For immediate release

Horniman appoints Debbie Asbury as Director of Finance and Emma Evans as maternity cover for Director of Audiences and Income

The Horniman Museum and Gardens has appointed Debbie Asbury as its Director of Finance. She will start in post on Monday 12 October 2026.

Debbie is a CIMA-qualified senior finance leader with more than 25 years' experience across central government, public bodies and the charity sector. She joins the Horniman from the Department for Science, Innovation and Technology where she was the Finance Director for Building Digital UK and has previously held senior roles at DCMS and Cancer Research UK.

Debbie Asbury says: 'I am so excited to be joining the Horniman. Its values and its unique role as a museum and gardens resonate strongly with me, it is a really special place. I am looking forward to getting to know all of my new colleagues, learning all about the museum and ensuring finance is at the heart of everything we do so that we can deliver the museum's mission and long-term objectives.'

Also joining the Horniman's senior leadership team is Emma Evans who will provide maternity cover for Director of Audiences and Income, Annie Duffield. Emma was most recently Communications and Marketing Director at Cheltenham Ladies' College, and previously Chief Marketing Officer at the Eden Project Cornwall for many years.
She will take up the interim appointment on Wednesday 21 October.

Gordon Seabright, Chief Executive of the Horniman Museum and Gardens, says: 'We're so glad to welcome Debbie to the senior management team, and look forward to benefiting from her strong blend of public sector and charity finance experience. Emma is another welcome addition to our team, and her skills will be invaluable in leading our communications and income generation work until Annie returns.'

Ends

Horniman Press Office - press@horniman.ac.uk

Images: Debbie Asbury - credit Horniman Museum and Gardens
Emma Evans - credit Joel Rundle

Notes to Editors:

- **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 early 2027 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** was Art Fund Museum of the Year 2022, the world's largest museum prize.
- The **Horniman Museum and Gardens** relies on income from ticket sales, memberships, the shop and the Cafe 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 Digital, 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.