



LEOMINSTER  
MUSEUM



Leominster Museum CIO: Registered Incorporated Charity Number 1162600

# Trustees' Annual Report and Accounts for the year from 1<sup>st</sup> December 2023 to 30<sup>th</sup> November 2024





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Leominster Museum CIO: Registered Incorporated Charity Number 1162600

[www.leominstermuseum.org.uk](http://www.leominstermuseum.org.uk)



& : leominstermuseum



@leomuseum

## **Trustees' Annual Report for the period from 1<sup>st</sup> December 2023 to 30<sup>th</sup> November 2024**

### **Section A: Objectives and activities**

#### ***Summary of the objects of the charity set out in its governing document***

The objects of Leominster Museum CIO are set out in clause 3 of its Constitution as being:

- 3.1 The advancement of education, with particular reference to the understanding and appreciation of the history and heritage of Leominster and its surrounding area, by the provision and maintenance within that area of a museum and associated collection and other resources, and the provision of associated educational activities, for the benefit of the inhabitants of that area and any others who use the museum, its facilities or resources; and
- 3.2 All other charitable purposes normally or usefully associated with a museum.

#### ***Summary of the main activities undertaken for the public benefit in relation to these objects***

These formal objects establish education as central to the Charity's mission, as intended by the Museum's founders 50 years ago. The Charity sets out to achieve this object by collecting and preserving local material relating to Leominster and district in the form of objects, archives and ephemera, and interpreting and displaying this material for the education and enjoyment of the public.

The Museum, staffed and managed entirely by an enthusiastic team of volunteers under the careful guidance of the Hon. Curator Malcolm Mason, is open to the public without charge six days a week. The volunteer team now includes several new faces, alongside a good number who have been with us from before the pandemic (some for a good many years before that).

In planning and conducting the activities of the Charity, the charity trustees have as usual had regard to the guidance issued by the Charity Commission on public benefit.



## Section B: Achievements and performance

Summary of main achievements of the charity during the year

Visitor numbers to the museum totalled 2,874 for 2024 {averaging 80 per week of the season} — both figures representing a reversal of the trend of the last few years. In addition, the number of visitors attending the Ella Mary Leather events taking outside the museum was approximately 750. For much of the period access to Market Street and Corn Square was restricted by refurbishment work and this undoubtedly had an effect on footfall in the town, with many shops reporting a decrease in trade. The refurbishment work affected the visitors turnout despite additional publicity generated by the Ella Mary Leather events, the ‘people’ banners in Broad Street and the unique displays in the museum.

Donations by visitors to the museum averaged at just over 82p per adult – the largest figure for ten years. Comments in the Visitors’ Book, and on TripAdvisor, continue to be very complimentary — of both the Museum's displays and especially the volunteer staff.

Working with Leominster Council the Museum carried out a project to celebrate ‘Leominster People’. Nominations were invited from the community for people who had made a significant contribution to local or national life. Eight people were featured on the new museum-branded banners placed in Broad Street.; a diverse group including a carer, football coach, medical researcher, local volunteer and town councillor. In addition, the museum produced an Education Pack for local schools and engaged a web designer to add photographs and profiles of 49 people featured in the exhibition to the website.

The seasonal displays celebrated the work of Ella Mary Leather in recording Herefordshire’s Folklore in her 150th birthday. As well as Ms Leather’s original notebook, kindly lent by the Cecil Sharp Library, the display featured costumes from local Morris sides, a replica of the Marden Bell, kindly lent by Herefordshire Museums Service, and puppets from the Fetch Theatre Company – including a huge model of the Lugg Maiden which we were able to suspend from the ceiling.

Other events took place outside the museum. These included a talk by Nicholas Williams, Publishing Director of Stainer & Bell Ltd on ‘*An Exceptional Legacy: Ella Mary Leather, Ralph Vaughan Williams and the songs of old Herefordshire*’. In collaboration with Priory Arts the museum staged a concert at Leominster Priory celebrating the work of Ella Mary Leather and Ralph Vaughan Williams, featuring the internationally acclaimed violinist Julia Bishop and others, and an event entitled *Herefordshire Folk NOW*, featuring Leominster Morris, Fetch Theatre, About Face Theatre & the Mummers’ Boys. These events could only take place with the generous sponsorship and support of Leominster Town Council, The Elmley Foundation, the Vaughan Williams Foundation, and the UK Government through the UKSPF fund.

Our application to the Association of Independent Museums and the Pilgrim Trust for funds to conserve the self-portrait by John Scarlett Davis was successful, and the intention is to complete this work in time for the summer season.

We continue to receive a number of donations of interesting artefacts and archives, including an extensive collection from the archive of the late Peter Holliday, for many years head librarian in the town and a noted local historian. This will be added to other donated collections to what is becoming a significant collection of material on the towns' history.

## Section C: Financial review

The accounts show a deficit for the year of payments over receipts, amounting to £2,240 (compared to a surplus £1,884 for 2022-23) The deficit, however, is due to an unusual year of expenditure. This included an amount for roof repair for £2,450 which a benefactor has agreed to fund fully in the new year. In addition, we expended a one-off payment for a new CCTV system of £1,710 and website design cost of £1,700. We received continuing support from the Croft Trust and series of donations (referred to in note 3 to the accounts) which is greatly appreciated.

### *Year-end summary*

The net monetary assets of the Charity in Unrestricted Funds at 30<sup>th</sup> November 2024, and the fund/reserves to which they are allocated, were as follows (see also note 7 to the Accounts). As will be seen, some specific reserves have been set aside for anticipated expenditure. The Designated Fund earmarked towards the proposed building upgrade has been increased by £5,000 to £45,000.

	30.11.2024	30.11.2023
Designated Fund (future building upgrade)	£45,000	£ 40,000
Reserve for upgrade of CCTV system	0	£1,425
Reserve for main building roof overhaul	0	£4,800
Reserve for short-term building repairs and electrical testing	0	0
General reserve	£11,496	£ 11,811
<b>Total net monetary assets (after allowing for debtors &amp; creditors)</b>	<b>£56,496</b>	<b>£ 58,036</b>

### *Brief statement on the charity's policy on reserves*

As a prudent measure the CIO aims to hold a general reserve of between one and two times normal annual expenditure – a margin that reflects the less than wholly predictable flow of income, and the fluctuating levels of expenditure of a “normal” nature. The charity trustees

have reviewed the level of general reserves required in the light of a general increase in costs, and now consider a prudent reserve on this basis in a typical year to be around £9,000-£17,000 in all. At £11,496 as noted above, the present level of general reserves is within this range.

### ***Ongoing viability***

In the circumstances described above, the charity trustees have no doubts as to the ongoing financial viability of the Charity.

## **Section D: Structure, governance and management**

### ***Description of the charity's trusts***

The charity's governing document is its Constitution, initially adopted on 9<sup>th</sup> June 2015. The charity is a charitable incorporated organisation and came into being on being entered in the register of charities on 9<sup>th</sup> July 2015. Amendments to the Constitution were made at the Annual General Meeting held on 13<sup>th</sup> June 2018 and took effect on registration by the Charity Commission on 18<sup>th</sup> June 2018.

Following those amendments,

- charity trustees, up to a maximum of 15, are elected by the members of the CIO or appointed (co-opted) by the charity trustees, and
- no outside body has power to appoint any charity trustee. (None of the current charity trustees holds office by virtue of an appointment made before the constitutional amendments mentioned in the previous paragraph.)

Charity trustees are subject to retirement by rotation and are eligible for re-election. Those who retired by rotation at the Annual General Meeting on 11<sup>th</sup> July 2024 were Sue McKenzie and Ted Rogers both of whom were re-elected. The board are delighted to welcome David Llewellyn as an additional charity trustees during 2024. A full list of those in office during the financial year is given in section E below.

### ***Risk management policy***

The Museum holds a Risk Register, which is presented to each meeting of the charity trustees for review. The categories are a) Governance b) Operations c) Financial d) External and e) Compliance with law and regulation. The Register shows the various risks and their mitigating factors, and it is based on the Charity Commission framework CC26. Ratings are given to both the probability of an event, and the severity of its impact if it were to occur, and these are multiplied together to produce an overall risk score.

## Section E: Reference and administration details

Leominster Museum CIO's principal address and registration number are shown at the top of this Report. The charity is not known by any other name.

### ***Names of the charity trustees who manage the charity:***

Trustee name	Office (if any)	Dates acted as charity trustee (if not for the whole period)
1. Mr Geoffrey Crofts	Chair	
2. Mr Malcolm Mason	Hon. Curator	
3. Mr Christopher Jarman	Hon. Treasurer	Retired 9 July 2024
4. Mrs Deborah Jarman	Hon. Education & Outreach Officer	
5. Ms Sue McKenzie		
6. Mr Ted Rogers		
7. Ms Lean Kee	Hon Treasurer	
8. Mr Stuart Currie		
9. Dr Ashley Kirk-Spriggs		Retired 18 January 2024
10. Mr David Llewellyn		From 14 May 2024
11. Mr John O'Connell		Retired 24 April 2024

The Hon. Secretary, who is not a charity trustee, is Mr Andrew Parsons.

There are no custodian trustees or other trustees holding property on behalf of the charity.

## Section F: Declaration

The charity trustees declare that they have approved the Trustees' Report above.

Signed on behalf of the charity's trustees:

Full name(s)	Geoffrey Crofts	David Llewellyn
Position	Chairman of Charity Trustees	Charity Trustee
Date signed	25 <sup>th</sup> March 2025	25 <sup>th</sup> March 2025





CHARITY COMMISSION  
FOR ENGLAND AND WALES

## Independent examiner's report on the accounts

### Section A

### Independent Examiner's Report

Report to the trustees/  
members of

Charity Name

LEOMINSTER MUSEUM CIO

On accounts for the year  
ended

30 NOVEMBER 2024

Charity no  
(if any)

1162600

Set out on pages

7 to 12 of Trustees Annual Report

Responsibilities and  
basis of report

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 30/11/2024

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent  
examiner's statement

~~The charity's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of [insert name of applicable listed body]. Delete [ ] if not applicable.~~

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination (other than that disclosed below \*) which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

\* Please delete the words in the brackets if they do not apply.

Signed:

Date:

19-3-2025

Name:

SARAH GLUYAS

Relevant professional  
qualification(s) or body

ASSOCIATION OF ACCOUNTING TECHNICIANS  
ASSOCIATION OF CHARTERED CERTIFIED ACCOUNTANTS



(if any):

Address:

99 RIDGEMOOR ROAD

LEOMINSTER

HR6 8UH

## Section B

## Disclosure

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

**LEOMINSTER MUSEUM CIO**  
(Registered Charity No. 1162600)  
Financial Statements for Year to 30th November 2024  
**Receipts and Payments Accounts and  
Statement of Assets and Liabilities**

**A: RECEIPTS & PAYMENTS ACCOUNTS**

**RECEIPTS**

	Unrestricted Funds to the nearest £	Restricted Income Funds to the nearest £	This Year Total to the nearest £	Last Year Total to the nearest £
<b>Voluntary Receipts</b>				
Grants (note 2)	1,000	5,700	6,700	5,372
Friends/other membership subscriptions	1,123	0	1,123	1,003
Donations	5,140	500	5,640	6,777
Gift Aid	1,255	0	1,255	1,088
<b>Total Voluntary Receipts</b>	<b>8,518</b>	<b>6,200</b>	<b>14,718</b>	<b>14,240</b>
<b>Activities for Generating Funds</b>				
Sales of books and merchandise	1,279	0	1,279	734
Admission charges - charitable events	2,280	0	2,280	
Other fundraising receipts	1,257	0	1,257	0
<b>Total Activities for Generating Funds</b>	<b>4,816</b>	<b>0</b>	<b>4,816</b>	<b>734</b>
Investment Interest	2,024	0	2,024	1,444
Other Receipts	62	0	62	237
<b>Total of above Receipts</b>	<b>15,420</b>	<b>6,200</b>	<b>21,620</b>	<b>16,655</b>
<b>TOTAL RECEIPTS</b>	<b>15,420</b>	<b>6,200</b>	<b>21,620</b>	<b>16,655</b>

**PAYMENTS**

Costs of generating voluntary receipts	387	0	387	0
Fundraising costs (trading activities)	490	0	490	651
<b>Costs of charitable activities</b>				
Museum collections expenses	558	400	958	1,100
Museum premises expenses	7,267	0	7,267	6,479
Other Museum expenses	2,353	0	2,353	4,594
<b>Total other Charitable activities expenses</b>	<b>4,713</b>	<b>3,900</b>	<b>8,613</b>	
<b>Total Costs of charitable activities</b>	<b>14,891</b>	<b>4,300</b>	<b>19,191</b>	<b>13,545</b>
Governance costs	2,082	0	2,082	575
<b>Total of above Payments</b>	<b>17,850</b>	<b>4,300</b>	<b>22,150</b>	<b>14,771</b>
<b>TOTAL PAYMENTS</b>	<b>19,560</b>	<b>4,300</b>	<b>23,860</b>	<b>14,771</b>
<b>NET RECEIPTS / (PAYMENTS)</b>	<b>(4,140)</b>	<b>1,900</b>	<b>(2,240)</b>	<b>1,884</b>
<b>TRANSFERS BETWEEN FUNDS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>CASH FUNDS AT LAST YEAR END</b>	<b>57,769</b>	<b>0</b>	<b>57,769</b>	<b>55,885</b>
<b>CASH FUNDS THIS YEAR END</b>	<b>53,629</b>	<b>1,900</b>	<b>55,529</b>	<b>57,769</b>



B. STATEMENT OF ASSETS AND LIABILITIES AT THE END OF THE PERIOD

Categories, and Details

		Unrestricted Funds, to the nearest £	Restricted Income Funds, to the nearest £	
Cash funds	Cash at banks and in hand	53,629	1,900	
	<b>Total cash funds</b>	<b>53,629</b>	<b>1,900</b>	
		OK	OK	OK
Other monetary assets	Debtors	3,487	0	
Investment assets				
Assets retained for the charity's own use				
Museum buildings (freehold)				
Scarlett Davis Sketch Book				
Remainder of Museum collection				
2019 digital display equipment				
Other museum display equipment				
Furnishings, office & computer equipment				
Liabilities				
Miscellaneous Creditors				

These accounts for the year ending 30th November were approved by the Charity Trustees on  
25th March 2025  
G Crofts Chairman of Charity Trustees D Llewellyn Charity Trustee

**1 Basis of Accounts**

These accounts are prepared on a receipts and payments basis. The detailed categories of receipts and payments used in maintaining the underlying records are summarised in the published accounts by showing only the totals for each heading/sub-heading of receipts or payments as the case may be. A copy of the detailed version of the receipts and payments account is

**2 Grants received****(a)****Restricted**

(NOTE: Grants whose purpose is restricted but which are not received until after the stated purpose has been paid for, in whole or in part, out of unrestricted funds, are to that extent accounted for as being for unrestricted purposes when the grant money is in fact received.)

	Year to 30.11.2024	Year to 30.11.2023
Leominster Town Council - "Community Concert" (part of Ella Mary Leather project)	1,000	
The Elmley Foundation - Ella Mary Leather project	1,000	
Vaughan Williams Foundation - Ella Mary Leather project	2,000	
Association of Independent Museums/Pilgrim Trust - Conservation of Scarlett Davis self-portrait	1,700	
Private donor - Ella Mary Leather project and/or purchase of Scarlett Davis etchings	500	
	6,200	0

**(b)****Unrestricted**

	Year to 30.11.2024	Year to 30.11.2023
The Croft Trust	1,000	3,000
Museum Development West Midlands - Bright Future grant (partial reimbursement towards replacement of 2 storage heaters)		1,000
Leominster Cultural Consortium - reimbursement for Leominster People project		1,372
	1,000	5,372



3 Other Significant Donations received

	Year to 30.11.2024	Year to 30.11.2023
EasyFundraising re online shopping	34	51
SSE Energy Small Business Support Fund	500	
Total of donations in response to a charity trustee's fundraising solicitations	1,150	1,215
Octopus Energy - Referral bonus and referer's donation	200	
Total of donations on occasion of Chairman's birthday fundraising lunch		1,090
Total of other significant donations listed in last year's equivalent of this note		2,135

Totals are not given here for Other Significant Donations, because they do not correspond directly to any distinct figure in the Receipts & Payments Account. They comprise only some of the donations received, and may fall under more than one heading in the detailed version of that Account.

4 Endowment Funds

The charity has no expendable endowment, and the only permanent endowment consists of the album or drawings etc by John Scarlett Davis, which was bought in 1979 with grant assistance from the National Art Collections Fund "on the basis that and on condition that it is not to be sold, and must be available for viewing by students or members of the general public in perpetuity". There are no financial transactions in respect of endowment funds.

5 Restricted Income Funds

Any year-end balance of restricted income funds in hand was made up as follows:

	30.11.2024	30.11.2023
Museum Development West Midlands - Reset grant for audience development		3,234
Association of Independent Museums/Pilgrim Trust - Conservation of Scarlett Davis self-portrait	1,700	
Leominster Town Council Ella Mary Leather	200	
	<u>1,900</u>	<u>3,234</u>





Notes to the Accounts

6 Transfers Between Funds

The transfer from Unrestricted Funds to Restricted Income Funds comprised the excess cost of handling boxes and contents over and above the remaining balance of the Museum Development West Midlands Reset grant, as follows:

	Year to 30.11.2024	Year to 30.11.2023
Excess cost of handling boxes over remaining grant money	7	
	0	7

7 Unrestricted Funds

Net monetary assets of unrestricted funds are comprised as follows:

	30.11.2024	30.11.2023
Cash funds	53,629	57,769
Add Debtors (note 8)	3,487	815
Deduct Miscellaneous Creditors (note 9)	(620)	(548)
	56,496	58,036
Comprising:		
Designated Fund (note 11)	45,000	40,000
Reserve for upgrade of CCTV system		1,425
Reserve for main building roof overhaul		4,800
Reserve for short-term building repairs		
General Reserves (note 10)	11,496	11,811
	56,496	58,036

8 Statement of Assets & Liabilities: Debtors

The amounts owed to the CIO at the year-end but as yet unpaid (and so not reflected in the Receipts & Payments account) are made up as follows:

	30.11.2024	30.11.2023
HM Revenue & Customs: Gift Aid (including gift aid small donations scheme), to be claimed at end of tax year	1,037	815
The Street Foundation - agreed & invoiced grant to reimburse roof repairs	2,450	
	3,487	815



Notes to the Accounts

9 Statement of Assets & Liabilities: Miscellaneous Creditors

The amounts owed by the CIO at the year-end but as yet unpaid and in most cases unbilled (so not reflected in the Receipts & Payments account) are made up as follows:

	30.11.2024	30.11.2023
Electricity supply	159	0
Water & sewerage supply	71	186
Uncrystallised (contingent) sale or return liabilities	370	291
Miscellaneous other creditors	20	4
	620	481

10 Reserves

As a prudent measure the CIO aims to hold general reserves of between one and two times normal annual expenditure. Taking account of recent trends and increasing costs, the charity trustees consider a prudent reserve on this basis in a typical year to be around £10,000-£13,000 in all.

"The general reserve at 30.11.24 recorded at note 7 is within that range.

11 Designated Fund

The charity trustees have built up in recent years a fund designated for use towards developing and carrying out the major building upgrade project to which they have aspired for several years.

This Designated Fund technically forms part of the Unrestricted Funds, as reflected in note 7. In view of the planned maintenance etc. work for which specific reserves have been identified in note 7 no addition to the Designated Fund is proposed this year.

	30.11.2024	30.11.2023
Designated Fund at start of year	40,000	40,000
Addition to Designated Fund	5,000	0
	45,000	40,000