

# **WINCHCOMBE TOWN TRUST**

Registered Charity 1173052

## **TRUSTEES' REPORT for year ending 31<sup>st</sup> December 2022**

### **A Constitution**

Winchcombe Town Trust was originally established by a Deed of Trust dated 28<sup>th</sup> March 1890. This charitable Scheme was arranged pursuant to the Municipal Corporations Act 1883, following the dissolution of the Corporation of Bailiffs and Burgesses of Winchcombe. The Trust received various properties and artefacts, but little cash.

The Trust has now re-formed as a Charitable Incorporated Organisation ("CIO"). It was incorporated on 16<sup>th</sup> May 2017 with a new registered number 1173052 and merged with the previous 1890 charity (234734) in December 2021

The Trust has its main activity based at the Old Town Hall, High Street, Winchcombe, GL54 5LJ

### **B Objects**

The objects of the CIO in its Trust Deed are: -

(1) To promote the benefit of the inhabitants of Winchcombe and the surrounding area ("the area of benefit"), by working with local voluntary and community organisations, inhabitants and other authorities in a common effort to advance education and to provide facilities in the interests of social welfare for recreation and leisure time occupation with the object of improving conditions of life for the said inhabitants, without distinction of age, disability, nationality, race, sex, sexual orientation, political, religious or other opinions by the provision of maintaining and managing the Town Hall.

(2) The relief of poverty of persons resident in the area of benefit by making grants of money to them or providing or paying for goods, services or facilities for them or making grants of money to other persons or bodies who provide goods, services or facilities to those in need. In exceptional cases the trustees may decide to assist someone (who is otherwise qualified) who is resident outside of (or only temporarily resident in) the area of benefit.

(3) To advance education of the public in the history of Winchcombe, in particular by the provision of a museum.'

### **C Trustees and Museum Committee**

The current Trustees are:

Mr. D.M.F Dufton (Chairman)

Mr. A Herod

Mr. A. Robinson

Mr. V. Royle

No.1173052

Mr. A.B.Thomas  
Mr. R Wakeford

We are seeking more trustees and volunteers to share the workload. Trustees are elected by resolution of the Trust and serve for an initial period of 5 years, renewable once.

There is a separate dedicated Museum Committee, which focusses on maintaining and operating the Winchcombe Museum. This engages with a group of hard-working volunteers who are key to operating the Museum. The number of museum volunteers has materially increased over 2022.

## **D Activities in 2022**

The Trustees determined in 2017 that Winchcombe Museum must be completely revamped in order to best display its collections and to provide a key focal point for presenting the Heritage and History of Winchcombe town.

The Museum has been almost completely closed from October 2019 to June 2022, with only a few months of opening. The ceiling to the main room was found to be defective and this (as well as COVID) forced closure of the museum for nearly all of 2021 and the first half of 2022. Following successful fund-raising and obtaining the necessary consents, Pyments of Campden were instructed to remove the ceiling, thus creating an open, airy space within which to display the Museum collection.

Following the work on the ceiling, the display cases were repainted and the museum displays re-done with new interpretation boards. This has created a more inviting display for visitors. This includes telling the town's story chronologically for the first time in many years and the inclusion of new exhibits.

The new interpretation boards greatly help in telling the story of Winchcombe for visitors.

The Trust has been successful in attracting some new museum volunteers,

The Trust has continued planning for and seeking advice on establishing a retail operation, to provide a long-term sustainable form of income, to help secure the future viability of the Museum and the Trust. COVID and the recent recession has made this a particularly problematic exercise, and the continuing economic recession means that these plans are on hold.

Given its limited funding, the Trust has focussed on maintaining and enhancing Winchcombe Museum. In addition, it awards an annual prize to a pupil of Winchcombe School who has shown the most improvement.

### Measurement of activity

The principal criterion being used to measure the growth of the Museum is visitor numbers and we are looking to increase the annual number of visitors from a historic level of 1,500 -2,000 to a range of 5 -10,000.

The Museum re-opened in June 2022, and the flow of visitors has substantially

increased to a level of an annualized rate of 5,000.

## **E Finance**

The Trust financial position continues to require careful management as the Trust has very limited resources of its own for financing major projects and operating the Museum.

In a normal year, the Trust income and expenditure is less than £10,000 p.a., with a modest surplus in some years of around £1,000. This has meant that all major projects have involved significant fund-raising and reliance on grants and donations.

The 31 December 2022 accounts show that the Trust has total current assets of £110,916 as at 31 December 2022. £43,000 is restricted as a strategic reserve.

The Museum liquidated £20,000 of its reserves, in order to part- fund the ceiling repairs.

The impact of COVID resulted in no income from Museum entrance fees or related sales of books, etc. for most of 2020 and 2021.

The Trust must raise further funds and find new sources of income in order to both meet the cost of continued improvements as well as providing enough income to keep open.

## **F Volunteers**

The current group of volunteers is an indispensable element in the functioning of the Trust and the Museum. Volunteers are the source of Trustees and also those people who maintain the building and Museum.

They also provide the necessary resource to open and close the Museum and to supervise and inform members of the public who enter the Museum.

The vast majority of such volunteers are based in Winchcombe. Where more specialist skills are required, the Trust has been fortunate to find individuals who have been able to help with the major projects.

In common with most voluntary organisations, the Trust has found it difficult to recruit many volunteers, especially in the time of COVID. With the advice of South West Museums Association and others, progress is now being made.

This is a vital area as the age profile of the majority of current volunteers means that additional newcomers are essential over the next few years.

## **G Future Plans**

Prior to COVID, the Trust has successfully engaged with Winchcombe in order to raise awareness of the Museum and its role within Winchcombe and has attracted widespread support for the refurbishment works and for removing the ceiling.

The extended closure of the Museum room for both planned and unexpected works and COVID have caused a major hiatus in the activities of the Trust over the past 3 years.

The Trust is planning to establish a “Friends of Winchcombe Museum” as the basis for continued engagement and also a means of securing regular income.

A number of Trustees attended a “Rebuilding the Foundations” course run by the South West Museums Association, which is connected to the Arts Council. This has generated ideas and will form the basis for plans to address some of the structural issues which affect not just Winchcombe Museum but also the vast majority of museums in the country.

The Trust is planning for the recruitment of more volunteers and trustees, in order to take the Museum forward for the future.

The Trust is now embarking on a major exercise to involve the Community and local businesses, in order to fulfill the vision of the museum being the Heritage Centre and Portal for all of Winchcombe’s history and heritage

The Trust is planning the opening of the retail shop in the Museum building some time when the conditions for retail sales are right. This is dependent on there being sufficient demand and that the Trust can finance the retail cashflows needed.

The Trust is prioritising the search for new volunteers and trustees, as many of these are of pensionable age.

Michael Dufton

Michael Dufton  
Chairman

2<sup>nd</sup> April 2023

**Winchcombe Town Trust****Total Receipts & Payments Account for the year ended 31 December 2022**

Period	Previous year 2021	Year to Date 2022	
<b>Receipts</b>			
<i>Shop Receipts</i>			
Zettle Card Sales	6,040	3,929	
Cash Sales	199	1,243	
Third Party Sales		244	
TIC Rents	2,197	3,300	
TIC Sales (Net)		1,567	
<i>Less Shop Costs</i>			
Artist & Stock Payments	(4,636)	(3,984)	
<b>Net Shop Sales</b>	<b>3,801</b>		<b>6,299</b>
<i>Museum Donations</i>			
Cash Entrance Donations	-	1,503	
Zettle Donations		62	
Other Donations		49	
Just Giving		197	
Less Just Giving Costs		(126)	
Gift Aid		178	
SumUp Card Receipts	-	1,004	
Less SumUp Costs	-	(90)	
<b>Net Museum Takings</b>	<b>-</b>		<b>2,776</b>
<i>Mop Fair</i>			
Mop Rentals	1,028	1,040	
Mop Costs	-	(279)	
<b>Mop Fair Income</b>	<b>1,028</b>		<b>761</b>
<i>Museum Talks</i>			
Talk Income		314	
Talk Expenses		(24)	
<b>Talks Net</b>	<b>-</b>		<b>290</b>
<i>Other Income</i>			
Covid Grants	11,035		3,971
Thirty Percy Grant	4,152		
Meteorite Grants & Donations	4,500		
Museum Donations	2,647		
Cabinet Donations			3,350
Training Grant	300		
Amazon Smile	51		31
Mercia Rents	1,200		1,200
COIF Dividends	49		50
<b>Total Receipts</b>	<b>28,761</b>		<b>18,728</b>
<b>Payments</b>			
<i>Ceiling Project</i>			
Payments		(85,545)	
Less Grants	3,607	55,544	
Gift Aid	-	1,726	
Sum Up Donations		222	
Cash Donations		1,146	
Just Giving	94	1,865	
Just Giving Costs		(36)	
Zettle Donations		590	

Virgin Giving	631	-
Ceiling Cost	4,332	(24,489)
<b>Other Costs</b>		
Bank Charges	(236)	(307)
Refurbishment Expenses	(11,511)	
Building Maintenance	(959)	(1,731)
Conservation	(317)	(65)
Town Clock	(464)	-
Electricity	(2,477)	(2,026)
Fire Extinguishers	(318)	(88)
Insurance	(2,096)	(2,095)
Museum Displays	(19)	-
Museum Purchases	(597)	(40)
Publicity	(1,293)	(653)
Security	(406)	(1,052)
Staff Costs	(37)	-
Subscriptions	-	
Sumup Purchase		(360)
Sundry	-	
Telephone/WI FI	(576)	(732)
Training		(47)
Water	(202)	(269)
Web Site	(179)	(86)
Gratuity	(38)	-
Museum Expenses - Cabinet, Info Board	(3,762)	(1,009)
<b>Total Payments</b>	<b>(21,157)</b>	<b>(35,050)</b>
<b>Net receipts / (Payments)</b>	<b>7,604</b>	<b>(16,322)</b>
COIF Revaluation Gain/Loss	149	(221)
Museum Balance B/F		
Balance brought forward	103,162	110,916
<b>Balance carried forward</b>	<b>110,916</b>	<b>94,373</b>
<b>Made up of:</b>		
Treasurers Account	45,472	36,093
WTT Town Hall Appeal	1,565	2,645
Museum Account	18,989	10,968
Strategic Reserve:		
Treasurers Account	43,000	43,000
COIF	1,889	1,667
	<b>110,915</b>	<b>94,373</b>

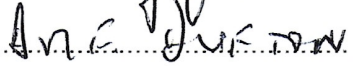
Checks - this should equal zero

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**Approval of the accounts**

The financial statements were approved at a meeting of the Trustees and signed on its behalf by:

Signed: Name:  (Trustee)

Date: 2nd April 2023