

**WINCHCOMBE TOWN TRUST**  
Registered Charity 1173052

**TRUSTEES' REPORT for year ending 31<sup>st</sup> December 2025**

**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 including the historic maces and the rights to fairs.

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, Winchcombe Museum, 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**

The Trustees who served during the year:

Mr. D.M.F Dufton – resigned 20 January 2026

Mr. P. Hazel - Chair

Mr. A Herod

Mr. A. Robinson

Mr. V. Royle

Mr. A.B. Thomas

Mr. R Wakeford

Mr R Wilcock

The Trust continues to seek more trustees and volunteers to join the team. 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 the daily operation of the Winchcombe Museum, engaging with a dedicated group of hard-working volunteers without whom the Museum would not be able to operate.

## **D Activities in 2025**

The year saw a number of successful exhibitions at the Museum. The year started with photographs of the Gloucestershire and Warwickshire Steam Railway followed by the Audrey Hammond art exhibition. Then followed the Winchcombe at War exhibition held in collaboration with nearby Sudeley Castle. We were then delighted to have on short term loan, the Winchcombe Hoard from The Wilson Museum in Cheltenham.

The Trust has been successful in attracting a few new museum volunteers during the year, but more new helpers will be much appreciated.

The Undercroft retail outlet, operated under licence by the owners of two complimentary local businesses, had a reasonably successful year and continue to operate into the current year.

Expenditure on the building during the year principally related to the flooring of the attic to provide more accessible storage space rather than needing to use external storage facilities. Funds were also spent on upgrading the storage heaters in the Museum making it a more pleasant working environment for the volunteers and of course for visitors.

The Trust has continued with its popular series of monthly talks about local history and the Museum collection during the winter months.

During the last quarter of the year, led by an external consultant, the entire team of Trustees and volunteers were involved in the development of an Audience Development Plan. The objective was to clearly identify the various communities that the Museum should focus on

in the future so that they had a better understanding of the rich history of Winchcombe and the surrounding area. The plan was successfully completed by the end of the year with clear goals and objectives being identified.

### Measurement of activity

The principal criterion being used to measure the growth of the Museum is visitor numbers. During the year 5285 people visited the Museum compared to 7254 in the previous year. While the reduction in visitor numbers is disappointing the Trustees believe it represents the general downward trend experienced by similar organisations where the overall good weather experienced during the summer months encouraged people to remain outdoors.

### E Finance

The Trustees have decided to produce a Simplified Summary Financial Statements this year in addition to the standard documentation required by the Charity Commission. The aim is to clearly demonstrate the Balance Sheet at the year end and the various Unrestricted Funds of the Trust.

The Building Repair Fund of £43,000 is designated for major repair work to the buildings which are over 170 years old. The Development Fund amounts to £17,000 and is to be utilised for improvements that will enhance the visitor experience at the Museum. The Building Repair Fund and the Development Fund are held in liquid assets.

Net Assets amounted to £982,997 at the end of the financial year (£941,341) including Town Hall Buildings at a Trustee valuation of £750,000.

There was a net outflow in liquid funds during the year of £1237, which was lower than the previous year's outflow of £5024, primarily as a result of lower expenditure on buildings being required in the year.

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.

### F Volunteers

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

They provide the essential resource to operate the Museum during opening hours and importantly help educate visitors about the wide range of fascinating exhibits to be found at 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 major projects.

## **G      Achievements to date**

The financial position of the Trust is adequate for the time being. However, some future projects identified during the Audience Development Plan project will require financing through grants or fundraising.

The Museum has a good body of volunteers to help with enhancing visitor experience.

The Museum has a good reputation in Winchcombe and is engaging more effectively both through talks, exhibitions and publications as well as numerous social media routes.

## **H      Challenges**

The principal challenge is to increase visitor numbers to the Museum and to spread the word about what an excellent facility the Museum is for locals and visitors to Winchcombe.

A continuing challenge, which many charities face, is the age profile of the trustees, and most of the volunteers, and as such much work still remains to be done to attract younger people to volunteer.

## **I      Future Plans**

Following the success of the exhibitions held in 2025 more will be organised in the current year, including a major exhibition celebrating the 100<sup>th</sup> anniversary of the famous Winchcombe Pottery, with more to come in the following years.

The completion of the recent Audience Development Plan project has clearly identified the various communities that the Museum needs to address. The initial part of the project implementation will focus on redesigning the current Meteorite Room to become a Special Exhibitions Room. At the time of writing various options are being explored and it is hoped that future exhibitions can be housed in the new room from the mid-year onwards. It is anticipated that the costs will be covered from within the Development Fund.

Longer term proposals for the Museum will be developed in the months to come and will be subject to grant funding.

**WINCHCOMBE TOWN TRUST ( INCORPORATING WINCHCOMBE MUSEUM)**

**SUMMARY FINANCIAL STATEMENTS FOR THE YEAR TO 31 DECEMBER 2025**

Charity number 1173052

THE OLD TOWN HALL, HIGH STREET, WINCHCOMBE, CHELTENHAM, GL54 5LJ

**TRUSTEES**

MICHAEL DUFFTON  
PAUL HAZEL - CHAIR  
ALAN HEROD  
VINCE ROYLE  
ALAN THOMAS  
RICHARD WAKEFORD  
ROB WILCOCK

The Trust is managed by the Trustee Board who oversee the operation of the Trust and oversee the management of the Winchcombe Museum.

The principle activity of the Trust is the management of the Winchcombe Museum

**WINCHCOMBE TOWN TRUST**

Charity number 1173052

**STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2025**

	<b>2025</b>	<b>2024</b>
	<b>£</b>	<b>£</b>
<b>INCOME</b>		
Donations	15509	18808
Charitable activities	4690	4991
Other income	4470	1565
<b>Total Income</b>	<b>24669</b>	<b>25364</b>
Charitable activities	15445	17654
Building maintenance	8950	12469
Gains/losses on COIF investment	1511	265
<b>Total Expenditure</b>	<b>25906</b>	<b>30388</b>
<b>Net movement in liquid funds</b>	<b>-1237</b>	<b>-5024</b>
Total liquid funds brought forward	79298	84322
<b>Total liquid funds carried forward</b>	<b>78061</b>	<b>79298</b>

**WINCHCOMBE TOWN TRUST**

Charity number 1173052

**BALANCE SHEET as at 31 DECEMBER 2025**

	2025	2024
	£	£
<b>FIXED ASSETS</b>		
Town Hall Buildings	750,000	750,000
Fixtures & Fittings	37,060	42489
Museum Contents	115,776	110694
Mop Fair Rights	2,100	1860
<b>TOTAL FIXED ASSETS</b>	<b>904,936</b>	<b>905,043</b>
<b>CURRENT ASSETS</b>		
<b>BANK &amp; INVESTMENT ACCOUNTS</b>		
COIF account	30,049	31560
Treasurers Account	17,976	21738
Museum Account	30,016	25980
Museum Cash	20	20
<b>TOTAL BANK &amp; INVESTMENTS</b>	<b>78,061</b>	<b>79,298</b>
<b>TOTAL CURRENT ASSETS</b>	<b>78,061</b>	<b>79,298</b>
<b>CURRENT LIABILITIES</b>	<b>0</b>	<b>0</b>
<b>NET ASSETS</b>	<b>982,997</b>	<b>984,341</b>
<b>FUNDS OF THE TRUST</b>		
<b>RESTRICTED FUNDS</b>	43,000	43,000
<b>UNRESTRICTED FUNDS</b>		
DEVELOPMENT FUND	17,000	0
GENERAL FUND	172,977	191,341
PROPERTY FUND	750,000	750,000
<b>TOTAL UNRERSTRICED FUNDS</b>	939,977	941,341
<b>TOTAL FUNDS</b>	<b>982,997</b>	<b>984,341</b>

**Supporting Notes**

Town Hall Buildings are shown in the Balance Sheet at Trustee valuation.

At the end of the year the Trustees agreed to transfer £17,000 from the General Fund to a new Development Fund. These funds are only to be used for the sepcific purpose of enhancing the Winchcombe Museum for the benefit of the visitor community.

The Property Fund represents the Trustees valuation of the Town Hall building. It is not thought appropraite to undertake an external valuation at this time due to the costs to be incurred.

Mop Fair rights are valued at twice the current years income

Museum Contents are valued at latest insurance valuation

**General Fund b/f** **191,341**

Less transfer to Development Fund -17,000

Net Movement in liquid funds	-1237
Net movement in Fixed assets	-107
<b>General Fund c/f</b>	<b>172,997</b>







