

WENTWORTH
WOODHOUSE



Annual Review

2021

2022



The work of the Trust at Wentworth Woodhouse is ever expanding and evolving



WENTWORTH WOODHOUSE
• ROTHERHAM •

wentworthwoodhouse.org.uk



A MESSAGE FROM OUR CHAIR

When I read back on what was achieved during the period covered in this report, I am, as ever, incredibly proud. The team at Wentworth are very creative, and we see this in the fantastic new offers launched over the year.

The Black Diamonds Tour, written by author Catherine Bailey, has proved incredibly popular, and we are very grateful to Catherine for allowing us to showcase her script.



If These Walls Could Talk attracted a new family audience to Wentworth and was our first step into the world of digital story-telling within the State Rooms.



Our digital film offer goes from strength to strength, led by Steve Ash who, this year, won the national Digital Heritage Hero Award – a very well-deserved accolade. There is an ever-growing selection of films available on our YouTube channel which make for fascinating viewing. If you haven't subscribed to our channel, please do so - it is free and will keep you informed of the progress we are making across all our departments.

In April 2022, we launched our impact report *Changing Lives, Supporting Communities* from No. 11 Downing Street. The report looked back at the first four years of the Trust, from 2017-21, and we have committed to repeating the exercise every four years going forward, so that we always have a clear understanding of the impact our work makes, economically, environmentally and socially to the South Yorkshire region.

The statistics in the review speak for themselves; £13.5m generated in gross added value to the South Yorkshire economy, 57 new jobs created, 93% of which are filled by local people, £20m generated in wellbeing benefits, and Wentworth Woodhouse is outperforming the South Yorkshire Region in terms of wider social and economic impact by 35%. These are incredible numbers and I was very proud to be able to show Government and our funders, the difference their investment in Wentworth Woodhouse is making in the region.



We have achieved so much in such a short space of time but there is still much to do. Your support is critical. On behalf of my fellow Trustees may I thank you, and our staff and volunteers and all who help us in so many ways.

Dame Julie A Kenny DBE DL

Chair

Wentworth Woodhouse Preservation Trust

Julie A. Kenny



ACHIEVEMENTS & PERFORMANCE

The work of the Trust at Wentworth Woodhouse is ever expanding and evolving and in this, just our fifth year on site, we have seen a tremendous shift in our approach to the core business, with a defiant step into the world of digital.



Digital Development - Pages 20 & 21

Our hospitality offer has improved and diversified and we have experimented with a variety of events and experiences to engage new audiences.



Hospitality Growth - Pages 16 & 17

The development of the site and its regeneration has been progressive and visitors can now really see the improvements that are being made.



Regeneration Works - Pages 4 & 5

But all of this has been set against a backdrop of a country struggling to get back on its feet after closures and restricted opening as a result of the pandemic and an increased cost of living which is having a marked effect on visitor numbers across the sector.

The House only reopened on 19th May 2021 having been shut since November 2020, although fortunately the Gardens had provided a sanctuary throughout the pandemic period.



Visitor Experience - Pages 6 & 7

However, the team at Wentworth Woodhouse are a determined group and their efforts this year have enabled the Trust to push on even further, in all aspects of our work.



Volunteer Contributions - Pages 10 & 11



REGENERATION – CAPITAL WORKS

Rainwater Hoppers

Although the major roof repairs to the East Front State Rooms were completed back in 2020, once our temporary roofs were removed it became apparent that our newly refurbished rainwater hoppers were even more appealing to our feathered friends than before – with birds attempting to nest in them daily, creating blockages and pushing water back into the building in places. We embarked upon a programme of preventative maintenance - with each of our high-level hoppers across the whole site being fitted with bespoke steel mesh netting. In addition, our sumps were fitted with gutter hogs to catch debris from surrounding trees. Whilst this exercise was challenging and took many months to complete, it is of paramount importance to keep the buildings weather tight.



North Pavilion

The Government had opened a number of new funding programmes throughout the pandemic in order to keep the construction, leisure and tourism sectors going.

External repair works to the North Pavilion reached practical completion in September 2021 and we celebrated with funders and supporters as this important milestone had been reached despite the many challenges.

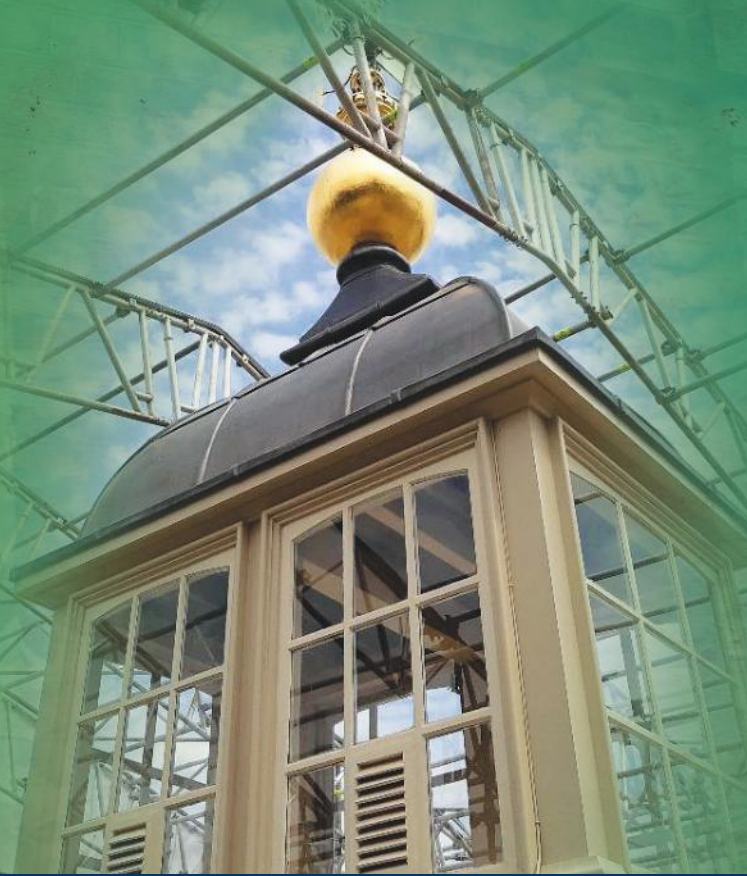
The newly restored pavilion only went on to highlight the need to restore the South Pavilion too, which in comparison to the North Pavilion with its gilded weather vane shining on top for all to see, looked very sad and unloved.

An application to the Historic England Heritage Stimulus Round 2 fund for external repairs to the South Pavilion and Bridge, and Clifford Lodgings was submitted and approved in September 2021. This provided a grant for 80% of the costs, the remaining 20% was secured from the Hamish Ogston Foundation (HOF) and The Goldsmiths Company Charity.

Hamish Ogston Foundation Summer School

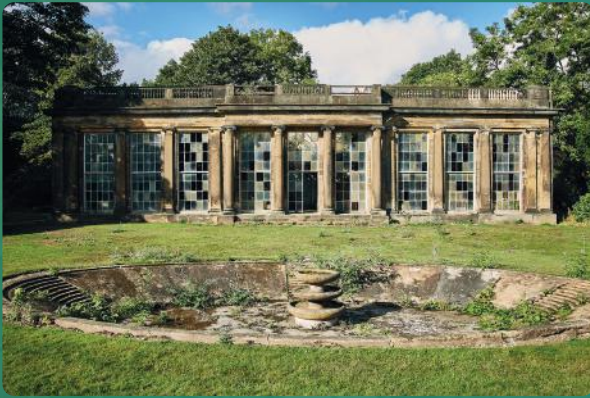
Wentworth Woodhouse had been the first site selected to host a Hamish Ogston Foundation Summer School in 2022. It is expected that other sites across the UK will host future summer schools following the Wentworth pilot. The summer schools, funded through the foundation and supported by Historic England, provide apprentices with an intensive six-week heritage skills training experience. Some of the apprentices were able to join the main contractor, Pinnacle Conservation, for works to the South Pavilion which HOF supported with a capital grant.

We are delighted that the Landmark Trust is to become a partner organisation at Wentworth with the long-established charitable trust, specialists in historic holiday lets, taking a long lease on the Pavilion to deliver the internal fit out, ready for it to become a high-class holiday let which they will manage. Works to the South Pavilion reached practical completion in June 2022. Another successful project for which we thank all of our funders and supporters, most particularly The Hamish Ogston Foundation, Historic England, the Historic Houses Association, Landmark Trust and The Goldsmiths Company Charity.



Camellia House & Stables Development

The development phase for the Camellia House and the Southern Range of the Stables completed in December 2021. This is always a challenging phase of any project as it is when all the aspects of the design, planning, statutory consent applications, public consultations and detailed funding applications need to be completed. A further application for delivery of the project was submitted to the National Lottery Heritage Fund in November 2021 but this is only concerned with delivering the Camellia House project and the car park at the old swimming pool area adjacent to the Stables. The delivery phase of the Southern Range of the Stables will be phased into several future funding applications. The Camellia House delivery grant was approved in March 2022 and a grant of £4m awarded.



The costs of the project had seen a substantial increase due to both a significant rise in material costs and an expansion of the original scope of works.

The shortfall for the original scope of works was secured thanks to an uplift in the grant award from the National Lottery Heritage Fund of £614,900, bringing the original application sum of £3,386,300 up to the £4,001,200 awarded.

This has been matched with a grant of £364,622 from the Hamish Ogston Foundation, £250,000 from Historic England, £118,257 from Garfield Weston, £100,000 from Historic Houses Foundation, £7,500 from Ian Addison Charitable Trust, £19,270 in-kind donations, £33,400 volunteer time and £136,536 from WWPT own funds and other grant applications.

In June 2021, a bid for £4.6m was submitted to the Government's Levelling Up Fund via the local authority, Rotherham MBC for delivery of a part of the Southern Range of the Stables, including new production kitchens which will provide services across the site. Work on this is now underway and programmed to be completed by 2024.



Lamp Standards

At the start of 2022 we were fortunate to receive funding from the Elizabeth Cayzer Charitable Trust to fully restore the six cast iron lamp standards that are located across the East Front. They were in a very poor and decaying state and had started to fall apart.



The restoration is not straightforward with Ridgeway Forge of Sheffield, who are managing the project, having to work with our contractors to try to understand how they were originally put together. Work on this project is expected to complete in November 2022.



Our thanks go to all of our funders and especially to the Fitzwilliam Wentworth Estate for their cooperation with all matters to do with planning and carparking.



VISITOR EXPERIENCE



In order to re-open the House following the effects of Covid, a change in direction to the visitor experience saw the rooms open for general admission or 'free flow' for the first time. From 18th May 2021, visitors were able to explore some of the State Rooms at their leisure as part of a time-ticketed experience. Room Stewards were recruited, trained and positioned throughout the spaces in order to ensure the House was well protected, but also to offer additional information to the interpretation panels that were placed in each of the rooms.

Opening the House in the afternoon to free flow was an important change in the House's response to the pandemic, making it more accessible to a new audience, but also providing an alternative for those that may have not been comfortable being led around on a guided tour - a potential issue identified by ALVA reports during the pandemic.

The tour offers continued in the morning (although reduced in number for the first few months due to Covid). The Garden offer also remained part of the visitor experience following its successful opening during 2020. This financial year we have welcomed over 43,000 visitors on either tours or general admission.



**Over 43,000
visitors
on either tours or
general admission**

Guided Tours

Our introductory tour, the Wentworth, has remained part of our ongoing tour programme. We also introduced a new tour based on the popular book *Black Diamonds* in October 2021. This tour, written and launched by the author Catherine Bailey, is inspired by the personal stories within the book and takes visitors into spaces in the House that had not previously been open to the public, including the more private family rooms on the West Front.



**5,073 visitors
came on tours
since reopening in
May 2021**

Specialist tours have also picked up well since reopening the House in May 2021. The Hidden Tour and Wentworth According to Bob have run weekly and the Conservation and Lady Mabel College Tours once a month. The Head Gardener Tour has also been redeveloped to include a breakfast and Q&A session in one of our Garden Cabins. Despite not reopening until late May 2021, and with reduced capacity, we have still welcomed 5,073 visitors on tours.



Group Visits

Unsurprisingly, groups were a little slow to return when we first reopened in May 2021 and many had been postponed or cancelled due to the pandemic. However, as things gradually moved to a new normal, we have seen our booked groups return in addition to a number of new groups visiting for the first time. The group tour offer has been refined and developed to offer a series of tours or bespoke packages complete with a range of catering packages and a private dining space during their visit.

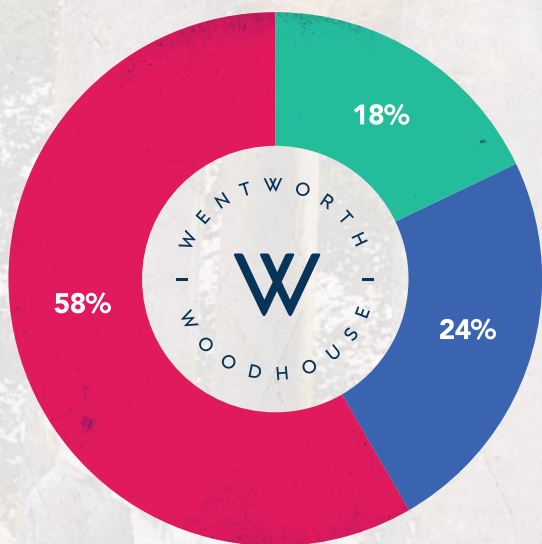
Evaluation Process

One of the key ambitions for understanding our audience during 2021 was to set up and start using an audience finder survey through the Audience Agency. In September 2021, we were able to launch our first online survey and our ticketing system was then integrated into the Audience Agency to support the online survey data.

The aim is to use this data and other methods to profile our audiences effectively for the first time which will, in turn, inform an audience development strategy and future programming.

Previous Attendance

Have you visited Wentworth Woodhouse before?



- First visit
- Last visit more than a year ago
- Visited on another occasion in the past 12 months

For example, this chart* shows previous attendance so we are able to learn more about the visitors we are attracting and whether they have visited us previously.

When combined with other metrics, including motivations for visiting, age and location we are able to better understand the demographics of our audience.

*Based on 627 survey responses.

My Wentworth Membership

In September 2021, we launched the My Wentworth membership card. This card, aimed at repeat visitors, allows free entry into the House and Gardens for an annual membership fee. It also includes several additional benefits including discounts in the Butler's Pantry Café, Gift Shop and on Afternoon Tea in the Long Gallery. The price starts from £60.00 a year per adult. A monthly Direct Debit to spread the cost of the membership has also been set up to make sure the card is accessible to all our visitors.



Front of House & Bookings

With visitor numbers getting back on track and events increasing, the operational demand from Front of House and bookings has grown. As a result, a Front of House & Bookings Supervisor was recruited from within the existing team in April 2022.

Research & Archive

The Research Team have been working on various topics throughout the year as well as supporting the Volunteer Digital Team with their work, checking and supporting film content and scripts. The team also worked with the community artists on creating a factually accurate story for the If These Walls Could Talk project. Throughout 2021-2022 the team have also built a relationship with Sheffield Archives with whom a digital archiving project will begin later this year.

Training & Access

Over 50 staff and volunteers attended Access for All Workshops to give them the confidence and knowledge to help visitors with different access needs. A new access guide and autism story were also created for the website to help our visitors plan their day. A new wheelchair has been purchased for Front of House to help any visitors in need and a virtual tour has been created to showcase the State Rooms for anyone that cannot yet access the principle floor.

EXHIBITIONS & PROGRAMMING

If These Walls Could Talk (2021-2022), made possible through an Art Fund Respond and Reimagine Grant, looked at how Wentworth Woodhouse could engage a new, family-based audience. Two community artists, along with a local videographer and producer, created a script and produced short film clips based on the story of the 1912 Royal Visit. These film clips and soundscapes were then projection mapped into screens, onto walls and within architrave frames where paintings once hung. Its focus was to be a more story-led, digital experience that brought back to life the vast and empty spaces within the House.



The funding was awarded in September 2020 and the project launched the following August 2021. It looked at new ways of interpreting stories and how different types of technology can work in spaces within the House. It has provided us with plenty of learning and helped us to better understand how a digital offer could augment an experience far removed from the more traditional 'static' room displays to something far more innovative. Whilst a full interpretation plan for the House is yet to be formally created, this project gave an ideal opportunity to test and evaluate responses to a new way of showcasing the House's rich and varied past.

Following evaluation of the project, it was clear that these outcomes had been achieved. A bespoke survey was created which revealed that 88% of respondents rated the projection and audio installations as either "adding value" to their visit or "were nice to see" (the top two categories on the survey). We were also able to see from the verbatim comments that, for the majority, the project helped bring the House back to life, offering a new perspective and adding a new dimension to the visitor offer.

Furthermore, through the evaluation, we could see a correlation between visitors' enjoyment of the project at weekends and school holidays which fits with the ticketing data for families, proving the assumption that this should appeal to a more family-based audience.

ArtWorks South Yorkshire

We have been experimenting with various exhibitions in the Pillared Hall, either with story and interpretation or as a gallery of work. In 2021, an online exhibition, ArtWorks Together, was created by 70 artists with learning disabilities and autism from South Yorkshire which showcased the different pieces of work they had created whilst shielding or during lockdown.



ArtWorks Together was an international arts competition which celebrated the work of artists with learning disabilities, autism or both. Organised by ArtWorks, the exhibition showcased 34 artists from 13 different countries.

When Wentworth Woodhouse re-opened in May 2021, a selection of the pieces, which varied in medium from screen printing to sculpture and painting, were displayed at the House for the general public. Partnering with ArtWorks once again, they have been working on a project called ArtWorks X which allows its members to curate their own exhibition using local artists under a chosen theme. This has allowed the young adults to understand the various disciplines involved in curating such a project whilst helping them gain valuable social and professional skills.

The National Gallery

In September 2021, we liaised with The National Gallery on their touring exhibitions programme and were able to secure the exhibition Sensing the Unseen. Whilst this exhibition will not be on show until 2024, the work done so far to secure this exhibition has been an important step in testing new ways of working and programmes for the House in future years.

THE
NATIONAL
GALLERY

RETAIL & PROMOTIONS

Our retail offer continues to grow and, this year, we introduced a new bespoke range designed by lockdown competition winner Ellie Fisher. Her designs have been printed on tea towels, notelets and cards.



With the launch of the new Black Diamonds Tour, we teamed up with local gin distillery, Waterton's Reserve, to create our own Black Diamonds Gin inspired by stories in the book, as well as what currently grows in our Garden.

Ellie Fisher was once again brought on board to create the art-deco inspired design that features on the labels.

We were also able to effectively tie retail into our 2021 Christmas event and focused on gifting solutions for visitors over the festive period.

Thanks to a dedicated team of volunteers, the retail offer has been able to respond effectively to seasonal programming and national anniversaries, merchandising eye-catching displays of gift and souvenir-based products.

New point-of-sale stories have been developed to highlight key products and the children's range has been further developed as we start to welcome a more diverse audience to the House.



VOLUNTEER CONTRIBUTIONS

Volunteering is at the heart of all activity at Wentworth Woodhouse. Volunteers lead this organisation in the shape of the Board of Trustees and volunteers play their part in every department. Between April 2021 and March 2022, volunteers contributed an incredible 26,447 hours to the business.



Between April 2021 and March 2022



Volunteers contributed 26,447 hours in total

Across the year, our volunteers contributed:



1,832 hours in retail



4,109 hours of gardening



2,984 hours of maintenance



5,587 hours welcoming visitors



1,580 hours in hospitality



1,415 hours in housekeeping

We recruit volunteers on an ongoing basis but volunteering is taken seriously so all applicants are interviewed, references sought and once on board, go through a dedicated induction process. Across the year, 35 new volunteers joined the ranks. Our retention rate remains excellent and our overall numbers are steadily growing.



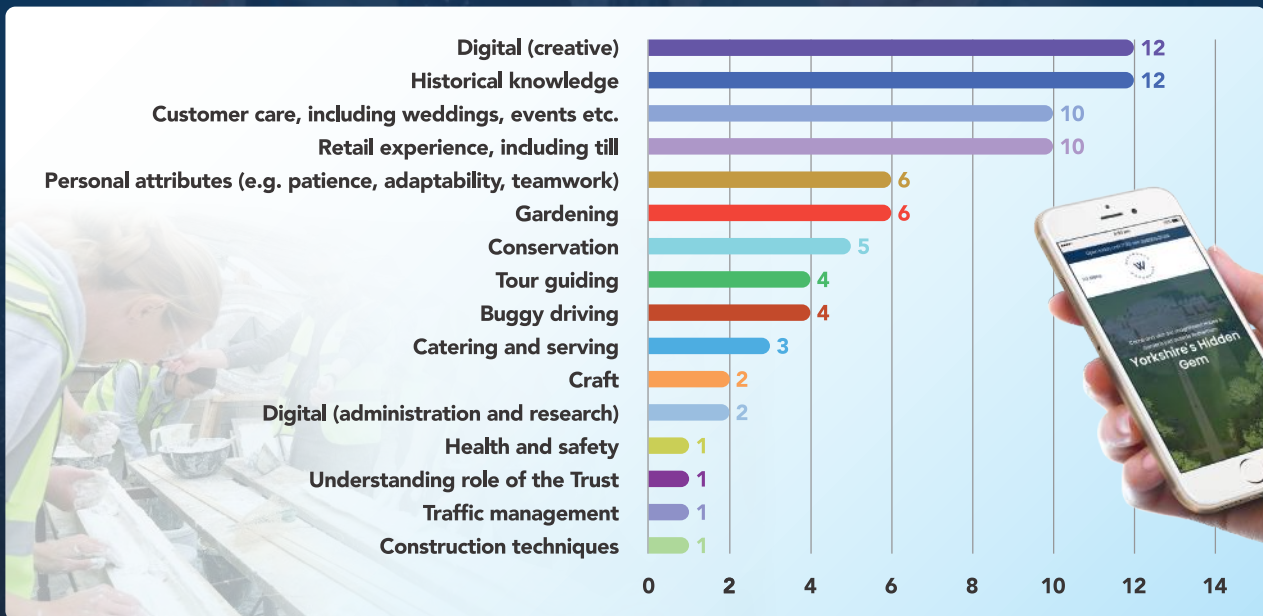
VOLUNTEERING SURVEY

In July 2021, we undertook a detailed survey of our volunteers, so we could understand what we do well and, most importantly, what we can do to improve our volunteer experience. Key findings included the following*:

For many respondents, volunteering at Wentworth Woodhouse has opened up new areas of experience and developed existing skills. Not surprisingly, historical knowledge, retail and customer care are often cited as areas of new expertise. Particularly notable is the emphasis Wentworth Woodhouse is giving to digital technology and the eagerness of volunteers to embrace it. Volunteering has also enhanced interpersonal skills such as patience, adaptability and teamwork.



Skills Development



The survey asked volunteers for three words that sum up their experience as volunteers. The words they chose express a strong sense of pride, belonging and enjoyment in their association with Wentworth Woodhouse.


'Magical' & 'Heaven'
 are words featured in several responses


'Calming atmosphere'
 is how some refer to the House & Gardens

Many see the opportunity to volunteer at Wentworth Woodhouse as a privilege and find their work here personally enriching. It is a tribute to the volunteering operation at Wentworth Woodhouse that the word most often used is 'friendly', followed closely by words such as 'interesting', 'welcoming' and 'fun'.

Volunteers were invited to score their satisfaction with volunteering at Wentworth Woodhouse on a scale of one to ten, with ten being the highest. 86.3% gave a score of eight or more, with 51% of those responses being at the maximum score of 10 out of 10!

*Based on 95 survey responses.

MARKETING & PROMOTION

October 2021 saw the recruitment of our new Marketing Manager, Sophie Parkin, who joined us from a national cancer charity where she was Communications & Digital Manager. Over the subsequent year, the marketing function at Wentworth Woodhouse has gone from strength to strength with sell-out events, new levels of social media engagement and a consistent brand and style implemented throughout all materials.

Marketing Officer, Lianne Keeling (previously Marketing Assistant at Baird Group), was also recruited in April 2022 to further grow the Marketing Team.

Website & E-Newsletters

A new website was launched in March 2022 with a fresh and modern feel. Most importantly, it now contains an accessibility toolbar which enables visitors with visual needs to alter the colour contrast and text size etc.

During the process of building the new website, outdated content was removed and replaced with our current messaging, refreshed imagery was added and much emphasis was placed on creating a simpler customer journey for users.

Our e-newsletter database has been refreshed and new branded templates created. A consistent monthly e-newsletter is now sent out at the end of each month to our 15,100 subscribers focused on upcoming themes, events and promotions.

New website



Old website



Social Media

In October 2021, management of our social media channels was brought in-house and has truly thrived as a result. Content is created, proofread and scheduled in a timely fashion and monthly analysis completed to identify key trends and popular content. Messages are adapted in their style and tone to suit each individual channel, in order to increase the likelihood of positive engagement. The figures speak for themselves and our followers have grown on all channels in less than a year, as follows:

 **Instagram**

**8,846 to 10,927
followers**

(24% increase)

 **Facebook**

**20,762 to 23,565
followers**

(14% increase)

 **Twitter**

**5,821 to 6,199
followers**

(6% increase)

 **LinkedIn**

**1,176 to 1,520
followers**

(29% increase)



Print & In-House Materials

In-house materials have been refreshed and new branded templates and logos distributed to all staff. What's On guides have been condensed to focus on upcoming events and have been reduced to four editions per year. These have proven to be very popular and a key way of communicating messages with our visitors and volunteers.



Our in-house signage (for both marketing and operational purposes) has undergone a review to create a more consistent and professionally branded visitor experience. TV screens in Reception and the Butler's Pantry Café have also been repurposed as digital advertising spaces as well as introducing table-talkers in key areas.

Partnerships

Positive partnerships have been established with the marketing teams at National Trust, Yorkshire's Great Houses, Castles & Gardens, and Historic Houses. The latter two organisations now also advertise Wentworth Woodhouse as a visitor destination on their websites and in their collateral in exchange for free or discounted entry to their members. We have also utilised relationships with other organisations including the Royal Horticultural Society, Yorkshire Food Guide and the Heritage Alliance to advertise our various events and promotions.

PR & Advertising

In an effort to reduce costs and reach more targeted audiences, PR activity has been scaled back to focus on key capital projects and funding stories. Local press coverage continues to be strong with Wentworth Woodhouse often featuring in the Yorkshire Post, Sheffield Star and BBC Radio Sheffield. A piece about our camellias in The Guardian created a bit of a 'media frenzy', as did the story of our broken Royal Albert china which was covered by press across the UK and as far away as France!

Paid advertising is now placed in selected publications linked to overall marketing strategy and campaigns. Additionally, paid social media ads have proven to be greatly successful and have boosted the numbers of several events over the past six months (e.g. 54% of WE Wonder Noir attendees heard about the event via social media). Utilising such digital advertising channels has allowed us to target audiences from across South Yorkshire and beyond who are likely to be interested in specific events.



THE GARDENS

With help from the International Camellia Society and the Rhododendron, Camellia and Magnolia Society, we have identified three more varieties in the historic camellia collection in the Garden and, with continued support and site visits, we aim to uncover the mystery of the remaining plants and their history over the coming year.



More camellias identified
in our historic collection



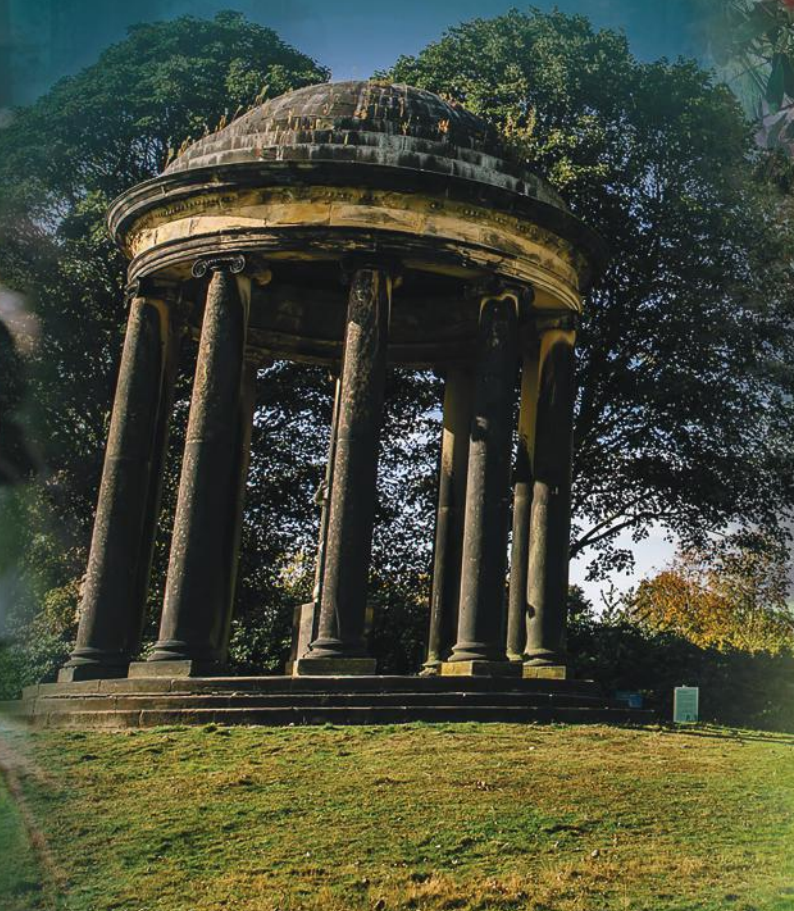
Over 20 future projects highlighted in our masterplan

A visit to Chiswick House was made in April 2022 to thank the team there for their support and to collect the cuttings they have been growing on for us. To celebrate our relationship and the historic nature of both collections, Chiswick will plant an area with Wentworth's plant cuttings in the garden at Chiswick.

We are now welcoming back groups interested in corporate volunteering, Minster Law have visited several times this year and routinely make donations to the Trust in return. Corporate volunteering is a big growth area for us.



The Garden and Landscape Masterplan was published this year with over 20 future projects highlighted, the projects vary in size and work will commence on some of them this year.





The International Garden Photographer of the Year exhibition was sited in the Garden in early 2022 showcasing the best international wildlife and nature photography and a Wentworth Woodhouse competition winner.

INTERNATIONAL
GARDEN
PHOTOGRAPHER
OF THE YEAR
IMAGES OF A GREEN PLANET



Please call us on
01226 351 161



To learn more about the work of Wentworth Woodhouse Preservation Trust, please visit: wentworthwoodhouse.org.uk

HOSPITALITY GROWTH

Our hospitality offer goes from strength to strength and this year we have seen tremendous growth in both the offer and the income generated.

Following the lifting of restrictions in May 2021 we reopened fully and carried out a complete redesign of our service and menu in October 2021. The Butler's Pantry Café has now grown 100% in just nine months with the average takings doubling.



Takings have doubled in nine months at the Butler's Pantry Café



Up to 80 customers per day enjoy our Afternoon Tea

2021 also saw the launch of the afternoon tea offer, thanks to our COO Paula Kaye, who brought her expertise from Betty's to Wentworth and established a prestigious afternoon tea offer which now attracts up to 80 customers a day and receives the very best feedback from our customers.

The expansion of hospitality has resulted in many new roles for paid employment and we have recruited and trained over 20 staff – we now have over 25 full and part time staff in the hospitality team working across the whole House in six areas of our business.

Our corporate offer has also grown as we host dinners, corporate events and buffet lunches for up to 200 people. This year we also implemented new food safety policies - our policies now demonstrate the very best practice going beyond compliance, and are audited monthly.

Local partnerships are very important to us and we have engaged with seven new local suppliers, driving up our local spend, using artisan products and building partnerships that are mutually beneficial.



Partnering with a Leeds based artisan producer, Northern Bloc, we now have a dedicated ice cream cabin in the West Front Garden.

Our Head of Catering, Darren Procter, developed a new hot food offer for the Garden - an authentic posh dog menu which is supported with further local supplier links and complimented with Sheffield-made Doughboy cakes and cookies.





EVENTS AT WENTWORTH

Audiences have made a slow but steady return to events since the pandemic and, over the course of the year, we have seen our events programme grow. Our thanks go to Events Manager Lydia Tickner, who has now moved on to pastures new, but worked incredibly hard to kick-start the events programme post-pandemic.



**Over 4,000
attended
WE Wonder Noir
festival in 2022**

The WE Wonder event in July 2021 was a very slowed down version of our usual festival as we tried to gradually entice people back to the site.

However, the WE Wonder Noir festival in March 2022 was back in its full glory and proved to be one of our most successful events of the year with over 4,000 people attending. It was wonderful to see the House displaying contemporary art installations in the historic State Rooms.



The lecture series proved very popular and this year we provided online access to the lectures for the first time thanks to support from University Centre Rotherham.

Without question, the most popular lectures proved to be those delivered by our architect, Dorian Proudfoot, on the regeneration of Wentworth Woodhouse but our thanks go to all of our lecturers who, between them, provided a fantastic variety of subject matter from rivalry to swagger and horseracing! Sir Alistair MacDuff also hosted a special dinner event and provided a fascinating talk on the Fitzwilliam Inheritance.

Music of the Spheres in the Gardens in August 2021 gave us the opportunity of testing events for free with Garden entry tickets and this proved to be a very successful model as we saw an uplift in ticket sales of over 300 on our usual entry numbers.




**Uplift of over
300 tickets**
compared to usual
entry numbers

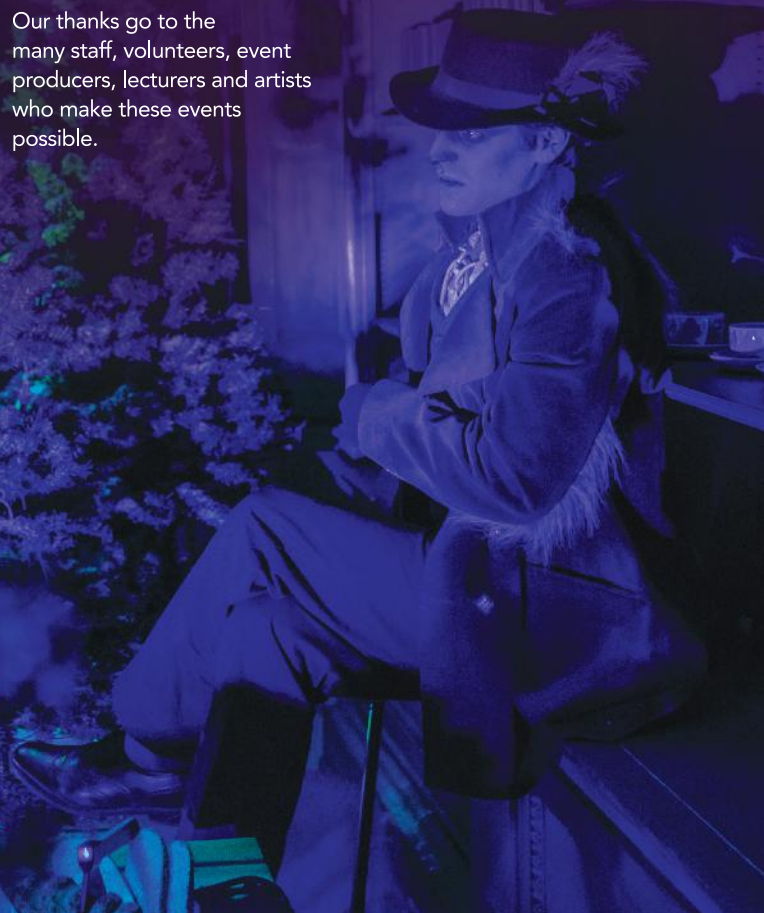
Our flagship fundraising Black Diamonds Ball took place in October 2021 and raised over £30,000 and our thanks goes to our very own Chair Dame Julie Kenny, for her incredible energy in organising this event each year.



The annual programme also included outdoor theatre and cinema but the biggest event of the year by far was the Once Upon a Wentworth Christmas family experience in December hosted by Sneaky Experience which attracted almost 6,000 visitors. Sneaky Experience will be joining us again this year for a new Christmas adventure.


**Almost 6,000
visitors**
came to Once Upon a
Wentworth Christmas

Our thanks go to the many staff, volunteers, event producers, lecturers and artists who make these events possible.



DIGITAL DEVELOPMENT

It has been a busy and exciting year for digital programmes at Wentworth Woodhouse. Our core team of 14 volunteers in the Volunteer Digital Team have created almost 100 videos that can be seen on the Wentworth Woodhouse YouTube channel.



**Almost 100
videos created
by our Volunteer
Digital Team**



**Scan the QR code to
view our channel**

To celebrate National Volunteer Week in June, the Digital Team designed and curated a multimedia showcase of the work that our incredible volunteers undertake for Wentworth Woodhouse. It included photography, an audio soundscape and ten new videos showing the breadth of our volunteering activities and highlighting their vital importance for the Trust.



In March, Steve Ash, who leads the digital work at Wentworth Woodhouse, won the prestigious Digital Heritage Hero Award, presented by the Heritage Alliance in recognition of the outstanding range of digital programmes that he and the team are managing. Our congratulations go to Steve, this award was very much deserved.



We've also secured fascinating archive footage from 1940, from the Yorkshire Film Archive, of the army training motor cyclists at the Stables during WWII, and footage of the Wentworth Woodhouse glasshouses (now demolished) and the interior of the Camellia House, some of which you can see on the Wentworth Woodhouse YouTube channel in the film *Digital Heritage*.



Education Programmes

Our relationship with Rotherham College and University Centre Rotherham has flourished over the past 12 months. We have worked on a number of projects with students on a range of courses including graphics, media, photography and fashion, all of which include strong digital elements. Some of their work, inspired by visits to the House, was on display at the WE Wonder Noir festival in March. We are developing these core relationships further for 2022/23.

In January 2022, we welcomed ten Trainee Creative Producers, aged 17-24 onto a Digital Creativity Training Programme, which is a pilot programme ahead of Rotherham becoming the world's first Children's Capital of Culture, in 2025. They completed their training at the end of March and then worked as two collaborative teams to design and curate the House of Future Creatives event held at Wentworth Woodhouse in June.



The event took over the entire House for two nights, filling it with music, film, digital artworks, dance and drama. It featured a unique, four-wall cinema experience in the Whistlejacket Room showcasing the film *Four of a Kind*. This was scripted, cast, filmed and edited by the Creative Producers and is currently being entered into a range of competitions and festivals.

The Creative Producers have also recently completed a film in support of our 2022 National Citizenship Scheme project, to turn the Drying Green into a Community Garden, and a welcome video for young apprentices joining us for the Hamish Ogston Summer School, supported by Historic England, in August.

We're currently working to secure funding for follow-on training programmes to engage more young people with Wentworth Woodhouse.

Internship Programme

In February 2022, we became an official Internship Partner for the University of Oxford. Our first cohort of five interns will join us in September, to begin work on digitising and transcribing the papers of the 1st and 2nd Marquises of Rockingham, which are currently held at the Sheffield Archives.



The project will also deliver a range of suggestions on how the archive material might be used to provide an integrated suite of visitor experiences and events throughout 2023, which is the 300th anniversary of the inheritance of the estates by the 1st Marquis of Rockingham. It is also the 250th anniversary of the Boston Tea Party, a pivotal moment in the political career of the 2nd Marquis.

The project provides an exciting opportunity for us to work with the Museum and Archives of Rockingham County, USA, to explore primary source materials from both sides of the pond.

FUNDRAISING & FUNDING SUPPORT

Fundraising is key to everything we do and over the course of the year a number of activities took place and funding bids were submitted in order to progress the development of the site. During the period from April 2021 to March 2022, the Trust attracted £3,122,178 through fundraising activities, of which, £2,844,979 was restricted.

Our thanks go to the following organisations for their grant support awarded since April 2021:

Levelling Up Funding

£4,600,000

Heritage Stimulus (HHA2) via Historic England

£702,606

Hamish Ogston Foundation

£769,800

Goldsmiths Charitable Company (HHA2)

£5,000

National Lottery Heritage Fund – Camellia House Delivery

£4,001,200

Historic England – Camellia House Delivery

£250,000

Garfield Weston – Camellia House Delivery

£100,000

Historic Houses Foundation – Camellia House Delivery

£100,000

Ian Addison Charitable Trust – Camellia House Delivery

£7,500

Golden Bottle Trust – Camellia House Delivery

£1,000

Covid-19 Job Retention Scheme (Furlough)

£24,839

Heritage Skills Apprentice – Radcliffe Trust

£36,000

Heritage Skills Apprentice – Leche Trust

£24,000

Kickstart Programme via Historic England

£6,246

Community Renewal Funding

£95,924

Reload – Rotherham MBC

£25,000

Elizabeth Cayzer Charitable Trust

£65,000

We often say working at Wentworth Woodhouse is not a job but rather a way of life. It doesn't suit everybody, it's incredibly hard work, its challenging, demanding and often requires unsociable working hours.

The team never cease to amaze me with their dedication to the cause, be they paid staff or volunteers, they all give 100% and always with a smile on their face and a cheery welcome. They are a family and working with them is an honour I never take for granted. Every year when I write this report I have the chance to reflect on what we have achieved, all of us, together, and every year I marvel at our dogged determination to get things done.

Once considered underdogs taking on the impossible, I know that people now see what dedication, hard work and true Yorkshire grit can do when you pull together a team like the Wentworth Woodhouse family.

I am very proud of you all.

Sarah McLeod

Chief Executive Officer

Wentworth Woodhouse Preservation Trust



FINANCE

Wentworth Woodhouse Preservation Trust - Consolidated Statement of Financial Activities

(Incorporating an Income and Expenditure Account) Year Ended 31 March 2022

	Unrestricted Funds 2022 £	Restricted Funds 2022 £	Endowment Funds 2022 £	Total Funds 2022 £	Total Funds 2021 £
Income and endowments from:					
Donations & legacies	277,199	2,844,979	-	3,122,178	3,253,520
Charitable activities	323,596	-	-	323,596	173,785
Other trading activities	950,897	-	-	950,897	242,821
Investments	107	-	-	107	3,315
Other income	24,839	-	-	24,839	251,963
TOTAL INCOME AND ENDOWMENTS	1,576,638	2,844,979	-	4,421,617	3,925,404
Expenditure on:					
Raising funds:					
Raising funds	63,939	46,233	-	110,172	85,918
Other trading activities	671,521	-	-	671,521	100,603
Charitable activities	666,029	3,256,939	-	3,922,968	4,795,080
TOTAL EXPENDITURE	1,401,489	3,303,172	-	4,704,661	4,981,601
Net (expenditure) / income before transfers	175,149	(458,193)	-	(283,044)	(1,056,197)
Transfer between funds	-	(1,736)	1,736	-	-
NET MOVEMENT IN FUNDS	175,149	(459,929)	1,736	(283,044)	(1,056,197)
Reconciliation of funds					
Total funds brought forward	373,649	1,314,996	7,765,690	9,454,335	10,510,532
Net movement in funds	175,149	(459,929)	1,736	(283,044)	(1,056,197)
TOTAL FUNDS CARRIED FORWARD	548,798	855,067	7,767,426	9,171,291	9,454,335

Wentworth Woodhouse Preservation Trust - Consolidated and Charity Balance Sheets

As at 31 March 2022

	Group		Charity	
	2022 £	2021 £	2022 £	2021 £
Fixed Assets				
Tangible Assets	206,232	208,676	166,115	186,559
Heritage Assets	7,767,426	7,765,690	7,767,426	7,765,690
	7,973,658	7,974,366	7,933,541	7,952,249
Current Assets				
Stocks	51,922	38,288	1,683	2,083
Debtors	166,188	310,408	298,011	366,416
Cash at bank and in hand	1,925,310	2,017,144	1,686,809	1,874,834
	2,143,420	2,365,840	1,986,503	2,243,333
Creditors: amounts falling due within one year	(912,454)	(842,538)	(790,078)	(766,050)
Net current assets	1,230,966	1,523,302	1,196,425	1,477,283
Creditors: amounts falling due after more than one year	(33,333)	(43,333)	-	-
TOTAL NET ASSETS	9,171,291	9,454,335	9,129,966	9,429,532
Charity Funds				
Endowment funds	7,767,426	7,765,690	7,767,426	7,765,690
Restricted funds	855,067	1,314,996	855,067	1,314,996
Unrestricted funds	548,798	373,649	507,473	348,846
TOTAL FUNDS	9,171,291	9,454,335	9,129,966	9,429,532

The above summarised financial statements are not the company's statutory accounts. These summarised financial statements have been derived from the statutory accounts which have been delivered to the Registrar of Companies.

The audit report on the statutory accounts was unqualified and does not contain any statement under Companies Act 2006 s.498(2) or s.498(3).

Wentworth Woodhouse
 Wentworth
 Rotherham
 South Yorkshire
 S62 7TQ

Wentworth Woodhouse Preservation Trust (WWPT)
 Charity Number: 1155374

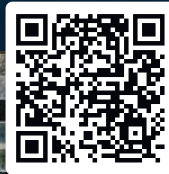


Every visit helps...

Remember, every visit to the House & Gardens, every Afternoon Tea booked, and every event attended all contribute to the restoration and regeneration of Wentworth Woodhouse. We thank you for your ongoing support and look forward to welcoming you soon.

Would you like to make a donation?

To donate to the Wentworth Woodhouse Preservation Trust, please scan the QR code below.



♻️ Please recycle this brochure or pass it to a friend.

Wentworth Woodhouse Preservation Trust wish to thank the following organisations for helping us this year.

