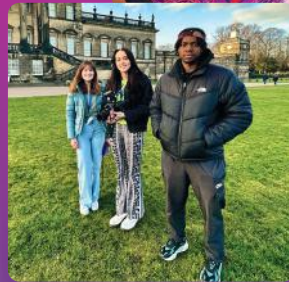




Annual Review

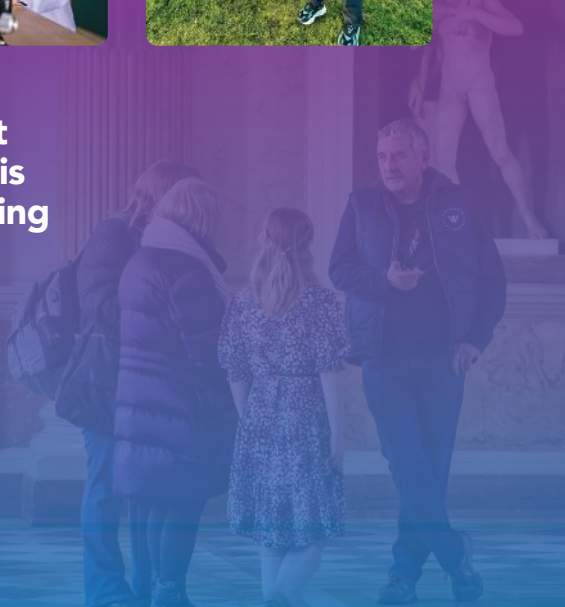
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2023



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

wentworthwoodhouse.org.uk



A MESSAGE FROM OUR CHAIR

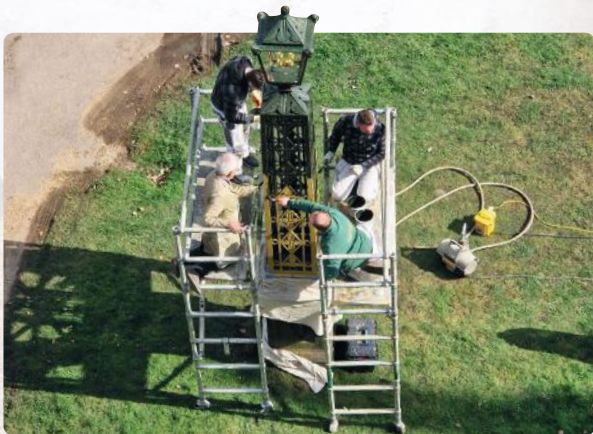
It seems like just yesterday, Trustees and I reviewed the year that had passed and I wrote the introduction to the 2021/22 annual review.

How time flies, yet so much seems to be achieved at Wentworth Woodhouse. Reading the contents of this review, it is staggering to see how much incredible work has been delivered in just one year, in the toughest of economic conditions.



The completion of the Camellia House, now developed as a Global Tea House, will, I am sure, see it become a wonderful destination in its own right over the coming months.

Work at the Stables is already underway, and the detailed restoration of the Lamp Standards that stand proudly across the East Front send a clear message to the world that we can and will, bring Wentworth Woodhouse back to life and restore it to its former glory.



This review highlights the wide variety of other work the Trust now delivers, working with young people through our fantastic digital programmes, growing our business and creating new jobs through our ever-expanding hospitality function, our targeted community engagement projects working with groups who need support the most, and our new education programmes that bring the wonderful chattering of children through the corridors of the House.

Our thanks goes to all of our funders, particularly the National Lottery Heritage Fund, Historic England, The Elizabeth Cayzer Charitable Trust, The Hamish Ogston Foundation and the Garfield Weston Foundation.



There are many other funders, supporters and donors to whom we owe a great deal of gratitude. Thank you to you all for your ongoing support of our work.

I would also like to express my sincere thanks and appreciation to our CEO Sarah McLeod, the staff and volunteers (including our Board of Trustees) for all their support, commitment and hard work this year. We have had a hugely successful year but this could not have been achieved without you and I wanted to make sure that you know of our appreciation of the work you do.

Dame Julie A Kenny DBE DL

Chair

Wentworth Woodhouse Preservation Trust



ACHIEVEMENTS & PERFORMANCE

The period under review within this report has, without doubt, been our toughest yet. As the country started to recover from the pandemic, we were hit, and continue to be affected by, a severe increase in inflation, with the cost of living impacting heavily on people's spending power. Everybody is feeling the pinch, but most especially those in our target audience groups; low income households, disability groups and the global majority.

The Trust has tried to introduce ways to help our communities, through funded dedicated programmes detailed in this report and through our 'South Yorkshire Sundays', providing free entry to selected postcode residents. We have also expanded our work considerably this year as we have begun to deliver the Camellia House Activity Plan (CHAP), a dedicated audience development plan funded by The National Lottery Heritage Fund. This has expanded our education, horticultural and community programmes to a whole new level of delivery. We push on with site development and our peers in the sector are always impressed by what we achieve with so little, so quickly.

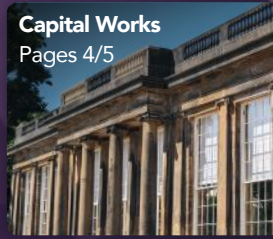
The success of Wentworth Woodhouse is down to the sheer tenacity, hard work and determination of the team. Each and everyone plays a vital role, be they paid staff or volunteers.

The Trustees set a number of key performance indicators, which include achieving a financial budget target for unrestricted funds, and though we didn't achieve our original budget in the year in review, we did end the year with a small surplus, a remarkable achievement given the challenges we faced.

A further key performance indicator is that of increasing visitor numbers. Visitor numbers were approximately 38.5% higher than the previous financial year, a continuation of the steady increases we have seen year-on-year since we came to site.

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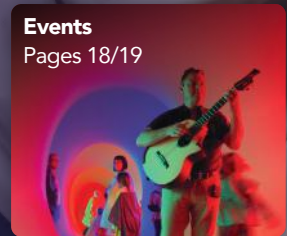
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CAPITAL WORKS

🔗 Camellia House & Ionic Temple

Throughout the last year, work progressed on the Ionic Temple at the rear of the Gardens and the Camellia House, which is being regenerated as a global tea house.

A total investment of £4.6 million has been made across the two projects with the assistance of a long list of funders including The National Lottery Heritage Fund, The Hamish Ogston Foundation, Historic England, Garfield Weston Foundation, and Historic Houses Foundation, amongst many others. The project includes a new car park adjacent to the Stables which will become the starting point of the visitor journey on site.



The Camellia House will boast 40 covers inside and a further 40 outside, and visitors will be able to sit next to the stars of the show – our camellias, which date back to around 1800. These specimens have been cared for daily by our Gardening Team and during the build it became obvious that the lack of light due to scaffolding was having a detrimental impact on the plants.

Fortunately, a donor came to our rescue in the form of Lumatek, who supplied a fantastic horticultural UV lighting system completely free of charge, under which, the camellias flourished.

Our sincere thanks goes to Jonathan Addy for introducing Lumatek to the work of the Trust and to Lumatek for making the plants so happy. The collection of camellias is so significant that the design of the heating, blinds and ventilation has all been developed to ensure their comfort.

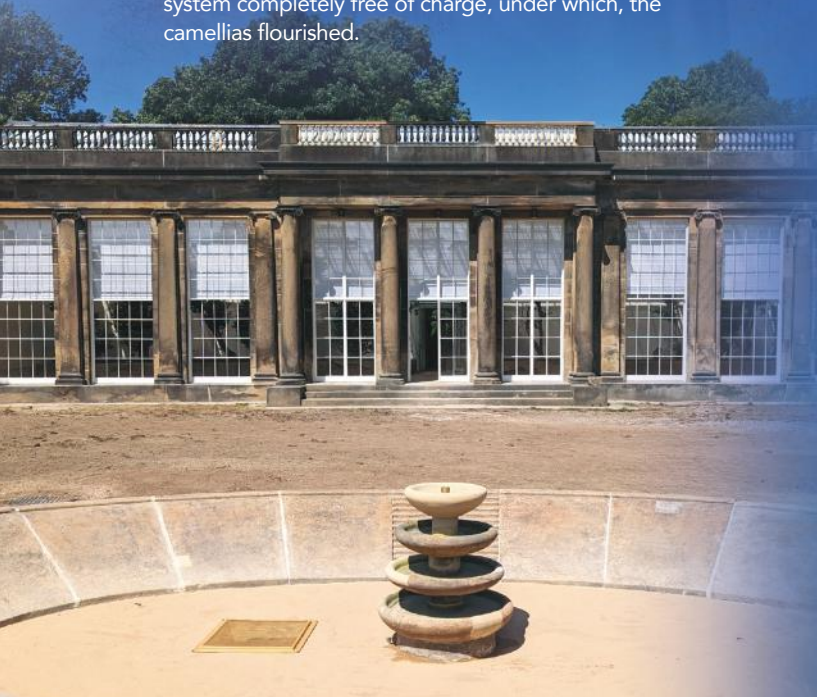
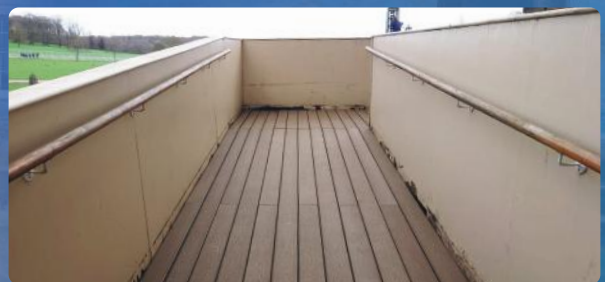


The building is Grade II* and whilst the regeneration works have been completed with the highest conservation standards, we have introduced some contemporary green technologies - a ground source heat pump, rainwater harvesting tanks, broadband, fire protection and security. We are also delighted to have introduced our first Changing Places Pod providing the best accessible WC facilities for those with a wide range of physical abilities.



Ramp & Accessibility

Our well used accessibility ramp on the East Front of the mansion needed a major repair and this was completed in early 2023. We are working on plans to introduce a passenger lift that will reach all floors including the cellar, and a number of platform lifts to improve accessibility within the mansion – whilst this is a complex and expensive task in a Grade I setting, it remains a key priority.



🔗 Stables Catering Kitchens & Preparation Works for the Café at the Stables

Towards the end of 2022, we commenced the first phase of development for the Stables including the demolition of old college fabric to the north of the Riding School and the creation of new production kitchens for this site.



This kitchen will supply to the Mansion, Camellia House and ultimately the Stables Café, which will be completed in future building programmes. The current works are being funded through the Government's Levelling Up Fund and Historic England, totalling £5.1 million.

Lampstands

The early 19th century lampstands have been fully restored thanks to a number of skilled artisans including cast iron foundrymen, pattern makers, lighting and painting specialists.

Originally lit by oil, then gas and converted to electric in the early 20th century, these lampstands have been fully restored, which was no easy task for the team at Ridgeway Forge in Sheffield.



The glass lanterns were restored by local glass experts Kansa and the lampstands were completed by being fully rewired and repainted in a traditional glaze with the wonderful rams' heads and finials picked out in gold leaf to accentuate the grandeur and skill of those earlier artisans. Our thanks goes to the Elizabeth Cayzer Foundation for providing all of the funding for this project.

We are very grateful for the support of our funders and especially to the Fitzwilliam Wentworth Estate for their cooperation with all matters to do with planning and car parking.

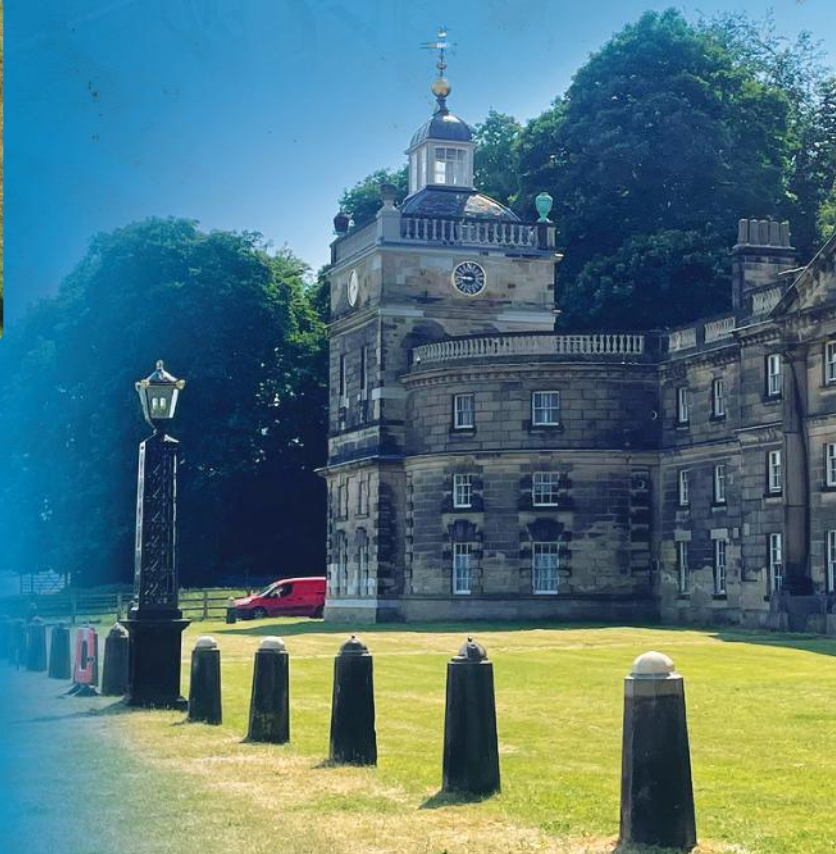
Demolition of the 20th Century College Buildings & New Car Park

The old swimming pool buildings, associated changing rooms and classrooms were demolished and the new car park installation is now complete. This marks a major milestone for the site and significantly improves the visitor experience when entering the park. In line with our commitment to environmental sustainability, we used the crushed material from the building demolition as the ground base for the car park, whilst also introducing charging stations for electric vehicles.

The car park has some hidden benefits – we took the opportunity to use the land under the car park to install eight 200-meter-deep bore holes for the ground source heat system which will, in time, heat a section of the Stables as they are redeveloped. We are aiming to complete the full car park and improve the western elevations of the Stables in future capital works programmes.



The demolition of these buildings helped us to exceed our targets for asbestos removal – the site as a whole is now 86% remediated. The old accommodation blocks to the left of the drive entrance remain out of bounds and will be demolished at a later date, the land on which they sit will be returned to deer park.



COMMUNITY ENGAGEMENT & EDUCATION

Community Engagement

Everybody is welcome at Wentworth Woodhouse but this year we have focussed our audience development activities on groups representing ethnic, disability (including those with hidden disabilities like autism and dementia) and low-income households from across South Yorkshire.

This is because these are the groups that are subject to the greatest barriers when it comes to engaging with the cultural sector.

Our Camellia House Activity Plan (CHAP), funded primarily through The National Lottery Heritage Fund, has provided us with funding to dedicate to community engagement, education and horticultural programmes and has allowed us to employ a dedicated Community & Outreach Officer, Becky Downton, in addition to a Skills Development & Learning Officer, Jen Wall, and new Assistant Gardener, Helen Kelly.

This new team is now some way through the two-year CHAP, and has started to deliver dedicated projects, in partnership with 12 community groups since the start of the CHAP which began in earnest in November 2022.

Progress to date includes:

The Forest of Bewilderment

The Forest of Bewilderment was launched at Easter. This forest trail is an exciting educational/playful experience encompassing aspects of sustainability and conservation, whilst also being accessible to all wherever possible.

The trail includes a new picnic area with tables designed for both adults and children. In addition, we have accessible picnic tables for visitors in wheelchairs which are placed on hard standing accessible ground.

New activities include a balance beam sitting alongside a wheelchair friendly balance track, forest music, a series of percussion stations and a large wooden xylophone, big enough to seat groups around.

Our existing mud kitchens have been re-vamped and in addition we have created some home huts for children to play in and activity tables alongside for crafts. We also have a sensory space for quiet time - within this space we have specialised toys and soft seating for anyone with sensory needs, needing time out from the hustle and bustle of the trail. Stepping stones, willow sculptures and our tunnel and accessible bridge are all projects that bring a new family offer to our beautiful gardens.



Many local companies were supportive of this project and sponsored us by means of free or heavily reduced materials. Our thanks goes to Wybone Ltd of Hoyland for the supply of an accessible bench, Earnshaws for discounted picnic tables and bark chippings, Naylor Industries UK in Cawthorne for the donation of the tunnel and over 80 terracotta plant pots. Also, our thanks goes to Thompson and Morgan for the donation of seeds and to OCU Utilities Ltd for the donation of cable drums and telegraph poles. Making new connections and working collaboratively is core to our objectives.

We were delighted to host both Wentworth C of E Infant School and Kelford Special Educational Needs School along with Greasbrough Army Cadets in March 2023 to develop, test and tweak the Forest of Bewilderment.



This involved play and feedback sessions to make sure we were delivering a project that would be useful and fun for children to use not only for play but for educational purposes too.



A successful family volunteering day took place in February 2023 with 36 family volunteers - 16 under 16s and 20 adults. They constructed benches, spread bark chippings and started the willow walkway. Army Cadets also visited to help with the Forest of Bewilderment, a group who had not visited the site before. They put together the music zone, added to the willow walkway and spread more bark chippings. This not only helped us get the work completed but gave them a chance to complete their own community engagement objectives.

Learning & Education

With a dedicated Skills Development & Learning Officer in place since October 2022, we have quickly expanded our educational offer through a strategy to help young people through work and learning opportunities.

We have engaged with schools from Rotherham, Barnsley, Doncaster and Sheffield and from even further afield such as Huddersfield and Oxford.



The Wentworth Woodhouse education webpage was launched in February 2023 where our educational provision is advertised and education providers can get in touch to plan visits.

We also opened a space in the Old Hall at Wentworth Woodhouse where student work inspired by the site can be displayed.

Educational Visits

Over 30 schools and colleges have been involved with us in some way

Over 350 students in total have visited us on school trips

60 secondary school students visited us

68 tertiary college students visited us

180 primary school students visited us

"Very organised and informative. Staff were very lovely and helpful, the tours were interesting and the site was fantastic."

University Collaborations

In March 2023, interns from the University of Sheffield created a Lady Mabel lesson series and resources for use by secondary schools visiting and studying Wentworth Woodhouse. In November 2022, Leeds Beckett hospitality students carried out desk research to add to the Camellia House interpretation on teas around the world.

Ten Sheffield Hallam University business students carried out an events project in February 2023, acting as consultants. The brief was to create events to appeal to and attract a young and ethnically diverse audience to visit Wentworth Woodhouse. Their ideas were realistic and interesting – many being things we're already doing/thinking of doing, but nice to have some market research to actually back it up! Applied Psychology students also created a booklet to help people improve their wellbeing through interacting with the Gardens.



Two masters students are currently using Wentworth Woodhouse as part of their course work, the first Catherine Capper from Sheffield Hallam University is using the site as inspiration for her novel. The other, Sithule Mguni, from the University of Winchester, is researching how spending time in green spaces impacts mental health.

VISITOR EXPERIENCE & EXHIBITIONS

Visitor Experience

Since moving to general admission/free flow as part of the main visitor experience, Wentworth Woodhouse has seen a gradual increase in visitors choosing to explore the State Rooms in their own time.



Introductory interpretation boards have been placed in each of the rooms and volunteer stewards have been on hand to act as sources of information, orientation, and security. This has allowed a more leisurely and accessible experience of the House for a wider range of our visitors. Tours have continued throughout the mornings with the general admission opening from 1.00pm.

From March 2022 to April 2023, Wentworth Woodhouse welcomed over 22,000 visitors to the House and Gardens general admission, 14,000 visitors to the Gardens and 6,702 visitors on a variety of tours.



22,000 visitors to the House and Gardens



6,702 visitors on a variety of tours

Tours and Groups

Tours have continued as part of the main visitor programming with a variety available to choose from. The main offer being the Wentworth Tour as the introductory history tour; the Black Diamonds Tour based on the best-selling novel of the same name written by Catherine Bailey; the Hidden Tour which continues to sell out on a weekly basis; along with Head Gardener and Lady Mabel College tours which also remain popular.



After a slow uptake in groups in the first two years after Covid, 2022-2023 has seen groups come back with numbers higher than pre-pandemic levels. The group tour offer has also been refined and developed, with various options to choose from on the website allowing a tour to be created based on the group's needs or area of interest, complete with a range of catering packages and a private dining space during their visit.

A campaign is currently underway with the Marketing Team to strategically target key groups and travel trade companies to ensure this is an area that continues to grow. From April 2022 to March 2023 we welcomed 2,447 individuals as part of group tours of the House – over 1,000 more than the previous year.

Exhibitions Programming

Continuing with the period of research and development and following the success of *If These Walls Could Talk*, this year work has concentrated on planning and developing an exhibition programme which launched in April 2023.

The approach has been to focus on a series of exhibitions that would offer a mix between engaging our identified core audiences (low-socio-economic, disabled, or global majority groups), and/or to enhance the general visitor offer and generate income.

After months of planning, meetings, site visits by Arts Council England, artists and other partners, a programme of four very different exhibitions has been agreed for 2023-24.



The first of these launched in April 2023 titled *Jason and his Argonauts* by Jason Wilsher-Mills, a nationally renowned disabled artist from Wakefield. Jason explores digital art alongside the disabled communities he works with, championing access and knowledge through his work.



Each exhibition that is hosted at Wentworth is complemented by a programme of community engagement activities and events before and during the exhibition, either as collaborative projects or in response to the artwork.



For *Jason and his Argonauts*, Jason Wilsher-Mills ran ten workshops for groups of adults with disabilities to show how he creates his digital art. As part of these workshops a new, specially commissioned piece was created in collaboration with the groups for the exhibition at Wentworth. The groups that joined the workshops were ArtWorks South Yorkshire, Rotherham Opportunities College and Under the Stars.

Other 2023 Exhibitions:

- **The Vanity of Small Differences by Grayson Perry** - Six impactful, large tapestries, 4m long and 2m high, that follow the life of a fictional character through the class system and are inspired by Hogarth's *A Rake's Progress*. Several important themes can be identified in this work and we will be focusing on class attitudes and social mobility.
- **On Location** - A collection of 24 costumes from popular film and TV programmes that used Wentworth Woodhouse as a location. The exhibition will include costumes from *Downton Abbey*, *Victoria*, *Gentleman Jack*, *Wives & Daughters*, *Jonathan Strange & Mr Norrell* and *The Irregulars*.

Continuing with the successful *ArtWorks Together* exhibition in May 2021, we have once again collaborated with ArtWorks South Yorkshire for the project *ArtWorks X 2022*.

This project was aimed at providing disabled artists with the experience of managing and curating an exhibition at Wentworth to further develop their professional skills. The artists selected three themes of 'Outside', 'Interactive Textiles' and 'Change' and sought applications of work from artists.

ArtWorks then project managed all areas of the exhibition with support from the Wentworth team, including marketing and design of the installations. This relationship with ArtWorks will continue for 2023 as we welcome back the international exhibition *ArtWorks Together* in September, this time with a series of opening celebrations that will include free artists workshops.



THE GARDENS

What a wonderful year for our Gardens and our Gardening Team as we became the proud winners of the Historic Houses Garden of the Year Award, a public vote award which acknowledges the Garden for its heritage and historic features. Our Head Gardener, Scott Jamieson, and our Marketing Manager, Sophie Parkin, proudly received the award at the Historic Houses' AGM in London in November 2022.



Our thanks goes to all who supported and voted for us, but especially to the many staff and volunteers who have helped to make the Gardens the special place they are today.

In January of this year, our Gardens were chosen to be part of the RHS Partner Garden scheme, not only is this an accolade in itself, the opportunity opens up a whole new captive audience of over 600,000 potential visitors. As an RHS Partner Garden there has been a marked shift in our new garden visitors, more questions regarding our tree and shrub varieties, lots of photos taken and an increase in numbers attending the Head Gardener Tours.

Work to deliver the Wentworth Woodhouse Landscape Masterplan has begun with the development of the five new garden groves, these areas will allow for greater plant diversity in the garden, and provide dedicated habitats to help and encourage our native wildlife. One grove is now complete, with a lawn to relax on and shady trees to admire, in addition to a small wildlife pond, which has given rise to the unofficial name of this area as 'Tadpole Grove', honouring our first visitors to the area.

Liam Coleman, an autistic young man who started his gardening career with us as a Kickstart programme attendee, is now employed by the Trust on three days a week, and is learning and improving his skills. Liam routinely heads up the Garden Teams with Helen Kelly, our new Assistant Gardener, and with the purchase of lighter and more ergonomic machinery, including battery leaf blowers, we can ensure Liam has a well-rounded experience at Wentworth Woodhouse as part of a diverse and growing team.



The camellias in the Camellia House, now free from many gloomy months under scaffolding, are adapting to their new life under glass, for the first time in decades. A new challenge for the Wentworth Woodhouse Gardening Team but an exciting new chapter in the garden, with advice from the teams at Chiswick House and Clumber Park, the camellias are sure to go from strength to strength. Temperature monitoring and humidity checks are now a regular part of the team's day. We look forward to welcoming visitors to this wonderful corner of the garden once again later this year.



Beastie Bags

This new offer launched in May 2023, allowing families to hire out a Beastie Bag for a nominal fee, which contains various nature/ecology equipment including binoculars, bug viewers, magnifying glasses and clipboards for notes. Our aim is to encourage children to become interested in outdoor conservation and gain respect for local flora and fauna.



New Accessible Paths

New paths within the gardens have been designed and delivered to make accessibility easier for all visitors, this includes a path from Chapel Court up in to the Gardens and newly purchased track matting placed through the Meadow, allowing easier access to the Forest of Bewilderment.



Volunteers in the Garden

ArtWorks, a group of adults with learning disabilities, has continued to support us throughout the year on a weekly basis, assisting with garden maintenance, conservation features such as dry hedging and the clearance of areas within the Gardens.

Our existing mid-week Garden Volunteer groups have continued to expand, welcoming new recruits and garden enthusiasts to the Gardens.



In autumn 2022, we were grateful recipients of a rowan tree gifted from the Queen's Green Canopy. The tree, which was planted by members of ArtWorks who volunteer with us once a week, is now thriving and gives added interest to the historic Garden.

Since March 2022, we have welcomed twelve corporate volunteer groups to assist with the development of various projects. All groups have expressed their satisfaction and enjoyment whilst assisting with these projects.

In February 2023, Dean Wood and the garden team from Clumber Park volunteered for a day in the Gardens preparing a patch of garden, splitting and re-planting daffodils.



VOLUNTEERING

Between April 2022 and March 2023, volunteers contributed 36,499 hours to the business and 62 new volunteers were recruited in the same period, bringing our current active volunteer numbers to approximately 300.

Volunteers supported as follows:



Between April 2022 and March 2023



Volunteers contributed 36,499 hours in total



Approximately 300 active volunteers



Fundraising
2,135 hours contributed

Selling our bespoke items such as slate clocks and limited edition prints, etc.



Catering & Hospitality
937 hours contributed

Across café welcome, hospitality for groups and afternoon tea support.



Crafting
776 hours contributed

Creating bespoke items to sell, using their enormous creativity.



Room Stewards
2,945 hours contributed

Spent looking after the House and sharing our story with visitors.



Gardens
4,841 hours contributed

All three gardening teams continue to thrive. Contributing 4,841 hours to the Gardens.



Visitor Welcome
5,181 hours contributed

Front of House volunteers continued to offer a warm, Yorkshire welcome.



Retail
776 hours contributed

The shop continues to do well and expand with regards to bespoke items.



Christmas
705 hours contributed

Dedicated to supporting our popular Christmas offer.



ArtWorks
1,579 hours contributed

Our partner organisation who support adults with learning disabilities.



Maintenance
2,964 hours contributed

General maintenance as well as specialist tasks such as key making and brass restoration.



Filming
513 hours contributed

Spent chaperoning film crews around the House during a large filming contract.



Easter Gardens Opening
571 hours contributed

Welcoming our visitors to the Gardens at our alternative entrance at the Stables over Easter.



Housekeeping
1,361 hours contributed

Volunteers gave 1,361 hours supporting the cleaning of the house.



Digital Team
3,907 hours contributed

Spent making film records of all of the work of the Trust over the past three years.



Many other hours were given to other tasks, including litter picking, events, archives and research, tour support, facilities, weddings, clearance, admin support and corporate social responsibility (CSR) days.



Our particular thanks goes to Minster Law, who visited us on five separate occasions to provide CSR days in 2022 alone and continue to support our work, the Valuation Office Agency who visited for CSR in June and the Environment Agency who provided CSR services in March.

We are extremely grateful to all of our incredible volunteers for their endless support and boundless enthusiasm.

Volunteer Quotes

"Everyone I have met at Wentworth Woodhouse has been highly supportive, both in terms of acknowledging my additional needs, and also enabling me to find aspects of the Trust's work that will benefit from the knowledge and skills I have to offer... both my guide dog and I have become welcomed members of the team."

"I love volunteering and feeling part of a bigger team where we all share a common aim to make the house work for its community and help regenerate the house to its former glory."

"I have met and chatted to so many interesting people, both volunteers and visitors, that I would have never met if I did not volunteer at the house."



DIGITAL & FILMING

Digital

The volunteer Digital Team have had an incredible year including the successful recruitment of a number of young volunteers to the team – an important asset where technologies are concerned, allowing the team to significantly increase the number of films they produce for the Wentworth Woodhouse YouTube channel. Over the past twelve months, the team have contributed 3,907 hours to digital programmes at Wentworth Woodhouse.

🔗 Internship Programmes

We've greatly extended the internship programmes that we run in collaboration with the Research and Archives Team. This year, we hosted two interns from the University of Oxford in March 2023 and we're looking forward to hosting another seven interns from Oxford in September. The focus for these internships is the cataloguing and digitising of the Roy Young Archive which was bequeathed to the Trust in 2020.



Roy Young was a local historian and published author. His collection focusses on the lives of people who lived in the estate villages, as well as the family who lived at Wentworth Woodhouse. The work that the young team have undertaken, and will continue to work on, will allow us to fully understand the breadth and depth of the archive, so that it can be used to support an onsite and online exhibition of selected materials from it.

YouTube

An exciting development occurred in October, when the YouTube channel itself became revenue generating.

Now, every time someone watches one of our films, they're helping to raise much needed funds for the Trust. The channel has over 2,000 subscribers, up from 12 when the team started working on it, and over the past 12 months has attracted 110,000 views watching 6,400 hours of content made at Wentworth Woodhouse.



The channel has a global audience too. 48% of the Wentworth Woodhouse YouTube viewers are based in the UK, 20% in the USA and the rest come from literally, all over the world. The comments that they leave tell us how proud they are of what the Digital Team, and the wider Trust teams, are achieving and how grateful they are that we share what we do through an extensive and varied range of video content on the channel.



We have over
2,000 YouTube
subscribers



Scan to view our
YouTube channel



Education Programmes

🔗 In March, we were proud to host the *Inspiring Heritage* exhibition in the Chapel and Chapel Corridor.

The exhibition ran for four weeks and showcased the work of 16-21-year-old students from Rotherham College and University Centre Rotherham. Over 50 students submitted artworks for the exhibition.



The overarching brief was broken down into three sub-themes, Georgian Bling, Wealth and Power and The Role of Women. Each student had total creative freedom to explore these themes in their chosen disciplines of Graphics, Media, Photography, Fine Art and Fashion. One of the A Level Fashion students secured a degree course place at Salford University based on the materials he created for the exhibition. We've also begun work with students from Rotherham College studying 3D Gaming.

🔗 In February 2023, we employed 9 Trainee Creative Producers, aged 17-24 onto a Digital Creativity Training Programme as part of our ongoing commitment as Digital Partner to the 2025 Rotherham Children's Capital of Culture programme. They devised an immersive and interactive 'Scene of the Crime' murder mystery event that was held at the House in June. The event sold out within a few days of tickets being made available.



Over half of our trainees from the 2022 Creative Producer training programme volunteered to help with this year's event. Two of them secured paid employment as Location Assistants for a recent major filming project that took place at the House throughout April and one is currently working with ITV on a number of different projects. All six of the 2022 trainees who were looking for work after they completed their traineeship have secured jobs using skills and experiences gained at Wentworth Woodhouse.



🔗 Film & TV Location

Film location work has become a major element of our business model and each year we have seen increasing numbers of enquiries for the use of the site for filming. We do restrict House closures to no more than 12 weeks a year, so as to maintain our commitment to public access. Whilst film companies provide much needed income, their presence on site does not go unnoticed as they bring with them hundreds of crew members, equipment trucks and catering marquees, all of which require careful management on the part of our staff. We are also often the subject of non-disclosure agreements which mean we cannot provide any details of the work until after shooting has finished and the film crews are long gone.

The Crown joined us in February 2022 to film in locations including the Marble Saloon, which became the Kremlin as Boris Yeltsin entertained Her Late Majesty Queen Elizabeth II at a State Dinner. A seven-month filming project with Netflix was successfully completed between March and September 2022, all of which was filmed around public opening so as to avoid any House closures.

HBO came to site in April 2023 to shoot a new historic drama. We were delighted that a number of our first cohort of Young Producers were able to undertake paid work on the HBO production, their first step into the world of paid film work.

Our special thanks goes to Screen Yorkshire, who work tirelessly to ensure big film productions consider Yorkshire as a location for their productions and our own in-house team, including a large number of volunteers, who often have to work very late into the night supporting the film shoots.



HOSPITALITY

The catering and hospitality offer continues to grow with the team now made up of over 30 full and part time staff. We have now built our capacity to deliver multiple services on a daily basis: Butler's Pantry Café, Afternoon Tea in the Long Gallery, outdoor food kiosks, our corporate offer, private parties and weddings.

In the Butler's Pantry Café this year, we introduced seasonal changes of menu in pursuit of our sustainability policy, to use more locally sourced produce as well as our own produce from the Gardens whenever available. The Catering Team improved the menu to offer 50% vegetarian and vegan, 25% responsibly sourced fish and 25% meat from local suppliers. We have started to build relationships with South Yorkshire farms in order to purchase our meat products directly from the source.



The production of home-baked products has also increased this year. The Butler's Pantry Café now has an average of 17 baked products on offer, of which over half are produced in our kitchens, the remainder being sourced from small artisan bakers from the Rotherham and Sheffield area. In addition, we added seven more local suppliers to our list consisting of butcher, patisserie, bakery, microbrewery and creamery. These partnerships further increased our contribution to the local economy.

The corporate offer has been improved resulting in more companies spending their 'away days' at Wentworth Woodhouse. We have created a competitive package that combines other House experiences such as tours, garden walks, IT equipment and additional break out spaces. In addition, we now have a new stream of income from private parties and have the capacity to offer bespoke menus to suit any occasion. The Afternoon Tea offer goes from strength to strength. Bookings have increased by an average of 20 per day compared to last year and we offer themed Afternoon Tea menus every two months.

Staffing & Development

We aspire to be a work placement destination for new graduates and as such have developed partnerships with Barnsley and Rotherham Colleges. Roseanna Clegg, our apprentice baker, has been inspirational to watch as her enthusiasm and invaluable contribution to menu development has really added to the team.



Sales

Hospitality is one of our fastest growing departments and this is reflected in the increase in sales across the department compared to the same period in 2021/2022.

Café sales (including the external food trucks) increased from just under £313,000 to just over £437,000; the Afternoon Tea offer grew from just over £113,000 to £243,000 and our corporate, celebration and private function offer increased from minimal income to over £51,000.



**Café sales
increased to just
over £437,000**



**Afternoon Tea
sales grew to
£243,000**

Our thanks goes to both Paula Kaye and Darren Proctor for their valuable input into our hospitality business. In April 2022, we welcomed Georgia Apostolou to the team as the Afternoon Tea Supervisor. Georgia quickly advanced and was appointed as Catering Manager in January 2023.



EVENTS

Our events programme continues to grow and to diversify with a mixed programme of third-party hires, partner organised/supported and in-house events, including cinema, theatre, music, and contemporary art festivals, car shows, dance performances, balls and our successful lecture series. This extensive events programme was supported by 1,800 hours of volunteer time.

In April 2022, we hosted world-renowned German sound artist Limpe Fuchs who presented her Prismatic-Park show in the Marble Saloon. Our thanks goes to Mark Fell and Arts Council England for facilitating this. The very wonderful Colourscape came to the site in May 2022 and was a huge success, drawing families from across the region. We plan to host Colourscape annually during the May Bank Holiday.



Theatre took place across the year with *The Gunpowder Plot* in June, *Twelfth Night* and *'Not So' Grimm Twins* in August, *A Pleasing Terror* in October and *Haunted* in March 2023.

Together, these shows attracted a total of 742 audience members. Lectures ran across the year with 816 attendees, and cinema attracted 3,252 visitors.

The biggest events of the year were the Wentworth Music Festival, which is really starting to build a solid following now with 4,300 tickets sold, The Great British Food Festival which welcomed 7,500 attendees, the Great British Motor Show with 4,500 visitors and our major Christmas event 'Twas The Night Before Christmas which saw 5,489 friends and families visit the House across the week.



**Outdoor cinema
attracted 3,252
visitors**



**Wentworth Music
Festival sold
4,300 tickets**

There were many other events across the year including Wreath-Making Workshops, Forest Schools, the Regency Ball, Music in the Gardens, No Time Like the Present and Wentworth Wonderland.



Across the period covered in this report, the team delivered 77 live event days attracting a total of 29,655 visitors. Our thanks go to all of our partners who made our programme so exciting and inclusive.





MARKETING

Throughout much of the period covered in this report, our theme from a marketing perspective was 'Yorkshire's Hidden Gem' – part of a wider initiative to promote fantastic sites across our county that are trying to build their profile.

Our tagline for 2023/24 then progressed to 'Big House, Bigger Ideas' to highlight our desire to do things differently and step away from the norms associated with traditional heritage sites as well as to link to the launch of our Cultural Strategy.



The main focus of the Marketing Team throughout 2022/2023 was to increase the number of visitors we welcome, through targeted marketing campaigns and further utilisation of our positive partnerships and membership programmes. This included, for the first time, taking part in Historic Houses' Member Access Scheme which allows free entry to their members in return for 50% of the admission price (generating over £7,700 in additional income in one year) as well as marketing of our offer to their 60,000 members. In addition, becoming an RHS Partner Garden in 2023 opened up another avenue of marketing to over 600,000 of their members, which we have taken full advantage of.

The My Wentworth membership scheme was also relaunched in August 2022 and now has over 750 members who can access the House and Gardens free of charge as many times as they wish throughout the year. All these activities, along with continuous marketing of our general admission and events programme led to us welcoming over 83,000 visitors with a record number of sell-out events.



The Marketing Team has worked hard to raise Wentworth Woodhouse's profile, advertising our offer both in-house through quarterly What's On Guides, boards, banners and digital screens, to out-of-house campaigns in local and national newspapers and magazines, trade shows and paid social media.



Our digital presence continues to grow with over 16,000 people subscribed to our e-newsletter database, and a highly engaged group of followers on our social media channels which have gone from strength to strength since last year's report:

 **Instagram**
@wentworth_woodhouse
10,927 to 14,390
followers
(32% increase)

 **Facebook**
@WentworthWoodhouse
23,565 to 27,998
followers
(19% increase)

 **Twitter**
@Wentworth_House
6,199 to 6,383
followers
(3% increase)

 **LinkedIn**
Wentworth Woodhouse
1,520 to 2,055
followers
(35% increase)

In order to continue improving our brand awareness, both locally and nationally, the Marketing Team expanded in May 2023, with the addition of Marketing Officer, Rosie Frisby, whose background in graphic design has further strengthened our in-house capabilities.

Awards

Over the course of the year, we were delighted to be honoured with a number of awards.

In July 2022, the site was the grateful recipient of a Tripadvisor Travellers' Choice Award, meaning we are ranked in the top 10% of visitor destinations world-wide.



In November 2022, we were awarded two very special public vote awards - Historic Houses Garden of the Year Award, sponsored by Christies of London, and SPAB (Society for the Protection of Ancient Buildings) Best Loved Award (Public). Both awards are on display at Front of House.



Public Relations & Media

Our marketing activity is further complemented by coverage in local and national press. Examples of some key press coverage over the past year include:

- The restoration of the lamp standards by local heritage specialists, Ridgeway Forge received coverage in a host of regional magazines - including several pages in the Yorkshire Post's very popular Saturday supplement.
- TV, radio and local newspaper journalists and photographers came along for a last look inside the Lady Mabel swimming pool before demolition, with local residents interviewed, sharing their stories of the site including an ex-lifeguard at the pool.
- Press, including TV and radio, came to see work progressing at the Camellia House and at the Ionic Temple. We received terrific coverage for the corporate support we received from Lumatek, who donated specialist lighting for the camellias. Lumatek's marketing company even visited to create its own film.
- TV, radio and newspapers also came along for the planting of the Queen's Green Canopy tree in the gardens.

Our thanks goes to all our media partners including the Yorkshire Post, BBC Look North, Calendar News, Sheffield Star and many, many more. Support from the media is critical to raising the profile of Wentworth Woodhouse.



FUNDRAISING & FUNDING SUPPORT

Fundraising

This year we launched our special fundraising 'Wentworth by Candlelight Tours' with a total of 331 attendees who were thrilled to explore the House at night with our guides by candle and torch light.

The Black Diamonds Ball, our biggest fundraising event, attracted 203 people and raised a total of £47,663 on the night. Our thanks goes to our wonderful Chair, Dame Julie Kenny DBE DL, without whom this event would simply not be possible.

Our fundraising stand continued to sell a variety of items, many recycled from the House.

Our thanks goes to all involved in creating our wonderful range of products which now include slate clocks (208 sold during the period covered in this report), 5 sundials, 96 damaged balusters from the roof and the Camellia House, which could not be repaired but were sold, dog lead holders, key rings and tea light holders.

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 2022 to March 2023, the Trust administered £4,044,365 through fundraising and grant activities of which £3,942,934 was restricted.

Funding Awarded since April 2022

Historic England (Stables Kitchen and Café)
£500,000

Garfield Weston Foundation (Car Park)
£100,000

Ian Addison Charitable Trust (Camellia House)
£3,000

Muscular Dystrophy UK (Changing Place)
£110,000

29th May 1961 Charitable Trust (Activity Plan)
£20,000

Swire Charitable Trust (Camellia House)
£38,766

Adrian Swire Charitable Trust (Core Costs)
£40,000

UKSFP (Young Producer Programme)
£54,810

South Yorkshire Mayoral Authority (Culture)
£60,000

Historic England (Camellia House)
£20,000

Arts Council England (WE Wonder)
£29,454

Please note, for some of these grants the monies will be received post year end.



A Message from Our CEO

Each year I look back to the organisation we were at the time of the last report and each year we have grown our business, expanded our offer, employed more people, attracted more visitors, engaged more volunteers and developed more of the site. I use the analogy that we are a high-speed train of heritage, racing to our destination; a fully inclusive, community led, world class destination of which the communities of South Yorkshire can be proud.

Wentworth Woodhouse is a community and one I am extremely honoured to be part of. Well done and thanks to my team of staff, our volunteers, our participating groups and our visitors and supporters. You are the best!

Sarah McLeod
Chief Executive Officer
Wentworth Woodhouse Preservation Trust

A handwritten signature in black ink, appearing to be 'SM', written over a light blue background.

FINANCE

Wentworth Woodhouse Preservation Trust - Consolidated Statement of Financial Activities

(Incorporating an Income and Expenditure Account) Year Ended 31 March 2023

	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Endowment Funds 2023 £	Total Funds 2023 £	Total Funds 2022 £
Income and endowments from:					
Donations & legacies	101,431	3,942,934	-	4,044,365	3,122,178
Charitable activities	334,354	-	-	334,354	323,596
Other trading activities	1,655,682	-	-	1,655,682	950,897
Investments	2,481	-	-	2,481	107
Other income	-	-	-	-	24,839
TOTAL INCOME AND ENDOWMENTS	2,093,948	3,942,934	-	6,036,882	4,421,617
Expenditure on:					
Raising funds:					
Raising funds	479,385	25,131	-	504,516	110,172
Other trading activities	671,521	-	-	671,521	671,521
Charitable activities	944,987	3,888,079	-	4,833,066	3,922,968
TOTAL EXPENDITURE	2,095,893	3,913,210	-	6,009,103	4,704,661
Net (expenditure) / income before transfers	(1,945)	29,724	-	27,779	(283,044)
Transfer between funds	(15,725)	725	15,000	-	-
NET MOVEMENT IN FUNDS	(17,670)	30,449	15,000	27,779	(283,044)
Reconciliation of funds					
Total funds brought forward	548,798	855,067	7,767,426	9,171,291	9,454,335
Net movement in funds	(17,670)	30,449	15,000	27,779	(283,044)
TOTAL FUNDS CARRIED FORWARD	531,128	885,516	7,782,426	9,199,070	9,171,291

Wentworth Woodhouse Preservation Trust - Consolidated and Charity Balance Sheets

As at 31 March 2023

	Group		Charity	
	2023 £	2022 £	2023 £	2022 £
Fixed Assets				
Tangible Assets	169,964	206,232	134,165	166,115
Heritage Assets	7,842,426	7,767,426	7,842,426	7,767,426
	8,012,390	7,973,658	7,976,591	7,933,541
Current Assets				
Stocks	58,844	51,922	2,543	1,683
Debtors	831,260	166,188	687,164	298,011
Cash at bank and in hand	1,354,601	1,925,310	983,865	1,686,809
	2,244,705	2,143,420	1,673,572	1,986,503
Creditors: amounts falling due within one year	(1,004,692)	(912,454)	(788,661)	(790,078)
Net current assets	1,240,013	1,230,966	884,911	1,196,425
Creditors: amounts falling due after more than one year	(53,333)	(33,333)	(30,000)	-
TOTAL NET ASSETS	9,199,070	9,171,291	8,831,502	9,129,966
Charity Funds				
Endowment funds	7,782,426	7,767,426	7,782,426	7,767,426
Restricted funds	885,516	855,067	885,516	855,067
Unrestricted funds	531,128	548,798	163,560	507,473
TOTAL FUNDS	9,199,070	9,171,291	8,831,502	9,129,966

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.

