



Heritage Crafts Association

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President: HRH The Prince of Wales

PATRONS: Emma Bridgewater CBE, Professor May Cassar, Lord Cormack KBE, Kaffe Fassett, Sir Christopher Frayling, Mark Henderson, Dr Alex Langlands, Paul Martin

NEWS RELEASE

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New fund inundated with proposals to save endangered crafts

The **Heritage Crafts Association (HCA)**, which earlier this year published the latest edition of its groundbreaking ***Red List of Endangered Crafts***, has been overwhelmed with high-quality applications to its new Endangered Crafts Fund, launched on 1 July 2019.

So positive has been the response that the charity is now looking for additional donations to save even more of Britain's most endangered crafts from oblivion.

Applications to the Endangered Crafts Fund include proposals for mentoring in marketing or business development, the provision of tools for trainees, and the creation of online educational resources to pass endangered skills on... all interventions that will help ensure that endangered crafts continue into the future.



The publication of the *HCA Red List of Endangered Crafts* in May 2017 showed that the heritage crafts knowledge, skills and practices that form an important part of our shared cultural heritage, are – for a number of reasons – at risk of being lost. The HCA believes that these cultural assets are as important as unique heritage buildings and ancient beautiful landscapes and could provide future generations with fantastic opportunities to enrich their lives and the lives of others.

HCA Endangered Crafts Officer Mary Lewis said:

“We are so grateful for the donations we have received up to this point, which will provide critical support for some of the interventions needed... but

Supporting and promoting heritage crafts as a fundamental part of our living heritage

www.heritagecrafts.org.uk

The Heritage Crafts Association is registered with the Charity Commission as Charitable Incorporated Organisation number 1159208

it isn't enough. We need more funds to prevent as many endangered crafts as possible from becoming extinct in this generation"

Donations make a real difference, with both smaller and larger amounts ensuring that craft skills are supported for the future. The Heritage Crafts Association will publicise instances of where donations are spent and the difference it has made to the survival of endangered craft skills.

To donate to the Endangered Crafts Fund, visit www.heritagecrafts.org.uk/ecf. For more information about the fund, email HCA Endangered Crafts Officer Mary Lewis at mary@heritagecrafts.org.uk.

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Photo caption:

Zoe Collis, apprentice in the critically endangered craft of commercial handmade paper making. Photo by Alison Jane Hoare.

About the Heritage Crafts Association

Founded in 2009, the Heritage Crafts Association (HCA) is a Charitable Incorporated Organisation (CIO), the advocacy body for traditional heritage crafts. Working in partnership with government and key agencies, it provides a focus for craftspeople, groups, societies and guilds, as well as individuals who care about the loss of traditional crafts skills, and works towards a healthy and sustainable framework for the future. Its aim is to support and promote heritage crafts as a fundamental part of our living heritage.

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About the HCA Red List of Endangered Crafts

The HCA Red List of Endangered Crafts, created by the Heritage Crafts Association, was the first to rank traditional crafts in the UK by the likelihood they would survive the next generation. The 2019 edition of the Red List assessed 212 crafts to identify those which are at greatest risk of disappearing, of which four have been classified as extinct, 36 as critically endangered, 70 as endangered and 102 as currently viable.

<http://redlist.heritagecrafts.org.uk>

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