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National Award for St Barbe Museum and Art Gallery

A campaign that raised £30,000 in just three months to keep a hoard of Roman coins in the New Forest has scooped a top national award.

St Barbe Museum and Art Gallery's Boldre Hoard Appeal has won The Brown Creative Award for Best Campaign under £100,000 in the Emcees Awards 2017, run by The National Arts Fundraising School.

Out of hundreds of nominations and 19 shortlisted entrants, St Barbe Museum and Art Gallery was one of 8 organisations from across the UK to have won a 2017 Emcees Award. The awards aim to recognise excellence in arts and culture fundraising.

Chairman of Trustees at St Barbe Museum and Art Gallery, David Rule, said: *"It is wonderful that all the hard work done by our team has been recognised nationally in this way."*

The Boldre Hoard Appeal was launched in October with the help of historian and TV presenter Dan Snow and primary school children from three Lymington schools.

Speaking from a broadcasting assignment in India today (Weds 10 May) Dan said: *"I'm so proud of St Barbe Museum and Gallery. It has a local collection of international significance and has now proved that it can run a relatively small fundraising campaign with huge ambition. It was an honour to play a small part."*

The winners were chosen by a panel of judges, including Bernard Ross, =mc and National Arts Fundraising School Founder-Director; Anamaria Wills, Cultural & Creative Consultant at Evans Wills Partnership, Howard Lake, Director of Fundraising UK; Miranda Rowlands, SHARED Enterprise Project Officer with Norfolk Museums Service and Ian Tabbron, NAFS Alumnus.

=mc Director, Bernard Ross said: *"What all the winners had in common, was a strong underlying strategy in their campaigns, a donor-centred approach coupled with some truly aspirational innovation and creative spirit in the way in which they carried out their work."*

"We are delighted to be recognising these organisations and individuals, who are representing excellence in art fundraising"

Nearly £10,000 was raised on the first evening, when more than 100 people packed into Lymington Baptist Church to hear Dan Snow and Dr Louise Revell, a lecturer in History at Southampton University, chat about the importance of the hoard.

Around 3,000 other interested people also watched the evening's proceedings from around the world by tuning into Periscope to see the event broadcast live.

Dan Snow himself donated the first £500 to the appeal, and many others were made on the night, including £2,000 from The Brebbia Foundation and £500 from Heppenstalls Solicitors in Lymington.

In the first week, The V&A Purchase Grant Fund awarded the appeal £3,650; a further £2,750 came in from The Headley Trust and £2,000 from The Aurelius Trust.

Mark Tomlinson, Director of St Barbe Museum and Art Gallery, said: *"This award belongs to the local community whose generosity and support made this possible."*

In the final four weeks of the appeal, in January this year, the campaign received a huge boost from more than 5,000 miles away, when American businessman Richard Beleson vowed to give £7,500 to The Boldre Hoard campaign if people living in the area did the same.

The match-funding promise gave new vigour to the appeal and it closed at the end of January, hitting its £30,000 target, after just 14 weeks. Mr Beleson made the pledge after seeing a video of schoolchildren calling for the Hoard to be brought back to Lymington, on the St Barbe website.

Richard Beleson said it was *"personally gratifying"* to have played a role in the success of the campaign.

He added: *"I was thrilled to hear that the St Barbe Museum and Art Gallery received the Brown Award. The children of Lymington and Dan Snow deserve credit for their inspirational video."*

The Boldre Hoard was discovered by metal detectorists on fields near Warborne Farm in Lymington in 2014. More than 1,600 coins were found buried in the ground in a Romano-British pot and date back as far as the third century – with the oldest struck possibly as early as AD 249 under the emperor Trebonianus Gallus.

The coins were taken to the British Museum in London where they were officially declared treasure. The British Museum expressed an interest in keeping some of the coins, but St Barbe Museum and Art Gallery was determined to keep the hoard together as a collection and bring it back to Lymington.

At the time, Dan Snow said: "This hoard is one of the most exciting archaeological discoveries in the New Forest in recent history. It belongs here, for us all to enjoy and admire, and is part of our local story – I hope it remains so."

The Boldre Hoard will go on display to the public for the first time when St Barbe Museum and Art Gallery re-opens to the public after an extensive refurbishment in July.

The Boldre Hoard Campaign supports the wider HLF funded Future for St Barbe project which brings major enhancements to the museum and gallery.

For more information please contact Ann Henderson on 01590 676969