains about 5kg gold and 1.3kg of silver. It is an unparalleled archaeological find made up of over 1,500 items comprised of gold, silver and precious stones, which are believed to date back to the 7th Century. These riches will give an enormous insight into the lives of the Anglo-Saxon people and an understanding of the role the region known as Mercia played in history.

How was this deadline of 17 April set?

Archaeological finds which may be treasure are governed by a process set out in the 1996 Treasure Act, and the story of how the Hoard was found and reported through the Portable Antiquities Scheme is a model of good practice.

The find was reported to Duncan Slarke, Finds Liaison Officer of the Portable Antiquities Scheme (PAS), who contacted Dr Roger Bland, Head of the PAS and Kevin Leahy, National Finds Adviser. Birmingham Archaeology carried out the excavation, funded by English Heritage, and this was completed within a month.

The Hoard was sent to the Coroner of South Staffordshire and declared treasure on 24 September 2009. On 25 November 2009 the Treasure Valuation Committee (TVC) reached its valuation of £3.3 million, and the museums interested in acquiring the Hoard were asked to confirm their intentions. The TVC then generated an 'invoice' to the

museums, giving four months from the date of the letter for the money to be raised. This gave the 17 April 2010 deadline.

What is the Treasure Valuation Committee?

The Treasure Valuation Committee is an advisory committee of the DCMS (Department for Culture, Media and Sport). Members of the TVC are appointed by the Culture Minister. The British Museum provides the secretariat to the TVC.

Why didn't the British Museum want it? Why should it stay in the West Midlands?

It's not that the British Museum didn't want it. The Hoard was discovered in the West Midlands, and people feel strongly that it should stay in its region of discovery. Two museums in the area, who both have relevant collecting policies, Birmingham Museum and Art Gallery and the Potteries Museum and Art Gallery, Stoke-on-Trent, bid to jointly acquire it in November 2009. The Art Fund led the campaign to raise the money for the treasure to stay in the region in which it was unearthed. The British Museum has supported the campaign right from the start. It will also provide assistance with research and conservation should the two museums be successful.

Who else has been involved in the fundraising campaign?

The Art Fund has been leading the campaign to jointly acquire the treasure for Birmingham Museums and Art Gallery and the Potteries Museum and Art Gallery in Stoke-on-Trent. The Art Fund has been working closely in partnership with the councils of Birmingham, Lichfield, Staffordshire, Stoke-on-Trent and Tamworth as well as Advantage West Midlands, Staffordshire University, British Museum, Museums Libraries and Archives Council and the Government Office for the West Midlands.