

Special supplement to GC183

In the last issue of GC, issued on 20.7.21 we teased you with the prospect of a Big Announcement. Well, without further ado, here it is.

First, we'll give you the 'formal' bit ... an abridged extract from a news item that has been 'blitzed' across all media platforms simultaneously, both electronic and hard copy. So it's likely you're going to see the full version somewhere or other. Then, we'll take a closer look at what will come to be seen as a milestone in The Grand Scheme.

My thanks to Secretary Lynn Boleyn MBE and Museum Director Ollie Buckley for their assistance in pulling this issue together. We do indeed live in exciting times Enjoy.

A SPECIAL ANNOUNCEMENT ON BEHALF OF THE BRITISH GLASS FOUNDATION (BGF)

MAJOR & SUBSTANTIVE PROGRESS ON SEVERAL FRONTS SIMULTANEOUSLY FOR NEW GLASS MUEUM

The British Glass Foundation (BGF) is delighted to announce that following a period of consolidation and organization in both its tangible and intellectual assets - and despite the restraints imposed by the Covid pandemic - major and substantive progress has been made on several fronts in the BGF's ambitions to create a world class glass museum in the heart of the Stourbridge Glass quarter.

These include:

- 1) a complete rebranding package
- 2) a radical overhaul of its communications and promotions machinery
- 3) a firm targeted opening date for the fully functional museum.

Graham Knowles, Chairman of The British Glass Foundation said:

'This is fantastic news. After more than 10 years of effort, which would not have been possible without the unflinching support of our sponsors, backers and partners especially Dudley MBC, European Regional Development Fund, National Heritage Lottery Fund and Complex Development Projects Ltd., we are almost there. It is also thanks to you, the public, that we are now touchingly close to achieving our ultimate ambition of finally opening the 'People's Museum' that provides a new home for the internationally renowned Stourbridge glass collection.'

- end -

So, how exactly does this take The Project forward?

Each in more detail:

1) With effect from **Friday 23rd July 2021** the facility formerly referred to as White House Cone museum of glass will henceforth be known and marketed as **Stourbridge Glass Museum**.

This new identity, revealed only after many months of research and analysis, will create a robust profile for the museum that will translate positively into developing its public perception for the longer term. In conjunction with our new website our branding will establish our marque as a unique identifier and will establish us firmly as a global player in the world of glass.

2) BGF has engaged the services of BORN Communications <https://www.borncommunication.co.uk> to create a vibrant and innovative dedicated website for **Stourbridge Glass Museum** be launched on **Friday 23rd July 2021**. www.stourbridgeglassmuseum.org.uk

Do browse our new website. It is, quite simply, stunning. It is our window to the world and we think you will agree it is a mighty fine window that will show us in a glowing light

The content has already been comprehensively populated before launch but it doesn't end there and it will be added to and updated regularly. It is open in nature and access is free of charge.

We welcome comments and contributions towards what will be a major resource that will eventually include *(some of these may not be fully there just yet, but they will be soon)*

- First and foremost, a brief history of the Stourbridge Glass collection
- Other history, including a 'from then to now of the BGF and the Stuart Crystal site'
- latest news from the world of glass
- exhibitions and galleries
- dates of forthcoming shows, presentations and events and how to become involved
- special notices
- educational and learning resources
- latest news from our hot-glass studio, including demonstrations and 'hands on' sessions
- admission details
- volunteers, and how to become one
- directions to our home
- repository for our publications

... plus much. much more. The sky really is the limit with this one.

And finally (for now)

3) This the bit we know you have all been waiting for, so you can imagine our excitement in being able to confirm that the new museum is **scheduled to open** to the public on **9th April 2022**. Make a note in your diary now. It will be a grand affair.

Right from the days of our formation over a decade ago, we have been consistent in two promises. We have always promised that we would let our loyal readers and supporters know the news first. And we have always promised that we would get the job done.

But we have also been equally consistent in saying that we just could not have done it without you. Not only we couldn't have done it without you, we wouldn't have wanted to.

Thank you. Welcome to your new website and your new museum; the People's Museum; the Stourbridge Glass Museum www.stourbridgeglassmuseum.org.uk



Graham Fisher MBE FRGS
Press & Publicity
pp British Glass Foundation
www.britishglassfoundation.org.uk

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... also Dudley MBC, Fieldings Auctioneers, Enovert Community Trust, Ibstock Enovert Trust, Clive & Sylvia Richards Charity



BGF would also like to acknowledge the following, *inter alia*, for their support and generosity ...

Black Country Local Enterprise Partnership Growing Places Fund : Garfield Weston : Edward Cadbury Charitable Trust : The Headley Trust : The Charles Hayward Foundation : W.A. Cadbury Charitable Trust : John Ellerman Foundation : The Worshipful Company of Glass Sellers of London : The Pilgrim Trust

... together with many other contributions from other trusts, foundations and individuals. (E&OE)

Full details of BGF partners, supporters and sponsors at: www.britishglassfoundation.org.uk/the-foundation/

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