

Press Release – 3 August 2016

**THE HEPWORTH WAKEFIELD IS AWARDED £126,674 ARTS COUNCIL FUNDING  
TO SUPPORT AUDIENCE DEVELOPMENT PROJECTS, VOLUNTEER PROGRAMMES  
AND LONG-TERM DIGITAL AMBITIONS**



The Hepworth Wakefield, Yorkshire's award-winning gallery, is delighted to announce it has been awarded £126,674 from the Arts Council England.

The gallery is among the 94 museums and organisations that have been successful in the second round of the Museums Resilience fund, which awarded a total of £12,271,676 to support museums in becoming more sustainable and resilient businesses.

The Hepworth Wakefield will use the funding to support a series of programmes and projects that will engage with existing and build new audiences by working in partnership with local community groups, arts organisations and businesses, as well as developing new sources of income.

Specific projects benefitting from the funding include: a major new volunteering and ambassadors campaign; increased digital content to enhance visitor experience, growing the gallery's successful membership scheme and carrying out an important audience research project in partnership with local community groups, relating to The Hepworth Riverside Garden; a new, free public garden for Wakefield.

Jane Marriott, Managing Director of The Hepworth Wakefield said: "We are delighted that Arts Council England recognise The Hepworth Wakefield's ability to grow our audience engagement and realise our digital ambitions. We are aware of the need for galleries to generate independent revenue sources as reductions in public funding continue to take effect, and this funding will help to grow our vital membership scheme."

She added: "In addition, the creation of a major volunteer recruitment campaign and engagement programme later this year will also enable us to engage more people with arts and encourage visits, which is particularly important as we know Wakefield is historically an area of low participation in the arts and this is something we can continue to actively redress with this funding."

John Orna-Ornstein, Director of Museums at Arts Council England said: "The focus of our investment approach for museums in 2015-18 is on building a more resilient sector. The Museum Resilience fund is a key part of that, providing vital support to museums right across the country. The fund responds directly to the challenges facing museums like those in Lancashire and Kirklees, and also supports major strategic initiatives such as the Museums Association's Transformers programme."

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## MEDIA ENQUIRIES:

Naomi Roberts, PR and Media Manager, The Hepworth Wakefield

T: +44 (0)1924 247392

E: [naomiroberts@hepworthwakefield.org](mailto:naomiroberts@hepworthwakefield.org)

Alison Millar, Media Relations Officer, Arts Council England

T: 020 7268 9648

E: [Alison.Millar@artscouncil.org.uk](mailto:Alison.Millar@artscouncil.org.uk)

## THE HEPWORTH WAKEFIELD

The gallery is at the heart of Wakefield's regeneration. Designed by the internationally acclaimed practice, David Chipperfield Architects, it is funded by Wakefield Council and Arts Council England and an increasing number of charitable trusts, private individuals, Patrons and Members.

The gallery opened on 21 May 2011 and has since welcomed nearly 1.5 million visitors.

Address: The Hepworth Wakefield, Gallery Walk, Wakefield, West Yorkshire, WF1 5AW

Telephone: +44 (0)1924 247360

Admission: Free

Website: [www.hepworthwakefield.org](http://www.hepworthwakefield.org)

Email: [hello@hepworthwakefield.org](mailto:hello@hepworthwakefield.org)

Opening Hours: 10am - 5pm Tuesday – Sunday  
10am - 9pm Third Thursday of the month  
Closed Mondays (except local school holidays and bank holidays)

Polite Request: The gallery should be cited in full, as The Hepworth Wakefield

Twitter: @HepworthGallery

Facebook: TheHepworthWakefield

Instagram: HepworthWakefield

## ARTS COUNCIL ENGLAND

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2015 and 2018, we plan to invest £1.1 billion of public money from government and an estimated £700 million from the National Lottery to help create these experiences for as many people as possible across the country. [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

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