

The Mercian Trail

The gateway to the Staffordshire Hoard

'Such is the wealth of stories that relate to the Staffordshire Hoard, that they deserve to be told and retold across the region, and further afield, for many years to come.'

The Staffordshire Hoard Partnership is working on plans to develop a Mercian Trail across the region to help bring the story of the hoard to life for residents, school children, students and tourists alike.

The proposed trail will take visitors on a voyage of Anglo-Saxon discovery - from exploring ancient Britain's international significance as a trading hub, and early jewellery making at Birmingham Museum & Art Gallery, through to experiencing Staffordshire's own Anglo-Saxon history, and unearthing the county's early pottery history, in the Potteries Museum & Art Gallery in Stoke on Trent. The hoard's links to early Christendom, the Lichfield Angel and the Chad Gospels will be seen at Lichfield Cathedral. The trail will then move to Tamworth Castle, where the bloody battles and the history of the King's Seat will come to life.

To make sure that everyone can experience this new and momentous piece of the region's history, a touring exhibition, that will start life in the Shire Hall in Stafford, will tell the story of the hoard through the archaeologist's eye.

Councillor David S. Smith, Leader of Lichfield District Council, Chairman of the West Midlands Regional Assembly and Member of the West Midlands Marketing Board, said: "We're hoping to develop the Mercian Trail as we believe it will be a fantastic way to tell the thrilling stories of the hoard to as many people as possible. It will also be a great way to instill pride in our communities, and engage as many local people as possible in the hoard, as its captivating story unfolds. We are incredibly grateful to our partners for working alongside us to help bring forward plans for the Mercian Trail across the county and region."



The Staffordshire Hoard partnership includes Birmingham, Stoke on Trent, Lichfield District, Tamworth Borough and Staffordshire County councils. The development of the Mercian Trail is dependent on the success of the initial fundraising efforts. Future fundraising will also be needed to help fund displays and exhibitions in venues across the region.

Join the battle to **save** the Staffordshire Hoard



Discovered in July last year, the Staffordshire Hoard includes over 1,500 incredible objects – all apparently drawn from the battlefield and displaying breathtaking craftsmanship. The Art Fund – the leading independent art charity – is leading the campaign to ensure the largest hoard of Anglo-Saxon gold ever found goes on public display for everyone to learn from and enjoy. If we fail to raise £3.3 million by 17 April 2010, this awe-inspiring treasure could end up being sold on the open market. Please give your support today.

**To donate call 0844 415 4004
or visit www.artfund.org/hoard**

The Art Fund is the UK's leading independent art charity – dedicated to saving important artworks and artefacts for the nation to enjoy. We are spearheading the campaign to buy and keep the hoard in the West Midlands, where it was first discovered.

The hoard is being acquired by Birmingham Museum and Art Gallery and The Potteries Museum & Art Gallery working in partnership with the Councils of Birmingham, Lichfield, Staffordshire, City of Stoke-on-Trent and Tamworth.

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☐ I would like The Art Fund to reclaim the tax, currently 28p for every £1 given, on all membership subscriptions and donations that I make until further notice, at no extra cost to myself. I understand that I must pay an amount of UK Income Tax and Capital Gains tax equal to any tax claimed.

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Should we raise more than the acquisition cost, we would use the money towards education, conservation or research projects related to the hoard. If we are unsuccessful in securing the hoard, we will use your donation towards a similar project. Please tick here if you would prefer us to return your donation. ☐

We hold your contact details to keep in touch about our work. We may also send information from other organisations which may be of interest. Please tick one or both boxes.

☐ I do not wish to receive information from the Staffordshire Hoard Partnership and its associated bodies.

☐ I do not wish to receive information from other organisations.

Please return to: The Art Fund, FREEPOST LON 17186, PO Box 2003, Kirkcaldy, KY2 6BR