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Stephen Deuchar, Director of the Art Fund, said: “For several years we have been working with partners nationally and in Stoke to find a way to save the Wedgwood Collection from being broken up and sold off on the open market. Having explored all options, we have now negotiated to buy the complete Collection at a fair price, enabling us to keep it together and on display locally and ensuring it is never put at risk again. If we raise the remaining £2.74m needed by 30 November, we will be able to gift the Collection to the V&A to display it long term in the existing museum in the redeveloped visitor attraction at the Barlaston site. If, with the public's help, we can raise the remaining funds (matched pound-for-pound with extra funding from a UK private trust) the future for the Wedgwood Collection has, despite all past difficulties, never looked brighter.”

Carole Souter, Chief Executive of the Heritage Lottery Fund, said: “The Heritage Lottery Fund has been a long-standing supporter of the Wedgwood Museum Trust and we were shocked to learn that its Collection had been put at risk. The Wedgwood Museum's Collection is a window into the Wedgwood family's business and private life set within the context of the Industrial Revolution. It is, quite simply, one of the most extraordinary and rare Collections of its type in the UK. We have been working closely with the Art Fund since 2011 to find a solution enabling the Collection to be protected in perpetuity, so I'm delighted that our Board of Trustees has agreed in principle to provide up to £5m to this fundraising campaign. We hope this will help ensure the Collection can be bought as a whole and remain in its original home in Staffordshire.”

Tim Reeve, Chief Operating Officer of the V&A, said: “Wedgwood has a unique place in Britain's ceramic history and in the industrial history of the nation. Josiah Wedgwood was a true pioneer, transforming British pottery from a minor craft to a major industry through a combination of scientific experimentation, development of new ceramic materials and techniques, excellence in design and a genius for marketing and business. The Wedgwood Collection contains not only some of the finest ceramics produced in Britain over the last 250 years but is also the most complete documentation of factory production in the country. It would be a tragedy for the Collection to be dispersed and we sincerely hope the funds can be raised to secure it for the nation. The V&A stands ready to safeguard the collection for future generations.”

Gaye Blake-Roberts, Director of the Wedgwood Museum, said: “The Wedgwood Museum contains several interrelated collections which together provide a unique insight into fashion, taste, connections and commerce from the middle of the 18th century onwards. The exceptional ceramic collections cover everything from initial experiments to objects of great beauty made in the heart of ‘The Potteries’. The archive is arguably one of the best accumulations of documents on ceramic history in the world, and includes details of the social, manufacturing and commercial aspects of the Wedgwood Company history with an emphasis on the specific importance of ‘The Father of English Potters’.”

Anthony Jones, Executive Vice President and Chief Financial Officer of WWRD, said: “We are delighted to play a key role in the future of the Wedgwood Collection and in helping to ensure it remains on display to the UK public for generations to come. We are excited about the discussions ongoing with the V&A that would put the Collection and Museum at the heart of our magnificent new visitor experience scheduled to open in Easter 2015 following the £34 million redevelopment of the Barlaston site.”

Bob Young, one of the Joint Administrators from Begbies Traynor, said: "Begbies Traynor are delighted to have been able to broker a deal which aims to save the Wedgwood Collection and keep it in North Staffordshire, whilst securing a fair deal for creditors. This could be a great example of the rescue culture working through the medium of Administration in securing a successful outcome for all parties. I would like to express my gratitude to creditors, in particular the PPF, and the Wedgwood pension trustees, for

their patience whilst this package has been put together. It only remains for me to implore the public to donate generously to help get us over the fundraising line in order that we can complete this rescue.”

Media assets:

[High resolution images of items from the Wedgwood Collection](#)

[Low resolution images of items from the Wedgwood Collection](#)

Please note that all copyright and caption information is embedded in the metadata

[Film of the campaign to save the Wedgwood Collection](#)

Please note this link is **private** until 10am on Monday 1st September, it can be embedded, but please do not share more widely

@artfund

#savewedgwood

For further information please contact:

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The Art Fund

The Art Fund is the national fundraising charity for art, helping museums to buy and show great art for everyone. Over the past 5 years we've given over £26m to help museums and galleries acquire works of art for their collections and placed hundreds of gifts and bequests, from ancient sculpture and treasure hoards to Old Master paintings and contemporary commissions, with 25% of grants going towards works by living artists. We also help museums share their collections with wider audiences through supporting a range of tours and exhibitions, including the national tour of the Artist Rooms collection and the 2014 tour of Jeremy Deller's *English Magic*, the British Council commission for the 2013 Venice Biennale. Our support for museums extends to the Art Guide app – the comprehensive guide to seeing art across the UK, promoting a network of nearly 700 museums and galleries throughout the country, and the £100,000 Art Fund Prize for Museum of the Year – an annual celebration of the best of UK museums, won in 2014 by Yorkshire Sculpture Park in Wakefield. We are independently funded, the majority of our income coming from over 110,000 members who, through the National Art Pass, enjoy free entry to over 220 museums, galleries and historic houses across the UK, as well as 50% off entry to major exhibitions. Find out more about the Art Fund and the National Art Pass at www.artfund.org.

Heritage Lottery Fund

Using money raised through the National Lottery, the Heritage Lottery Fund (HLF) aims to make a lasting difference for heritage, people and communities across the UK and help build a resilient heritage economy. HLF has supported 36,000 projects with £6bn across the UK. www.hlf.org.uk @heritagelottery.

V&A

The V&A is the world's leading museum of art and design with collections unrivalled in their scope and diversity. It was established to make works of art available to all and to inspire British designers and manufacturers. Today, the V&A's collections, which span over 5000 years of human creativity in virtually every medium and from many parts of the world, continue to intrigue, inspire and inform. www.vam.ac.uk