

## Victoria Baths announces Anthony Baker as new CEO

Manchester's **Victoria Baths** has announced that **Anthony Baker** has been appointed as its new CEO. A highly respected figure in the cultural and arts sector, Anthony is a passionate advocate for the arts and its powerful role in transforming people and communities through inspiring and aspirational activities.

Anthony brings with him a wealth of experience from across the cultural sector. In his most recent role at the Grade II listed The Civic, Barnsley, he oversaw a transformational £3.5m funding project that created spaces for artists and community groups and delivered a renewed visitor experience. Prior to this his 20 years working in the arts included roles as Executive Director and CEO at Freedom Festival in Hull and as Artistic Director and joint CEO at Dance City in Newcastle. This won't be the first time that Anthony has been Manchester based, having studied architecture at Manchester Metropolitan University and lived here for six years into the early 2000s.



**Anthony Baker, CEO of Victoria Baths**, says, "I am super excited to be here at Victoria Baths. The building is incredible, and the team is so passionate. There's a phenomenal opportunity to transform the Baths into the cultural, creative, community hub that this part of Manchester needs, and also serving the whole of the city region. It's going to be an exciting journey ahead and I'm proud to be a part of that."

Anthony takes on the role of CEO at Victoria Baths at an important time for the much-loved heritage attraction, community resource and events venue. Despite the amazing filming – including *Peaky Blinders*, *It's a Sin* and *Life on Mars* – and events of international magnitude that take place at Victoria Baths the building remains on Historic England's 'Heritage at Risk' register, and so part of Anthony's role will be overseeing its next stage of improvement works so that it can continue to play an important role in Manchester's cultural and community life. He will also be focussing on utilising the building spaces and heritage of the Baths, to develop and increase events and activities for both visitors and the local community to enrich the lives of all.

Anthony follows in the footsteps of **Elizabeth Sibbering** (Sibby) who retired from the role of Managing Director this summer having spent 10 years at Victoria Baths. During this time she has overseen significant milestones in the journey towards securing the future of Victoria Baths and in establishing its position as one of Manchester's most treasured cultural and heritage attractions. Anthony will now build on Sibby's legacy, joining an extremely talented and enthusiastic team of staff who are championed by an incredibly dedicated board in Victoria Baths Trust.

**Bernard Priest, Chair of Victoria Baths Trust**, says, "We are delighted to welcome Anthony, whose extensive experience and knowledge will be invaluable in his new role. The coming years present significant challenges as we implement our ambitious strategic plan, and we are confident in Anthony's leadership to guide us through this exciting period. We also extend our heartfelt thanks to Sibby, our outgoing Managing Director, for her unwavering dedication over the past decade. She has been a pillar of strength during her time at the Baths, and we wish her all the best in her future endeavours."

For further information about Victoria Baths, its upcoming events programme and more visit [www.victoriabaths.org.uk](http://www.victoriabaths.org.uk).

### Press contacts

For further information please contact: Clare Short or Laura Sullivan at Fido PR, [clare.short@fidopr.co.uk](mailto:clare.short@fidopr.co.uk) / [laura.sullivan@fidopr.co.uk](mailto:laura.sullivan@fidopr.co.uk)