

SOUTHBANK CENTRE

Press Release

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Contact: press@southbankcentre.co.uk

Images: available to download [here](#)

Heather Clark Charrington joins Southbank Centre as Director of Audiences



Credit line: Heather Clark Charrington © Heather Clark Charrington

Heather Clark Charrington has been appointed Director of Audiences at the Southbank Centre. Currently Director of Marketing & Communications at English National Ballet, Heather will join the Southbank Centre in September 2021 and will report to Elaine Bedell, CEO.

As a member of the Executive Team, Heather will play a vital role in shaping the future of the UK's largest multi-arts centre and setting the strategy to unite the many public touchpoints of the Southbank Centre. The past year has more than ever demonstrated that the Southbank Centre's future is virtual as well as physical and the ambition is to expand its online digital offer as well as to reach new, diverse and more representative communities.

Heather will lead the marketing, media relations, external affairs, digital engagement, brand and design, visitor experience and ticketing teams.

With over 20 years of experience in the charity sector in the UK and the US, she has held the position of Director of Marketing & Communications at English National Ballet since 2014 leading the Marketing, Press and Digital teams. Previous roles have included Director of Marketing for the

National Theatre, Director of Marketing & Sales for Pittsburgh Symphony Orchestra, Director of Marketing & Communications for the August Wilson Center for African American Culture, and Brand Manager for Wildlife Photographer of the Year at the National History Museum. She is currently a Trustee of SportsAid, Shoreditch Town Hall and a member of the International Advisory Committee to Longwood Gardens in Pennsylvania.

On joining the Southbank Centre, Heather Clark Charrington, said: *“The mix of wide-ranging, world-class and risk-taking artistic programming - as well as the historical significance of the Southbank Centre - makes this an exciting opportunity. Arts are essential to every community everywhere and I look forward to sharing ideas and working closely with my colleagues to inspire, entertain and engage new audiences.”*

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Press images can be downloaded [here](#).

For further press information please contact:

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NOTES TO EDITORS

About the Southbank Centre

The Southbank Centre is the UK’s largest arts centre occupying a prominent riverside location that sits in the midst of London’s most vibrant cultural quarter on the South Bank of the Thames. We exist to present great cultural experiences that bring people together and we achieve this by providing the space for artists to create and present their best work and by creating a place where as many people as possible can come together to experience bold, unusual and eye-opening work. We want to take people out of the everyday, every day.

The site has an extraordinary creative and architectural history stretching back to the 1951 Festival of Britain. The Southbank Centre is made up of the Royal Festival Hall, Queen Elizabeth Hall, Purcell Room and Hayward Gallery as well as being home to the National Poetry Library and the Arts Council Collection. It is also home to four Resident Orchestras (London Philharmonic Orchestra, Philharmonia Orchestra, London Sinfonietta and Orchestra of the Age of Enlightenment) and four Associate Orchestras (Aurora Orchestra, BBC Concert Orchestra, Chineke! Orchestra and National Youth Orchestra of Great Britain).



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