

Record of officer decision

Decision title:	Development and implementation of a fundraising strategy to secure the Herefordshire Hoard for the people of Herefordshire
Date of decision:	24 September 2021
Decision maker:	Interim Director For Economy & Place
Authority for delegated decision:	The Chief Executive's Scheme of Delegation
Ward:	Countywide
Consultation:	Economy & Place Directorate Management Team Management Board Herefordshire Council Cabinet Cabinet Member for Commissioning, Procurement and Assets
Decision made:	To develop and implement a fundraising strategy to secure the Herefordshire Hoard for the people of Herefordshire
Reasons for decision:	<p>In June 2015 a number of items from the late 9th century were found buried in a privately owned field in the north of Herefordshire. The collection, now known as the Herefordshire Hoard, is currently with the British Museum awaiting valuation by the Department of Culture, Media & Sports' Treasure Valuation Committee.</p> <p>Once valued, Herefordshire Council will have the opportunity to acquire the Hoard and display it for the benefit of the people of Herefordshire.</p> <p>Acquisition of the Hoard will strengthen the business case for the redevelopment of the building currently housing the museum in Hereford as part of the Stronger Towns Project.</p> <p>Acquiring the Hoard would enhance the cultural offer to residents and visitors, support the case for the museum redevelopment as part of the Stronger Towns Project, would extend people's understanding locally, nationally and internationally of the importance of the Hoard in understanding how the English nation developed.</p> <p>A professional fundraiser will be commissioned to develop, write and implement a fundraising strategy to support the acquisition of the Hoard, covering areas such as donations, community engagement and external funding bids.</p> <p>Total cost of the process to be up to £40,150. These costs would cover the development and implementation of a fundraising strategy, activities and evaluation, marketing and promotion and additional staff time to manage the process and donations.</p> <p>£32,000 has been identified to support this from existing revenue reserves with additional funds up to the total being provided from existing revenue budgets where available.</p>
Highlight any associated risks/finance/legal/equality considerations:	None

Details of any alternative options considered and rejected:	<p>The option of not opting to acquire the Hoard was considered. This was rejected for the following reasons</p> <p>Acquiring the Hoard would be a key element of the full business case for the redevelopment of the museum as part of the Stronger Towns project</p> <p>The residents of Herefordshire would miss out on the opportunity to engage with an important piece of local and national heritage if not acquired</p> <p>Acquiring the Hoard will raise the profile of Herefordshire and the Council with the potential to bring external funding into the county and to increase the number of visitors to the city centre</p>
Details of any declarations of interest made:	<p>None</p>

Signed

Neil Taylor
Interim Director for Economy & Place

Date: 24 September 2021