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PRESS RELEASE

£3.3m Staffordshire Hoard valuation accepted by acquiring councils

A £3.3m price tag placed on the Staffordshire Hoard at an independent valuation has been accepted by the two councils who will raise the funds to acquire it.

Stoke-on-Trent City Council and Birmingham City Council have welcomed the Treasure Valuation Committee's £3,285,000 valuation of the 1,800 mainly gold and some silver Anglo-Saxon artefacts. The amount makes the Staffordshire Hoard the most valuable treasure find ever.

The two authorities will jointly acquire the treasure, and have now been given four months to raise the funds. They will also work with partner authorities Lichfield District Council, Staffordshire County Council and Tamworth Borough Council to help ensure the seventh century items remain in the region in which they were found, for local people to see.

Councillor Hazel Lyth, Stoke-on-Trent City Council cabinet member for economic development and culture, said: "We welcome the valuation of the committee. To value items, the like of which have simply never been seen before, is an unenviable task and I'd like to thank the committee for their work.

"But now the real work for us must begin. We are working jointly with Birmingham City Council to acquire the treasure, and only have a limited amount of time to raise the funds.

"We're also calling on the support of the public and businesses to help raise the funds and we want as many people as possible to join us in bringing the treasure home. We're confident that working together, we can raise the required money.

"The treasure will have a huge economic impact on Stoke-on-Trent in terms of bringing in visitors and encouraging visitor spend. We are thrilled to be able to give people the chance to see the hoard, including items that have never before been displayed, when it is exhibited at the Potteries Museum and Art Gallery from February 13."

The fundraising campaign has already gained the support of Government Office West Midlands and the Museums, Libraries and Archives Council. The two city councils have already been involved in talks with funding bodies the Heritage Lottery Fund, Art Fund and National Heritage Memorial Fund.

Councillor Martin Mullaney, Birmingham City Council cabinet member for leisure, sport and culture, said: "It is great to have a real target to aim for. We are already talking to major potential funders to help us acquire the hoard and bring it home to its rightful place in the ancient kingdom of Merica.

"Over 42,000 people saw the treasure when it was displayed at Birmingham Museum and Art Gallery in September, and thanks to the generosity of the public we have already raised almost £40,000 towards the fundraising total.

"This will take a huge, co-ordinated fundraising effort and we have already been working hard with partners and had early discussions with fundraising bodies. We want as many people as possible to support the campaign and help ensure we keep the treasure in the region."

A selection of around 80 of the most significant artefacts, including items that have yet to be seen in public, will go on display at the Potteries Museum and Art Gallery, Stoke-on-Trent from February 13 to March 7.

Collection boxes for public donations are available in the Potteries Museum and Art Gallery and Birmingham Museum and Art Gallery. To find out more on how to give money to support the fundraising, please visit www.bmag.org.uk/support-us.

'The Staffordshire Hoard' book has also been published by the British Museum Press, priced at £4.99, with £1 going to the acquisition appeal fund.

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For media enquiries, please call Andrew Brunt at Stoke-on-Trent City Council press office on 01782 232671.

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