

THE CROMWELL MUSEUM TRUST

England & Wales · Charity number 1166233

Details

Status Registered

Legal form CIO

Registered 2016-03-29

Register [View on the Charity Commission register](#)

Contact

Address Cromwell Museum Trust
c/o Library & Archive Centre
Princes Street
Huntingdon
PE29 3PA

Phone 01480410389

Email Curator@cromwellmuseum.org

Website www.cromwellmuseum.org

Activities

Objects: TO ADVANCE THE EDUCATION OF THE PUBLIC IN THE LIFE AND LEGACY OF OLIVER CROMWELL, LORD PROTECTOR BY THE ESTABLISHMENT AND MAINTENANCE OF THE CROMWELL MUSEUM IN SUCH WAYS AS THE TRUSTEES THINK FIT.

Activities: The Cromwell Museum Trust exists to: operate the Museum for the benefit of the Nation; advance the education of the public by supporting and raising the profile of the study, research and investigation of the life of Oliver Cromwell, Lord Protector; and to preserve and develop the Collections for the investigation of the history of the 17th century and of Cromwell's influence and legacy.

Classification

- **How:** Provides Services
- **What:** General Charitable Purposes, Arts/culture/heritage/science
- **Who:** The General Public/mankind

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£183,005	£160,620	-	-
2024-03-31	£100,923	£123,933	-	-
2023-03-31	£92,047	£138,005	-	-
2022-03-31	£93,609	£185,802	-	-
2021-03-31	£206,635	£112,217	-	-

Trustees

Name	Role	Appointed
Charles William Nixon	Chair	2018-01-26
Holly Lorraine McKenzie Adams		2025-09-05
Lucy Miriam Scott		2024-01-10
Nicola Ashley Clarke		2019-09-27
PETER JOHNSON		2016-03-29
Paul Nicholas Lay		2019-09-27
Robert Charles Platts		2025-09-05
Robert Fraser Smart		2024-06-07
Timothy Allsop		2025-01-24
WILLIAM MACKENZIE MCVEY		2016-04-12
William Mackenzie McVey		2016-04-12
Zara Victoria Matthews		2025-04-01

Accounts

CROMWELL MUSEUM TRUST

**REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025**

REGISTERED CHARITY No 1166233

CROMWELL MUSEUM TRUST
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

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Cromwell Museum Trust Annual Report 2024-25

Welcome and Overview

The Trustees present their report with the financial statements of the Charitable Incorporated Organisation for the year ended 31 March 2025. The financial statements have been prepared in accordance with the accounting policies set out in the notes to the financial statements and comply with the charity's trust deed, applicable law and the requirements of the Statement of Recommended Practice, "Accounting and Reporting by Charities" 2019 and the Companies Act 2006.

Reference and Administrative Details

Cambridgeshire County Council devolved its governance and management responsibilities for the Cromwell Museum to the new Cromwell Museum Trust from 1 April 2016. The Charitable Incorporated Organisation was registered with the Charity Commission for England and Wales on 29 March 2016 with registration number 1166233.

Structure, Governance and Management

The operation of the Charitable Incorporated Organisation is governed by its Foundation Document. As a charity registered with the Charity Commission for England and Wales HM Revenue Customs have recognised the charity for tax purposes. Since the charity only uses its funds for charitable purposes no taxation is then payable on the income or gains. The overall responsibility for the operations of the Charitable Incorporated Organisation and its finances is with the Directors.

During the year our Chair, Camilla Nichol, came to the end of her time as a Trustee and we would like to record our sincere appreciation of her sterling work and guidance during her 9 years with the Trust. We also saw the retirement from the board of another founding Trustee, Jonathan Djanogly, who was the area MP and who gave a lot of time and good advice to the Museum. We thank them both.

Trustees

Hon President: Peter Johnson

Chair of Trustees: Camilla Nichol (until January 2025), then Charles Nixon

Vice Chair of Trustees: Charles Nixon (until January 2025) then Tim Allsop

Trust Treasurer: William McVey

Trustees: Nicola Clarke, Jonathan Djanogly MP (until January 2025), Cllr Sarah Gifford, Paul Lay, Iain Strath, Cllr Karl Webb, Angela White-Horan.

New Trustees added in 2024: Tim Allsop, Zara Matthews, Rob Smart, Lucy Scott, Gerry Tucker, Ben Obese-Jecty MP (*Ex-Officio*)

The Trust is privileged to have as its Patron, The Right Honorable Sir John Major, KG, CH.

Staff:

Curator: Stuart Orme

Learning and Communities Officer: Kristina Kapitza

Visitor Assistant: Helen Brooke

Charitable objects

The objects of the Charity are to advance the education of the public in the life and legacy of Oliver Cromwell, Lord Protector, by the establishment and maintenance of the Cromwell Museum in such ways as the Trustees think fit and fulfil such other purposes which are exclusively charitable according to the law of England and Wales and relate to the charitable work of the Charity.

Objectives and Activities

The Cromwell Museum has the ambition to be the key resource for the enjoyment and understanding of the life and times of the 17th century soldier and statesman, Oliver Cromwell. We have the finest collection in the world of items relating to this remarkable, yet deeply controversial individual, we will safeguard and expand this collection, ensure that its significance is recognised and use it as the inspiration for an innovative public programme. Working with partners and stakeholders, we will work to make the museum, and Huntingdon, a must-see destination which will attract visitors from around the world to appreciate Cromwell the man, his life and work through imaginative and immersive visitor experiences underpinned by the world class collections and archives. We will make the Museum as sustainable as possible.

In broad terms we aim to create an internationally recognized centre to learn about the life, times, and legacy of Oliver Cromwell, in the heart of Cromwell Country.

This ambition was reaffirmed in November 2021 with a comprehensive review of our objectives, strategic plan, and priorities for the next three years. A further review will take place in February 2026.

2024/25 Highlights: Facts and Figures:

- 15,314 people visited the Cromwell Museum in 2024/25. This was a 15% increase on the previous year and our second busiest year on record, the busiest since 1992.
- 542 students engaged with us in an organised session.
- 8,723 people engaged with us at 41 public events onsite, offsite, via talks, guided walks, or our online lecture series. These included a weekend of sold-out dramatizations of the Trial of the Huntingdonshire Witches and events commemorating the 425th anniversary of Cromwell's birth.
- 29 new items were added to the Museum's collections.
- We staged two major exhibitions, on Cromwell's Huntingdon, looking at the town in the 1600s and on the story of Cromwell's Head after his death.
- £103,300 was raised through grants, major donations and sponsorship
- After an options appraisal and support from Huntingdon Town Council, Huntingdonshire District Council and the Combined Authority for Cambridgeshire and Peterborough, a property in Huntingdon across the square from the existing museum building, 7 – 8 Market Hill, was purchased for the museum's future expansion. This is very exciting and will be a major step forward, giving us dramatically more space to fulfil our objectives by around 2030 when it we are aiming for it to be converted for use.
- We continue to attract news coverage not only locally but nationally, particularly with the launch of the appeal to purchase Oliver Cromwell's watch.

Activity in 2024/25 against our Objectives:

Our strategic priorities are set out in our Strategy. These were created by Trustees and Staff in consultation with volunteers and other stakeholders, and are:

- An unrivalled Cromwell collection & archive
- Engaging people with Cromwell's Story
- Supporting Cambridgeshire's Visitor Economy
- Supporting learning for all
- A sustainable future

An Unrivalled Cromwell Collection and Archive

To ensure this outstanding collection of art, artefacts, and archival materials relating to Cromwell and his times, has a secure future with the Trust, is accessible to all, is recognised for its pre-eminence and is ever growing, through acquisitions and loans.

The Museum continues to maintain high standards of collections management to look after its internationally significant collections, maintaining our Museum Accreditation with Arts Council England. We were also able to take in 29 items into the collection; we are very grateful to those who continue to donate or loan items to support our collections and make them available for future generations to enjoy. These items vary from original artefacts and documents to more recent representations of Cromwell in popular culture. Some items fall within the priorities within our collecting policy, such as items relating to the Cromwellian conquest of Ireland or the readmission of the Jewish community to England.

- *A collection of coins (12) of James I, Charles I and the Commonwealth (Donated)*
- *A bust of Samuel Pepys (Donated)*
- *Limited Edition watercolours (x 6) transferred from Edgehill Battlefield Museum (Donated)*
- *A 1792 Engraving of Cromwell (Purchased)*
- *Cattermole Painting 'The Declaration' of Parliamentary soldiers in a Church (Purchased thanks to donation)*
- *Oliver Cromwell Music Album - the Stanshawe Band (Donated)*
- *Proclamation of the Christmas Ban, June 1647 (Purchased)*
- *Medal commemorating Menassah Ben Israel, 2005 (Donated)*
- *Engraving of Sir John Belasyse, 1700s (Donated)*
- *Lobster pot helmet from Croxton Church, 1645 (Donated)*
- *Reputed lock of John Hampden's hair (Long term loan)*
- *'The King's Cabinet Opened' Pamphlet, 1645 (Purchased)*
- *Engraving of 'Pride's Purge' by George Cattermole. (Purchased)*

We had the opportunity to also fundraise to purchase Oliver Cromwell's watch, offered for sale by private treaty, one of only two that can be provenanced to have belonged to him in existence. We raised through public donations £10,500 towards this in a matter of weeks and further

grants were awaited by the end of that financial year.

We continue to deal with an increasing number of enquiries and are exploring ways in which we can progress the digitization of the collection, provide greater access and to help manage the number of enquiries. This continues to demonstrate the international significance of our collection, with our collections being referenced increasingly in publications.

Engaging People with Cromwell's Story

To bring to life and engage people with the remarkable and controversial story of the life and times of one of the seminal figures of British history, the soldier and statesman Oliver Cromwell. To do this in an engaging and informative way, reaching as wide an audience as possible, encouraging people as a result to explore the wider region.

This year we staged two major in-house exhibits, looking at aspects of the mid-17th century. The first was 'Cromwell's Huntingdon', commemorating the 425th anniversary of his birth in the town and what the area was like at that time. This was particularly popular with local visitors keen to find out more about their local history, and featured items kindly loaned by Huntingdonshire Archives. The second was 'Cromwell's Head: The Death and Afterlife of Oliver Cromwell', looking at the strange story of what happened to the Lord Protector after his death, with the misadventures of his severed head! This exhibit was assisted greatly by the Master, Fellows and Archivist of Sidney Sussex College at the University of Cambridge, who loaned us items relating to the head and its story, as it had its final resting place there in 1960.

We staged 41 events over the 2024 -5 financial year including family friendly craft activities during school holidays: weekend living history displays and our popular online lecture series. This continues to attract high profile speakers from the academic community and attendees from around the world by the convenience of Zoom.

We also attended 5 community fairs, festivals or events throughout June and July 2025, engaging over 300 people with the Museum, using our new branded gazebo. Over the last year our Curator and volunteers have visited a wide range of community learning groups to share topics of interest relating to Cromwell, the 1600s and aspects of local history. These visits in 2024/5 engaged with over 2300 people across 38 adult learning groups including U3A, Local History Societies and WIs, again, breaking the previous year's record.

The Museum continues to grow its presence on social media, expanding onto new platforms on Bluesky and TikTok. The latter has helped develop new, younger audiences with some posts reaching an audience of 250,000. In the spring of 2025, we took on a part-time member of staff, Hollie Atkins, to help develop video content for this, YouTube and other platforms.

We would like to express our thanks to our amazing team of volunteers for their hard work throughout the year in engaging with the public and bringing the story of Cromwell to life for our visitors.

Supporting Learning for All

To create an environment, both physical and virtual, that can be used for learning for all ages, purposes, and abilities, and for a variety of subjects - be it for academic

study or for enjoyment.

Over the last year, we continued to deliver the Museum's education programme, reaching out to new schools while continuing to engage those that have visited us in the past. During 2024 – 2025, 542 students engaged with the Cromwell Museum in person, virtually, and in their own classrooms. Of these, 7 were primary schools, 7 were secondary schools, 1 was a home education group. 8 schools engaged with us for the first time while the rest were returning.

This year, we began to redevelop the Museum's work experience programme in partnership with the two local secondary schools: Hinchingsbrooke and St. Peters. While these schools have not engaged in a traditional museum visit to the Museum in the past 4 years, the Museum has hosted work experience students from both schools. To build on this relationship and provide a better work experience programme for both the Museum and the students, a new programme will be launched in the autumn of 2025. Depending on the success of the programme, it may be expanded to other schools that regularly have work experience students at the Museum in future years. The relationships with these teachers have allowed us to be able to finally establish a learning consultation panel, which we hope will continue to refine and develop our programme over future years.

Some feedback from teachers and students:

- *The children especially enjoyed the conversation with the soldier and their interaction with the tactics and uniforms. This has enhanced the reality to all that we have studied thus far.* – Home education group
- *The themes picked up on during the trip provide great starting points for more discussions in the classroom.* – Year 12 teacher
- *Thank you one again for a brilliantly informative morning. We love visiting and it was great to see the team again.* – Year 12 teacher

We continued to engage with community groups over the last year with re-enactors and our handling collection, including scouting groups and care home residents. Our care home engagement grew this year, with 8 visits to 5 different care homes taking place since July 2024.

Supporting our local economy

To make the Museum, its collections, and stories as visible as possible. We want to bring as many visitors as possible to Huntingdon to see us - not just to spread our message and increase our sustainability, but to benefit the town & surrounding area too. This will help cement the idea of this being 'Cromwell Country'.

The overall number of in-person visitors for 2024-25 was 15,314, the busiest year that the Museum has had since 1992 and the second highest number of visitors since it was first opened in 1962. Of these 57% of visitors coming from within Cambridgeshire, many of whom are repeat visitors who visit us 2-3 times per year, 32% from elsewhere in the UK and 11% international visitors. Using the AIM Toolkit for economic value it is estimated that the Museum was worth £489,000 to the local economy in 2024-5.

We continue to support the wider development of Tourism to Huntingdon, working with both Huntingdon Town Council and Huntingdon Business Improvement District (BID)

Huntingdon), as well as taking a key part in the town's annual history festival in July.

Between December 2024 and March 2025, we engaged an external consultant, Lode Heritage, to work with us to do a major Audience Development report. This included surveying existing visitors, and non-visitors by surveying in Huntingdon, online, via targeted groups and at key local events. This showed us how the museum is valued by the local community – even those who do not currently visit usually referred to it as 'our museum', gave us ideas for expansion and future programming as well as key target audiences.

The economic significance of the Museum to Huntingdon will be enhanced by our plans for expansion, with the securing of a building six times the size of our current space. This was achieved with support from Huntingdon Town Council and Huntingdonshire District Council, made possible with a grant from the Combined Authority for Cambridgeshire and Peterborough. The lease will be signed in 2026 and a peppercorn rent will be charged.

Sustainability

For the museum to benefit from strong and diverse income streams through philanthropy, commercial activity, and collaboration with funding bodies. The Museum is supported through a network of key stakeholders and partners, locally, regionally, and nationally. We also wish to ensure that our environmental footprint is as low as possible and that we are contributing in the battle against climate change.

We are hugely grateful to those who have funded us over the last year, including a third year of a three year grant of £20,000 from the Garfield Weston Foundation towards our educational work; grants of £9,500 from the Huntingdon Freeman's Trust to support public programmes; £9,000 from the Foyle Foundation to support learning activity; £600 from Cambridgeshire County Council's Museums Fund for replica items for learning; £15,000 from the Swire Family Trust to support moving collections online and several private donations. This increased fundraising activity has been enabled thanks to working with an external company, Albright, who have been invaluable in this regard in providing us with extra capacity and expertise.

We continue to work to reduce our environmental footprint and are looking at ways in which we can try to reduce our energy usage; as part of our proposed expansion, we are exploring ways in which we can use energy efficient techniques to lower our carbon footprint, including use of air sourced heat pumps and solar panels where possible.

The Board of Trustees went through various changes in early 2025, with the expiration of the final term of both Camilla Nichol and Jonathan Djanogly, to whom we are hugely grateful. To allow a handover period for these and other trustees whose term limits come up in the summer, five new Trustees were recruited in the autumn of 2024. This was made possible by an external consultancy, Minerva, and a grant from SHARE Museums in East Anglia. This brings in new expertise and ideas to our Board, helping us be fit for the future.

Looking Ahead

With the acquisition of a new building, we have exciting opportunities for the year ahead:

- **Developing the Museum:** With support from the various local councils, we have acquired a building for the Museum to expand into, whilst retaining the existing building to become our new education centre. Over the next year we will begin the process of designing and fundraising to turn this and our existing building into an inspiring vision of what the Museum can be for the future.
- **Developing Audiences:** using the report from our Audience Development Consultant, which has helped us better understand our existing and potential visitors, as well as providing evidence to help satisfy funders that a museum expansion project will be worth investing in, we will continue to not only expand but diversify our audiences.
- **Developing Collections Access:** we will continue to develop local and national partnerships that will aid with loans to the collections for both temporary displays and with a view to expansion of the Museum, help promote the museum and develop tourism for the region. We will work to set up a project to digitize our collections, making them more accessible online including quality photography, detailed information, and thorough transcriptions.
- **Developing Capacity and Skills:** we will explore funding options for additional staff to increase our capacity and range of skills to help develop our projects.

Financial Statement

Financial Review

Donations and legacies income for the year of £137,213 were higher than in the previous year (2024: £71,120 included £15,000 restricted). Events income was also substantially higher at £29,308 (2024: £15,533). Shop sales increased to £16,381 (2024: £14,140) and with a reduction in the cost of goods, an increased surplus of £9,152 (2024: £6,673) was generated. These increases in income were the consequence of greater activity in fundraising and educational events. In turn this resulted in a higher cost of fundraising, but this continues to provide a basis for future increases of income from these sources.

Generous financial support was again received, and much appreciated, from a range of sources: Speaker's Art Fund, Garfield Weston Foundation, Cromwell Association, Sealed Knot, Huntingdonshire District Council, Cambridgeshire County Council Museums Fund, Foyle Foundation, Freeman's Trust, Swire Trust, Aldama Trust and the Goodliff Awards.

The Trustees continue to seek funds to support the recurrent costs of running the Museum. In addition, work has started towards developing additional resources sufficient to enable a significant expansion of both the property and activities of the Museum. Since the year end approximately £370,000 in funding has been secured, with significant sums being secured in relation to the new building and the purchase of Cromwell's watch.

Reserves

Total reserves at the year-end were £672,785, of which £67,052 were restricted funds (2024: £650,400 and £16,910). Free reserves at 31 March 2025 were £8,299 (2024: £15,817).

Risk Management

The Trustees have examined the major strategic, business and operational risks which the Museum faces and confirm that systems have been established to identify the appropriate action to be taken to manage those risks.

Public Benefits

The Cromwell Museum Trust was established in 2015 to take over the management and development of the Cromwell Museum in Huntingdon – then under threat of closure. The Trust's formal objective as a registered charity is *“to advance the education of the public in the life and legacy of Oliver Cromwell, Lord Protector, by the establishment and maintenance of the Museum in such ways as the Trustees see fit”*.

In accordance with the Charity Commission for England and Wales, the Trust operates as a charity and independent Museum to provide several Public Benefits:

- To curate, care for and interpret the world's best collection of artefacts relating to the life and times of the 17th century soldier and statesman Oliver Cromwell
- To make the collections and the stories related to them accessible to visitors in person at the Museum in Huntingdon, digitally online and via social media
- To promote and contribute to public understanding about Cromwell's life and times through a variety of means, including permanent and temporary museum displays, special events, talks, tours, research, publications, a website, and social media
- To stimulate public debate and awareness about this hugely significant yet controversial individual, telling his story fairly, accurately, but 'warts and all'
- To promote and provide learning opportunities about this important period of history, as well as cross-curricular topics including art, science, music and drama to all ages and abilities, for formal education and informal learning. We engage with schools, universities, societies, and individual learners from all over the world
- To work with our local community to promote Huntingdon as a place to live, work and visit, bringing in visitors from all over the world and provide a centre for local people
- To operate sustainably, ensuring the best use of the funds we raise, minimising our environmental footprint and supporting staff and volunteers to deliver our services

Registered Office

Huntingdon Library. Princes Street. Huntingdon. Cambridgeshire. PE29 3PA

Bankers

Lloyds Bank plc. Huntingdon. Cambridgeshire

Statement of Trustees’ responsibilities

The Trustees are responsible for preparing the Trustees’ Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Charity law requires the Trustees to prepare financial statements for each financial period, which give a true and fair view of the state of the affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for the period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy, at any time, the financial position of the Charitable Incorporated Organisation and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the Charitable Incorporated Organisation and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees and signed on their behalf by:

William McVey
.....

15 December 2025
.....

W M McVey

Date

**CROMWELL MUSEUM TRUST
INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES**

I report on the financial statements of the charity for the year ended 31 March 2025 which are set out on pages 11 to 16.

Responsibilities and basis of report

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 charity's accounts carried out under section 145 of the 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

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.

Stuart Berriman

Chater Allan LLP
7 Quay Court
Colliers Lane
Stow-cum-Quay
Cambridge
CB25 9AU

Independent Examiner: Stuart Graham Berriman BFP, FCA, FCCA

Date: 15 December 2025

CROMWELL MUSEUM TRUST
STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2025

		Unrestricted Funds General Fund	Restricted Funds	Total Funds 2025	Total Funds 2024
	Note	£	£	£	£
Income from:					
Donations and legacies		72,071	65,142	137,213	71,120
Other trading activities					
Shop sales		16,381	-	16,381	14,140
Events		29,308	-	29,308	15,533
Reproduction fees		104	-	104	130
Total Income		117,863	65,142	183,005	100,923
Expenditure on:					
Raising funds					
Fundraising costs		16,913	15,000	31,913	8,486
Charitable activity					
Advancement of Education	2	121,479	-	121,479	107,980
Other trading activities					
Shop purchases		7,229	-	7,229	7,467
Total Expenditure		145,620	15,000	160,620	123,933
Transfer between funds		-	-	-	-
Net (Expenditure)/income and net movement in funds for the year		(27,757)	50,142	22,385	(23,010)
Total funds brought forward		633,490	16,910	650,400	673,410
Total funds carried forward		605,733	67,052	672,785	650,400

All income and expenditure derive from continuing activities.

CROMWELL MUSEUM TRUST
BALANCE SHEET
AS AT 31 MARCH 2025

		2025		2024	
	Note	£	£	£	£
FIXED ASSETS					
Tangible fixed assets	4		597,434		617,673
CURRENT ASSETS					
Stocks		5,221		5,752	
Debtors	5	59,634		1,237	
Cash at bank and in hand		31,044		49,485	
		<u>95,899</u>		<u>56,474</u>	
CREDITORS					
Creditors due within one year	6	<u>20,548</u>		<u>23,747</u>	
NET CURRENT ASSETS			<u>75,351</u>		<u>32,727</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			672,785		650,400
NET ASSETS			<u><u>672,785</u></u>		<u><u>650,400</u></u>
FUNDS OF THE CHARITY:					
Unrestricted funds	8		605,733		633,490
Restricted funds	8		67,052		16,910
TOTAL FUNDS			<u><u>672,785</u></u>		<u><u>650,400</u></u>

Approved by the Board of Trustees and signed on their behalf by:

William McVey
.....

W M McVey

Date 15 December 2025

**CROMWELL MUSEUM TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025**

1 ACCOUNTING POLICIES

1.1 Basis of preparation

The financial statements have been prepared under the historical cost convention. The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006, and UK Generally Accepted Accounting Practice.

Description of Fund Types

Unrestricted Funds may be used for any purpose permitted by the Charitable Deed.

Restricted Funds are funds under the control of the Trustees, the assets and net income of which may be used only for certain purposes.

1.2 Going concern basis

The Trustees consider that the going concern basis is appropriate as they consider the reserves levels and expected investment income to be at sufficient levels to ensure that the Trustees can meet their financial obligations for the next 12 to 18 months and on that basis the Charity is a going concern.

1.3 Financial Reporting Standard 102 - Reduced Disclosure Exemptions

The Trustees have taken advantage of the following disclosure exemption in preparing these financial statements, as permitted by FRS 102:

- the requirement of Section 7 Statement of Cash Flows.

1.4 Income

Income is included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

Donations and grants are treated as income when any conditions imposed by the donor concerning the transfer of funds have been met.

Income from activities to generate funds is treated as income in the period the event took place.

Gift Aid is recognised when the company is entitled to it.

1.5 Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

Grants payable are treated as resources expended when there is an obligation to transfer funds.

Costs in relation to the administration of the charity are allocated to governance costs.

1.6 Tangible fixed assets

Heritage assets represent the collection held by the Trust for their contribution to knowledge and culture. The assets were valued by an independent expert in 2016 based on insurance value. No depreciation is charged on the heritage assets as their economic life and high residual value mean that any depreciation would not be material. Heritage assets are reviewed at the year end for evidence of impairment and adjusted accordingly within the Statement of Financial Activities.

The Museum redevelopment costs will be depreciated over 10 years and the redevelopment was completed on 1 March 2020.

1.7 Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

CROMWELL MUSEUM TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

1 ACCOUNTING POLICIES (continued)

1.8 Taxation

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

2 EXPENDITURE ON CHARITABLE ACTIVITY

Advancement of Education

	Unrestricted Funds General Fund	Restricted Funds	Total 2025	Total 2024
	£	£	£	£
Direct costs				
Light and heat	14,886	-	14,886	7,312
Property costs	3,787	-	3,787	4,274
Salaries (note 3)	59,864	-	59,864	52,074
Staff and volunteers	2,310	-	2,310	1,323
Office costs	1,497	-	1,497	3,545
Collection care and management	11,077	-	11,077	9,727
Education costs	1,310	-	1,310	2,874
Professional fees	1,015	-	1,015	1,680
Bookkeeping fees	2,598	-	2,598	2,668
Subscriptions	1,637	-	1,637	944
Depreciation	20,239	-	20,239	20,239
Support costs				
Governance				
Independent examination	1,260	-	1,260	1,320
Total	121,479	-	121,479	107,980

3 STAFF COSTS

	2025	2024
	£	£
Wages and salaries	46,127	40,034
Employers National Insurance	3,841	3,433
Pensions	9,896	8,607
	59,864	52,074
	2025	2024
The average number of staff during the year was:	2	2

The members of staff are employed by Huntingdon Town Council. The Cromwell Museum Trust paid 100% of the Learning Officer's salary costs and paid 100% of the Visitor Assistants salary costs.

The trustees received no remuneration or expenses during the year.

CROMWELL MUSEUM TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

4 FIXED ASSETS

	Heritage assets	Museum redevelopment	2025 Total
	£	£	£
Cost or valuation:			
At 1 April 2024	497,346	202,384	699,730
Additions	-	-	-
At 31 March 2025	<u>497,346</u>	<u>202,384</u>	<u>699,730</u>
Depreciation:			
At 1 April 2024	-	82,057	82,057
Charge for the year	-	20,239	20,239
At 31 March 2025	<u>-</u>	<u>102,296</u>	<u>102,296</u>
Net book value			
At 31 March 2025	<u>497,346</u>	<u>100,088</u>	<u>597,434</u>
At 31 March 2024	<u>497,346</u>	<u>120,327</u>	<u>617,673</u>

Heritage assets represent the collection held by the Trust for their contribution to knowledge and culture.
The assets were valued by an independent expert in 2016 based on latest insurance values.
There has been no disposals or impairment of heritage assets since they were acquired in 2018/19.

5 DEBTORS

	2025	2024
	£	£
Tax recoverable	429	1,112
Debtors	59,205	125
	<u>59,634</u>	<u>1,237</u>

6 CREDITORS: Due within one year

	2025	2024
	£	£
Creditors and accruals	20,548	23,747
	<u>20,548</u>	<u>23,747</u>

7 ANALYSIS OF RESTRICTED FUNDS

	Fund b/fwd	Income	Expenditure	Fund c/fwd
	£	£	£	£
Collections	1,910	-	-	1,910
External Fundraising	15,000	-	15,000	-
Cromwell's Watch	-	50,142	-	50,142
Collections Digitalisation Project	-	15,000	-	15,000
	<u>16,910</u>	<u>65,142</u>	<u>15,000</u>	<u>67,052</u>

CROMWELL MUSEUM TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2025

ANALYSIS OF RESTRICTED FUNDS (cont)

Collections Fund - Maintaining the museum's collection.

External Fundraising Fund - Donations were received to support the future cost of employing a Fundraiser. This is in anticipation of the planned expansion of the museum, for which it is expected that substantial external financial support will be necessary.

Cromwell's Watch - funds to secure the purchase of Oliver Cromwell's Watch for the collection.

Collections Digitisation Project – funds secured to enable the digitisation of the Cromwell Museum's collections, including a new collections database and online access.

8 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds General Fund	Restricted Funds	Total Funds 2025
	£	£	£
Tangible fixed assets	597,434	-	597,434
Net assets/(liabilities)	8,299	67,052	75,351
Total net assets	<u>605,733</u>	<u>67,052</u>	<u>672,785</u>

9 COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted Funds	Restricted Funds	Total Funds 2024
	£	£	£
Income from:			
Donations and legacies	56,120	15,000	71,120
Other trading activities			
Shop sales	14,140	-	14,140
Events	15,533	-	15,533
Reproduction fees	130	-	130
	<u>85,923</u>	<u>15,000</u>	<u>100,923</u>
Expenditure on:			
Raising funds			
Fundraising costs	8,486	-	8,486
Charitable activity			
Advancement of Education	107,980	-	107,980
Other trading activities			
Shop purchases	7,467	-	7,467
Total Expenditure	<u>123,933</u>	<u>-</u>	<u>123,933</u>
Transfer between funds	-	-	-
Net (Expenditure)/Income and net movement in funds for the year	<u>(38,010)</u>	<u>15,000</u>	<u>(23,010)</u>

10 RELATED PARTY TRANSACTIONS

There were no related party transactions during the year.

Accounts

CROMWELL MUSEUM TRUST

**REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024**

REGISTERED CHARITY No 1166233

**CROMWELL MUSEUM TRUST
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2024**

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Cromwell Museum Trust Annual Report 2023-24

The Trustees present their report with the financial statements of the Charitable Incorporated Organisation for the year ended 31 March 2024. The financial statements have been prepared in accordance with the accounting policies set out in the notes to the financial statements and comply with the charity's trust deed, applicable law and the requirements of the Statement of Recommended Practice, "Accounting and Reporting by Charities" 2019 and the Companies Act 2006.

Reference and Administrative Details

Cambridgeshire County Council devolved its governance and management responsibilities for the Cromwell Museum to the new Cromwell Museum Trust from 1 April 2016. The Charitable Incorporated Organisation was registered with the Charity Commission for England and Wales on 29 March 2016 with the registration number 1166233.

Structure, Governance and Management

The operation of the Charitable Incorporated Organisation is governed by its Foundation Document. As a charity registered with the Charity Commission for England and Wales HM Revenue Customs have recognised the charity for tax purposes. Since the charity only uses its funds for charitable purposes no taxation is then payable on the income or gains. The overall responsibility for the operations of the Charitable Incorporated Organisation and its finances is with the Directors.

Trustees

The Trustees who have served during the year are:

Jonathan Djanogly

Peter Johnson: Hon President

Camilla Nichol: Chair of Trustees

William McVey: Trust Treasurer

Iain Strath

Angela White-Horan

Charles Nixon: Vice Chair of Trustees

Sarah Gifford

Paul Lay

Nicola Clarke

The Trust is privileged to have as its Patron, The Right Honorable Sir John Major, KG, CH.

Curator: Stuart Orme

Learning and Communities Officer: Kristina Kapitza

Visitor Assistant: Helen Brooke

Charitable objects

The objects of the Charity are to advance the education of the public in the life and legacy of Oliver Cromwell, Lord Protector, by the establishment and maintenance of the Cromwell Museum in such ways as the Trustees think fit and fulfil such other purposes which are

exclusively charitable according to the law of England and Wales and are connected with the charitable work of the Charity.

Objectives and Activities

The Cromwell Museum has the ambition to be the key resource for the enjoyment and understanding of the life and times of the 17th century soldier and statesman, Oliver Cromwell.

We have the finest collection in the world of items relating to this remarkable, yet deeply controversial individual; we will safeguard and expand this collection, ensure that its significance is recognised and use it as the inspiration for an innovative public programme.

Working with partners and stakeholders, we will work to make the museum, and Huntingdon, a must-see destination which will attract visitors from around the world to appreciate Cromwell the man, his life and work through imaginative and immersive visitor experiences underpinned by the world class collections and archives. We will make the Museum as sustainable as possible.

In broad terms we aim over the next decade to create an internationally recognised centre to team about the life, times, and legacy of Oliver Cromwell, in the heart of Cromwell Country. This ambition was reaffirmed in November 2021 with a comprehensive review of our objectives, strategic plan, and priorities for the next three years.

Highlights: Facts and Figures:

- 13,261 people visited the Cromwell Museum in 2023/24. This was a 23% increase on the previous year and our busiest year for 25 years.
- 1,093 students engaged with us in an organised session, an 18% increase on the previous year and our busiest year for schools yet.
- 6,204 people engaged with us at 35 public events onsite, offsite, via talks, guided walks, or our online lecture series. These included a study day in conjunction with the Cromwell Association and sold-out dramatizations of the Trial of Charles I
- 12 new items were added to the Museum's collections.
- We staged two major exhibitions, on Spies and Intelligence during the Civil Wars and on Women of the Civil Wars.
- £55,000 was raised through grants, major donations and sponsorship
- We worked with partners to stage a major event to raise awareness of Cromwell's wife Elizabeth at her place of rest in Northborough
- We employed another member of staff, a part-time Visitor Assistant who enabled us to reopen on Sundays and provide better support for weekend volunteers
- We were awarded £330,000 by the Cambridgeshire and Peterborough Combined Authority, working with Huntingdonshire District Council and Huntingdon Town Council, to potentially acquire a building to expand into.
- We have had news coverage not only locally but nationally, with coverage on BBC News Online, the Times and the Daily Telegraph.

Who we are:

The Cromwell Museum Trust was established in 2015 to take over the management and development of the Cromwell Museum in Huntingdon. The Trust's formal objective as a registered charity is *"to advance the education of the public in the life and legacy of Oliver Cromwell, Lord Protector, by the establishment and maintenance of the Museum in such ways as the Trustees see fit"*.

Our mission is to engage as many people as possible with the story and significance of the 17th century soldier and statesman Oliver Cromwell.

Our strategic priorities as set out in our Strategy. This was revised and updated by Trustees and Staff in consultation with volunteers and other stakeholders in November 2021 are:

- An unrivalled Cromwell collection & archive
- Engaging people with Cromwell's Story
- Supporting Cambridgeshire's Visitor Economy
- Supporting learning for all
- A sustainable future

Working on our Priorities:

An Unrivalled Cromwell Collection and Archive

To ensure this outstanding collection of art, artefacts, and archival materials relating to Cromwell and his times; has a secure future with the Trust, is accessible to all, is recognised for its pre-eminence and is ever growing, through acquisitions and loans.

The Museum continues to maintain high standards of collections management to look after its internationally significant collections, maintaining our Museum Accreditation with Arts Council England. We were also able to take in 12 items into the collection; we are very grateful to those who continue to donate or loan items to support our collections and make them available for future generations to enjoy. These items vary from original artefacts and documents to more recent representations of Cromwell in popular culture. Some items fall within the priorities within our collecting policy, such as items relating to the Cromwellian conquest of Ireland or the readmission of the Jewish community to England.

- Big Finish Audio CD – *Doctor Who, The Settling (featuring Cromwell)* (donation)
- *A Declaration of Both Houses of Parliament concerning Ireland*, 1641 (purchase)
- *An Act concerning Security of the Lord Protector*, 1657
- *An Act concerning the building of London*, 1657
- Airfix Kit Artwork box, 1960s (donation)
- Airfix Kit of Charles I, c. 1981 (donation)
- First Edition of Lucy Hutchinson's *'Memoirs of Colonel Hutchinson'*, 1806
- Long term loan of Menasseh Ben Israel text, *'Nishmat Hayim'*, 1651
- Charles II loyalty Cufflink, c. 1662
- Radio Times 1983: re: *By the Sword Divided* (donation)
- *'An exact and most impartial account of the Trial of the Regicides'* 1660 (donation)
- *'King Charles, his speech made upon the Scaffold'*, 1649 (donation)

We continue to deal with an increasing number of enquiries and are exploring ways in which we can progress the digitization of the collection, providing greater access and helping to manage the number of enquiries. Given the significance of the collection, we will also apply for Designated Status from Arts Council England once this scheme has been reopened.

Engaging People with Cromwell's Story

To bring to life and engage people with the remarkable and controversial story of the life and times of one of the seminal figures of British history, the soldier and statesman Oliver Cromwell. To do this in an engaging and informative way, reaching as wide an audience as possible, encouraging people as a result to explore the wider region.

This year we staged two major in-house exhibits, looking at aspects of the mid-17th century. The first was the popular 'Secret State: Cromwellian Spies and Intelligence', looking at this secret world during the Civil Wars and Republic. This included the important loan of artefacts from the Parliamentary Archives, National Civil War Centre in Newark and Huntingdonshire Archives, to whom we are very grateful. The second display looked at the changing roles of women during this tumultuous period, again supported by an object loan from Newark. The exhibits give us a chance to not only explore different stories and themes but highlight objects from our reserve collections and bring in different audiences.

We staged 35 events over the 2023 -4 financial year including family friendly craft activities during school holidays; weekend living history displays; outreach events including a Roman re-enactment as part of the 2023 Huntingdonshire History Festival and our popular online lecture series. This continues to attract high profile speakers from the academic community and attendees from around the world by the convenience of Zoom.

In addition to our main events programme, we also carried on our regular summer guided walks of Huntingdon, as well as offering talks to groups, care homes, clubs and societies.

The Museum grew its presence on social media, reaching 500 followers on Instagram, 3,500 on Facebook and 9,600 on Twitter/X. We also launched a Tik Tok account in January 2024, which has quickly amassed over 100 followers and has reached a new, younger, audience for us.

Supporting Learning for All

To create an environment, both physical and virtual, that can be used for learning for all ages, purposes, and abilities, and for a variety of subjects - be it for academic study or for enjoyment.

April 2023 – March 2024 was a record breaking year for our learning programme, engaging more students than we ever have before across Cambridgeshire, Hertfordshire, Rutland, and London. We welcomed nearly 400 students on site to the Museum, including 300 primary, 66 secondary, and 18 university students. We also engaged 86 primary and secondary students through our online workshops. Additionally, this was the first year that we offered outreach workshops as a part of our formal offer, bringing the Museum to students in their own classrooms. This proved to be a very popular offer, as it removed many barriers for schools including travel costs and pressure on timetables. As a result, we engaged an additional 364 primary students and 255 secondary students in their own classrooms who had not engaged with us before.

We received positive feedback from teachers who saw great value in our workshops and found it useful to support their teaching, as well as students who appreciated the hands-on aspects of the workshops:

'It will be useful to underpin the curriculum content. I've already taught my Y13s (who are 3 days away from their exam) the quote that Cromwell was a 'religious radical but political conservative'. So there's lots to layer into the course!'

'[The Curator's] answers to the questions were pitched really well for students. It was based on content they were familiar with but then gave them information they wouldn't have known.'

'All of it! It was the best day ever!'

'I loved putting on the armour because it made me feel important.'

'We will be using this experience to help the children understand some of the major changes in British history between 1066 and 1901, particularly focusing on cause and effect. We will be looking at the impact of these events on life for British people.'

The Learning and Communities Officer also continued to develop new resources, including a new schools offer in partnership with Oliver Cromwell's House, encouraging schools to engage with both sites during a visit to either site. We hosted 3 Year 10 and 12 work placement students from local Cambridgeshire school throughout June, July, and August 2023.

Supporting our local economy

To make the Museum, its collections, and stories as visible as possible. We want to bring as many visitors as possible to Huntingdon to see us - not just to spread our message and increase our sustainability, but to benefit the town & surrounding area too. This will help cement the idea of this being 'Cromwell Country'.

The overall number of in-person visitors for 2023-24 was 13,271, the busiest year that the Museum has had since 1999. This is also a higher proportion compared to other museums regionally and nationally. Of these 53% of visitors coming from within Cambridgeshire, many of whom are repeat visitors who visit us 2-3 times per year, 36% from elsewhere in the UK and 11% international visitors. Using the AIM Toolkit for economic value it is estimated that the Museum was worth £330,000 to the local economy in 2023-4.

We continue to support the wider development of Tourism to Huntingdon, working with both Huntingdon Town Council and Huntingdon Business Improvement District (BID Huntingdon). Over the last year we have helped the Town Council with the creation of several new heritage interpretation panels at sites in the town.

The economic significance of the Museum to Huntingdon had been previously identified in an external consultant's report, leading to £330,000 being awarded by Cambridgeshire and Peterborough Combined Authority (CPCA) towards the potential expansion of the Museum. Working with Huntingdonshire District Council and Huntingdon Town Council, the Museum Trust has identified a potential building to expand into. We are now exploring the viability of this space as a museum and how such a project would operate.

Our Curator acts as chair of the Cambridgeshire Museums Forum, a group which aims to grow partnerships between museums across the county, whilst our Learning Officer chairs the similar organisation for museum learning in the area.

Sustainability

For the museum to benefit from strong and diverse income streams through philanthropy, commercial activity, and collaboration with funding bodies. The Museum is supported through a network of key stakeholders and partners, locally, regionally, and nationally. We also wish to ensure that our environmental footprint is as low as possible and that we are contributing in the battle against climate change.

We are hugely grateful to those who have funded us over the last year, including a second year of three grant of £20,000 from the Garfield Weston Foundation towards our educational work; grants of £15,000 from the Huntingdon Freeman's Trust and £5,000 from Heritage Compass towards fundraising; £1,300 from the Goodliff Fund of the Huntingdonshire History Society towards redesigning and reprinting the Cromwell's Huntingdon Trail leaflet (to be relaunched in April 2024) and a £5,000 bequest. We are exploring working with a fundraising agency to help build on this work, which will be progressed from April 2024.

We continue to work to reduce our environmental footprint and are looking at ways in which we can try to reduce our energy usage. With our partners in Huntingdon Town Council, we now recycle as much of our waste as possible, and minimize printing as much as possible, keeping all paperwork digitally as far as our legal requirements as a museum will allow. As part of our proposed expansion, we are exploring ways in which we can use energy efficient techniques to lower our carbon footprint, including use of air sourced heat pumps and solar panels where possible.

Looking Ahead

With the funding earmarked by the Combined Authority, we have several exciting opportunities for the year ahead:

- **Developing the Museum:** With support from the various local councils, we have identified a potential building for the Museum to expand into, whilst retaining the existing building to become our new education centre. Subject to robust surveys, fundraising as required and the appropriate permissions, we will work to acquire this building alongside an inspiring vision of what the Museum can be for the future.
- **Developing Audiences:** we will continue to diversify our audiences, to bring in more people to engage with our collections and stories, the income from which will also help to make the Museum more sustainable. Using funding from the District Council we will engage an Audience Development Consultant to help us better understand our existing and potential visitors, as well as provide evidence to help satisfy funders that a museum expansion project will be worth investing in.
- **Developing Collections Access:** we will continue to develop local and national partnerships that will aid with loans to the collections for both temporary displays and with a view to expansion of the Museum, help promote the museum and develop tourism for the region. We will apply for Designated Status for our internationally important collection of artefacts and seek funding to set up a project to digitize our collections, making them more accessible online including quality photography, detailed information, and thorough transcriptions.
- **Developing Capacity and Skills:** we will explore funding options for additional staff to increase our capacity and range of skills to help develop our projects.

Financial Review

General Fund income for the year of £56,120 was slightly lower than in the previous year (2023: £65,067). Shop sales maintained their contribution of £14,000 and Events provided an increased income of £15,533 (2023: £12,213). Reduced expenditure on Fundraising resulted in a deficit of £38,010 (2023: £45,958). Income was received towards the future cost of employing an external fundraiser in anticipation of the planned expansion of the museum. Total reserves at the year-end were £650,400, of which £16,910 were restricted funds (2023: £673,410 and £1,910).

Generous financial support was again received, and much appreciated, from local sources: Huntingdon Freeman's Trust, Huntingdon Town Council, and from Cambridgeshire and Huntingdonshire Family History Society, Huntingdonshire District Council, Heritage Compass, Cambridgeshire County Council Museum Grants Scheme. The Speaker's Art Fund Palace of Westminster provided funding to support the special exhibition of 'Cromwell in Huntingdon'. The Association of Independent Museums continued to provide financial assistance and other valued support.

Since the year-end, significant and generous funding has been provided by Huntingdonshire District Council and [Cambridgeshire & Peterborough Combined Authority](#) for the purchase of a building into which the Museum intends to expand its operation and activity.

Reserves Policy

The Trustees continue to seek funds to support the recurrent costs of running the Museum. In addition, work has started towards developing additional resources sufficient to enable a significant expansion of both the property and activities of the Museum. Free reserves at 31 March 2024 were £15,817.

Risk Management

The Trustees have examined the major strategic, business and operational risks which the Museum faces and confirm that systems have been established to identify the appropriate action to be taken to manage those risks.

Public Benefits

The Cromwell Museum Trust was established in 2015 to take over the management and development of the Cromwell Museum in Huntingdon – then under threat of closure. The Trust's formal objective as a registered charity is *"to advance the education of the public in the life and legacy of Oliver Cromwell, Lord Protector, by the establishment and maintenance of the Museum in such ways as the Trustees see fit"*.

In accordance with the Charity Commission for England and Wales, the Trust operates as a charity and independent Museum to provide several Public Benefits:

- To curate, care for and interpret the world's best collection of artefacts relating to the life and times of the 17th century soldier and statesman Oliver Cromwell
- To make the collections and the stories related to them accessible to visitors in person at the Museum in Huntingdon, digitally online and via social media

- To promote and contribute to public understanding about Cromwell's life and times through a variety of means, including permanent and temporary museum displays, special events, talks, tours, research, publications, a website, and social media
- To stimulate public debate and awareness about this hugely significant yet controversial individual, telling his story fairly, accurately, but 'warts and all'
- To promote and provide learning opportunities about this important period of history, as well as cross-curricular topics including art, science, music and drama to all ages and abilities, for formal education and informal learning. We engage with schools, universities, societies, and individual learners from all over the world
- To work with our local community to promote Huntingdon as a place to live, work and visit, bringing in visitors from all over the world and provide a centre for local people
- To operate sustainably, ensuring the best use of the funds we raise, minimising our environmental footprint and supporting staff and volunteers to deliver our services

Registered Office

Huntingdon Library. Princes Street. Huntingdon. Cambridgeshire. PE29 3PA

Bankers

Lloyds Bank plc. Huntingdon. Cambridgeshire

Solicitors

LGSS Law Ltd. Scott House. 5 George Street. Huntingdon. Cambs. PE29 3AD

Greenwoods Solicitors LLP. Monkstone House. City Road. Peterborough. PE1 1JE

Statement of Trustees' responsibilities

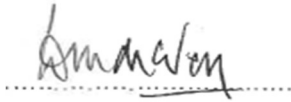
The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Charity law requires the Trustees to prepare financial statements for each financial period, which give a true and fair view of the state of the affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for the period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy, at any time, the financial position of the Charitable Incorporated Organisation and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the Charitable Incorporated Organisation and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees and signed on their behalf by:

A handwritten signature in dark ink, appearing to read 'W M McVey', is written over a horizontal dotted line.

28 November 2024

W M McVey

Date

CROMWELL MUSEUM TRUST
INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report on the financial statements of the charity for the year ended 31 March 2024 which are set out on pages 11 to 16.

Responsibilities and basis of report

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 charity's accounts carried out under section 145 of the 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

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.

Stuart Berriman

Chater Allan LLP
7 Quay Court
Colliers Lane
Stow-cum-Quay
Cambridge
CB25 9AU

Independent Examiner: Stuart Graham Berriman BFP, FCA, FCCA

Date: 28 November 2024

CROMWELL MUSEUM TRUST
STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2024

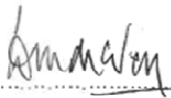
		Unrestricted Funds General Fund	Restricted Funds	Total Funds 2024	Total Funds 2023
	Note	£	£	£	£
Income from:					
Donations and legacies		56,120	15,000	71,120	65,067
Other trading activities					
Shop sales		14,140	-	14,140	14,468
Events		15,533	-	15,533	12,213
Reproduction fees		130	-	130	299
Total Income		85,923	15,000	100,923	92,047
Expenditure on:					
Raising funds					
Fundraising costs		8,486	-	8,486	27,799
Charitable activity					
Advancement of Education	2	107,980	-	107,980	102,884
Other trading activities					
Shop purchases		7,467	-	7,467	7,322
Total Expenditure		123,933	-	123,933	138,005
Transfer between funds		-	-	-	-
Net (Expenditure)/income and net movement in funds for the year		(38,010)	15,000	(23,010)	(45,958)
Total funds brought forward		671,500	1,910	673,410	719,368
Total funds carried forward		633,490	16,910	650,400	673,410

All income and expenditure derive from continuing activities.

CROMWELL MUSEUM TRUST
BALANCE SHEET
AS AT 31 MARCH 2024

		2024		2023	
	Note	£	£	£	£
FIXED ASSETS					
Tangible fixed assets	4		617,673		637,912
CURRENT ASSETS					
Stocks		5,752		7,758	
Debtors	5	1,237		1,423	
Cash at bank and in hand		49,485		49,029	
		<u>56,474</u>		<u>58,210</u>	
CREDITORS					
Creditors due within one year	6	<u>23,747</u>		<u>22,712</u>	
NET CURRENT ASSETS			<u>32,727</u>		<u>35,498</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			650,400		673,410
NET ASSETS			<u>650,400</u>		<u>673,410</u>
FUNDS OF THE CHARITY:					
Unrestricted funds	8		633,490		671,500
Restricted funds	8		16,910		1,910
TOTAL FUNDS			<u>650,400</u>		<u>673,410</u>

Approved by the Board of Trustees and signed on their behalf by:



W M McVey

28 November 2024

Date

1 ACCOUNTING POLICIES

1.1 Basis of preparation

The financial statements have been prepared under the historical cost convention. The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006, and UK Generally Accepted Accounting Practice.

Description of Fund Types

Unrestricted Funds may be used for any purpose permitted by the Charitable Deed.

Restricted Funds are funds under the control of the Trustees, the assets and net income of which may be used only for certain purposes.

1.2 Going concern basis

The Trustees consider that the going concern basis is appropriate as they consider the reserves levels and expected investment income to be at sufficient levels to ensure that the Trustees can meet their financial obligations for the next 12 to 18 months and on that basis the Charity is a going concern.

1.3 Financial Reporting Standard 102 - Reduced Disclosure Exemptions

The Trustees have taken advantage of the following disclosure exemption in preparing these financial statements, as permitted by FRS 102:

- the requirement of Section 7 Statement of Cash Flows.

1.4 Income

Income is included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

Donations and grants are treated as income when any conditions imposed by the donor concerning the transfer of funds have been met.

Income from activities to generate funds is treated as income in the period the event took place.

Gift Aid is recognised when the company is entitled to it.

1.5 Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

Grants payable are treated as resources expended when there is an obligation to transfer funds.

Costs in relation to the administration of the charity are allocated to governance costs.

1.6 Tangible fixed assets

Heritage assets represent the collection held by the Trust for their contribution to knowledge and culture.

The assets were valued by an independent expert in 2016 based on insurance value. No depreciation is charged on the heritage assets as their economic life and high residual value mean that any depreciation would not be material. Heritage assets are reviewed at the year end for evidence of impairment and adjusted accordingly within the Statement of Financial Activities.

The Museum redevelopment costs will be depreciated over 10 years and the redevelopment was completed on 1 March 2020.

1.7 Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

1 ACCOUNTING POLICIES (continued)

1.8 Taxation

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

2 EXPENDITURE ON CHARITABLE ACTIVITY

Advancement of Education

	Unrestricted Funds General Fund	Restricted Funds	Total 2024	Total 2023
	£	£	£	£
Direct costs				
Light and heat	7,312	-	7,312	11,371
Property costs	4,274	-	4,274	3,213
Salaries (note 3)	52,074	-	52,074	38,112
Staff and volunteers	1,323	-	1,323	769
Office costs	3,545	-	3,545	2,801
Collection care and management	9,727	-	9,727	15,328
Education costs	2,874	-	2,874	7,405
Professional fees	1,680	-	1,680	1,085
Bookkeeping fees	2,668	-	2,668	-
Subscriptions	944	-	944	1,302
Depreciation	20,239	-	20,239	20,239
Support costs				
Governance				
Independent examination	1,320	-	1,320	1,260
Total	107,980	-	107,980	102,884

3 STAFF COSTS

	2024	2023
	£	£
Wages and salaries	40,034	29,000
Employers National Insurance	3,433	2,877
Pensions	8,607	6,235
	52,074	38,112

The average number of staff during the year was:

2024	2023
2	1

The members of staff are employed by Huntingdon Town Council. The Cromwell Museum Trust paid 100% of the Learning Officer's salary costs for the period 1 April 2023 to 31 March 2024 and had paid 100% of the Visitor Assistants costs from August 2023.

The trustees received no remuneration or expenses during the year.

4 FIXED ASSETS

	Heritage assets	Museum redevelopment	2024 Total
	£	£	£
Cost or valuation:			
At 1 April 2023	497,346	202,384	699,730
Additions	-	-	-
At 31 March 2024	<u>497,346</u>	<u>202,384</u>	<u>699,730</u>
Depreciation:			
At 1 April 2023	-	61,818	61,818
Charge for the year	-	20,239	20,239
At 31 March 2024	<u>-</u>	<u>82,057</u>	<u>82,057</u>
Net book value			
At 31 March 2024	<u>497,346</u>	<u>120,327</u>	<u>617,673</u>
At 31 March 2023	<u>497,346</u>	<u>140,566</u>	<u>637,912</u>

Heritage assets represent the collection held by the Trust for their contribution to knowledge and culture.
The assets were valued by an independent expert in 2016 based on latest insurance values.
There has been no disposals or impairment of heritage assets since they were acquired in 2018/19.

5 DEBTORS

	2024	2023
	£	£
Tax recoverable	1,112	1,298
Other debtors	125	125
	<u>1,237</u>	<u>1,423</u>

6 CREDITORS: Due within one year

	2024	2023
	£	£
Creditors and accruals	23,747	22,712
	<u>23,747</u>	<u>22,712</u>

7 ANALYSIS OF RESTRICTED FUNDS

	Fund b/fwd	Income	Expenditure	Fund c/fwd
	£	£	£	£
Collections	1,910	-	-	1,910
External Fundraising	-	15,000	-	15,000
	<u>1,910</u>	<u>15,000</u>	<u>-</u>	<u>16,910</u>

Collections Fund - Maintaining the museum's collection.

External Fundraising Fund - Donations were received to support the future cost of employing a Fundraiser. This is in anticipation of the planned expansion of the museum, for which it is expected that substantial external financial support will be necessary.

8 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds General Fund	Restricted Funds	Total Funds 2024
	£	£	£
Tangible fixed assets	617,673	-	617,673
Net assets/(liabilities)	15,817	16,910	32,727
Total net assets	<u>633,490</u>	<u>16,910</u>	<u>650,400</u>

9 COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted Funds	Designated Funds	Restricted Funds	Total Funds 2023
	£	£	£	£
Income from:				
Donations and legacies	65,067	-	-	65,067
Other trading activities				
Shop sales	14,468	-	-	14,468
Events	12,213	-	-	12,213
Reproduction fees	299	-	-	299
	<u>92,047</u>	<u>-</u>	<u>-</u>	<u>92,047</u>
Expenditure on:				
Raising funds				
Fundraising costs	27,799	-	-	27,799
Charitable activity				
Advancement of Education	99,080	3,804	-	102,884
Other trading activities				
Shop purchases	7,322	-	-	7,322
Total Expenditure	<u>134,201</u>	<u>3,804</u>	<u>-</u>	<u>138,005</u>
Transfer between funds	-	-	-	-
Net income/(Expenditure) and net movement in funds for the year	<u>(42,154)</u>	<u>(3,804)</u>	<u>-</u>	<u>(45,958)</u>

10 RELATED PARTY TRANSACTIONS

There were no related party transactions during the year.

Accounts

CROMWELL MUSEUM TRUST

**REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023**

REGISTERED CHARITY No 1166233

**CROMWELL MUSEUM TRUST
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2023**

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The Trustees present their report with the financial statements of the Charitable Incorporated Organisation for the year ended 31 March 2023. The financial statements have been prepared in accordance with the accounting policies set out in the notes to the financial statements and comply with the charity's trust deed, applicable law and the requirements of the Statement of Recommended Practice, "Accounting and Reporting by Charities" 2019 and the Companies Act 2006.

Reference and Administrative Details

Cambridgeshire County Council devolved its governance and management responsibilities for the Cromwell Museum to the new Cromwell Museum Trust from 1 April 2016. The Charitable Incorporated Organisation was registered with the Charity Commission for England and Wales on 29 March 2016 with the registration number 1166233.

Structure, Governance and Management

The operation of the Charitable Incorporated Organisation is governed by its Foundation Document. As a charity registered with the Charity Commission for England and Wales HM Revenue Customs have recognised the charity for tax purposes. Since the charity only uses its funds for charitable purposes no taxation is then payable on the income or gains. The overall responsibility for the operations of the Charitable Incorporated Organisation and its finances is with the Directors.

Trustees

The Trustees who have served during the year are:

Jonathan Djanogly
Peter Johnson
Camilla Nichol
William McVey
Iain Strath
Angela White-Horan
Charles Nixon
Sarah Gifford
Paul Lay
Nicola Clarke

The Trust is privileged to have as its Patron, The Right Honorable Sir John Major, KG, CH.

Appointment and Training of Trustees

The power to appoint and remove Trustees is vested with the Trustees. Under the terms of the Foundation Document there shall not be less than three

Trustees. Trustees are appointed on the recommendation of the Trustees or by due notice from a member. At each annual general meeting one-third of the Trustees retire by rotation.

On appointment each Trustee receives copies of the principal constitutional and policy documents of the Company, with current and forward financial planning information. Trustees are provided with regular updates of relevant information from the Charity Commission and other relevant sources.

Charitable objects

The objects of the Charity are to advance the education of the public in the life and legacy of Oliver Cromwell, Lord Protector, by the establishment and maintenance of the Cromwell Museum in such ways as the Trustees think fit and fulfil such other purposes which are exclusively charitable according to the law of England and Wales and are connected with the charitable work of the Charity.

Objectives and Activities

The Cromwell Museum has the ambition to be the key resource for the enjoyment and understanding of the life and times of the 17th century soldier and statesman, Oliver Cromwell.

We have the finest collection in the world of items relating to this remarkable, yet deeply controversial individual; we will safeguard and expand this collection, ensure that its significance is recognised and use it as the inspiration for an innovative public programme.

Working with partners and stakeholders, we will work to make the museum, and Huntingdon, a must-see destination which will attract visitors from around the world to appreciate Cromwell the man, his life and work through imaginative and immersive visitor experiences underpinned by the world class collections and archives. We will make the Museum as sustainable as possible.

In broad terms we aim over the next decade to create an internationally recognised centre to team about the life, times, and legacy of Oliver Cromwell, in the heart of Cromwell Country. This ambition was reaffirmed in November 2021 with a comprehensive review of our objectives, strategic plan, and priorities for the next three years.

The Cromwell Museum Trust – Public Benefits

The Cromwell Museum Trust was established in 2015 to take over the management and development of the Cromwell Museum in Huntingdon – then under threat of closure. The Trust's formal objective as a registered charity is *"to advance the education of the public in the life and legacy of Oliver Cromwell, Lord Protector, by the establishment and maintenance of the Museum in such ways as the Trustees see fit"*. The Trust operates the Museum and its associated activities to provide several Public Benefits:

- To curate, care for and interpret the world's best collection of artefacts relating to the life and times of the 17th century soldier and statesman Oliver Cromwell

- To make the collections and the stories related to them accessible to visitors in person at the Museum in Huntingdon, digitally online and via social media
- To promote and contribute to public understanding about Cromwell's life and times through a variety of means, including permanent and temporary museum displays, special events, talks, tours, research, publications, a website, and social media
- To stimulate public debate and awareness about this hugely significant yet controversial individual, telling his story fairly, accurately, but 'warts and all'
- To promote and provide learning opportunities about this important period of history, as well as cross-curricular topics including art, science, music and drama to all ages and abilities, for formal education and informal learning. We engage with schools, universities, societies, and individual learners from all over the world
- To work with our local community to promote Huntingdon as a place to live, work and visit, bringing in visitors from all over the world and providing a cultural centre for local people
- To operate sustainably, ensuring the best use of the funds we raise, minimising our environmental footprint and supporting staff and volunteers to deliver our services.

This report shows clearly how we have delivered these benefits over the year 2022/23.

Overview of the Museum's Activities 2022/23

Like most museums and cultural institutions the Cromwell Museum Trust from April 2022 had its first full year of uninterrupted operations after the pandemic, with the final removal of Covid-19 restrictions and precautions. Normal events and exhibition programming could now be resumed, and visitor numbers could be built back up to pre-pandemic levels. We used several different ways to engage with audiences, as can be seen by three case studies:

60 Years of the Cromwell Museum

The Cromwell Museum was first opened on 19 October 1962, in the same week the Beatles had their first television appearance, and the Cuban Missile Crisis dominated the news headlines. The Museum owed its origins to an exhibition held in 1958 in Huntingdon Town Hall for the 300th anniversary of Cromwell's death. The success of this exhibition led to a campaign for the creation of a permanent Cromwell Museum, led by the Chairman of the Archives Committee, Dr E.B. Powley.

For many years the Museum was overseen by the county archives until it was taken over by Cambridgeshire County Council in 1974. A decade later its first Curator, John Goldsmith, was appointed, who did a huge amount to develop the collections, attract more visitors and redisplayed the Museum in 1988 and 2004. In 2014 Cambridgeshire County Council announced that due to budget cuts they could no longer afford the Cromwell Museum, and it looked as though it might close for good. A public campaign by local people led to the creation of the Cromwell Museum Trust, the charity that now runs the Museum.

We wanted to mark this significant anniversary, use it as an opportunity to raise our profile

in the local media and thank many of the people who have helped the Museum grow and develop over that time. We staged a small display in the Museum explaining to visitors how we have changed and developed over the last 60 years, had a celebratory public event in October with living history displays and family activities for visitors, and had a 'birthday party' for our volunteers, trustees, donors, partners, and past members of staff in Huntingdon Town Hall, which included a special birthday cake made to look like the museum's distinctive building! The celebrations attracted a good deal of media interest with features in all the local and regional newspapers, an article on the BBC website and a feature piece on the regional TV news, BBC Look East.



Developing our Learning Offer

Following on from the employment of our Learning and Communities Officer in the previous year, supported initially by a grant from the Wolfson Foundation, the Trust decided to embed this post permanently within the Museum team. In July 2022 we gained support from the Garfield Weston Foundation to sustain and develop its formal and informal learning programme for a further three years, coupled with a grant from the Huntingdon Freeman's Trust, to engage users of all ages with the life of Oliver Cromwell and the turbulent times of the mid-17th century in which he lived. This has led to a substantial growth in schools' usage over the last year.

	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Total
Onsite	0	0	189	0	0	22	58	22	14	32	0	46	383
Offsite	0	0	0	240	0	15	0	0	0	32	57	50	394
Virtual	0	0	0	11	0	0	35	16	0	0	57	29	148
TOTAL:	0	0	189	251	0	37	93	38	14	64	114	125	925

The past year has been the busiest that the Museum has ever had in terms of school users, with 925 students engaging with the Cromwell Museum including onsite, virtually, and within their own classrooms. 18 primary and secondary schools engaged with us, with 10 new schools using us for the first time. Included in these numbers are visits by 4 local Scouting or Guides groups. This compares to 231 students from 6 schools attending in the

preceding year; part of the increase over the last year can be seen as post-pandemic recovery of school visits, but as the numbers attracted are double what we were getting prior to Covid-19, the greater part is down to the impact of this project.

Virtual sessions were piloted back in 2021 as part of the response to the pandemic and requested from schools which are further afield for whom a physical visit would not be logistically possible. These have been developed over the last year with four professionally produced videos which can be used as introductions to the most popular topics relating to Cromwell and his times, followed up by a virtual session with our Learning Officer, Curator or one of our volunteer costumed interpreters depending on the session to be delivered.

Learning boxes can also be sent out and returned by courier to any school in the country to support and enhance these learning sessions. These sessions remove any of the barriers to school engagement with museums, including coach travel costs (and the difficulty getting a coach), timetabling, health and safety, and safeguarding. We have been talking to the Association of Independent Museums about presenting on this and our informal digital lecture series at their conference next year, to share our learning with the wider sector.

We have also expanded what we offer to schools by developing new resources and workshops over the past year. Starting in the 23/24 school year, a new GCSE/A-Level workshop on The Huntingdon Witch Trials will be available, alongside classroom resources on The Putney Debates and Oliver Cromwell. We have also established a new partnership with Oliver Cromwell's House in Ely over the past year, with a joint-offer available for Key Stage 2 and 3 students.

Further partnerships have included hosting sixth form study days with the Cromwell Association, attracting 181 students, and Parallel Histories which attracted 38 sixth form students to look at Cromwell as an area of contested history and controversy. Both included input from several leading academics.

This is just some of the positive feedback from teachers this year:

- *'Some loved the Q&A while others enjoyed going around the museum and seeing the replica guns/armoury and all the items relating to Cromwell. It will be useful to underpin the curriculum content. I've already taught my Y13s (who are 3 days away from their exam) the quote that Cromwell was a 'religious radical but political conservative'. So there's lots to layer into the course!'* – Year 12 Teacher
- *'My students enjoyed looking at the artefacts at the Museum... [the Curator's] answers to their questions were pitched really well for students. It was based on content they were familiar with but then gave them extra information they wouldn't have known... We've planned an essay on the back of the visit.'* – Year 12 Teacher
- *'The use of resources, practical hands on opportunities and interactions with both staff was matching to our pupils' learning needs who have a mixed range of special educational needs.'* – Primary SEN Teacher
- *'[The Cromwell Loan Box] supported us knowing why a local person (Oliver Cromwell) was a significant person in History. We liked the hands on element of the resources and time to explore. We found the letters and other information fascinating to read.'* – Year 3/4 Teacher



Birth of British Democracy? Remembering the Putney Debates

November 2022 saw the 375th anniversary of a remarkable meeting that took place in St Mary's Church in Putney. In November 1647 representatives of ordinary soldiers met their generals to discuss what sort of government the country should have in the aftermath of a devastating Civil War. Some of these men – nicknamed Levellers by their opponents – proposed radical notions for the 1600s, including that all men should have the vote.

To tie in with this important event, the Museum staged an exhibit on the Leveller movement from November 2022 to April 2023. The exhibit looked at this radical political group and their origins, giving an opportunity to display items from the Museum's reserve collections, and raised questions about the nature of democracy and freedom. We invited visitors to respond to this by leaving comment cards with their suggestions as to how improvements could be made to our political system today; many of these we have subsequently fed back to our audience through a YouTube video.

In addition we held several complementary events to the exhibit, including a weekend demonstration of a replica 17th century printing press of the sort used to produce the Leveller's pamphlets and manifestos and a talk by the noted historian of the Levellers John Rees. Our highlight was a dramatised version of the debates, created by one of our volunteers John Davies and performed by volunteers from the Sealed Knot society. We staged 5 performances over the weekend of 25 & 26 February 2023, attracting over 250 paying audience members to watch, with some excellent feedback including:

"...a fascinating (and still relevant) topic brought to life. Well presented..."

"It was very impressive, I enjoyed it a lot!"



Measuring against our Strategic Objectives

Our mission is to engage as many people as possible with the story and significance of the 17th century soldier and statesman Oliver Cromwell.

Our strategic priorities as set out in our Strategy. This was revised and updated by Trustees and Staff in consultation with volunteers and other stakeholders in November 2021 are:

- An unrivalled Cromwell collection & archive
- Engaging people with Cromwell's Story
- Supporting Cambridgeshire's Visitor Economy
- Supporting learning for all
- A sustainable future

Achievements and performance

An unrivalled Cromwell collection & archive

To ensure this outstanding collection of art, artefacts, and archival materials relating to Cromwell and his times; has a secure future with the Trust, is accessible to all, is recognised for its pre-eminence and is ever growing, through acquisitions and loans.

The Museum continues to maintain high standards of collections management to look after its internationally significant collections, maintaining our Museum Accreditation with Arts Council England. We were also able to take in 195 items into the collection as donations or new acquisitions:

- The original artwork for the Cromwell Association's new stained-glass window at St Giles' Church, Cripplegate
- A long-term loan of Letter from Cromwell to Sir Peter Wentworth, written in June 1650

- An archive of Civil War related novels by Dr Farah Mendlesohn, an archive of 183 books covering fictional depictions of the 1640s from authors from the 1800s to today (some of which are very rare), which she collected as part of her most recent book.
- Commemorative Plaque for the Cromwell 400 events, 1999
- Painting of a Cavalier and his lady by Charles Landseer (long term loan)
- French history book, '*Precis Historique sur Cromwell*', Anon, 1789
- Postcard c. 1950 showing a photograph of the 'Cromwell Barn', St Ives
- Laserdisk, 1993 in gatefold cover of the film '*Cromwell*'
- Theatre Programme, production of Oliver Cromwell, 1923
- '*Killing No Murder*' (1731 reprint) – now collected and displayed.
- Image of Cromwell's House at Clerkenwell, 1840s
- '*The Life of Oliver Cromwel, Lord Protector*', anon, 1715
- Woodcut engraving of Samuel Pepys, 1700s.

We continue to provide access to collections information, with the Curator continuing to deal with an increasing number of enquiries and are continuing to develop a project to progress the digitization of the collection, providing greater access and help manage the number of enquiries. Given the significance of the collection, we will also apply for Designated Status from Arts Council England once this scheme has been reopened sometime in 2023.

Engaging People with Cromwell's Story

To bring to life and engage people with the remarkable and controversial story of the life and times of one of the seminal figures of British history, the soldier and statesman Oliver Cromwell. To do this in an engaging and informative way, reaching as wide an audience as possible, encouraging people as a result to explore the wider region.

The end of the Covid-19 restrictions allowed us to resume normal programming, staging 3 temporary exhibits and 18 in-person events over this year:

Exhibition/Event	Dates	No. Attendees
Dunbar to Durham: An Archaeological Mystery Exhibit	7 May – 25 September 2022	4841
Cromwell Museum 60 th Anniversary Display	1 October – 29 October 2022	973
Levellers Exhibit	5 November 2022 – 2 April 2023	3479
Cromwell Crafts	5 – 14 April 2022	35
Amazing Archaeology Activities	28 May – 5 June 2022	66
Cromwell's Huntingdon Walk	2 June & 3 June 2022	23
Battle of Huntingdon Re-enactment	2 – 3 July 2022	1655
Battle of Huntingdon Talk	20 July 2022	34
Workshop Wednesdays	3 – 24 August 2022	98

Cromwell's Huntingdon Walk	18 August 2022	21
Cromwell's Huntingdon Walk	1 September 2022	12
The Scottish Soldier in the Fens film showing	12 October 2022	45
Cromwell Museum 60 th Birthday event	22 October 2022	157
Cromwell Crafts	25 – 27 October 2022	61
Courtrooms by Candlelight Tours	26 October 2022	31
Town Hall Tours	5 November 2022	49
Political Printing Workshop Weekend	10 & 11 December 2022	150
Meet the Barber Surgeon	21 January 2023	57
February Half Term Activities	14 – 16 February 2023	28
The Poorest He Putney Debates Drama	25 & 26 February 2023	263
Cromwell's Letters and Speeches Evening	24 March 2023	98

The three exhibits over the year proved very successful. The first of these was a touring exhibit from the University of Durham looking at the archaeological discoveries found next to the Palace Library in Durham, the burials of Scottish prisoners of war who had been captured at the Battle of Dunbar in 1651. The exhibit looked at the archaeological process by which they had been identified and what science could tell us about the men who fought during the Civil Wars. We are hugely grateful to the Durham team for kindly loaning us this display.

The second exhibit was a small display of photos and items relating to the Museum's 60th anniversary alluded to above; the third was the major display on the Levellers and Putney Debates, again referred to previously.

Our event programme had returned to normality and ranged from a major re-enactment event held with the Sealed Knot at Castle Hills Park at the beginning of July to guided walks around the town. It included live interpretation such as the creation of a 17th century printers' workshop in the Town Hall, to family events during the school holidays. It also included a remarkable evening celebrating the recent publication of a new version of Cromwell's letters and speeches to a packed audience in Huntingdon's assembly room, with talks from some of the leading academics involved and an actor reading many of the best known or more significant speeches.

We have continued the digital engagement that we developed during Covid, reaching out to audiences worldwide, by our popular lecture series using Zoom, with attendees from across the UK, EU, and USA. Ten lectures were held during 2022-3 with 1,182 attendees in total.

We have also continued to make good use of our YouTube channel, with one or two videos uploaded per month. Social Media continues to be another tool for engagement, with us having reached over 9,000 Twitter followers, 2,500 Facebook followers and 400 Instagram followers by the end of March 2022.

Supporting Cambridgeshire's Visitor Economy

To make the Museum, its collections, and stories as visible as possible. We want to bring as many visitors as possible to Huntingdon to see us - not just to spread our message and increase our sustainability, but to benefit the town & surrounding area too. This will help cement the idea of this being 'Cromwell Country'.

The overall number of in-person visitors for 2022-23 was 10,770, returning not only to pre-pandemic levels but being the busiest year that the Museum has had for a decade. This is also a higher proportion compared to 'normal' visitor numbers against other museums in the region and nationally, who were recording still only 70 – 90% of pre-pandemic visitor numbers.

Our visitor numbers gradually started to return to something resembling a more normal profile as per pre-pandemic, with 54% of visitors coming from within Cambridgeshire, many of whom are repeat visitors who visit us 2-3 times per year, 37% from elsewhere in the UK and 9% international visitors. Using the AIM Toolkit for economic value it is estimated that the Museum was worth £237,680 to the local economy in 2022-3.

We continue to support the wider development of Tourism to Huntingdon, working with both Huntingdon Town Council and Huntingdon Business Improvement District

(BID Huntingdon). This has included helping curate, develop and interpret a new 'mural museum' on Literary Walk in the town of murals depicting 6 notable writers associated with Huntingdon, new town maps and the beginning of a new series of heritage interpretation panels around Huntingdon.

The significance of the Museum was identified by a consultant's report for Huntingdonshire District Council and the Cambridgeshire and Peterborough Combined Authority (CPCA) in the autumn of 2022, including the need to develop it as a destination attraction for the town with improved visitor facilities. As such funds have been earmarked by CPCA to help support a potential expansion.

We continue to work with colleagues at the National Civil War Centre in Newark and the Royal Armouries to develop a subject specialist network for the period of the Civil Wars, to share knowledge and resources, organise loans and partnership exhibitions, and promote our sites to visitors and our Curator acts as chair of the Cambridgeshire Museums Forum, a group which aims to grow partnerships between museums across the county.

Supporting learning for all

To create an environment, both physical and virtual, that can be used for learning for all ages, purposes, and abilities, and for a variety of subjects - be it for academic study or for enjoyment.

As identified in the case-study section above, the Museum has had its busiest year for schools' engagement in the last decade, with 925 schoolchildren taking part in a learning session with us. Please refer to the above section for more details.

We have also continued to develop our informal learning offer, delivering workshops, activities, and trails during each school holiday between, aimed primarily at family groups. These resources and activities engaged 288 children and adults.

Over the last year our staff (principally our Curator) and volunteers have been out and talked to many different learning groups about Cromwell, the 1600s and aspects of local history, engaging with 1,856 people across 41 adult learning groups including U3A, Local History Societies, WIs and other such groups. This has been our busiest year yet for such groups.

A sustainable museum for future generations

For the museum to benefit from strong and diverse income streams through philanthropy, commercial activity, and collaboration with funding bodies. The Museum is supported through a network of key stakeholders and partners, locally, regionally, and nationally. We also wish to ensure that our environmental footprint is as low as possible and that we are contributing in the battle against climate change.

For the first part of the year, we continued to work with our freelance fundraiser, Jason Dyer, who helped us develop a robust fundraising strategy to begin to help deliver fundraising to meet our ambitions for development and expansion. His steady stream of applications bore fruit, bringing in a funding package from the Garfield Weston Foundation of £20,000 per year for three years which helps support our learning programme. An additional grant of £15,000 from the Huntingdon Freeman's Trust also went towards this project, and £5,000 from Mr Peter Brown is to be used to fund exhibitions in 2023, including one examining the role of women during the Civil Wars. Support from the Leche Trust of £2,600 will enable us to have conservation work on two of our significant paintings in 2023.

We continued to apply for small grants and received funding from the Cromwell Association, the Sealed Knot, Huntingdonshire Local History Society (Goodliff Awards Scheme) and Cambridgeshire County Council's Museum Grants which enabled us to redisplay our area on Cromwell's early life, including two significant recent acquisitions of a beam from his house in Huntingdon and a reputed portrait of Cromwell's mother.

During the year we came to an agreement with the Friends of the Cromwell

Museum to wind up the existing organisation, which had been struggling in recent years. Huge thanks are due to the outgoing committee, Angela White-Horan and Caroline Clifford, for their hard work and support. As a result, we were able to launch a replacement in the shape of a new Members' Scheme at the end of 2022, which by April had 38 paid members and was continuing to grow.

We continue to provide due consideration towards reducing our environmental footprint and are looking at ways in which we can try to reduce our energy usage. All lighting and interactives use LED technology to reduce light levels and as they are low energy, and by increasing the tolerances on our air handling systems we have reduced our electricity usage, particularly important in an age of increasing electricity costs too.

Looking Forward to 2023/24

After a year of post-pandemic consolidation, we are now looking more seriously towards our longer term goal of an expanded Museum, setting out actions towards this and other developments:

- **Growing the Museum:** We are in discussions with local authorities towards our longer-term goal of an expanded Museum that gives us the space and facilities to effectively display our collections and tell our story, creating a destination attraction for Huntingdon.
- **Growing Collections Access:** we will continue to develop local and national partnerships that will aid with loans to the collections for both temporary displays and with a view to expansion of the Museum, help promote the museum and develop tourism for the region. We will apply for Designated Status for our internationally important collection of artefacts. Above all, we will seek funding to set up a project to digitize our collections, making them more accessible online including quality photography, detailed information, and thorough transcriptions.
- **Growing Partnerships:** we will continue to look at innovative ways to develop our offer through partnerships with other organisations. This includes discussions with the Pepys Trust for an exciting partnership long term to open Samuel Pepys' house at Brampton, a mile outside Huntingdon, as a complementary attraction for visitors.
- **Growing Capacity:** to help develop these projects, we will need increased staffing capacity to help deliver them. A staffing review in the autumn of 2022 provided a template for how this could develop, and we will seek to start to implement this over the coming financial year.
- **Growing Audiences:** we continue to want to grow and diversify our audiences, so will continue to try to bring in more people to engage with our collections and stories, the income from which will also help to make the Museum more sustainable.

Financial review

General Fund Income for the year of £92,047 was an increase in total compared with the previous year (2022: £59,413). The result for the year was a deficit of £42,154. Total income for the year was £92,047, with expenditure of £138,005, resulting in a net deficit, including designated and restricted funds, of £45,958. Total reserves stood at £673,410 at the year-end, of which £1,910 were restricted funds.

Generous local financial support was received again from Huntingdon Freeman's Trust and Huntingdon Town Council, as well as from Cambridgeshire & Huntingdonshire Family History Society and Huntingdonshire District Council. The Association of Independent Museums continued to provide financial assistance and other support.

Risk Management

The Trustees have examined the major strategic, business and operational risks which the Museum faces and confirm that systems have been established to identify the appropriate action to be taken to manage those risks.

Reserves Policy

It is the intention of the Trustees to create a reserve of £40,000 to fund recurrent costs. But fundraising at present is concentrated on maintaining the continued existence of the museum and the Curator's post. The eventual aim is to develop sufficient additional resources to enable significant expansion of both the property and activities of the Museum. Free reserves at 31 March 2023 were £33,588.

Registered Office

Huntingdon Library. Princes Street. Huntingdon. Cambridgeshire. PE29 3PA

Bankers

Lloyds Bank plc. Huntingdon. Cambridgeshire

Solicitors

LGSS Law Ltd. Scott House. 5 George Street. Huntingdon. Cambs. PE29 3AD

Greenwoods Solicitors LLP. Monkstone House. City Road. Peterborough. PE1 1JE

Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

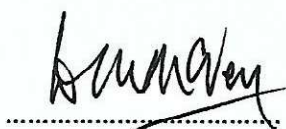
Charity law requires the Trustees to prepare financial statements for each financial period, which give a true and fair view of the state of the affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure,

of the charitable company for the period. In preparing these financial statements, the Trustees are required to:

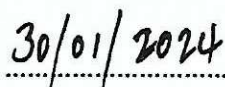
- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy, at any time, the financial position of the Charitable Incorporated Organisation and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the Charitable Incorporated Organisation and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees and signed on their behalf by:



W M McVey



Date

CROMWELL MUSEUM TRUST
INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report on the financial statements of the charity for the year ended 31 March 2023 which are set out on pages 16 to 21.

Responsibilities and basis of report

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 charity's accounts carried out under section 145 of the 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

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.



Chater Allan LLP
7 Quay Court
Colliers Lane
Stow-cum-Quay
Cambridge
CB25 9AU

Independent Examiner: Stuart Graham Berriman BFP, FCA, FCCA

Date: 30 January 2024

CROMWELL MUSEUM TRUST
STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2023

		Unrestricted Funds General Fund	Designated Funds	Restricted Funds	Total Funds 2023	Total Funds 2022
	Note	£	£	£	£	£
Income from:						
Donations and legacies		65,067	-	-	65,067	70,890
Other trading activities						
Shop sales		14,468	-	-	14,468	11,825
Events		12,213	-	-	12,213	10,496
Reproduction fees		299	-	-	299	398
Total Income		92,047	-	-	92,047	93,609
Expenditure on:						
Raising funds						
Fundraising costs		27,799	-	-	27,799	36,997
Charitable activity						
Advancement of Education	2	99,080	3,804	-	102,884	141,610
Other trading activities						
Shop purchases		7,322	-	-	7,322	7,195
Total Expenditure		134,201	3,804	-	138,005	185,802
Transfer between funds		-	-	-	-	-
Net income/(Expenditure) and net movement in funds for the year		(42,154)	(3,804)	-	(45,958)	(92,193)
Total funds brought forward		713,654	3,804	1,910	719,368	811,561
Total funds carried forward		671,500	-	1,910	673,410	719,368

All income and expenditure derive from continuing activities.

CROMWELL MUSEUM TRUST
BALANCE SHEET
AS AT 31 MARCH 2023

		2023	2022
	Note	£	£
FIXED ASSETS			
Tangible fixed assets	4	637,912	658,150
CURRENT ASSETS			
Stocks		7,758	8,685
Debtors	5	1,423	8,953
Cash at bank and in hand		49,029	49,244
		<u>58,210</u>	<u>66,882</u>
CREDITORS			
Creditors due within one year	6	<u>22,712</u>	<u>5,664</u>
NET CURRENT ASSETS		<u>35,498</u>	<u>61,218</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		673,410	719,368
NET ASSETS		<u>673,410</u>	<u>719,368</u>
FUNDS OF THE CHARITY:			
Unrestricted funds	9	671,500	713,654
Designated funds	9	-	3,804
Restricted funds	9	1,910	1,910
TOTAL FUNDS		<u>673,410</u>	<u>719,368</u>

Approved by the Board of Trustees and signed on their behalf by:



 W M McVey

30/01/2024

 Date

1 ACCOUNTING POLICIES

1.1 Basis of preparation

The financial statements have been prepared under the historical cost convention. The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006, and UK Generally Accepted Accounting Practice.

Description of Fund Types

Unrestricted Funds may be used for any purpose permitted by the Charitable Deed.

Restricted Funds are funds under the control of the Trustees, the assets and net income of which may be used only for certain purposes.

1.2 Going concern basis

The Trustees consider that the going concern basis is appropriate as they consider the reserves levels and expected investment income to be at sufficient levels to ensure that the Trustees can meet their financial obligations for the next 12 to 18 months and on that basis the Charity is a going concern.

1.3 Financial Reporting Standard 102 - Reduced Disclosure Exemptions

The Trustees have taken advantage of the following disclosure exemption in preparing these financial statements, as permitted by FRS 102:

- the requirement of Section 7 Statement of Cash Flows.

1.4 Income

Income is included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

Donations and grants are treated as income when any conditions imposed by the donor concerning the transfer of funds have been met.

Income from activities to generate funds is treated as income in the period the event took place.

Gift Aid is recognised when the company is entitled to it.

1.5 Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

Grants payable are treated as resources expended when there is an obligation to transfer funds.

Costs in relation to the administration of the charity are allocated to governance costs.

1.6 Tangible fixed assets

Heritage assets represent the collection held by the Trust for their contribution to knowledge and culture. The assets were valued by an independent expert in 2016 based on insurance value. No depreciation is charged on the heritage assets as their economic life and high residual value mean that any depreciation would not be material. Heritage assets are reviewed at the year end for evidence of impairment and adjusted accordingly within the Statement of Financial Activities.

The Museum redevelopment costs will be depreciated over 10 years and the redevelopment was completed on 1 March 2020.

1.7 Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

1 ACCOUNTING POLICIES (continued)

1.8 Taxation

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

2 EXPENDITURE ON CHARITABLE ACTIVITY

Advancement of Education

	Unrestricted Funds	Designated Funds	Restricted Funds	Total 2023	Total 2022
	General Fund				
	£	£	£	£	£
Direct costs					
Light and heat	11,371	-	-	11,371	12,328
Property costs	3,213	-	-	3,213	3,167
Salaries (note 3)	34,308	3,804	-	38,112	77,059
Staff and volunteers	769	-	-	769	1,283
Office costs	2,801	-	-	2,801	2,510
Collection care and management	15,328	-	-	15,328	12,103
Education costs	7,405	-	-	7,405	6,816
Professional fees	1,085	-	-	1,085	3,600
Subscriptions	1,302	-	-	1,302	780
Depreciation	20,239	-	-	20,239	20,239
Support costs					
Governance					
Independent examination	1,260	-	-	1,260	1,260
Trustees away day	-	-	-	-	465
Total	99,080	3,804	-	102,884	141,610

3 STAFF COSTS

	2023	2022
	£	£
Wages and salaries	29,000	58,685
Employers National Insurance	2,877	5,758
Pensions	6,235	12,616
	38,112	77,059

The average number of staff during the year was:

2023	2022
1	2

The member of staff is employed by Huntingdon Town Council. The Cromwell Museum Trust paid 100% of the Learning Officer's salary costs for the period 1 April 2022 to 31 March 2023 and had paid 25% of the Curator's salary costs up to 31 March 2022 when Huntingdon Town Council took on responsibility for the salary costs.

The trustees received no remuneration or expenses during the year.

4 FIXED ASSETS

	Heritage assets	Museum redevelopment	2023 Total
	£	£	£
Cost or valuation:			
At 1 April 2022	497,346	202,384	699,730
Additions	-	-	-
At 31 March 2023	<u>497,346</u>	<u>202,384</u>	<u>699,730</u>
Depreciation:			
At 1 April 2022	-	41,579	41,579
Charge for the year	-	20,239	20,239
At 31 March 2023	<u>-</u>	<u>61,818</u>	<u>61,818</u>
Net book value			
At 31 March 2023	<u>497,346</u>	<u>140,566</u>	<u>637,912</u>
At 31 March 2022	<u>497,346</u>	<u>160,805</u>	<u>658,150</u>

Heritage assets represent the collection held by the Trust for their contribution to knowledge and culture.
The assets were valued by an independent expert in 2016 based on latest insurance values.
There has been no disposals or impairment of heritage assets since they were acquired in 2018/19.

5 DEBTORS

	2023	2022
	£	£
Tax recoverable	1,298	3,521
Other debtors	125	5,432
	<u>1,423</u>	<u>8,953</u>

6 CREDITORS: Due within one year

	2023	2022
	£	£
Creditors and accruals	22,712	5,664
	<u>22,712</u>	<u>5,664</u>

7 ANALYSIS OF DESIGNATED FUNDS

	Fund b/fwd	Income	Expenditure	Transfer	Fund c/fwd
	£	£	£	£	£
Learning Officer	3,804	-	3,804	-	-
	<u>3,804</u>	<u>-</u>	<u>3,804</u>	<u>-</u>	<u>-</u>

Learning Officer - Money received from the Wolfson Foundation that has been designated by the trustees for use in funding the costs of the Learning Officer for the initial 12 month period of employment.

8 ANALYSIS OF RESTRICTED FUNDS

	Fund b/fwd	Income	Expenditure	Transfer	Fund c/fwd
	£	£	£	£	£
Collections	1,910	-	-	-	1,910
	<u>1,910</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>1,910</u>

Collections Fund - Maintaining the museum's collection.

9 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds General Fund	Designated Funds	Restricted Funds	Total Funds 2023
	£	£	£	£
Tangible fixed assets	637,912	-	-	637,912
Net assets/(liabilities)	33,588	-	1,910	35,498
Total net assets	<u>671,500</u>	<u>-</u>	<u>1,910</u>	<u>673,410</u>

10 COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted Funds	Designated Funds	Restricted Funds	Total Funds 2022
	£	£	£	£
Income from:				
Donations and legacies	36,694	-	34,196	70,890
Other trading activities				
Shop sales	11,825	-	-	11,825
Events	10,496	-	-	10,496
Reproduction fees	398	-	-	398
	<u>59,413</u>	<u>-</u>	<u>34,196</u>	<u>93,609</u>
Expenditure on:				
Raising funds				
Fundraising costs	30,246	-	6,751	36,997
Charitable activity				
Advancement of Education	67,063	30,964	43,583	141,610
Other trading activities				
Shop purchases	7,195	-	-	7,195
Total Expenditure	<u>104,504</u>	<u>30,964</u>	<u>50,334</u>	<u>185,802</u>
Transfer between funds	20,677	-	(20,677)	-
Net income/(Expenditure) and net movement in funds for the year	<u>(24,414)</u>	<u>(30,964)</u>	<u>(36,815)</u>	<u>(92,193)</u>

Accounts

CROMWELL MUSEUM TRUST
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022
REGISTERED CHARITY No 1166233

**CROMWELL MUSEUM TRUST
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022**

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Balance Sheet	11
Notes to the financial statements	12-16

**CROMWELL MUSEUM TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 MARCH 2022**

The Trustees present their report with the financial statements of the Charitable Incorporated Organisation for the year ended 31 March 2022. The financial statements have been prepared in accordance with the accounting policies set out in the notes to the financial statements and comply with the charity's trust deed, applicable law and the requirements of the Statement of Recommended Practice, "Accounting and Reporting by Charities" 2019 and the Companies Act 2006.

Reference and Administrative Details

Cambridgeshire County Council devolved its governance and management responsibilities for the Cromwell Museum to the new Cromwell Museum Trust from 1 April 2016. The Charitable Incorporated Organisation was registered with the Charity Commission for England and Wales on 29 March 2016 with the registration number 1166233.

Structure, Governance and Management

The operation of the Charitable Incorporated Organisation is governed by its Foundation Document. As a charity registered with the Charity Commission for England and Wales HM Revenue Customs have recognised the charity for tax purposes. Since the charity only uses its funds for charitable purposes no taxation is then payable on the income or gains. The overall responsibility for the operations of the Charitable Incorporated Organisation and its finances is with the Directors.

Trustees

The Trustees who have served during the year are:

Jonathan Djanogly
Peter Johnson
Camilla Nichol
William McVey
Iain Strath
Angela White-Horan
Charles Nixon
Sarah Gifford
Paul Lay
Nicola Clarke

The Trust is privileged to have as its Patron, The Right Honourable Sir John Major, KG, CH.

Appointment and Training of Trustees

The power to appoint and remove Trustees is vested with the Trustees.

Under the terms of the Foundation Document there shall not be less than three Trustees. Trustees are appointed on the recommendation of the Trustees or by due notice from a member. At each annual general meeting one-third of the Trustees retire by rotation.

On appointment each Trustee receives copies of the principal constitutional and policy documents of the Company, with current and forward financial planning information. Trustees are provided with regular updates of relevant information from the Charity Commission and other relevant sources.

Charitable objects

The objects of the Charity are to advance the education of the public in the life and legacy of Oliver Cromwell, Lord Protector, by the establishment and maintenance of the Cromwell Museum in such ways as the Trustees think fit and fulfil such other purposes which are exclusively charitable according to the law of England and Wales and are connected with the charitable work of the Charity.

Objectives and Activities

The Cromwell Museum has the ambition to be the key resource for the enjoyment and understanding of the life and times of the 17th century soldier and statesman, Oliver Cromwell.

We have the finest collection in the world of items relating to this remarkable, yet deeply controversial individual; we will safeguard and expand this collection, ensure that its significance is recognised and use it as the inspiration for an innovative public programme.

Working with partners and stakeholders, we will work to make the museum, and Huntingdon, a must-see destination which will attract visitors from around the world to appreciate Cromwell the man, his life and work through imaginative and immersive visitor experiences underpinned by the world class collections and archives. We will make the Museum as sustainable as possible.

In broad terms we aim over the next decade to create an internationally recognised centre to learn about the life, times, and legacy of Oliver Cromwell, in the heart of Cromwell Country. This ambition was reaffirmed in November 2021 with a comprehensive review of our objectives, strategic plan, and priorities for the next three years.

**CROMWELL MUSEUM TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 MARCH 2022**

April 2021 saw the Cromwell Museum Trust in a more secure but equally unusual position to the previous year. Whilst the Trust was in a much better position financially thanks to support funding from Trusts, Foundations and Government, it was still closed to the public due to the ongoing Covid-19 Pandemic and the third lockdown which had been imposed on the UK. We were finally able to reopen as restrictions were gradually relaxed on 22nd May; once these were removed in July it enabled us to fully resume something approaching normal programming and methods of working, albeit with an awareness of the ongoing challenges created by the pandemic. Building on the experiences that we learnt from during the periods of lockdown, we continued with developing our online offer, whilst also finding different ways that we could engage visitors as we opened back up again. These could best be illustrated by three different examples from over the year.

Rebuilding after the Pandemic – Art in the Town

We wanted to do something very different after being substantially closed during the pandemic to raise the profile of the Museum, with impetus from our refurbishment having been lost due to the lockdowns. There also needed to be a recognition that some restrictions would be in place and that there was a nervousness about visiting indoor attractions still for many people because of the pandemic. This encouraged us to think laterally and come up with an innovative project which brought artworks from our collection out into the town. A successful application for a 'Respond and Reimagine' grant of £19,000 to Art Fund enabled us to develop an outdoor exhibition around the town, also utilising the support of many local businesses.

The exhibition took the form of an Art Trail to promote the Museum and its objects, bring art into the community to people who may not have engaged with our collections before in a space that is Covid secure, and raise awareness of Huntingdon's connections to Cromwell and a key period of our history. The Trail took 12 works of art, replicas of items from museum's collection, situated at 10 locations around Huntingdon.

Six of the works were reproduced using window graphics in various shop windows, including vacant shop units. The other six were full sized replicas of paintings that were weather resistant and are even framed to look like the real paintings. These were displayed in locations related to Cromwell, or themed to the businesses they were displayed in, such as a copy of Cromwell's funeral banner displayed in the window of the Co-op Funeral Services, and one of his books in the window of Huntingdon library. A portrait of Charles I was displayed outside the George Hotel where he stayed in 1645. Other businesses supporting the exhibition included the Hunts Post, Sainsbury's, The Old Bridge Hotel and Huntingdon Railway Station.

Printed trail maps – including a family-friendly guide with clues, questions, and activities - were made available from Huntingdon library, the Cromwell Museum, or in downloadable form from the Museum's website. An audio tour was produced using the Museum's Smartify account which could be downloaded using their app or by using QR codes on the interpretation panels next to the artworks.

The trail remained in place until the end of September 2021; one of the artworks has remained in situ as the George Hotel became so attached to it! Over 500 trail leaflets were handed out and a large amount of positive feedback gained from visitors:

"A great initiative to promote our own unique history."

"Fabulous idea... really brings a smile!"

Building Capacity – Learning Officer and Fundraiser

One of the key priorities that we set for this year was building additional staffing capacity into the Trust. Our growing need to engage with our local community, develop our lifelong education offer led us to seek to appoint a Learning and Community engagement Officer to join our curator as a second member of staff.

A grant from the Wolfson Foundation in the autumn of 2020 of £35,000 enabled us to employ Kristina Kapitza, who started with us in May. Her focus is on developing our family learning activities, educational visits, and links with community groups, helping us to grow and develop these essential areas of our work, as well as providing support for the day-to-day running of the Museum. Kristina has proved a transformational member of the team.

Trustees also took the decision to engage a fundraising consultant for 12 months to develop a robust fundraising strategy, case for support and work on applications for funding. Jason Dyer was appointed in September 2021 and has helped professionalise our fundraising activities over the last year and raise vital funds for our work.

**CROMWELL MUSEUM TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 MARCH 2022**

Bringing the Past to Life – the Huntingdon Witch Trials

Over the weekend of 6th & 7th November 2021 we staged dramatized recreation of the examinations by Justices of the Peace of nine people (six women and three men) from Huntingdonshire accused of witchcraft in May 1646 by the infamous 'Witchfinder General' Matthew Hopkins. The trials of these people took place in the Shire Hall in Huntingdon, which stood on the site of the current Town Hall; four of the accused were found guilty and hanged on Mill Common, 375 years ago.

The event was staged in the atmospheric surroundings of Huntingdon Town Hall's historic courtroom; the script was developed from information from contemporary accounts and written by Museum volunteer John Davies and its Curator Stuart Orme. The parts were played by members of the Sealed Knot Re-enactment Society with Stuart acting as narrator. Our Learning Officer and a team of ten museum volunteers stewarded the event and acted as 'front of house'.

The event had five performances over two days, with 92% of tickets sold. Feedback was universally positive, with 'rave reviews' posted. These were just some of the comments:

Loved it, you were all brilliant, thank you for making history so interesting.

We really enjoyed the evening!! So nice to learn more about the history of Huntingdon and do something a bit different.

Excellent research and re-enactment - very thoroughly researched by the curator and highly informative narrative

First class performance Sunday lunchtime. Love what you're doing, and we look forward to your next offering. I must say it's made me think a bit more deeply about this era. Good Luck with the idea of getting a monument in Huntingdon for this part of our local history. I think it's a great idea!

Wonderful, informative, and thought provoking. Very well presented in such an atmospheric setting.

Brilliant, we loved it. It was like a show and interesting lecture all in one!

One attendee was even moved to poetry:
*Every harsh footfall was felt in the building,
the atmosphere, heavy throughout the whole place,
the magistrate's presence meant long anxious moments,
The Witchfinder General made this a dark space.
The accused were brought in with much wailing and screaming,
forced through the courtroom and under duress,
the evidence of all their crimes was just hearsay,
the times that they lived in would do nothing less.
the poor and the lowly had no chance of justice,
sentenced to stand in a court for their crimes,
some were found innocent, no crime to answer,
but some of them perished in gallow-made times.*

Measuring against our Strategic Objectives

Our mission is to engage as many people as possible with the story and significance of the 17th century soldier and statesman Oliver Cromwell.

Our strategic priorities as set out in our Strategy. This was revised and updated by Trustees and Staff in consultation with volunteers and other stakeholders in November 2021 are:

- An unrivalled Cromwell collection & archive
- Engaging people with Cromwell's Story
- Supporting Cambridgeshire's Visitor Economy
- Supporting learning for all
- A sustainable future

Achievements and performance

An unrivalled Cromwell collection & archive

To ensure this outstanding collection of art, artefacts, and archival materials relating to Cromwell and his times; has a secure future with the Trust, is accessible to all, is recognised for its pre-eminence and is ever growing, through acquisitions and loans.

With the reopening of the Museum after the last Covid-19 lockdown we finally had the opportunity to welcome increased numbers of visitors to see our refurbished displays and engage with the increased number of objects on display.

The end of lockdowns allowed us to look again at expending the collection and the facilitation of loans. This included the transfer of the long-term loan agreement with the Bush family, Cromwell's descendants, meaning that all such terms are now held directly with the Trust. We were also able to take in several new items into the collection:

- 'King Cromwell' play theatre programme, 2006
- A promotional photo of Richard Harris in the film 'Cromwell', 1970
- A transfer into the collection of a 14th century carved oak beam from Cromwell's house in Huntingdon from Ramsey Rural Museum
- Pamphlet: 'An Ordinance touching Surveyors of the Highways', 1654
- 'Hue and Crie after General Massie' (bound volume 3 pamphlets), 1647
- Clarendon's 'History of the Rebellion in Ireland', 1720
- 'Flagellum – the Life, Birth and Death of Oliver Cromwell, Late Usurper', 1663

We also took in as a long-term loan a portrait which may be a rare painting of Oliver Cromwell's mother Elizabeth. A private owner approached the Museum recently in the summer of 2021 with details of the painting, which had been stored in an attic in St Albans, with a view to loaning the painting for public display. Research has shown that the painting was identified as being an image of Cromwell's mother as far back as 1784, earlier than other putative paintings of her. It was owned by the Earls of Sandwich at Hinchbrooke House, a family and property closely associated with the Cromwell family. It has now been carefully conserved and will go on display in April 2022.

We also took in several items as short-term loans for display in temporary exhibitions, with 3 items from the Norris Museum for our Huntingdonshire Witches display, and 14 items recovered from the wreck of the warship 'London' for the Cromwell's Navy exhibit. These were found as part of a programme involving the London Shipwreck Trust, Cotswold Archaeology and Southend Museum Services and the loan facilitated by Historic England. We are very grateful to these organisations for their support in enabling these loans.

We have continued to provide access to collections information, with the Curator continuing to deal with an increasing amount of collections enquiries. We are therefore looking at the digitization of the collection as a priority going forward to provide greater access and help manage the number of enquiries.

Engaging People with Cromwell's Story

To bring to life and engage people with the remarkable and controversial story of the life and times of one of the seminal figures of British history, the soldier and statesman Oliver Cromwell. To do this in an engaging and informative way, reaching as wide an audience as possible, encouraging people as a result to explore the wider region.

Learning from the digital engagement that we developed during Covid, we have continued to reach out to audiences worldwide, continuing our popular lecture series using Zoom, with attendees from across the UK, EU and USA. Eight lectures were held during 2021-2 which continue to get very good attendances.

Numbers attending Museum online lectures	2021-22	1,142
Number of YouTube videos uploaded	2021-22	26
Number of YouTube video views	2021-22	22,955

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FOR THE YEAR ENDED 31 MARCH 2022

We have also continued to make good use of our YouTube channel, with one or two videos uploaded per month. Social Media continues to be another tool for engagement, with us having reached over 8,000 Twitter followers and 2,500 Facebook followers by the end of March 2021. We have also launched an Instagram account during the year.

The end of the last lockdown allowed us to begin to stage in-person events and temporary exhibitions again. Our reopening display on the Huntingdon Witch Trials ran from May until September 2021, proving to be very successful. It highlighted the 375th anniversary of the trial of 9 people from the area in May 1646 for witchcraft, accused by the infamous 'Witchfinder General' Matthew Hopkins. Our Town Centre Art Trail ran alongside in the town promoting our reopening (see above for commentary and more detail on this). Our Cromwell's Navy display followed up from December until the following April, highlighting the significant part played in the development of the modern navy by the republic of the 1650s, particularly 3 men who all went to school in the building which is today the Cromwell Museum – Cromwell, Edward Montagu, and Samuel Pepys.

Exhibition/Event	Dates	KPIs
Huntingdon Witches Exhibition	19 May - 25 September 2021	4,251
Cromwell's Navy Exhibition	4 December 2021 - 23 April 2022	3,005
Huntingdon Art Trail Tour	11 August 2021	6
Cromwell's Huntingdon Walk	25 August 2021	18
Fake News! Printing Workshop Weekend	18 & 19 September 2021	143
Cromwell's Huntingdon Walk	29 September 2021	21
Courtrooms by Candlelight Tours	27 October 2021	45
Examination of Huntingdon Witches Drama	6 & 7 November 2021	253
Meet a Soldier at Sea (Online event)	26 February 2022	56
Cromwell's Navy Study Day	6 March 2022	28

Events were more problematic given concerns over changing Covid infection rates, particularly in the winter of 2021 with the Omicron variant, limiting some in-person activities. It was still pleasing to see a growth in footfall and attendances at events over the year. We also delivered in person and online family-friendly activities, workshops, and trails throughout August, during October half-term, and February half-term. Over the course of those events, we engaged 27 adults and 114 children. As with our main events, attendances remained quieter than before the pandemic due to the continuing concern over Covid-19, however those that did attend very much enjoyed them, with feedback such as:

'Yes it was brilliant to get involved with the art activities - kids and grownups all loved it! Artist fab - thank you so much.'

'Very well organised and instruction very good. It is excellent that such activities are being arranged. Would certainly revisit.'

'This is a really great trail, it's much better than other trails we've seen at other places. I like that it gets them to actually engage with and look at the objects on display, rather than simply finding the handprints on the wall or something.'

'I loved the pike lessons!'

Supporting Cambridgeshire's Visitor Economy

To make the Museum, its collections, and stories as visible as possible. We want to bring as many visitors as possible to Huntingdon to see us - not just to spread our message and increase our sustainability, but to benefit the town & surrounding area too. This will help cement the idea of this being 'Cromwell Country'.

The overall number of in-person visitors for 2021-22 was 8,121, a rebound to almost 80% of the pre-pandemic numbers for 2019-20 of 10,429. However, given that 7 weeks of the year were lost to lockdowns and a further 2 months of restrictions on visitors followed, this is to be considered a remarkable comeback, and a higher proportion compared to 'normal' visitor numbers against other museums in the region and nationally.

Our international visitors disappeared almost entirely during 2021-22, hardly surprising given the restrictions on international travel, but were made up for by UK-wide visitors from outside of Cambridgeshire, a benefit of the push for 'staycations', who accounted for 50% of our visitors over the year. The remainder were local people from Huntingdon and Cambridgeshire, showing a loyalty from the local community to support the Museum. Using the AIM Toolkit for economic value it is estimated that the Museum was worth £178,656 to the local economy in 2021-22, even with these reduced numbers.

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With the situation post-pandemic focused on growing back audiences, there has been little opportunity to develop wider strategic partnerships regarding tourism development, although meetings with the Combined Authority for Cambridgeshire and Peterborough have led to a recognition at a strategic level of the value of tourism. For 2021/22 we have been more focused on that development within Huntingdon itself, growing links with local businesses through our Town Centre Art Trail (see above) and developing partnership projects for 2022 with BID Huntingdon. One of the businesses that we now have a strong link with is our local rail company Govia/Thameslink, who have placed a replica of one of artworks prominently in the station entrance to promote the Museum and are planning signage to us as part of their redevelopment during 2022.

We continue to work with colleagues at the National Civil War Centre in Newark and the Royal Armouries to develop a subject specialist network for the period of the Civil Wars, to share knowledge and resources, organise loans and partnership exhibitions, and promote our sites to visitors. Our Curator has also become the chair of the Cambridgeshire Museums Forum, a group which aims to grow partnerships between museums across the county.

Supporting learning for all

To create an environment, both physical and virtual, that can be used for learning for all ages, purposes, and abilities, and for a variety of subjects - be it for academic study or for enjoyment.

With the end of restrictions and the reopening of the Museum in May 2021, we began to welcome schools back to the Museum. We welcomed 171 primary students and 31 secondary students in person to the Museum, from Norfolk, London, Huntingdon, and wider Cambridgeshire. However, not all were comfortable with returning in person, and so we continued to offer online workshops and resources that could be used in the classroom, which removed many of the barriers for school visits, including travel costs, Health and Safety (especially regarding Covid-19), and pressure on timetables. We delivered virtual sessions to 161 primary and 45 secondary students, and through use of our loan boxes by 21 primary and 290 secondary students. We received excellent feedback from teachers, who saw great value in both our workshops and loan boxes in supporting students' learning about Oliver Cromwell:

'We felt that as a whole the morning was pitched at a good level for the age of our children. They came back to school with a lot of information that they were later able to use to help them with their study of both Cromwell and the restoration following that.'

'Some saw the fact that they were able to see and touch artefacts – especially weaponry – as the highlight of their morning, and others really enjoyed the museum, discovering the drawers, and as one child put it: 'being so close to stuff that belonged to Oliver Cromwell'.'

'The loan box did support our teaching about Cromwell, as we approach these lessons through the lens of interpretations, so getting students to handle sources worked well to show students how knowledge of the past is constructed. The loan box also supported our teaching of the British Civil Wars through world building – particularly the objects in the box helped to build a sense of period in which the civil war took place.'

'The students really enjoyed independently handling and reading through the sources and were engaged in some lively discussions about what they discovered about Cromwell's life.'

'It supported us knowing why a local person (Oliver Cromwell) was a significant person in History. We liked the hands on element of the resources and time to explore. We found the letters and other information fascinating to read.'

In addition to delivering sessions to schools, our Learning and Communities Officer has been focused on reviewing the existing learning offer and developing it to be more wide-reaching. This has involved the creation of new education brochures, which has allowed our education offer to be marketed more widely. She also began work on a new series of KS3 and 4 classroom videos to bring the story of Cromwell to classrooms in a more accessible manner, which has been made possible by the Goodliff Fund. These videos will be made available in autumn 2022. The Museum was also involved in delivering the annual Cromwell Association Sixth Form Conference, which took place online in 2021 with recorded contributions from four leading academics on the period.

A sustainable museum for future generations

For the museum to benefit from strong and diverse income streams through philanthropy, commercial activity, and collaboration with funding bodies. The Museum is supported through a network of key stakeholders and partners, locally, regionally, and nationally. We also wish to ensure that our environmental footprint is as low as possible and that we are contributing in the battle against climate change.

We engaged a freelance fundraiser, Jason Dyer, to work with the trust to develop a robust fundraising strategy and to begin to deliver this to be able to fund our ambitions for development and expansion from September 2021. Jason has put together a robust fundraising strategy over the winter of 2021 and by March 2022 had begun to action this with a steady stream of applications to trusts and foundations to support the Museum's objectives for the coming years, which began to bear fruit into the next year.

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As large-scale grants had been received the previous year, much of 2021 was spent focused on delivering those projects for Arts Council and Art Fund rather than applying for new ones. We did receive funding of £12,000 from Huntingdonshire District Council in support grants, £452 from the Goodliff Fund of Huntingdonshire Local History Society towards producing new online educational videos, and £650 from Cambridgeshire County Council's Museums Development Fund towards new collections management emergency equipment.

We are taking due consideration towards reducing our environmental footprint and are looking at ways in which we can try to reduce our energy usage. All lighting and interactives use LED technology to reduce light levels and as they are low energy. We are experimenting with ways in which we can reduce the usage of our air handling system, which eats electricity.

Financial review

General Fund Income for the year of £59,413 was a reduction in total compared with the previous year (2021: £105,874). The result for the year was a deficit of £24,414. Total income for the year was £93,609, with expenditure of £185,802, resulting in a net deficit, including designated and restricted funds, of £92,193. Total reserves stood at £719,368 at the year-end, of which £3,804 were designated funds, and £1,910 restricted funds.

Generous local financial support was received again from Huntingdon Freeman's Trust and Huntingdon Town Council, as well as from Cambridgeshire & Huntingdonshire Family History Society and Huntingdonshire District Council. The Association of Independent Museums continued to provide financial assistance and other support.

Future plans

Given the pandemic seems to have eased, we can begin to look at the next year as an opportunity to begin to work again towards our longer term goal of an expanded Museum. A review of our Forward Plan by staff and trustees in November 2021 reaffirmed this as our long-term goal and set out actions towards this and other developments.

- **Growing Audiences:** as we move back into the first post-pandemic year, we can programme events and exhibitions for more in-person activities as well as still utilizing online activity where appropriate, growing both our audiences and income. This will include developing our group visits to both schools and specialist tours, welcoming these back for the first time, as well as seeking to attract new audiences who have not previously visited the museum.
- **Increasing Fundraising:** Using our freelance fundraiser we will continue to develop our income streams, not just with grant applications, but starting to engage with private donors and reform the Friends of the Museum into a Membership organisation within the Trust.
- **Collections Access** we will continue to develop local and national partnerships that will aid with loans to the collections for both temporary displays and with a view to expansion of the Museum, help promote the museum and develop tourism for the region. We will apply for Designated Status for our internationally important collection of artefacts. Above all, we will seek funding to set up a project to digitize our collections, making them more accessible online including quality photography, detailed information, and thorough transcriptions.
- **Future Expansion:** We will continue to plan and work towards our longer-term goal of an expanded Museum that gives us the space and facilities to most effectively display our collections and tell our remarkable story, putting the Museum on the map and creating a destination attraction for Huntingdon.

Risk Management

The Trustees have examined the major strategic, business and operational risks which the Museum faces and confirm that systems have been established to identify the appropriate action to be taken to manage those risks.

Public Benefit

The Cromwell Museum Trust was established in 2015 to take over the management and development of the Cromwell Museum in Huntingdon – then under threat of closure. The Trust's formal objective as a registered charity is *"to advance the education of the public in the life and legacy of Oliver Cromwell, Lord Protector, by the establishment and maintenance of the Museum in such ways as the Trustees see fit"*. The Trust operates the Museum and its associated activities to provide several Public Benefits:

- To curate, care for and interpret the world's best collection of artefacts relating to the life and times of the 17th century soldier and statesman Oliver Cromwell
- To make the collections and the stories related to them accessible to visitors in person at the Museum in Huntingdon, digitally online and via social media

CROMWELL MUSEUM TRUST
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- To promote and contribute to public understanding about Cromwell's life and times through a variety of means, including permanent and temporary museum displays, special events, talks, tours, research, publications, a website, and social media
- To stimulate public debate and awareness about this hugely significant yet controversial individual, telling his story fairly, accurately, but 'warts and all'
- To promote and provide learning opportunities about this important period of history, as well as cross-curricular topics including art, science, music and drama to all ages and abilities, both for formal education and informal learning. We engage with schools, universities, clubs, societies, and individual learners of all types, from all over the world
- To work with our local community to promote Huntingdon as a place to live, work and visit, bringing in visitors from all over the world and providing a cultural centre for local people
- To operate sustainably, ensuring the best use of the funds we raise, minimising our environmental footprint and supporting our staff and volunteers to deliver our services.

Reserves Policy

It is the intention of the Trustees to create a reserve of £40,000 to fund recurrent costs. But fundraising at present is concentrated on maintaining the continued existence of the museum and the Curator's post. The eventual aim is to develop sufficient additional resources to enable significant expansion of both the property and activities of the Museum. Free reserves at 31 March 2022 were £55,054.

Registered Office

Huntingdon Library, Princes Street, Huntingdon, Cambridgeshire. PE29 3PA

Bankers

Lloyds Bank plc, Huntingdon, Cambridgeshire

Solicitors

LGSS Law Ltd, Scott House, 5 George Street, Huntingdon, Cambs. PE29 3AD
Greenwoods Solicitors LLP, Monkstone House, City Road, Peterborough, PE1 1JE

Statement of Trustees' responsibilities

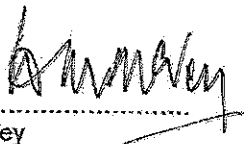
The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Charity law requires the Trustees to prepare financial statements for each financial period, which give a true and fair view of the state of the affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for the period. In preparing these financial statements, the Trustees are required to:

select suitable accounting policies and apply them consistently;
observe the methods and principles in the Charities SORP;
make judgements and estimates that are reasonable and prudent;
state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy, at any time, the financial position of the Charitable Incorporated Organisation and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the Charitable Incorporated Organisation and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees and signed on their behalf by:


W M McVey

12 January 2023
Date

CROMWELL MUSEUM TRUST
INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report on the financial statements of the charity for the year ended 31 March 2022 which are set out on pages 10 to 16.

Responsibilities and basis of report

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 charity's accounts carried out under section 145 of the 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

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.



Chater Allan LLP
7 Quay Court
Colliers Lane
Stow-cum-Quay
Cambridge
CB25 9AU

Independent Examiner: Stuart Graham Berriman BFP, FCA, FCCA

Date: 17 January 2023

CROMWELL MUSEUM TRUST
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2022

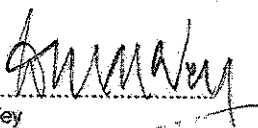
		Unrestricted Funds General Fund	Designated Funds	Restricted Funds	Total Funds 2022	Total Funds 2021
	Note	£	£	£	£	£
Income from:						
Donations and legacies		36,694	-	34,196	70,890	187,123
Other trading activities						
Shop sales		11,825	-	-	11,825	13,081
Events		10,496	-	-	10,496	6,431
Reproduction fees		398	-	-	398	-
Total Income		59,413	-	34,196	93,609	206,635
Expenditure on:						
Raising funds						
Fundraising costs		30,246	-	6,751	36,997	15,221
Charitable activity						
Advancement of Education	2	67,063	30,964	43,583	141,610	91,043
Other trading activities						
Shop purchases		7,195	-	-	7,195	5,953
Total Expenditure		104,504	30,964	50,334	185,802	112,217
Transfer between funds		20,677	-	(20,677)	-	-
Net income/(Expenditure) and net movement in funds for the year		(24,414)	(30,964)	(36,815)	(92,193)	94,418
Total funds brought forward		738,068	34,768	38,725	811,561	717,143
Total funds carried forward		713,654	3,804	1,910	719,368	811,561

All income and expenditure derive from continuing activities.

CROMWELL MUSEUM TRUST
BALANCE SHEET
AS AT 31 MARCH 2022

		2022		2021	
	Note	£	£	£	£
FIXED ASSETS					
Tangible fixed assets	4		658,150		672,989
CURRENT ASSETS					
Stocks		8,685		9,011	
Debtors	5	8,953		36,111	
Cash at bank and in hand		<u>49,244</u>		<u>113,838</u>	
		66,882		158,960	
CREDITORS					
Creditors due within one year	6	<u>5,664</u>		<u>7,638</u>	
NET CURRENT ASSETS			<u>61,218</u>		<u>151,322</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			719,368		824,311
CREDITORS					
Creditors due after one year	7		-		12,750
NET ASSETS			<u>719,368</u>		<u>811,561</u>
FUNDS OF THE CHARITY:					
Unrestricted funds	10		713,654		738,068
Designated funds	10		3,804		34,768
Restricted funds	10		1,910		38,725
TOTAL FUNDS			<u>719,368</u>		<u>811,561</u>

Approved by the Board of Trustees and signed on their behalf by:


W M McVey

12 January 2023
Date

1 ACCOUNTING POLICIES

1.1 Basis of preparation

The financial statements have been prepared under the historical cost convention. The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006, and UK Generally Accepted Accounting Practice.

Description of Fund Types

Unrestricted Funds may be used for any purpose permitted by the Charitable Deed.

Restricted Funds are funds under the control of the Trustees, the assets and net income of which may be used only for certain purposes.

1.2 Going concern basis

The Trustees consider that the going concern basis is appropriate as they consider the reserves levels and expected investment income to be at sufficient levels to ensure that the Trustees can meet their financial obligations for the next 12 to 18 months and on that basis the Charity is a going concern. The Trustees have considered the potential impact on the charity of the current global pandemic known as COVID-19. In the opinion of the Trustees there will be no material adverse effect on the charity's ability to continue as a going concern.

1.3 Financial Reporting Standard 102 - Reduced Disclosure Exemptions

The Trustees have taken advantage of the following disclosure exemption in preparing these financial statements, as permitted by FRS 102:

- the requirement of Section 7 Statement of Cash Flows.

1.4 Income

Income is included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

Donations and grants are treated as income when any conditions imposed by the donor concerning the transfer of funds have been met.

Income from activities to generate funds is treated as income in the period the event took place.

Gift Aid is recognised when the company is entitled to it.

1.5 Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

Grants payable are treated as resources expended when there is an obligation to transfer funds.

Costs in relation to the administration of the charity are allocated to governance costs.

1.6 Tangible fixed assets

Heritage assets represent the collection held by the Trust for their contribution to knowledge and culture. The assets were valued by an independent expert in 2016 based on insurance value. No depreciation is charged on the heritage assets as their economic life and high residual value mean that any depreciation would not be material. Heritage assets are reviewed at the year end for evidence of impairment and adjusted accordingly within the Statement of Financial Activities.

The Museum redevelopment costs will be depreciated over 10 years and the redevelopment was completed on 1 March 2020.

1.7 Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

CROMWELL MUSEUM TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

1 ACCOUNTING POLICIES (continued)

1.8 Taxation

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

2 EXPENDITURE ON CHARITABLE ACTIVITY

Advancement of Education

	Unrestricted Funds General Fund	Designated Funds	Restricted Funds	Total 2022	Total 2021
	£	£	£	£	£
Direct costs					
Light and heat	12,328	-	-	12,328	9,584
Property costs	3,167	-	-	3,167	4,082
Salaries (note 3)	11,899	30,964	34,196	77,059	46,172
Staff and volunteers	883	-	400	1,283	415
Office costs	2,510	-	-	2,510	547
Collection care and management	8,329	-	3,565	11,894	7,861
Education costs	1,394	-	5,422	6,816	-
Commission payable	209	-	-	209	442
Professional fees	3,600	-	-	3,600	1,041
Subscriptions	780	-	-	780	-
Depreciation	20,239	-	-	20,239	19,699
Support costs					
Governance					
Independent examination	1,260	-	-	1,260	1,200
Trustees away day	465	-	-	465	-
Total	67,063	30,964	43,583	141,610	91,043

3 STAFF COSTS

	2022	2021
	£	£
Wages and salaries	58,685	35,021
Employers National Insurance	5,758	3,621
Pensions	12,616	7,530
	77,059	46,172

The average number of staff during the year was:

2022	2021
2	1

The two members of staff are employed by Huntingdon Town Council. The Cromwell Museum Trust paid 25% of the Curator's salary costs, 100% of the Learning Officer's salary costs for the period 1 April 2021 to 31 March 2022 from a grant received from the Wolfson Foundation and 100% of the gross bonuses which totalled £500.

The trustees received no remuneration or expenses during the year.

4 FIXED ASSETS

	Heritage assets	Museum redevelopment	2022 Total
	£	£	£
Cost or valuation:			
At 1 April 2021	497,346	196,984	694,330
Additions	-	5,400	5,400
At 31 March 2022	<u>497,346</u>	<u>202,384</u>	<u>699,730</u>
Depreciation:			
At 1 April 2021	-	21,341	21,341
Charge for the year	-	20,239	20,239
At 31 March 2022	<u>-</u>	<u>41,580</u>	<u>41,580</u>
Net book value			
At 31 March 2022	<u>497,346</u>	<u>160,804</u>	<u>658,150</u>
At 31 March 2021	<u>497,346</u>	<u>175,643</u>	<u>672,989</u>

Heritage assets represent the collection held by the Trust for their contribution to knowledge and culture.
The assets were valued by an independent expert in 2016 based on latest insurance values.
There has been no disposals or impairment of heritage assets since they were acquired in 2018/19.

5 DEBTORS

	2022	2021
	£	£
Tax recoverable	3,521	5,730
Tax relief claim	-	27,959
Other debtors	5,432	2,422
	<u>8,953</u>	<u>36,111</u>

6 CREDITORS: Due within one year

	2022	2021
	£	£
Creditors and accruals	5,664	5,388
Bank loan	-	2,250
	<u>5,664</u>	<u>7,638</u>

7 CREDITORS: Due after one year

	2022	2021
	£	£
Bank loan	-	12,750
	<u>-</u>	<u>12,750</u>

CROMWELL MUSEUM TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

8 ANALYSIS OF DESIGNATED FUNDS

	Fund b/fwd	Income	Expenditure	Transfer	Fund c/fwd
	£	£	£	£	£
Learning Officer	34,768	-	30,964	-	3,804
	<u>34,768</u>	<u>-</u>	<u>30,964</u>	<u>-</u>	<u>3,804</u>

Learning Officer - Money received from the Wolfson Foundation that has been designated by the trustees for use in funding the costs of the Learning Officer for the initial 12 month period of employment.

9 ANALYSIS OF RESTRICTED FUNDS

	Fund b/fwd	Income	Expenditure	Transfer	Fund c/fwd
	£	£	£	£	£
Collections	2,890	-	980	-	1,910
Salary	-	34,196	34,196	-	-
Town Centre Art Project	17,775	-	9,637	8,138	-
Online Shop	9,760	-	-	9,760	-
Marketing	5,300	-	5,521	(221)	-
Costs of re-opening	3,000	-	-	3,000	-
	<u>38,725</u>	<u>34,196</u>	<u>50,334</u>	<u>20,677</u>	<u>1,910</u>

Collections Fund - Maintaining the museum's collection.

Salary Fund - Generous financial contribution being made by Huntingdon Town Council (HTC) towards the cost of employing the Curator of the Cromwell Museum.

Town Centre Art Project Fund - Grant received to enable replica works of art and artefacts to be displayed in premises around the town.

Online Shop Fund - Grant received to enable the creation and development of an online shop for the museum.

Marketing Fund - Financial assistance received to enable increased marketing activity to publicise the museum's activities.

Costs of re-opening Fund - Financial assistance towards the COVID-related additional costs of re-opening the museum.

CROMWELL MUSEUM TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

10 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds General Fund	Designated Funds	Restricted Funds	Total Funds 2022
	£	£	£	£
Tangible fixed assets	658,150	-	-	658,150
Net assets/(liabilities)	55,504	3,804	1,910	61,218
Total net assets	<u>713,654</u>	<u>3,804</u>	<u>1,910</u>	<u>719,368</u>

11 COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted Funds	Designated Funds	Restricted Funds	Total Funds 2021
	£	£	£	£
Income from:				
Donations and legacies	86,362	35,000	65,761	187,123
Other trading activities				
Shop sales	13,081	-	-	13,081
Events	6,431	-	-	6,431
	<u>105,874</u>	<u>35,000</u>	<u>65,761</u>	<u>206,635</u>
Expenditure on:				
Raising funds				
Fundraising costs	4,533	-	10,688	15,221
Charitable activity				
Advancement of Education	68,825	232	21,986	91,043
Other trading activities				
Shop purchases	5,953	-	-	5,953
Total Expenditure	<u>79,311</u>	<u>232</u>	<u>32,674</u>	<u>112,217</u>
Transfer between funds	-	-	-	-
Net income/(Expenditure) and net movement in funds for the year	<u>26,563</u>	<u>34,768</u>	<u>33,087</u>	<u>94,418</u>

Accounts

CROMWELL MUSEUM TRUST
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021
REGISTERED CHARITY No 1166233

CROMWELL MUSEUM TRUST
FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

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**CROMWELL MUSEUM TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 MARCH 2021**

The Trustees present their report with the financial statements of the Charitable Incorporated Organisation for the year ended 31 March 2021. The financial statements have been prepared in accordance with the accounting policies set out in the notes to the financial statements and comply with the charity's trust deed, applicable law and the requirements of the Statement of Recommended Practice, "Accounting and Reporting by Charities" 2019 and the Companies Act 2006.

Reference and Administrative Details

Cambridgeshire County Council devolved its governance and management responsibilities for the Cromwell Museum to the new Cromwell Museum Trust from 1 April 2016. The Charitable Incorporated Organisation was registered with the Charity Commission for England and Wales on 29 March 2016 with the registration number 1166233.

Structure, Governance and Management

The operation of the Charitable Incorporated Organisation is governed by its Foundation Document. As a charity registered with the Charity Commission for England and Wales HM Revenue Customs have recognised the charity for tax purposes. Since the charity only uses its funds for charitable purposes no taxation is then payable on the income or gains. The overall responsibility for the operations of the Charitable Incorporated Organisation and its finances is with the Directors.

Trustees

The Trustees who have served during the year are:

Jonathan Djanogly
Peter Johnson
Camilla Nichol
William McVey
Iain Strath
Angela White-Horan
Charles Nixon
Sarah Gifford
Paul Lay
Nicola Clarke

The Trust is privileged to have as its Patron, The Right Honourable Sir John Major, KG, CH.

Appointment and Training of Trustees

The power to appoint and remove Trustees is vested with the Trustees.

Under the terms of the Foundation Document there shall not be less than three Trustees. Trustees are appointed on the recommendation of the Trustees or by due notice from a member. At each annual general meeting one-third of the Trustees retire by rotation.

On appointment each Trustee receives copies of the principal constitutional and policy documents of the Company, with current and forward financial planning information. Trustees are provided with regular updates of relevant information from the Charity Commission and other relevant sources.

Charitable objects

The objects of the Charity are to advance the education of the public in the life and legacy of Oliver Cromwell, Lord Protector, by the establishment and maintenance of the Cromwell Museum in such ways as the Trustees think fit and fulfil such other purposes which are exclusively charitable according to the law of England and Wales and are connected with the charitable work of the Charity.

Objectives and Activities

The Cromwell Museum has the ambition to be the key resource for the enjoyment and understanding of the life and times of the 17th century soldier and statesman, Oliver Cromwell.

We have the finest collection in the world of items relating to this remarkable, yet deeply controversial individual; we will safeguard and expand this collection, ensure that its significance is recognised and use it as the inspiration for an innovative public programme.

We will work to make the museum, and Huntingdon, an iconic destination which will attract visitors from around the world to appreciate Cromwell the man, his life and work through imaginative and immersive visitor experiences underpinned by the world class collections and archives. We will make the Museum as sustainable as possible.

In broad terms we aim over the next decade to create an internationally recognised centre to learn about the life, times and legacy of Oliver Cromwell, in the heart of Cromwell Country.

**CROMWELL MUSEUM TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 MARCH 2021**

On 1 March 2020 the Cromwell Museum reopened after a £170,000 refurbishment, the first major overhaul of its permanent displays in over 30 years, to great acclaim. Within weeks we were then forced to close again as the UK shut down under the impact of the Covid-19 Pandemic. This created an immediate financial challenge for the Museum Trust after being closed for several months, as well as huge disappointment that visitors were unable to benefit from all the hard work that had gone into the new displays as the country went into lockdown.

In many respects the remainder of the year proved equally frustrating, with the Museum being only open for the equivalent of 4 months over the year due to further lockdowns restricting in-person visitor access to our displays, and Covid-precautions limiting visitor numbers and live engagement activities. In others, it proved to be something of a revelation, fostering increased fundraising, new ways of working and accelerating online activity and digital engagement. It therefore turned out to be a year that generated some very different successes, which can be best illustrated by three different case studies.

Surviving the Pandemic - Fundraising

The Museum closed for refurbishment at the end of September 2019, and although some activities continued and a small temporary display was maintained in Huntingdon Town Hall, income was considerably down compared to normal. This had been accepted by the Trust, with the expectation that there would be a surge in visitors when the Museum reopened in the Spring of 2020.

The Museum reopened in March, but then had to close just over 2 weeks later when the first national lockdown took effect from 17 March. This created a huge challenge for the Trust in regarding income generally, and cash flow particularly, as the final payments for the refurbishment were being processed, and the usual sources of visitor income dried up overnight.

To carefully manage the situation, regarding finances but also to the uncertain situation more generally, and to provide support in this stressful time to the Trust's single member of staff, an Executive Committee of Trustees was created that could respond quickly to any situation and make key decisions. This proved to be invaluable for all concerned and ensured that cash-flow never reached a crisis point, as well as overseeing fundraising and looking forward towards reopening the Museum safely once circumstances allowed. A decision was taken early on not to furlough the Curator, which would have been contractually difficult given the payroll arrangements with Huntingdon Town Council, but also would have removed the capacity for applying for grants and financial support. This made us very responsive to the changing situation, and able to fundraise much more effectively.

The funds we raised, details of which can be found about under our objectives, have not only allowed the Museum to survive these unique and testing circumstances, but to look ahead with more confidence.

Cromwell Online – Going Digital During Covid

As for many people, digital technology, and the ability to communicate online has been a lifesaver during the pandemic. It has also let to a step change in our ability to engage more widely with much larger and wider audiences, something we had planned to do but had to accelerate due to the circumstances.

Our initial concern was to utilize video conferencing internally, to allow staff and trustees to meet during lockdown and manage that very difficult situation. It also enabled us to keep in communication with our volunteers, support them during lockdown and involve them in planning for reopening. The reopening strategies were so successful that we were asked to share them digitally by the Association of Independent Museums with other museums across the UK digitally, as an exemplar of how to manage the situation effectively.

Once we had stabilised our situation internally, our next priority was to continue to engage with our audiences. Initially this was done through our existing social media channels with additional content and posts through Facebook and Twitter. The purchase of improved technology thanks to the initial Art Council grant enabled us to start creating video content for a new YouTube channel. These included videos on aspects of Cromwell's life, features on objects from the Museum's collections and interviews with noted historians recorded via Zoom. By the end of the year, we had over 500 subscribers to our channel, which is continuing to grow.

We also began to use Zoom for delivering lecture programmes, talks to groups, and schools sessions, with audiences in the UK and beyond – more detail about which can be found in the analysis of our strategic objectives.

The Covid-19 pandemic has been a catalyst for us in many ways, speeding up the greater use of digital engagement, which we continue to embrace as an effective tool to tell our stories.

Mrs Cromwell's Cookbook

One of the objects in the Cromwell Museum's collections which has always caused a lot of interest is 'The Court and Kitchen of Elizabeth, commonly called Joan Cromwell', a small volume published in 1664. It purports to be the recipe book of Cromwell's wife Elizabeth and is prefaced with an extended essay on the alleged evils of the Cromwellian court, written as a piece of post-Restoration anti-Cromwellian propaganda. The book fascinates people both as an historical document and commentary on the period, and as a window into middle class recipes of the 17th century.

The book was transcribed and published in the 1980s by Cambridgeshire libraries but has long been out of print. We received many requests for a new edition, so a volunteer, Joe Chiswell, kindly undertook the work during 2019 of a new transcription of the volume, to which was added a glossary. A new introduction was written by Stuart Orme, the Museum's Curator, and images added of objects from the Museum's collections, and re-enactors from the Sealed Knot in the original kitchen at Oliver Cromwell's House in Ely. An initial print run of 500 copies was kindly part funded by a Goodliff Award from Huntingdonshire Local History Society.

Despite lockdown we were able to make the book widely available thanks to the development of an online shop for the Museum, supported by the Culture Recovery Fund grant from the Arts Council and DCMS. This enabled us to launch the book for sale in January 2021; to our astonishment it garnered a huge amount of interest, including articles in The Times and Daily Telegraph in the UK, coverage on the Smithsonian Museum's online magazine and various food blogs and cookery broadcasts. As a result, we sold out of the initial print run within a month, and a second order of 500 has nearly gone. Copies have gone all over the world, including right across the UK, EU and USA, Canada, New Zealand, Russia, Israel, Australia, and Hong Kong!

This has not only generated a lot of interest and income for the Museum, but also provided access to a fascinating and much-debated part of our collections. It also illustrates the growing reach of the Museum Trust—despite being a tiny independent museum in a market town, we have an international reach and interest, and as an organization we continue in so many ways to 'punch above our weight'.

Our mission is ***to engage as many people as possible with the story and significance of the 17th century soldier and statesman Oliver Cromwell.***

Our strategic priorities as set out in our Strategy, launched in November 2018 are:

- An unrivalled Cromwell collection & archive
- Telling Cromwell's Story to a worldwide audience
- A national & international visitor destination in the heart of Cromwell Country
- An immersive study & learning environment for all ages & interests
- A sustainable museum for future generations

Achievements and performance

1. An unrivalled Cromwell collection & archive

To ensure this outstanding collection of art, artefacts and archival materials relating to Cromwell and his times; has a secure future with the Trust, is accessible to all, is recognised for its pre-eminence and is ever growing, through acquisitions and loans.

The Museum's collection was designed to be more accessible because of the refurbishment of the displays in March 2019; the pandemic has severely limited access to the extended lockdown periods, meaning that the building was only able to open for just over 4 months during the 2020-21 financial year.

Given the limitations of opening hours, the lack of the opportunity to engage with potential donors or sellers, and the restrictions placed on partner organisations we have not been able to acquire any new objects for the collection in this financial year; nor have we loaned any items from the collection out or brought any in as loans. We have during this year transferred across the responsibility for long-term loans from the Museum of London and the Royal Armouries from Cambridgeshire County Council to the Trust. The only outstanding long-term loan which has not been transferred is with the Bush family, Cromwell's descendants, which is expected to be resolved in the summer of 2021.

We have continued to provide access to collections information throughout the pandemic, with the Curator continuing to deal with an increasing amount of collections enquiries over the year via e-mail. We have given access to many of our treasures through digital means, with several videos on our YouTube channel focusing on some of our most iconic objects.

We have also worked with Smartify Tour app platform and website to enable greater access to the collection and provide tours of the Museum. Over the first 3 months of use in January – March 2021 we had 460 people from across the world using this to access 2,535 objects in the collection. 224 people took advantage of the tour facility.

2. Telling Cromwell's Story to a worldwide audience

To tell the remarkable story of the life and times of one of the seminal figures of British history, the soldier and statesman Oliver Cromwell. To do this in an engaging and informative way, reaching as wide an audience as possible, and encouraging people as a result to explore the wider region.

Few people had the opportunity to see the refurbished Cromwell Museum after it reopened on 1 March 2020, before being closed again as part of the national lockdown a fortnight later. As such the reopening period during 2020 was the first opportunity that many people had to see the new displays. Feedback has been universally positive to the objects, content, and display. These are just a few comments:

"The transformation of the museum's displays is an outstanding success and marks a huge improvement... the presentation of the items is not in any sense dumbed down, but it is presented a very lively and accessible way that will make a visit to the museum enjoyable for all age groups."

Dr David Smith, Selwyn College, University of Cambridge

It's impossible to praise too highly the achievement of Stuart and his team on the refurbishment. A major contribution to public history, which brings a remarkable period to life. Do visit the Cromwell Museum.

Paul Lay, Editor, 'History Today'

This museum did not disappoint. The staff were lovely and incredibly knowledgeable about Cromwell and the English Civil Wars. It's a small museum and the space has been used well to display all the brilliant artefacts. A unique museum and well worth a visit.

Lorraine M, Visitor, TripAdvisor Review

With the Covid-19 restrictions in place throughout 2020-21 and with being only open for 4 months, we were only able to stage 1 temporary exhibition in this financial year, to commemorate the Battle of Huntingdon in August 1645. This ran through the opening period July – October in the Museum.

The use of Zoom also allowed us to provide online talks and lectures. Initially these requests came from local groups, clubs and societies which wished to continue their usual programmes online during the pandemic, with our curator delivering sessions to 13 different groups or organisations. These were not just in the locality but included a talk on Cromwell's controversial campaign in Ireland for an Irish community heritage organization with attendees from across Eire. The use of this technology also enabled us to deliver our winter lecture programmes online, with 4 speakers in different parts of the UK, with over 700 attendees across them all from across Britain, Ireland, Europe, the USA and even Australia. This allowed us a much greater reach and doubled the level of income from this programme, a model we will continue.

3. A national & international visitor destination in the heart of Cromwell Country

To make the Museum, its collections and stories as visible as possible. We want to bring as many visitors as possible to Huntingdon to see us – not just to spread our message and increase our sustainability, but to benefit the town & surrounding area too. This will help cement the idea of this being 'Cromwell Country'.

Although we have been very restricted over the last year, we have continued to make inroads with attracting more visitors to the area. Funding through the Culture Recovery Fund allowed us to produce more professional marketing materials which were distributed more widely. We had a shift in where visitors came from because of the pandemic; with international travel restrictions our foreign tourists disappeared, and many local people stayed away, limiting their visits into the town purely to their shopping. Most visitors were therefore UK-wide tourists who were taking the opportunity to have a 'staycation' over the summer.

We have been laying the groundwork in the meantime with a view to a wide tourism partnership for the county. We now have museums and heritage sites in towns across Cambridgeshire and beyond keen to work with us; the mail rail company Govia/Thameslink are interested in supporting the project, and we are engaging with local authorities including Huntingdon Town Council, Huntingdonshire District Council, Ely City Council, Peterborough City Council and the Combined Authority for Cambridgeshire and Peterborough.

4. An immersive study & learning environment for all ages & interests

To create an environment, both physical and virtual, that can be used for learning for all ages, purposes and abilities, and for a variety of subjects – be it for academic study or for enjoyment.

Due to the limitations of lockdowns and Covid-safe protocols during reopening, we have had very limited opportunity to engage with visitors. Special events have been rendered impossible during this period, as have guided tours, school visits and learning sessions in person. As such many of our usual Performance Indicators are not relevant to the 2020-21 financial year. Instead, much of our engagement has been online, and the figures reflect this accordingly.

Activity	Financial Year	KPIs
Visitors to the Museum	2020-21	2,506
School Pupils visiting the Museum	2020-21	0
School Pupils visiting the Museum online	2020-21	96
Numbers attending Museum online lectures	2020-21	697
Number of online talks to groups	2020-21	13
Number attending online talks to groups	2020-21	1,135
Number of objects searched on Smartify	2020-21	2,535
Number of virtual tours taken on Smartify	2020-21	224
Number of YouTube video views	2020-21	18,207

We have also begun trialing the use of digital school's sessions, conducting them remotely from the museum using Microsoft Teams whilst the class are still in their own classroom at school. This allowed sessions to continue under the restrictions from Covid, but also has the potential for providing much greater reach going forward, removing many of the barriers for school visits (travel costs, health and safety, pressure on timetables).

his is not to say that we have not been working on projects that can be used for schools when they return. Our 'Pedlar's' Basket' of handling materials has been developed in association with colleagues at the Norris Museum, funded by the Goodliff Award Scheme of the Huntingdonshire Local History Society, and is designed to be useful for early learning groups to being to gain an understanding and enjoyment of our period of history using replica everyday artefacts.

5. A sustainable museum for future generations

For the museum to benefit from strong and diverse income streams through philanthropy, commercial activity and collaboration with funding bodies. The Museum is supported through a network of key stakeholders and partners, locally, regionally and nationally.

As outlined in the case study above, the crisis of the pandemic forced some very hasty fundraising activity by the Museum, which was very successful and has enabled us to look to the future with some confidence.

The Town Council generously provided some initial financial support, and over £3,500 was raised from individual donations from the Museum's social media followers. Over the remainder of the pandemic funds were raised through grants and support funds, for which the Museum Trust is hugely grateful. We particularly wish to acknowledge the following funders and grants:

- Arts Council England - £29,961 (Emergency Grant Fund)
- Arts Council England/DCMS - £47,759 (Culture Recovery Fund)
- Art Fund - £17,775 (Respond and Reimagine Fund)
- Huntingdon Freeman's Trust - £7,100
- Huntingdonshire District Council - £29,430 (Leisure Support Grants)
- Wolfson Foundation - £35,000 (Covid Support Grant)

Now we have been able to take stock, a target for 2021-22 is to engage a freelance fundraiser to work with the trust to develop a robust fundraising strategy and begin to deliver this to be able to fund our ambitions for development and expansion.

Financial review

Largely as the consequence of the COVID 19 pandemic, cash-flow continued to be the greatest difficulty – a situation that persisted further into 2021. Advantage was taken of the Bounce-Back Loan facility, though full repayment was made within the first 12 months of the loan being received. Consequently, costs were closely monitored and tightly controlled, though the later availability of grants enabled more expenditure to be incurred.

General Fund Income for the year of £105,874 was substantially increased in total compared with the previous year (2020: £44,649), through grant income. Visitor donations, shop sales in person and increasingly online, have all been greater this year; online events have also resulted in income for the first time. The result for the year was a surplus of £26,563. Total income for the year was £206,635, with expenditure of £112,217, resulting in a net surplus, including designated and restricted funds, of £94,418. Total reserves stood at £811,561 at the year-end, of which £34,768 were designated funds, and £38,725 restricted funds.

Generous local financial support was received again from Huntingdon Freeman's Trust and Huntingdon Town Council, as well as from Cambridgeshire & Huntingdonshire Family History Society and Huntingdonshire District Council. The Association of Independent Museums continued to provide financial assistance and other support. In recognition of the difficulties resulting from the COVID 19 pandemic and to enable new and specific activities, generous grants were gratefully received from Arts Council England, The Wolfson Foundation and Art Fund.

Future plans

The next financial year presents both challenges (having to rebuild our visitor numbers against uncertainty over any further restrictions or lockdowns) and opportunities (funding allowing us to employ a second member of staff and extend our marketing). Accordingly we will focus on several areas over the next year:

- **Rebuilding our Audiences:** the pandemic hit visitor numbers hard, and upon reopening in May 2021 we have already been working to build up our visitor numbers again. This has included maintaining Covid-19 precautions so that people still feel safe and keeping within best practice and sector/government guidelines. We have increased our marketing spend, focusing particularly on local people to bring them back to see us, as well as capitalizing on the new 'staycation' market. This has included new town centre posters and leaflets, and the use of a PR agency to help target some of our messaging.
- **Developing our Learning Offer:** funding from the Wolfson Foundation has enabled us to employ a new Learning and Community Officer, interviews for which were held at the end of March 2021. The new appointee, Kristina Kapitza, started with us in May and is focusing on developing our family learning activities, educational visits, and links with community groups, helping us to rebuild and develop these essential areas of our work.
- **Innovative Programming:** we have been able to develop some exciting temporary exhibitions, including an Art Trail around the town with replicas of works from the Museum's collections in unusual and historically appropriate locations. Funded by the Art Fund, this is designed to make our collections more accessible and raise our profile within the town.
- **Increasing Fundraising:** on the back of the success of our grant applications in 2020/21, we wish to develop and professionalize our fundraising efforts. Accordingly, we will engage a freelance fundraiser to work with us to develop a robust Fundraising Strategy for the Trust and help deliver the first year of that strategy.
- **Developing Partnerships:** we will continue to develop local and national partnerships that will aid with loans to the collection, help promote the museum and develop tourism for the region. This will include starting work on getting Designated Status for our collection of
- **Digital Development:** we will continue to harness the use of digital engagement that we have been using over the last year, with more online lectures and events, widening our social media reach (including a new Instagram account) and further work on our online shop.
- **Future Expansion:** We will continue to plan and work towards our longer-term goal of an expanded Museum that gives us the space and facilities to most effectively display our collections and tell our remarkable story.

Risk Management

The Trustees have examined the major strategic, business and operational risks which the Museum faces and confirm that systems have been established to identify the appropriate action to be taken to manage those risks. The impact of the COVID 19 pandemic was outside the range of anticipated risks but the trustees have been encouraged by the positive response from our supporters, which has enabled the situation to be remedied.

Reserves Policy

It is the intention of the Trustees to create a reserve of £40,000 to fund recurrent costs. But fundraising at present is concentrated on maintaining the continued existence of the museum and the Curator's post. The eventual aim is to develop sufficient additional resources to enable significant expansion of both the property and activities of the Museum. Free reserves at 31 March 2021 were £65,079.

**CROMWELL MUSEUM TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 MARCH 2021**

Registered Office

Huntingdon Library, Princes Street, Huntingdon, Cambridgeshire, PE29 3PA

Bankers

Lloyds Bank plc, Huntingdon, Cambridgeshire

Solicitors

LGSS Law Ltd, Scott House, 5 George Street, Huntingdon, Cambs, PE29 3AD

Greenwoods Solicitors LLP, Monkstone House, City Road, Peterborough, PE1 1JE

Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Charity law requires the Trustees to prepare financial statements for each financial period, which give a true and fair view of the state of the affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for the period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy, at any time, the financial position of the Charitable Incorporated Organisation and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the Charitable Incorporated Organisation and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees and signed on their behalf by:


.....
W M McVey

5th Nov. 2021
.....
Date

CROMWELL MUSEUM TRUST
INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report on the financial statements of the charity for the year ended 31 March 2021 which are set out on pages 9 to 15.

Responsibilities and basis of report

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 charity's accounts carried out under section 145 of the 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

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do 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.



Chater Allan LLP
Beech House
4a Newmarket Road
Cambridge
CB5 8DT

Independent Examiner: Stuart Graham Berriman BFP, FCA, FCCA

Date: 5 November 2021

CROMWELL MUSEUM TRUST
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 MARCH 2021

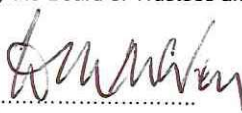
		Unrestricted Funds General Fund	Designated Funds	Restricted Funds	Total Funds 2021	Total Funds 2020
	Note	£	£	£	£	£
Income from:						
Donations and legacies		86,362	35,000	65,761	187,123	212,683
Other trading activities						
Shop sales		13,081	-	-	13,081	6,510
Events		6,431	-	-	6,431	26,249
Total Income		105,874	35,000	65,761	206,635	245,442
Expenditure on:						
Raising funds						
Fundraising costs		4,533	-	10,688	15,221	3,969
Charitable activity						
Advancement of Education	2	68,825	232	21,986	91,043	53,804
Other trading activities						
Shop purchases		5,953	-	-	5,953	3,409
Total Expenditure		79,311	232	32,674	112,217	61,183
Transfer between funds		-	-	-	-	-
Net income/(Expenditure) and net movement in funds for the year		26,563	34,768	33,087	94,418	184,259
Total funds brought forward		711,505	-	5,638	717,143	532,884
Total funds carried forward		738,068	34,768	38,725	811,561	717,143

All income and expenditure derive from continuing activities.

CROMWELL MUSEUM TRUST
BALANCE SHEET
AS AT 31 MARCH 2021

		2021		2020	
	Note	£	£	£	£
FIXED ASSETS					
Tangible fixed assets	4		672,989		692,688
CURRENT ASSETS					
Stocks		9,011		5,635	
Debtors	5	36,111		57,025	
Cash at bank and in hand		<u>113,838</u>		<u>21,866</u>	
		158,960		84,526	
CREDITORS					
Creditors due within one year	6	<u>7,638</u>		<u>60,070</u>	
NET CURRENT ASSETS			<u>151,322</u>		<u>24,456</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			824,311		717,143
CREDITORS					
Creditors due after one year	7		12,750		-
NET ASSETS			<u>811,561</u>		<u>717,143</u>
FUNDS OF THE CHARITY:					
Unrestricted funds	10		738,068		711,505
Designated funds	10		34,768		-
Restricted funds	10		38,725		5,638
TOTAL FUNDS			<u>811,561</u>		<u>717,143</u>

Approved by the Board of Trustees and signed on their behalf by:


W M McVey


5th Nov. 2021
Date

1 ACCOUNTING POLICIES

1.1 Basis of preparation

The financial statements have been prepared under the historical cost convention. The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006, and UK Generally Accepted Accounting Practice.

Description of Fund Types

Unrestricted Funds may be used for any purpose permitted by the Charitable Deed.

Restricted Funds are funds under the control of the Trustees, the assets and net income of which may be used only for certain purposes.

1.2 Going concern basis

The Trustees consider that the going concern basis is appropriate as they consider the reserves levels and expected investment income to be at sufficient levels to ensure that the Trustees can meet their financial obligations for the next 12 to 18 months and on that basis the Charity is a going concern. The Trustees have considered the potential impact on the charity of the current global pandemic known as COVID-19. In the opinion of the Trustees there will be no material adverse effect on the charity's ability to continue as a going concern.

1.3 Financial Reporting Standard 102 - Reduced Disclosure Exemptions

The Trustees have taken advantage of the following disclosure exemption in preparing these financial statements, as permitted by FRS 102:

- the requirement of Section 7 Statement of Cash Flows.

1.4 Income

Income is included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

Donations and grants are treated as income when any conditions imposed by the donor concerning the transfer of funds have been met.

Income from activities to generate funds is treated as income in the period the event took place.

Gift Aid is recognised when the company is entitled to it.

1.5 Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Expenditure is recognised where there is a legal or constructive obligation to make payments to third parties, it is probable that the settlement will be required and the amount of the obligation can be measured reliably.

Grants payable are treated as resources expended when there is an obligation to transfer funds.

Costs in relation to the administration of the charity are allocated to governance costs.

1.6 Tangible fixed assets

Heritage assets represent the collection held by the Trust for their contribution to knowledge and culture. The assets were valued by an independent expert in 2016 based on insurance value. No depreciation is charged on the heritage assets as their economic life and high residual value mean that any depreciation would not be material. Heritage assets are reviewed at the year end for evidence of impairment and adjusted accordingly within the Statement of Financial Activities.

The Museum redevelopment costs will be depreciated over 10 years and the redevelopment was completed on 1 March 2020.

1.7 Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

1 ACCOUNTING POLICIES (continued)

1.8 Taxation

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

2 EXPENDITURE ON CHARITABLE ACTIVITY

Advancement of Education

	Unrestricted Funds General Fund	Designated Funds	Restricted Funds	Total 2021	Total 2020
	£	£	£	£	£
Direct costs					
Rates	-	-	-	-	257
Light and heat	9,584	-	-	9,584	12,795
Property costs	4,082	-	-	4,082	5,427
Marketing	-	-	-	-	400
Salaries (note 3)	24,186	-	21,986	46,172	46,060
Staff and volunteers	183	232	-	415	-
Office costs	547	-	-	547	1,823
Collection care and management	7,861	-	-	7,861	9,985
Education costs	-	-	-	-	899
Commission payable	442	-	-	442	-
Website	-	-	-	-	546
Professional fees	1,041	-	-	1,041	610
Depreciation	19,699	-	-	19,699	1,642
Tax relief claim	-	-	-	-	(27,959)
Support costs					
Governance					
Independent examination	1,200	-	-	1,200	1,320
Total	68,825	232	21,986	91,043	53,804

3 STAFF COSTS

	2021	2020
	£	£
Wages and salaries	35,021	31,371
Employers National Insurance	3,621	3,153
Pensions	7,530	11,536
	46,172	46,060
	2021	2020
	1	1

The average number of staff during the year was:

The employee is employed by Huntingdon Town Council. Cromwell Museum Trust paid 50% of the salary costs for the period 1 April 2020 to 31 March 2021 and 100% of the gross bonuses which totalled £2,000.

The trustees received no remuneration or expenses during the year.

4 FIXED ASSETS

	Heritage assets	Museum redevelopment	2021 Total
	£	£	£
Cost or valuation:			
At 1 April 2020	497,346	196,984	694,330
Additions	-	-	-
At 31 March 2020	<u>497,346</u>	<u>196,984</u>	<u>694,330</u>
Depreciation:			
At 1 April 2020	-	1,642	1,642
Charge for the year	-	19,699	19,699
At 31 March 2021	<u>-</u>	<u>21,341</u>	<u>21,341</u>
Net book value			
At 31 March 2021	<u>497,346</u>	<u>175,643</u>	<u>672,989</u>
At 31 March 2020	<u>497,346</u>	<u>195,342</u>	<u>692,688</u>

Heritage assets represent the collection held by the Trust for their contribution to knowledge and culture.
The assets were valued by an independent expert in 2016 based on latest insurance values.
There has been no disposals or impairment of heritage assets since they were acquired in 2018/19.

5 DEBTORS

	2021	2020
	£	£
Tax recoverable	5,730	13,917
Tax relief claim	27,959	27,959
Other debtors	2,422	15,149
	<u>36,111</u>	<u>57,025</u>

6 CREDITORS: Due within one year

	2021	2020
	£	£
Creditors and accruals	5,388	60,070
Bank loan	2,250	-
	<u>7,638</u>	<u>60,070</u>

7 CREDITORS: Due after one year

	2021	2020
	£	£
Bank loan	12,750	-
	<u>12,750</u>	<u>-</u>

8 ANALYSIS OF DESIGNATED FUNDS

	Fund b/fwd	Income	Expenditure	Transfer	Fund c/fwd
	£	£	£	£	£
Learning Officer	-	35,000	232	-	34,768
	<u>-</u>	<u>35,000</u>	<u>232</u>	<u>-</u>	<u>34,768</u>

Learning Officer - Money received from the Wolfson Foundation that has been designated by the trustees for use in funding the costs of the Learning Officer for the initial 12 month period of employment.

9 ANALYSIS OF RESTRICTED FUNDS

	Fund b/fwd	Income	Expenditure	Transfer	Fund c/fwd
	£	£	£	£	£
Collections	2,890	-	-	-	2,890
Website development	2,748	-	2,748	-	-
Salary	-	21,986	21,986	-	-
Town Centre Art Project	-	17,775	-	-	17,775
Online Shop	-	15,000	5,240	-	9,760
Marketing	-	8,000	2,700	-	5,300
Costs of re-opening	-	3,000	-	-	3,000
	<u>5,638</u>	<u>65,761</u>	<u>32,674</u>	<u>-</u>	<u>38,725</u>

Collections Fund - Maintaining the museum's collection.

Website development Fund - A generous private donation to be able to commission a new website.

Salary Fund - Generous financial contribution being made by Huntingdon Town Council (HTC) towards the cost of employing the Curator of the Cromwell Museum.

Town Centre Art Project Fund - Grant received to enable replica works of art and artefacts to be displayed in premises around the town.

Online Shop Fund - Grant received to enable the creation and development of an online shop for the museum.

Marketing Fund - Financial assistance received to enable increased marketing activity to publicise the museum's activities.

Costs of re-opening Fund - Financial assistance towards the COVID-related additional costs of re-opening the museum.

CROMWELL MUSEUM TRUST
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

10 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted Funds General Fund	Designated Funds	Restricted Funds	Total Funds 2021
	£	£	£	£
Tangible fixed assets	672,989		-	672,989
Net assets/(liabilities)	65,079	34,768	38,725	138,572
Total net assets	<u>738,068</u>	<u>34,768</u>	<u>38,725</u>	<u>811,561</u>

11 COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted Funds	Restricted Funds	Total Funds 2019
			£
Income from:			
Donations and legacies	11,890	200,793	212,683
Other trading activities			
Shop sales	6,510	-	6,510
Events	26,249	-	26,249
	<u>44,649</u>	<u>200,793</u>	<u>245,442</u>
Expenditure on:			
Raising funds			
Fundraising costs	3,969	-	3,969
Charitable activity			
Advancement of Education	20,406	33,398	53,804
Other trading activities			
Shop purchases	3,409	-	3,409
Total Expenditure	<u>27,785</u>	<u>33,398</u>	<u>61,183</u>
Transfer between funds	167,395	(167,395)	-
Net income/(Expenditure) and net movement in funds for the year	<u>184,259</u>	<u>-</u>	<u>184,259</u>