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Horniman Museum and Gardens appoints new Director of Audiences and Income, and Director of Content

The Horniman Museum and Gardens has appointed Annie Duffield as its new Director of Audiences and Income, and Peronel Craddock as its Director of Content.

Most recently Head of Marketing and Communications at The Postal Museum, Annie has worked across a range of cultural and heritage institutions including the Institute of Imagination, Royal Collection Trust, Museum of London and the National Gallery.

Annie joins the Horniman on 19 August and will lead a team covering a wide range of activities across fundraising, membership, marketing, communications, digital, events programming, ticketing, visitor experience, retail, catering and venue hire.

Peronel Craddock was previously the Horniman's Interim Director of Content and took up her permanent position on 8 July. Peronel is responsible for coordinating and leading work across the curatorial, learning, community engagement and volunteering teams at the Horniman.

Before joining the Horniman in June 2022 as Head of Content, Peronel was Head of Programmes at Bletchley Park Trust, responsible for research, exhibitions, learning, collections, archives and oral history, and Head of Content Development at the Natural History Museum, in which she led on content across the museum's public offer - from exhibitions to digital and face-to-face programmes.

Gordon Seabright, Chief Executive of the Horniman Museum and Gardens, says: 'Annie and Peronel are very welcome additions to our senior leadership team at an exciting time for the Horniman, as we develop new onsite attractions and work to welcome a broader range of visitors, through our [Nature + Love](#) project. We look forward to working with them both and benefitting from their experience across multiple high-profile museums, galleries and cultural organisations.'

Annie Duffield says: 'I'm over the moon to be joining Gordon and the team this August. The Horniman has an exceptional reputation, from bold action on the climate emergency to vital work addressing colonial legacies. Nature + Love provides a unique opportunity to engage and grow local, UK and international audiences both at the museum and across digital spaces. This is a hugely exciting time of renewal and growth, and I can't wait to get started.'

Annie succeeds Victoria Pinnington, who left the Horniman in May to head up the Crystal Palace Park Trust.

Peronel Craddock says: 'I'm delighted to be appointed Director of Content at such an exciting time. I'm looking forward to working with Gordon and the senior team as we continue to build on the Horniman's success, and to the transformational change the Nature + Love project will deliver, drawing on the Horniman's world-class collections to connect people, culture and environment.'

Ends

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Photograph: Annie Duffield / courtesy of Annie Duffield

Photograph: Peronel Craddock / © Horniman Museum and Gardens

Notes to Editors:

- **Annie Duffield** is a strategic marketing and communications leader with 15 years' experience in cultural organisations, spanning national and independent museums and visitor attractions. She started her career in destination marketing, working on brand positioning for London's South Bank, before specialising in campaign management for some of the UK's most visited destinations, including the National Gallery, Museum of London and the Royal residences of Windsor Castle and Buckingham Palace. Annie then moved to lead marketing and communications for the innovative educational charity the Institute of Imagination in 2017, to develop audiences and support a significant capital project. For the past four years, she has been part of the leadership team at The Postal Museum, one of London's newest museums and a recent addition to Arts Council England's National Portfolio. Here, Annie led audience development strategy, drove ticketing income and refreshed the museum's brand alongside spearheading the museum's first Environmental Sustainability Framework.
- **Peronel Craddock** brings experience of public engagement strategy, programming and delivery in national and independent museums, and in international consultancy. Before joining the Horniman, Peronel was Head of Programmes at Bletchley Park Trust, where she was responsible for research, exhibitions, learning, collections, archives and oral history. Her previous role was Head of Content Development at the Natural History Museum, in which she led on content across the museum's public offer - from exhibitions to digital and face-to-face programmes. With a background in interpretation and exhibition development, and as an editor

in scientific and medical publishing prior to her museum career, Peronel has extensive experience in communicating content to a wide range of audiences.

- The Natural History Gallery closed for redevelopment from Monday 4 March 2024 as part of our [Nature + Love](#) project. The gallery will reopen in 2026.
- **The Horniman Museum and Gardens** was [Art Fund Museum of the Year 2022](#), the world's largest museum prize.
- **The Horniman Museum and Gardens** opened in 1901 as a gift to the people in perpetuity from tea trader and philanthropist Frederick John Horniman, to 'bring the world to Forest Hill'. Today the Horniman has a collection of 350,000 objects, specimens and artefacts from around the world. Its galleries include a World Gallery of anthropology, music, an acclaimed aquarium, The Studio – a flexible arts and exhibition space, and a natural history gallery (closed until 2026 for redevelopment as part of [Nature + Love](#)). Indoor exhibits link to the award-winning display gardens – from medicinal and dye gardens to an interactive sound garden, Butterfly House and an animal walk – set among 16 acres of beautiful, green space offering spectacular views across London. horniman.ac.uk
- The **Horniman Museum and Gardens** relies on income from ticket sales, memberships, the shop and the Café to help care for the Gardens, animals and Aquarium residents, to run events and to look after the collections. The support of our visitors and donors is hugely appreciated. horniman.ac.uk/support-us
- The **Horniman Museum and Gardens** is core-funded by the Department for Culture, Media and Sport (DCMS) and since 1990 has been governed by an independent charitable trust, registered charity no. 802725.
- On 29 July 2019 the **Horniman Museum and Gardens declared an ecological and climate emergency**, pledging to place carbon reduction and environmental issues at the heart of its work. The declaration – and the subsequent **Climate and Ecological Manifesto**, published in January 2020 – is a consolidation of existing work and a commitment to renewed ambitions to reduce the Horniman's environmental and pollution footprint, increase biodiversity, and inspire others to do so. Find out more about the Horniman's manifesto commitments and progress so far at horniman.ac.uk/climate.