

The Lace Guild

The Lace Guild CIO Charity Registration No 1195559

Museum Registration No RD1950

4AE

VAT Registration No 342 9046 61

The Hollies
53 Audnam
Stourbridge
West Midlands DY8

Tel: (01384) 390739

Golden Anniversary Press Release No. 1: Lace Guild Demonstrations at National Trust Properties & other historic venues across the UK (Including participant guidance)

PART 1: PRESS RELEASE INFORMATION

FOR IMMEDIATE RELEASE

The Lace Guild Celebrates Anniversary Year with Live Demonstrations at National Trust and Other Historic Venues Across the UK

The Lace Guild, the UK's leading organisation dedicated to the preservation and promotion of lacemaking, is marking its anniversary year with a nationwide programme of live demonstrations hosted at many historic venues including National Trust properties. These events highlight the beauty, skill, and cultural significance of bobbin lacemaking—now officially listed as an *Endangered Craft* by Heritage Crafts (2025).

Visitors will have the rare opportunity to watch experienced lacemakers at work, learn about the history of lace in Britain, and discover how this intricate textile tradition has shaped communities for more than four centuries.

A Craft at Risk — and a Community Taking Action

In 2025, bobbin lacemaking was added to the Heritage Crafts Red List of Endangered Crafts. The Lace Guild is now leading a national effort to secure its place on the UK Government's new *Inventories of Living Heritage*, following the UK's ratification of the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage in 2024. The Guild has submitted an Expression of Interest (EOI) describing bobbin lace as: "A form of woven fabric made using threads wound on bobbins. Practised in England since the reign of Elizabeth I, it continues today through knowledgeable and enthusiastic makers across the UK."

National Trust Demonstration Events

Throughout the anniversary year, lacemaking groups from across the UK will demonstrate at National Trust and other properties including Woolthorpe Manor House, Grantham House, Lavenham Guildhall, Morden Hall Park, Claydon House, Melford Hall, The Vyne, South Foreland Lighthouse, and the Weald & Downland Living Museum.

These events offer visitors a chance to:

- Watch bobbin lace being made
- Handle tools and materials
- Learn about regional lace traditions
- Meet local lacemakers and heritage craft advocates
- Discover how to get involved in preserving this endangered skill (from learning the craft, being able to identify and preserve lace artefacts)

A Living Tradition Worth Protecting

“The inclusion of bobbin lace on the Endangered Crafts list is a wake-up call,” says Lace Guild Trustee Alison Hopper Bishop. “These demonstrations show the public that lacemaking is not a relic of the past — it is a living, evolving craft that deserves recognition and safeguarding.”

About the Lace Guild

The Lace Guild is the largest lacemaking organisation in the UK and an accredited museum with a significant collection of lace and associated artefacts. The Guild publishes four quarterly magazines, offers educational resources, and supports both the traditional craft and contemporary textile innovation.

More information: www.laceguild.org

BACKGROUND — ABOUT THE LACE GUILD

Who We Are

- The UK's largest organisation dedicated to lacemaking
- An accredited museum with an extensive lace collection
- A publisher of four quarterly magazines: *Lace* and *Early Days in Lacemaking*
- A supporter of both traditional and contemporary textile practice

The Lace Guild's Mission Statement is:

To engage and inspire the widest possible audience with the history, craft and development of lace and lacemaking.

The Lace Guild's Values:

- We welcome all with an interest in any aspect of lace.
- We are enthusiastic about the tradition of lacemaking as a living craft.
- We are ambitious about innovation in contemporary lacemaking.
- We believe in supporting the development of lacemaking skills improves wellbeing.
- We believe bringing people together through craft will have a positive impact on their lives.

The Lace Guild's Vision is:

The Lace Guild is a vibrant hub for sharing knowledge and developing ideas. Supporting practice from newcomer to expert and connecting worldwide lacemaking traditions. We are a resource that is accessible for everyone and engages all generations.

The Aims of The Lace Guild are:

- To interest the public in lace and lacemaking techniques (historical and contemporary)
- To widen the knowledge and understanding of every aspect of lace.
- To provide appropriate storage for books, lace, and other items already in our collection, and make these available to members and the wider public.
- To provide access to an internationally important collection of artefacts and documents reflecting the history of lace and lacemaking as maintained by the library and museum
- To increase the scope of the collections by encouraging donations and bequests, and through purchase of selected items; also, to ensure all items are fully documented.
- To promote excellence in the technical and creative skills of lacemaking
- To increase the number of people making lace
- To work towards premises which will provide a fully accessible, internationally recognised centre for the study and preservation of lace and related textiles.
- To raise the necessary funds to support the achievement of these aims.
- To do this while maintaining a high quality of service to The Lace Guild members, staff and volunteers.

To help fulfil these key aims, The Guild has an accredited museum.

Lace Matters!

- A craft with over 400 years of British history
- A vital part of regional heritage (including Devon, Bedfordshire, Buckinghamshire, East Midlands)
- A skill requiring precision, patience, and artistry
- A living tradition at risk without new learners and public awareness

EVENT DESCRIPTIONS (MEDIA-READY)

Lacemaking Demonstrations at historic sites including National Trust Properties

Throughout 2026, lacemaking groups will present live demonstrations at historic houses, museums, and heritage sites. Visitors can watch lace being made, learn about tools and techniques, and explore the cultural history of this endangered craft.

Events include:

- **Woolthorpe Manor House, Grantham** — 26–30 March
- **Living Crafts, Hatfield House** — 7–10 May
- **The Tudor House, Southampton** — 17 May

- **Grantham House, Lincolnshire** — 30–31 May
- **Lavenham Guildhall, Suffolk** — 13 June
- **Heritage Craft Fair, Thornbury** — 18 July
- **Honley Library, Honley, Holmfirth, W. Yorkshire** – 8 August
- **Stowe Landscape Gardens, New Inn Farm, Buckingham** – 15–16 August
- **Morden Hall Park, Surrey** — 29–30 August
- **Claydon House** — 5–6 September
- **Melford Hall, Suffolk** — 12 September
- **Royal Victoria Country Park, Hants** — 12 September
- **The Vyne, Hampshire** — 12–13 September
- **South Foreland Lighthouse, Kent** — 19–20 September
- **Market Hall, Shrewsbury** — 26 September

KEY MESSAGES (FOR MEDIA INTERVIEWS)

Short, clear, repeatable points

- Bobbin lacemaking is officially an *Endangered Craft* in the UK.
- The Lace Guild is leading a national effort to secure its recognition as Living Heritage.
- National Trust demonstrations show the craft in action and raise public awareness.
- Lacemaking is a living tradition with deep historical roots and modern relevance.
- Anyone can learn — and new learners are essential for the craft's survival.

QUOTES

From the Lace Guild (generic quote)

“Lacemaking is a quiet craft, but it has a powerful story. These demonstrations show the public that lace is not just a museum piece — it is a living skill, passed from hand to hand for generations.”

On endangered status

“Being listed as an Endangered Craft is not the end of the story. It is the beginning of a national effort to protect and revitalise a unique part of Britain’s textile heritage.”

On National Trust partnership

“National Trust properties provide the perfect backdrop for lacemaking demonstrations. These historic settings help visitors understand the deep roots of the craft and its importance to local communities.”

ABOUT THE LACE GUILD

The Lace Guild is the largest lacemaking organisation in the United Kingdom and an accredited museum with a significant collection of lace and associated artefacts. The Guild promotes the study, practice, and preservation of lacemaking through publications, education, exhibitions, and community outreach.

More information: www.laceguild.org

PART 2, GUIDANCE: PITCH EMAIL TO JOURNALISTS

Subject: Story Opportunity: Endangered Craft Brought to Life at historic sites including National Trust Properties

Dear [Name],

I'm getting in touch with a story I think will resonate strongly with your readers: bobbin lacemaking — a craft practised in Britain for over 400 years — has now been officially listed as an *Endangered Craft*, and the Lace Guild is marking its anniversary year with a nationwide series of live demonstrations at National Trust properties.

These events offer rare access to a heritage skill at risk of disappearing, with experienced lacemakers showing the techniques, tools, and traditions that shaped textile history across the UK. Visitors can watch lace being made, handle materials, and learn why this quiet craft is suddenly at the centre of a national safeguarding effort.

The Lace Guild is also leading a major submission to the UK Government's new *Inventories of Living Heritage*, following the UK's ratification of the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage.

Upcoming demonstration sites include:

Woolthorpe Manor House (Grantham), Grantham House, Lavenham Guildhall, Morden Hall Park, Claydon House, Melford Hall, The Vyne, South Foreland Lighthouse, the Weald & Downland Living Museum, and more throughout 2026.

These events offer strong visual storytelling opportunities, local angles, and a wider national context around endangered heritage skills.

I'd be delighted to arrange:

- interviews with Lace Guild representatives or local lacemakers
- photography or filming access at events
- background information on the endangered-craft listing

If this is of interest, I can send over dates, locations, and contacts for your nearest event.

Warm regards,

[Your Name]

[Role, The Lace Guild]

[Email / Phone]

www.laceguild.org

EXAMPLES OF SOCIAL MEDIA POSTS — LACE GUILD ANNIVERSARY YEAR DEMONSTRATIONS

Woolthorpe Manor House, Grantham — 26–30 March

Join us at Woolthorpe Manor House as we celebrate the Lace Guild's anniversary year with live bobbin lacemaking demonstrations.

Discover the beauty of this endangered heritage craft and meet the makers keeping it alive.

26–30 March

Come and see history made by hand.

Living Crafts, Hatfield House — 7–10 May

We're thrilled to be part of **Living Crafts at Hatfield House**.

Watch expert lacemakers at work, explore tools and techniques, and learn why bobbin lace is now on the UK's Endangered Crafts list.

7–10 May

A perfect day out for craft lovers, families, and heritage enthusiasts.

The Tudor House, Southampton — 17 May

Step into the world of traditional lacemaking at The Tudor House.

Our makers will be demonstrating throughout the day — come ask questions, try your hand, and discover a craft with 400 years of British history.

Southampton

17 May

Grantham House, Lincolnshire — 30–31 May

Lace Guild members will be demonstrating at Grantham House this weekend.

See bobbin lace in action, learn about its endangered status, and meet the passionate makers keeping the tradition alive.

30–31 May

A beautiful setting for a beautiful craft.

Lavenham Guildhall, Suffolk — 13 June

Join us at Lavenham Guildhall for a day of live lacemaking.

From delicate stitches to centuries-old patterns, discover the artistry behind this endangered heritage craft.

13 June, 10–4

Free with entry — all welcome.

Heritage Craft Fair, Thornbury — 18 July

We're at the Heritage Craft Fair in Thornbury.

Come watch bobbin lace being made and learn how you can support the Lace

Guild's Living Heritage submission.
18 July
A celebration of Britain's craft heritage.

Morden Hall Park, Surrey — 29–30 August

Visit us at Morden Hall Park for two days of live lacemaking demonstrations. Meet local groups, explore tools and techniques, and discover why bobbin lace is officially an endangered craft.
29–30 August
Perfect for families and craft lovers.

Claydon House — 5–6 September

We're bringing the art of bobbin lacemaking to Claydon House. Drop in to watch demonstrations, ask questions, and explore the history of this extraordinary craft.
5–6 September
A wonderful way to spend a late-summer day.

Melford Hall, Suffolk — 12 September

Join the Lace Guild at Melford Hall for a day of live demonstrations. See lace being made up close and learn how you can help safeguard this endangered tradition.
12 September

Royal Victoria Country Park, Hants — 12 September

Two events in one day!
Our Hedge End lacemakers will be demonstrating at Royal Victoria Country Park. Come along, meet the makers, and discover the magic of bobbin lace.
12 September

The Vyne, Basingstoke — 12–13 September

Visit us at The Vyne for a weekend of lacemaking demonstrations. Watch skilled makers at work and explore the heritage of this endangered craft.
12–13 September
A perfect heritage weekend.

South Foreland Lighthouse, Dover — 19–20 September

Lacemaking with a sea view!
Join the Cantium Lacemakers at South Foreland Lighthouse for two days of demonstrations.
19–20 September, 10.30–5.00
A unique setting for a unique craft.

Market Hall, Shrewsbury — 26 September

We're popping up at Shrewsbury Market Hall.

Come see bobbin lace in action and learn how you can support the Lace Guild's Living Heritage submission.

26 September

Drop by and say hello.

PART 3, GUIDANCE: PRESS RELEASE TEMPLATE FOR LOCAL NEWSPAPERS, AND SOCIAL MEDIA COPY - LACE GROUPS CAN POST THESE TO PROMOTE THEIR EVENTS.

Both are written so groups can **simply fill in their details** and send or publish immediately.



PRESS RELEASE TEMPLATE FOR LOCAL NEWSPAPERS FOR IMMEDIATE RELEASE

Contact:

[Name of Group Contact]

[Email / Phone]

On behalf of **The Lace Guild**

www.laceguild.org

[YOUR LACE GROUP NAME] TO HOST PUBLIC LACEMAKING DEMONSTRATION AT [VENUE] AS PART OF THE LACE GUILD'S GOLDEN ANNIVERSARY CELEBRATIONS

[Town/County], [Date] — Local lacemaking group **[Group Name]** will be demonstrating the traditional and contemporary craft of lacemaking at **[Venue Name]** on **[Event Date(s)]**, as part of The Lace Guild's nationwide programme celebrating its Golden Anniversary in 2026.

Visitors will have the opportunity to watch skilled makers at work, learn about the history of lace, and discover how this intricate craft is being kept alive today. Demonstrations will include **[bobbin lace / needle lace / tatting / crochet lace / knitted lace — choose as appropriate]**, with members on hand to answer questions and share their expertise.

This event is part of a UK-wide initiative by **The Lace Guild**, the largest lace organisation in the country and home to an accredited museum and internationally important lace collection. The programme aims to raise awareness of lacemaking following its addition to the **Heritage Crafts Red List of Endangered Crafts** in 2025.

[Insert a quote from a group member or organiser — e.g.:]

"Lacemaking is a beautiful and absorbing craft, and we're excited to share it with visitors," said **[Name]**, a member of **[Group Name]**. "Whether you've never seen lace being made before or you're already a maker yourself, there's something fascinating for everyone."

The event is free to attend once inside the venue. **[Add National Trust membership note if applicable.]**

For more information about The Lace Guild and its Golden Anniversary events, visit www.laceguild.org.



SOCIAL MEDIA COPY FOR GROUPS

Below are several versions — short, medium, and longer — so groups can choose what suits their platform (Facebook, Instagram, X, Threads, etc.).

Short Posts (ideal for X / Threads)

Come and see lacemaking in action!

We'll be demonstrating at **[Venue]** on **[Date]** as part of The Lace Guild's Golden Anniversary events.

Discover bobbin lace, needle lace, tatting and more.

#LaceGuild50 #Lacemaking #HeritageCrafts



Lace is officially an endangered craft — come see why it deserves saving.

Join us at **[Venue]**, **[Date]**!

#EndangeredCrafts #LaceGuild

Medium Posts (Facebook / Instagram)

We're excited to be taking part in **The Lace Guild's Golden Anniversary Demonstrations** throughout 2026!

Join us at **[Venue]** on **[Date]** to watch live demonstrations of **[types of lace]**, meet local makers, and learn more about this beautiful heritage craft — recently added to the **Heritage Crafts Red List of Endangered Crafts**.

Whether you're curious, creative, or simply love textiles, we'd love to see you there.

#LaceGuild50 #Lacemaking #CraftHeritage #TextileArts #EndangeredCrafts

Longer Post (Facebook / Instagram / Group Pages)

We're delighted to announce that **[Group Name]** will be demonstrating at **[Venue]** on **[Date]** as part of **The Lace Guild's Golden Anniversary celebrations**.

Throughout 2026, lace groups across the UK are showcasing the art of lacemaking — from bobbin lace and needle lace to tatting, crochet, and knitted lace. Our aim is to introduce more people to this beautiful craft and highlight its importance, especially now that bobbin lacemaking has been added to the **Heritage Crafts Red List of Endangered Crafts**.

Come along to watch demonstrations, ask questions, and discover how lace is made. Whether you're completely new to the craft or already a maker, you'll be very welcome.



Venue: [Venue Name]



Date: [Event Date(s)]



Time: [Times if known]



Entry: [Free / included with venue admission / NT membership etc.]

We look forward to seeing you there!

PART 4, GUIDANCE: VOLUNTEER Q&A SHEET – The Lace Guild Golden Anniversary Demonstrations 2026



About the Event

What is this event?

This is part of The Lace Guild's nationwide Golden Anniversary celebrations. Lace groups across the UK are demonstrating lacemaking in public venues throughout 2026 to raise awareness of the craft and encourage new makers.

Why is this important?

In 2025, bobbin lacemaking was added to the **Heritage Crafts Red List of Endangered Crafts**. These events help protect and promote the craft by showing the public how lace is made and why it matters.



About The Lace Guild

What is The Lace Guild?

The Lace Guild is the UK's largest lacemaking organisation and an educational charity. It runs an accredited museum, publishes magazines, supports makers, and promotes both traditional and contemporary lace.

What are the Guild's aims?

- Educate the public about lacemaking
- Promote high standards of craftsmanship
- Encourage innovation and design
- Preserve lace heritage through its museum and collections

Where is The Lace Guild based?

At **The Hollies**, an Edwardian house in Stourbridge, West Midlands.



About Lacemaking

What types of lace are you demonstrating today?

Volunteers may be showing:

- Bobbin lace
- Needle lace
- Tatting
- Crochet lace
- Knitted lace
- Contemporary textile lace

(Volunteers can list what they personally are demonstrating.)

How long does it take to make lace?

It varies widely. A small motif might take hours; a large piece can take weeks or months. The beauty of lace is in its detail and patience.

Is lacemaking difficult?

It's like learning a musical instrument — it looks complicated at first, but with practice it becomes relaxing and enjoyable. Many people find it meditative.

Is lacemaking still done today?

Yes! There are active groups across the UK and worldwide. Many makers combine traditional techniques with modern design.



Getting Involved

How can someone learn to make lace?

- Join a local lace group
- Attend workshops or classes
- Become a member of The Lace Guild
- Explore beginner resources and patterns

How do I join The Lace Guild?

Membership details are available at www.laceguild.org. Members receive magazines, access to resources, and invitations to events.

Do I need special equipment?

For bobbin lace, you need a pillow, bobbins, pins, and thread. Other types (tatting, crochet, needle lace) require different tools. Many groups help beginners get started.



About the Venue & Event Logistics

Is this event free?

Entry to the demonstration is free once inside the venue.

(Volunteers can add: "National Trust members enter free with membership cards.")

Can visitors try making lace?

This depends on the group's setup. Some groups offer a simple "have-a-go" activity; others demonstrate only. Volunteers can explain what's available.

Who is organising today's event?

This event is organised by **[Group Name]** in partnership with **The Lace Guild** and **[Venue Name]**.

Are volunteers insured?

Yes. Volunteers who are Lace Guild members are covered under The Lace Guild's insurance, provided the event has been registered with The Hollies.



About the Lace Guild Museum

Does The Lace Guild have a museum?

Yes — the Guild's accredited museum is located at The Hollies. It houses an internationally important collection of lace, tools, books, and historical documents.

Can the public visit the museum?

Yes. Opening times and details are available on the Guild's website.



Talking Points for Volunteers

These are helpful phrases volunteers can use when chatting with visitors:

- "Lacemaking is a living craft — people still make lace today."
- "Every lace pattern tells a story, whether historical or modern."
- "The Lace Guild supports everyone from beginners to experts."
- "You're welcome to join a local group if you'd like to learn."
- "This event is part of our 50th anniversary celebrations."
- "Bobbin lacemaking is now on the Endangered Crafts list, so demonstrations like this help keep it alive."



If You Don't Know the Answer

Volunteers can say:

- "That's a great question — let me check with another member."
- "You can find more information on the Lace Guild website."
- "The Guild's museum has excellent resources on that topic."

No one is expected to know everything.