NEWS RELEASE

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Axminster Tools and Heritage Crafts announce new partnership to celebrate British woodworking skills

Axminster Tools and Heritage Crafts are delighted to announce a brand new partnership, featuring a new Woodworker of the Year award to be launched later this summer.

Global suppliers of woodworking tools and machinery, Axminster Tools has spent 50 years building their family business into the renowned organisation it is today.

Working together with makers and creators at all levels, from trade professionals through to craft enthusiasts, their commitment to supporting woodworking skills fits perfectly with the ethos of Heritage Crafts, the UK charity set up in 2010 to support and safeguard traditional craft skills as a fundamental part of the UK's living heritage.

As well as advocating on behalf of the heritage crafts sector (including its membership of more than 1,200) to policymakers and politicians, it raises awareness of the importance of these skills through projects such as ***The Red List of Endangered Crafts*** and The **President's Award for Endangered Crafts** set up by the charity's President HRH The Prince of Wales.

Along with the new **Woodworker of the Year** award, the partners will be collaborating on a range of other exciting initiatives to be announced in due course.

Axminister Tools Managing Director **Alan Styles** said:

> *"We see part of our role in the woodworking community as helping to ensure practical skills and knowledge are not only sustainable and protected but shared with others. Our teams are built from industry*

professionals, craftspeople and passionate woodworkers and we work hard to ensure that their knowledge is freely accessible to all and able to be passed from generation to generation. We believe that the benefits of celebrating and encouraging craft skills are far-reaching which is why we're delighted to partner with Heritage Crafts."

Heritage Crafts Director **Daniel Carpenter** said:

"We are thrilled to be working with Axminster Tools on this partnership to continue to lift the profile of woodworking skills as part of the UK's cultural life and economy. Axminster's support for skills at all levels fits perfectly with our vision of a healthy and viable 'craft skills ecology', providing a range of fulfilling careers and pastimes for the next generation."

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Contacts:

- For press information and photographs, contact **Daniel Carpenter** – daniel@heritagecrafts.org.uk.
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Photo caption:

- Sarah Goss, woodcarver – www.sarahgoss.co.uk

About Axminster Tools

Axminster Tools has established itself globally as a trusted seller in the mail order tools and machinery industry. They offer a friendly and personal service to many thousands of customers ranging from trade professionals and businesses to amateur DIY and craft enthusiasts.

Axminster Tools is a family business run by industry professionals and passionate craftspeople. Their knowledge is accessible to all, via regular tutorial videos, live streams, project plans and woodworking tips that are completely free to access.

As a British retailer, Axminster Tools supports British design and quality. They work with a number of UK suppliers in celebration of the nation's skills and craftsmanship. What's more, they design and manufacture an increasing number of own branded products in their Devon-based engineering facility, including bringing manufacturing back from overseas in many cases.

www.axminstertools.com

About Heritage Crafts

Founded in 2009, the Heritage Crafts is a Charitable Incorporated Organisation (CIO) registered as the 'Heritage Crafts Association', 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.

www.heritagecrafts.org.uk

About the *Red List of Endangered Crafts*

The 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 2021 edition of the Red List, funded by the Pilgrim Trust, assessed 244 crafts to identify those which are at greatest risk of disappearing, of which four have been classified as extinct, 56 as critically endangered, 74 as endangered and 110 as currently viable.

The Red List shows that the craft 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. Heritage Crafts 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.

http://redlist.heritagecrafts.org.uk