

# THE BEATRIX POTTER SOCIETY



**CHARITY REGISTRATION NUMBER: 1175188**

**ANNUAL REPORT AND  
FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED  
31 DECEMBER 2021**

**CBHC  
Accountants and Business Advisers  
Suite 3, The Hamilton Centre  
Rodney Way, Chelmsford  
Essex CM1 3BY**

## THE BEATRIX POTTER SOCIETY

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## **THE BEATRIX POTTER SOCIETY**

### **REFERENCE AND ADMINISTRATIVE DETAILS**

#### **Patron**

Dame Patricia Routledge DBE

#### **President**

Brian A Alderson

#### **Honorary Vice President**

Judy Taylor Hough MBE

#### **Trustees**

Liz Adams (3/21)  
Angela Bettink (3/18)  
Helen Duder (3/17)  
Janet Edwards (3/21)  
Lindsay Moen (3/21)  
Susan Smith (3/16)  
Janet Sullivan (3/18)  
Andrew Wiltshire (3/18)

#### **Co-opted committee members**

Kathy Cole  
Carla Hentall  
Liz Hunter MacFarlane  
Dan Johnson

#### **Ex-officio committee members**

Annemarie Bilclough (V&A)  
  
Alice Sage (National Trust, from 11/21)

## **THE BEATRIX POTTER SOCIETY**

### **REFERENCE AND ADMINISTRATIVE DETAILS**

#### **Charity's registered office**

c/o CBHC Accountants and Business Advisers  
Suite 3, The Hamilton Centre  
Rodney Way, Chelmsford  
Essex, CM1 3BY

#### **Charity Registration Number**

CIO. 1175188

#### **Independent examiner**

Peter Sartain FCCA  
Director, CBHC Accountants & Business Advisers Suite 3,  
the Hamilton Centre, Rodney way, Chelmsford, Essex  
CM1 3BY

#### **Bankers**

HSBC, 99 High Street, Chelmsford, Essex CM1 1EQ



## THE BEATRIX POTTER SOCIETY

### TRUSTEES REPORT

#### 1) SUMMARY

##### 1.1 Statement

The mission of The Beatrix Potter Society is to promote the study of the life and works of Beatrix Potter - as author, illustrator, farmer, and conservationist - both to its Members and to the public.

Its trustees, as named on page 1 herein, present their annual report together with the financial statements of the charity for the year ended 31 December 2021. These have been prepared in accordance with the accounting policies set out on page 17 and comply with the charity's trust deed and applicable law.

The trustees confirm that they have also complied with the requirements of section 17 of the UK Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

##### 1.2 Financial position

The year 2021 was like 2020, significantly different from all others in the forty-one-year history of the Society. The impact of the Covid-19 Pandemic was again seen in the:

- cancellation of the Members meeting to hold our AGM, and associated Linder Lecture, in March and the connected fortieth anniversary celebration weekend that was originally planned for 2020;
- holding of the AGM over the internet using Zoom (which actually had the unexpected benefit of encouraging many more overseas members to take part in this successful event);
- absence of all but one face-to-face meet-ups during the year both in the UK and abroad;
- membership and subscription income changes (but we were pleasantly surprised to see our numbers increase by year-end).

Nevertheless, several Members, and The Linder Foundation, have made significant donations to support the Society's operations. Many others have added amounts to their membership renewals or registrations. This much-appreciated kindness, and the trustees work in prudently managing the Society's expenses, has again enabled us to cover our administrative and legal running costs.

We are therefore pleased to report that at the end of the financial year, the balance sheet (page 16) shows that we hold Total Funds of £272,594. Of this sum £157,058 is the value of the Objects we own; £1,000 the shares in The House of the Tailor of Gloucester; £14,684.14 is the year-end value of our publications and merchandise and £1,081.68 is the HMRC repayment of the 2021 Gift Aid claim.

With a small amount for debtors £6,071, we hold cash of £101,162. From that balance we hold £15,544 as Designated Conference Funds and £30,228 as Restricted Funds, including the Jane Morse Memorial Fund, **thereby leaving a balance of £55,390 as 'cash-in-hand.'** Within this figure there is a sum of £10,707 which is deferred membership income carried over from 2020.

Our Total Funds amount shows a growth of £34,364 in 2021 as we have increased our stocks (a reprinted greeting card and some other publications); We again made travel expense savings by not holding face-to-face committee meetings due to the Covid-19 lockdowns.

## **THE BEATRIX POTTER SOCIETY**

### **TRUSTEES REPORT**

#### **2) GOVERNANCE**

##### **2.1 Nature of governing document**

The Society was founded in 1980 as unincorporated association No. 281198 and became dually registered as Charitable Incorporated Organisation (CIO) No. 1175188 on 17 October 2017. On 1 January 2019 the two combined and have since operated solely as CIO No. 1175188. These accounts show the combined position.

##### **2.2 Our Governance**

The Society is governed by its constitution and as stated therein:

- acts as a forum for those who have a mutual interest in the life and works of Beatrix Potter;
- promotes the study and appreciation of her life and works; and
- upholds the integrity of her inimitable and unique work, her aims and bequests.

##### **2.3 Our Aims and Objectives**

In order to achieve its mission, the Society:

- holds Member and guest meetings and conferences, both in the UK and overseas;
- sponsors readings of Beatrix Potter's works in libraries and schools;
- supports talks to introduce the life of Beatrix Potter to groups of all ages;
- arranges visits to places of interest connected with her life and works;
- sponsors special charitable projects relating to her life and works;
- produces or assists in the production of publications promoting these aims and objects; and
- purchases original Beatrix Potter material to preserve it for all to enjoy.

#### **3) PUBLIC BENEFIT**

The trustees confirm that they have complied with the requirements of section 17 of the Charities Act 2011 to have due regard to the public benefit guidance published by the Charity Commission for England and Wales.

To achieve its mission, The Beatrix Potter Society manages and promotes a variety of public programmes and activities which are for public benefit.

Below are described two specific projects which were both started in the early 2000s. Both are strictly volunteer participation, and free to any group or venue interested in hosting. There are coordinators in the UK and US, and we encourage anyone who would like to know more about either programme to contact us for information and materials supplied by the Society. We are also able available to offer support and help.



## THE BEATRIX POTTER SOCIETY

### TRUSTEES REPORT

As the Society is a charity, volunteers are not funded, and presentations are intended to fulfil our charitable aims – see below for details. Any talk for which a fee is paid is not an RBP or IBP presentation, but honorariums, as a donation to the Society, are sometimes received for these.

#### 3.1 Reading Beatrix Potter project (RBP)

Volunteer Members of the Society introduce Beatrix Potter's life and works to children in schools, libraries, and other places (for example at book fairs), focusing particularly on aspects that broaden the experience of children in the fields of literacy, literature, history, the arts, science, and conservation work.

#### 3.2 Introducing Beatrix Potter project (IBP)

Volunteer Members of the Society talk about Beatrix Potter's life to adult groups in all kinds of situations - from Women's Institute groups to U3A classes. The emphasis is on her work as a Herdwick sheep farmer and conservationist in the Lake District, thereby preserving that area's historic and beautiful landscape, as well as on her literary and artistic achievements. Many of our presenters also share items from their personal Beatrix Potter collections.

#### However, for 2021 please note:

Due to the Covid-19 pandemic, as was in 2020, few RBP or IBP events were possible during 2021 but several Society Members have used Zoom to offer RBP and IBP virtually. Unfortunately, the number of volunteers has decreased significantly over the past years, so we would like to encourage Members to consider these very rewarding and enjoyable opportunities. We therefore hope we can offer RBP and IBP to more audiences once the pandemic wanes.

#### 3.3 Acquisition of original Potter material

The Society strives to purchase original Potter material – letters, artwork, and objects that relate to Beatrix Potter's life – whenever desirable and possible. This is in order that they may be viewed by the public and used by researchers. Most of the items owned by the Society are placed on long-term loan at the National Trust's properties in the Lake District, at the Victoria and Albert Museum in London, and at the Armitage Museum in Ambleside. The Society aims to share these items by publishing books or articles about them in its *Journal and Newsletter*, and by producing greetings cards for sale that depict those items. The Society also publishes and publicises other works that promote the study of Beatrix's life and works.

Any member of the public may request to see these special items and, from time to time, they are displayed at exhibitions for people of all ages to see and enjoy. For example, beginning in February 2022, several items from the Society's collection will be on display at the Victoria and Albert Museum for the 'Beatrix Potter: Drawn to Nature' exhibit.

In 2021, the Society was very fortunate to receive three donations to add to our list of Objects:

- photographs to include an original engagement photograph of Beatrix and William in an embossed folder, donated by Betsy Bray, originally belonging to Jane Morse;
- a copy of *The House in the Little Green Wood* by Gwendolen Mary Evans, inscribed from Mrs. Heelis to Freda Storey, donated by Dale Schafer; and
- a watercolour painting by Noel Moore of Mousehole, donated by Sven and Pam Hammerling.

The values of these three items are yet to be finalised.

## THE BEATRIX POTTER SOCIETY

### TRUSTEES REPORT

The following items changed location in 2021:

- the books donated by Judy Taylor, and letters from Beatrix Potter to Katherine Brooke purchased by the Society, both held by Andrew Wiltshire in December 2020 have now been transferred to the safe keeping of the V&A;
- the Collector's Cabinet has been moved to the V&A for display in their Exhibition 'Beatrix Potter: Drawn to Nature'. However, only one drawer and its contents will be displayed, and the remaining drawers and contents are still being held by the National Trust;
- the Walking Stick that belonged to Beatrix has been moved to the V&A for display in their Exhibition 'Beatrix Potter: Drawn to Nature';
- most of the Society's collection held by the V&A in their Blythe House Archive is now in storage awaiting relocation to V&A East, a purpose-built storehouse and museum in East Bank, a new cultural and education destination within the Queen Elizabeth Olympic Park in Stratford, London. This is due to open in 2025.
- There have been no disposals in 2021.

#### 3.4 Publication of books and articles

The Society has a long tradition of publishing books about the life and work of Beatrix Potter, as well as Beatrix-Potter-themed greeting cards, which it sells successfully from its website and at events. We also routinely inform Members and the public about new editions of Beatrix Potter's books, as well as new books and articles about her life.

The Society's print-based *Journal and Newsletter (J&N)* is produced three times annually under the editorship of Libby Joy and Janet Sullivan, and our online newsletter, 'Pottering About,' edited by Catherine Minard, is distributed to over 3,000 people worldwide six times annually. We are pleased that due to the dedication of our editorial team, the Society was able to continue to provide these publications during 2021 despite the challenges of Covid.

A reprint of 'Postman Rabbit', the Society's most popular greetings card, was produced in the autumn, and we continue to host *Bousfield Primary School: A History*, on behalf of Bousfield School. Both have received strong orders from Members and school alumni.

#### 3.5 Operation of a website and social media feeds

The Society's website and social media accounts supply more examples of how we strive to inform the public. During 2021, the Society's website had 76,533 different visitors for a total of 207,424 visits. We are delighted to report that we had 10.5% more visitors on our website compared to 2020. The 'Home', 'Contact us' and 'About Beatrix Potter' pages were used most often.

During 2021 we agreed that our website's accessibility, content, and format needed updating. Indeed, redesigning. We are fortunate in having several new Committee members who have expertise in this type of project, and they have formed a team to develop the site, through professional experts. The funding of this work has been made possible through the very kind donation of £8,000 from the Trustees of The Linder Foundation.

We are hopeful that the results to be delivered during 2022 will not only continue to increase the numbers of visitors to our site but also allow many of them to use their mobile phones to have immediate access to registering for membership of the Society. (A feature not currently available.)



## THE BEATRIX POTTER SOCIETY

### TRUSTEES REPORT

Many of the volunteer members of our committee helped respond to over 120 queries from the media, researchers, and the public about Beatrix Potter's life and work, where to see her original art, valuing collectibles, and Society activities. In addition, we are delighted to report:

- Twitter: over 4,000 followers, for an increase of almost 300 over 2020 (+7.6%)  
See [http://www.twitter.com/BP\\_Society](http://www.twitter.com/BP_Society)
- Instagram: 11,125 followers (5,602 more than 2020, this is +101.4%). We have doubled our followers.  
See <https://www.instagram.com/thebeatrixpottersociety>
- Facebook: we had almost 8,600 followers in 2021 compared with 6,059 in 2020, this is an increase of 41.6% (2,521 followers).  
See <https://www.facebook.com/beatrixpottersociety>
- Facebook Members-Only (our private page): fifty-five Members

Our most popular social media post was an image of the 'Christmas Rabbits' on Instagram. It reached 156,000 people and created many new followers, and some joined the Society because of this content.

Social media has become a great way for Members to meet each other and to make new friends who are Beatrix Potter enthusiasts, especially in a year when in-person events were less possible.

### 4) STRUCTURE AND MANAGEMENT

#### 4.1 The recruitment and appointment of our committee

The election of trustees is governed by the constitution of the Society. Eight trustees are elected from the membership and form the core of the committee running the Society. Trustees are elected at AGMs, each for a first period of three years with the possibility of a second three-year term.

Per our byelaws the committee may co-opt, on an annual basis, Members of the Society as they deem necessary to maintain operations; such co-opted Members do not have the right to vote on committee decisions.

The committee annually invites representatives of bodies that have important connections with the life and works of Beatrix Potter to serve as ex-officio members of the committee, also without voting rights. During 2021 these included the National Trust in the Lake District and the V&A Museum in London.

Non-voting overseas Liaison Officers are appointed by the committee in North America, Australia, and Japan. They conduct outreach to welcome new Members and plan regional events.

#### 4.2 Use of volunteers

The eight trustees, together with those who are co-opted and the Overseas Liaison Officers, are unpaid volunteers, each with a particular area of responsibility. We are extremely grateful for their goodwill, as well as that of several other Members who undertake various tasks for the Society, including those who serve as Overseas Liaison Officers and Reading/Introducing Beatrix Potter Organisers.

## THE BEATRIX POTTER SOCIETY

### TRUSTEES REPORT

#### 4.3 Committee meetings and administration

As was the practice in 2020, due to the COVID-19 pandemic, the Trustees did not gather in-person for the Committee's meetings, but rather worked virtually via email and Zoom to handle administrative matters and provide leadership to the Society.

Committee members and others deal continually with queries from the media and public, and, as possible, provide replies and assistance.

An independent qualified bookkeeper, Emma Benson, continued as our Financial Administrator and worked successfully with Andrew Wiltshire, the Treasurer, to ensure the smooth running of the Society's finances. In his role as the Sales Manager, Andrew also continued to work with the independent despatch company, Task Fulfilment Limited (TFL) of Brightlingsea, Essex, to oversee the professional storage and posting of the Society's merchandise to Members and the public.

#### 4.4 Meetings open to Members and the public

During 2021, in-person activities were significantly curtailed by COVID19 restrictions; however, there were six Society meetings during 2021, including five held via Zoom and one in-person, a Festive Gathering. Much appreciation goes to Helen Sirett in the US and Andrew Wiltshire in the UK for handling technical matters related to the Zoom events. Recordings are available to access on the Members-Only page of our website for those who could not participate.

A summary of each meeting follows:

- the 13 March AGM was attended by seventy-eight Members and included the year-end activity report, financial report, and elections. The contributions made by volunteers to keep the Society going strong during the pandemic were acknowledged, as was the continuing financial support of The Linder Foundation;
- on 28 July eighty-five Members including several young guests participated in a celebration of Beatrix Potter's birthday. Lindsay Moen, Secretary of the Society, and her young friend River interviewed Lindsay H. Metcalf, author of a recently published work *Beatrix Potter, Scientist*. Ms. Metcalf shared the story of how she came to write this children's book and how she hopes it will inspire young girls to explore careers in science;
- on 18 September Betsy Bray, a long-time Introducing Beatrix Potter (IBP) presenter, gave an abbreviated version of her typical presentation and shared tips on how Members can develop and offer their own IBP presentations via Zoom or in person. Seventy-six Members attended;
- forty-four Members and six guests from the National Trust (Hill Top) and the Armitage Museum and Library gathered on 20 November at Lindeth Howe in Bowness-on-Windermere for the Society's annual Festive Gathering, which was generously sponsored by The Linder Foundation. The guest speaker was Terry Abraham, maker of award-winning films on the nature of the Lake District and Patron of the Friends of the Lake District. The next morning, Members enjoyed a private visit to Hill Top and Castle Cottage, thanks to the National Trust's area staff;
- on 11 December two festive meetings were held spanning different world time zones to include our international membership. At 9 a.m. GMT nine Members from Australia, Japan and the UK participated, and at 4 p.m. GMT nineteen Members from the UK, US, the Netherlands, and Canada participated. The session included a fun and quite challenging Quiz about the life and works of Beatrix Potter, created by Liz Adams, Membership Secretary. Angela Bettink, Social Media and



## THE BEATRIX POTTER SOCIETY

### TRUSTEES REPORT

Website Manager, has now had the highest score for two years in row! Time for 'show-and-tell' followed, with various Members sharing favourite items from their Beatrix Potter collections.

#### 4.5 Membership

On 31 December 2021 there were 539 active memberships in the Society, compared to 496 at the end of 2020. A country-specific breakdown follows:

UK – 221, USA – 241, Japan – 18, Canada – 18, Australia – 11, The Netherlands – 8, Italy – 5 and between 1 and 4 each from Belarus, Croatia, France, Germany, Ireland, Jersey, Malta, New Zealand, Norway, Spain, and Taiwan.

Membership categories are 452 individual memberships, 69 joint, and 18 institutional. During 2021, 111 new people joined the Society.

As we reported last year the committee had taken the decision to revert to the Society's original method of having a calendar year membership scheme – with the start of 2021 being the transition year. The rationale for the change was to ensure all Members receive three *Journal and Newsletter* issues during their membership year, and to enable the Society's income to be known at the beginning of each year.

This change had meant that there have been two periods for membership renewal in 2020 and, with renewals for 2021 being possible from December of that year, several Members had kindly paid for 2020 and 2021 membership in 2020.

To clarify the monies in these accounts, we now declare that income of £50,525 was obtained during 2021. We have also carried over, into the beginning of January 2021, the £10,707 also received in 2020 relating to 2021. This had been previously treated as Deferred Income.

(The membership income figures for 2020 and 2021 are shown in Note 2 of the Financial Statements – Income from Donations and Legacies)

We are again delighted to thank the many Members who have been joining and/or renewing online, using PayPal or a credit card, thus saving some administrative effort and cost. For those without email, a membership form is posted, and they have paid by cheque. So, too, have the few Members who continue to prefer that method rather than paying online. Bank transfer is used to pay for some institutional memberships.

In addition, many subscribing Members in the UK have acknowledged that we can, for the year 2021, reclaim as Gift Aid the UK tax on any eligible payments, which is 25 pence on every £1 paid for their membership fee. Additionally, some Members, also donated 'small gifts of under £30' as allowed by the UK HMRC. In February 2022 we were awarded, for the year 2021, £1,081.60 which has been accounted for in this year.

#### 4.6 Data protection

Throughout its activities during the year the Society has continued to follow the requirements of the General Data Protection Regulation (GDPR) and the committee has the proper processes in place to safeguard the personal data of Members and individuals from the public who use our website and social media sites. The Society carefully manages the privacy of member data to:

- enhance personal privacy for Member applications, and allow event attendance and purchases;
- offer more transparency as to why, and how, we use personal data about Members and visitors to the Society's website. (This information is available through the link – Data Privacy Policy – in the

## THE BEATRIX POTTER SOCIETY

### TRUSTEES REPORT

footer of the Society's website.)

- have defined processes in place for protecting, and storing, personal information data;
- ensure that all committee members (and certain others) are aware of the GDPR regulation and...
- ... understand that financial penalties can be imposed on the Society, for breaches e.g., loss of personal data to an unauthorised third-party.

### 5) PERFORMANCE

#### 5. Merchandise and Publications Sales

The Society's website shop continued to be an important source of income through the sale of publications, greeting cards, and other merchandise, such as the ever-popular *Journal and Newsletter* storage binders and associated back-copy issues. As in 2020, the website shop was especially vital in 2021, as we were only able to hold one face-to-face meeting and sell our products to Members in person.

The hard work of Angela Bettink, the Society's Website Manager, and her maintenance of the shopping pages is very much appreciated. So, too, the help of David Flanagan, our IT adviser, who takes care of the Internet order and payment system.

Despite Covid regulations, and consequent delays, the storage and despatch of our merchandise by Task Fulfilment Ltd, of Brightlingsea, has continued extremely smoothly throughout the year. However, both they and the Society have had to reflect 'Covid-related' cost increases, from the Royal Mail and Air Courier business that are both used for dispatching our orders. This is seen in the sales prices and through the introduction of separate postal charges by regions rather than 'all inclusive' as before.

Additionally, £620 was raised by Helen Duder at the November Festive Gathering, £464 being from her Bring-and-Buy stall and £154 from the day's raffle.

### 6) Plans for Future Periods

The year 2022 brings significant changes to the committee as Sue Smith is standing down as the Society's Chair and Andrew Wiltshire is also standing down as Treasurer. However, he will continue his role as the Sales Liaison trustee. We thank each for their hard work over these years and we look forward to welcoming new trustees to these important roles.

We are hopeful that the Covid travel restrictions will ease this spring thereby allowing all Members wishing to do so, to join the three-day London meeting in March, and to celebrate the Society's fortieth anniversary, postponed from 2020 and 2021. The trustees and committee also look forward to re-invigorating the Society's marketing activities, improving its online presence, and resuming its charitable activities and the public benefit projects mentioned earlier.

### 7) FINANCIAL REVIEW

#### 7.1 Policy on reserves

The committee has examined the Society's requirements for reserves in the light of the main risks to the charity. It has established that reserves are required to meet the working capital need of the Society in order to enable it to continue its current activities in the event of a drop in funding, to provide resources to purchase items at auction (or otherwise for sale) to augment the collections of Beatrix Potter original material held in the UK, to finance the Society's two special projects (RBP and IBP), to allow it to sponsor



## **THE BEATRIX POTTER SOCIETY**

### **TRUSTEES REPORT**

scholars to attend the biennial conferences, and to enable grants to be made to other bodies with similar interests.

The committee has assessed the level of unrestricted funds not committed or invested in objects, programme-related investments or tangible fixed assets required to be retained as a reserve as between three- and six-months' expenditure. The present level of available funds is £180,371, which is sufficient to satisfy the assessed reserves requirement.

#### **7.2 Investment policy and objectives**

The Restricted Objects Fund amounts to £2,400 at year-end 2021. It is kept for the specific purpose of acquisition of Beatrix Potter memorabilia and original material. The committee reviewed their policy for investing funds and found that the facilities of HSBC supplied better arrangements than CAF Bank. Thus, the Society's accounts were combined into two holdings at HSBC, a Community Bank account, and a Business Money Manager account. The only other investment is the programme-related investment of shares in The House of the Tailor of Gloucester.

#### **7.3 Risk review**

The committee has conducted its own review of the major risks to which the charity is exposed, and systems have been set up to mitigate those risks. Internal risks are minimised by the implementation of procedures for authorisation of all financial transactions and projects. The procedures are periodically reviewed to ensure that they still meet the needs of the charity.

### **8) FINANCIAL INSTRUMENTS**

#### **8.1 Objectives and policies**

The charity's activities expose it to a number of financial risks including credit, cash flow, and liquidity. The use of financial derivatives is governed by policies approved by the trustees, which provide written principles on the use of financial derivatives to manage these risks. The charity does not use derivative financial instruments for speculative purposes.

#### **8.2 Cash flow risk**

The charity's activities expose it primarily to the financial risks of changes in foreign currency exchange rates and interest rates. Interest-bearing assets and liabilities are held at a fixed rate to ensure certainty of cash flows.

#### **8.3 Credit Risk**

The charity's principal financial assets are bank balances and cash, other receivables, and investments. The trustees have considered the risks that affect the day-to-day operations and have adopted procedures that are appropriate to the size of the charity.

#### **8.4 Liquidity risk**

In order to maintain liquidity to ensure that sufficient funds are available for ongoing operations and future developments, the charity uses a mixture of long-term and short-term debt finance. Further details about liquidity risk can be found in the Statement of accounting policies in the financial statements.

## THE BEATRIX POTTER SOCIETY

### TRUSTEES REPORT

#### STATEMENT OF TRUSTEES' RESPONSIBILITIES

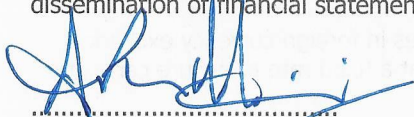
The trustees are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the income and expenditure of the charity for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principals in the Charities Statement of Recommended Practice (SORP);
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business

The trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the applicable Charities (Accounts and Reports) Regulations, and the provisions of the constitution. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.



Andrew P. Wiltshire  
Treasurer and trustee



Susan Smith  
Chair and trustee

## THE BEATRIX POTTER SOCIETY

### TRUSTEES REPORT

#### INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE BEATRIX POTTER SOCIETY

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 December 2021 which are set out on pages 14 to 31.

##### **Respective responsibilities of trustees and examiner**

As the charity's trustees of The Beatrix Potter Society, 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 Beatrix Potter Society's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

##### **Independent examiner's statement**

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 Beatrix Potter Society 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 accounting 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.



.....  
Peter Sartain FCCA  
Independent Examiner

CBHC Accountants & Business Advisers  
Suite 3, The Hamilton Centre  
Rodney Way, Chelmsford  
Essex, CM1 3BY

21<sup>st</sup>  
13 March 2022



**THE BEATRIX POTTER SOCIETY**

**STATEMENT OF FINANCIAL ACTIVITIES**

**– FOR THE YEAR ENDED 31 DECEMBER 2021**

		<b>Unrestricted</b>	<b>Restricted</b>	<b>Total</b>	<b>Combined total</b>
	<b>Note</b>	<b>£</b>	<b>£</b>	<b>2021</b>	<b>2020</b>
				<b>£</b>	<b>£</b>
Income from:					
Donations and legacies	2	30,150	14,074	44,224	27,964
Charitable activities	3	-	-	-	-
Other trading activities	4	4,539	1,756	6,295	6,744
Investment income	5	6	-	6	198
<b>Total income</b>		<b>34,695</b>	<b>15,830</b>	<b>50,525</b>	<b>34,906</b>
Expenditure on:					
Raising funds	6	6,282	-	6,282	(992)
Charitable activities	7	(22,270)	(2,383)	(24,653)	(17,193)
<b>Total expenditure</b>		<b>(15,988)</b>	<b>(2,383)</b>	<b>(18,371)</b>	<b>(18,185)</b>
<b>Net income</b>		<b>18,707</b>	<b>13,447</b>	<b>32,154</b>	<b>16,721</b>
<b>Other recognized gains/(losses)</b>					
Gains on revaluation of fixed assets		2,210	-	2,210	-
<b>Net movement in funds</b>		<b>20,917</b>	<b>13,447</b>	<b>34,364</b>	<b>16,721</b>
<b>Reconciliation of funds</b>					
Total funds brought forward		221,429	16,801	238,230	221,509
Total funds carried forward	18	242,346	30,248	272,594	238,230

**THE BEATRIX POTTER SOCIETY**

**STATEMENT OF FINANCIAL ACTIVITIES**

— **FOR THE YEAR ENDED 31 DECEMBER 2021**

	Note	Unrestricted £	Restricted £	Combined total 2020 £
<b>Income from:</b>				
Donations and legacies	2	19,677	8,287	27,964
Charitable activities	3	-	-	-
Other trading activities	4	6,744	-	6,744
Investment income	5	198	-	198
Total income		26,619	8,287	34,906
<b>Expenditure on:</b>				
Raising funds	6	(992)	-	(992)
Charitable activities	7	(15,588)	(1,635)	(17,193)
Total expenditure		(16,550)	(1,635)	(18,185)
Net movement in funds		10,069	6,652	16,721
<b>Reconciliation of funds</b>				
Total funds brought forward		211,360	10,149	221,509
Total funds carried forward	18	221,429	16,801	238,230

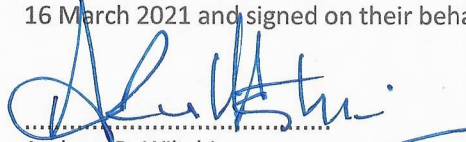
# THE BEATRIX POTTER SOCIETY

## BALANCE SHEET

— AS AT 31 DECEMBER 2021

	Note	2021 £	Combined total 2020 £
<b>Fixed assets</b>			
Tangible assets	13	157,059	154,849
Investments	14	1,000	1,000
		<u>158,059</u>	<u>155,849</u>
<b>Current assets</b>			
Stocks	15	14,684	8,402
Debtors	16	6,071	1,152
Cash at bank and in hand		101,162	91,097
		<u>121,917</u>	<u>100,651</u>
<b>Creditors: Amounts falling due within one year</b>	17	(7,382)	(18,270)
Net current assets		<u>114,535</u>	<u>82,381</u>
Net assets		<u>272,594</u>	<u>238,230</u>
Funds of the charity:			
Restricted		30,248	16,801
Unrestricted income funds			
Unrestricted		<u>242,346</u>	<u>221,429</u>
Total funds	18	<u>272,594</u>	<u>238,230</u>

The financial statements on pages 13 to 33 were approved by the trustees, and authorised for issue on 16 March 2021 and signed on their behalf by:

  
 .....  
 Andrew P. Wiltshire  
 Trustee

## **THE BEATRIX POTTER SOCIETY**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021**

#### **1 ACCOUNTING POLICIES**

##### **Statement of compliance**

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 (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charities Act 2011.

##### **Basis of preparation**

The Beatrix Potter Society meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

The financial statements are prepared in sterling, which is the functional currency of the entity. Monetary amounts in these financial statements are rounded to the nearest £.

##### **Going concern**

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

##### **Judgements and key sources of estimation uncertainty**

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. Actual results may differ from these estimates.

##### **Income**

Voluntary income including donations, gifts, legacies, and grants that provide core funding or are of a general nature is recognised when the charity has entitlement to the income, it is probable that the income will be received, and the amount can be measured with sufficient reliability.

##### ***Donations and legacies***

Donations and legacies are recognised on a receivable basis when receipt is probable, and the amount can be reliably measured. Membership subscriptions are recognised in the period to which they relate.

##### ***Deferred income***

Deferred income represents amounts received for future periods and is released to incoming resources in the period for which it has been received. Such income is only deferred when:

- The donor specifies that the grant or donation must only be used in future accounting periods; or
- The donor has imposed conditions which must be met before the charity has unconditional entitlement.



## **THE BEATRIX POTTER SOCIETY**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021**

#### ***Other trading activities***

Publication income and bring and buy income is recognised when receipt is probable, and its amount can be measured reliably.

#### ***Investment income***

Interest income is recognised in the year in which it is received.

#### ***Charitable activities***

Income from promotion and events undertaken by the society in delivery of their objects, is classified as unrestricted funds as there is not a requirement for the income to be spent on a particular purpose or returned if unspent, if this were the case it may be regarded as restricted.

#### **Expenditure**

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading those aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings, they have been allocated on a basis consistent with the use of resources.

#### ***Raising funds***

These are costs incurred in trading activities that raise funds.

#### ***Charitable activities***

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

#### **Support costs**

Support costs have been allocated to activity cost categories on a basis consistent with the use of resources.

#### **Governance costs**

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including independent examiner's fees.

#### **Taxation**

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.



## **THE BEATRIX POTTER SOCIETY**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021**

#### **Tangible assets - Objects owned**

Objects owned by the Society are stated at valuation. Valuation represents the Committee's assessment of the open market value of each item, supported by periodic expert opinion. No depreciation is charged.

#### **Tangible fixed assets**

Individual fixed assets are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

#### **Depreciation and amortisation**

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

<b>Asset class</b>	<b>Depreciation method and rate</b>
Projector	20% straight line
Objects owned	25% reducing balance

#### **Programme related investments**

Programme related investments are made in furtherance of the charity's objects and any investment return is secondary to the charitable purpose supported by the investment. Such investments are included at their cost. Any loss or impairment arising from such investments is charged as part of charitable activities within the Statement of Financial Activities.

#### **Stock**

Stocks of publications, greeting cards and badges are valued at the lower of cost and estimated selling price less costs to complete and sell, after due regard for obsolete and slow-moving stocks. Cost comprises the direct publication or purchase costs.

#### **Trade debtors**

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

#### **Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

## **THE BEATRIX POTTER SOCIETY**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021**

#### **Foreign exchange**

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

#### **Fund structure**

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

The revaluation reserve comprises the difference between the original recognition value and the balance sheet carrying value of the Society's objects owned.

Designated funds are unrestricted funds set aside for specific purposes at the discretion of the trustees.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

#### **Financial instruments**

##### ***Classification***

Financial assets and financial liabilities are recognised when the charity becomes a party to the contractual provisions of the instrument.

Financial liabilities and equity instruments are classified according to the substance of the contractual arrangements entered into. An equity instrument is any contract that evidences a residual interest in the assets of the charity after deducting all of its liabilities.

##### ***Recognition and measurement***

All financial assets and liabilities are initially measured at transaction price (including transaction costs), except for those financial assets classified as at fair value through profit or loss, which are initially measured at fair value (which is normally the transaction price excluding transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a financing transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets and liabilities are only offset in the statement of financial position when, and only when there exists a legally enforceable right to set off the recognised amounts and the charity intends either to settle on a net basis, or to realise the asset and settle the liability simultaneously.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the charity transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the charity, despite having retained some, but not all, significant risks, and rewards of ownership, has transferred control of the asset to another party.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled, or expires.

## THE BEATRIX POTTER SOCIETY

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

#### **Investments**

Investments are measured at fair value through profit or loss. Where fair value cannot be measured reliably, investments are measured at cost less impairment.

Investments in subsidiaries and associates are measured at cost less impairment. For investments in subsidiaries acquired for consideration including the issue of shares qualifying for merger relief, cost is measured by reference to the nominal value of the shares issued plus fair value of other consideration. Any premium is ignored.

#### **Fair value measurement**

The best evidence of fair value is a quoted price for an identical asset in an active market. When quoted prices are unavailable, the price of a recent transaction for an identical asset provides evidence of fair value as long as there has not been a significant change in economic circumstances or a significant lapse of time since the transaction took place. If the market is not active and recent transactions of an identical asset on their own are not a good estimate of fair value, the fair value is estimated by using a valuation technique.



## THE BEATRIX POTTER SOCIETY

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

#### 2 INCOME FROM DONATIONS AND LEGACIES

With their permission we are delighted to record the kind donations of the following members:

Selwyn Goodacre	£20
Lesley Mason	£25
Alan Maskell talk	£25
Donation in memory of Phillip Price	£50
Andrew Wiltshire book donations	£114.77p
Donation in memory of Sharron Mcelmeel	£230
Anna Rudelli	£1,000 (Restricted Fund)
Mr Mrs James McClurg (cheque not yet paid in)	£3,000 (Restricted Fund)
Trustees of the Linder Foundation	£8,000 (Restricted Fund)

We are also delighted to record the kindness of others for the following donations:

These were made anonymously:	£50
	£2,000 (Restricted Fund)

Donations given via PayPal with membership renewals	£699.33p
Also:	£50 to the fortieth Donation Fund
Also, from Mr & Mrs D Arnold	£25 to the Jane Morse Memorial Fund

Donations given via a cheque with membership renewals £693.46 p

	<b>Unrestricted funds General £</b>	<b>Restricted funds £</b>	<b>Total 2021 £</b>	<b>Total 2020 £</b>
Donations and legacies;				
Donations	855	14,075	14,930	14,282
Membership subscriptions	28,218	-	28,218	13,682
	<u>29,093</u>	<u>14,055</u>	<u>43,148</u>	<u>27,964</u>

# THE BEATRIX POTTER SOCIETY

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

### 3 INCOME FROM CHARITABLE ACTIVITIES

	<b>Total 2021 £</b>	<b>Total 2020 £</b>
Conference, meetings, and events income	1,477	-

### 4 INCOME FROM OTHER TRADING ACTIVITIES

	<b>Unrestricted General £</b>	<b>Total 2021 £</b>	<b>Total 2020 £</b>
Trading income;			
Publication sales	3,798	3,798	5,419
Events Income;			
Bring and buy sales - UK	620	620	325
Image permissions	400	400	-
Advertisements	-	-	1,000
	<u>4,818</u>	<u>4,818</u>	<u>6,744</u>

### 5 INVESTMENT INCOME

	<b>Unrestricted funds General £</b>	<b>Total 2021 £</b>	<b>Total 2020 £</b>
Income from dividends;			
Dividends received	-	-	100
Interest receivable and other income;			
Interest receivable on bank deposits	6	6	98
	<u>6</u>	<u>6</u>	<u>198</u>

# THE BEATRIX POTTER SOCIETY

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

### 6 EXPENDITURE ON RAISING FUNDS

#### a) Costs of trading activities

	Unrestricted		Total
	General	Total	2020
	£	2021	£
Fundraising trading costs;			
Publication costs	1,614	1,614	992
	<u>1,614</u>	<u>1,614</u>	<u>992</u>

### 7 EXPENDITURE ON CHARITABLE ACTIVITIES

		Unrestricted		Total	Total
	Note	General	Restricted	2021	2020
		£	£	£	£
Journal and newsletter costs		9,846		9,846	7,747
Pottering about - E newsletter		-	-	-	552
US Events expenditure		-	-	-	1,058
Festive gathering (Restricted)		-	2,383	2,383	-
Grants and donations made		944	-	944	85
Allocated support costs	8	8,867	-	8,867	6,551
Governance costs	8	1,000	-	1,000	1,200
		<u>20,657</u>	<u>2,383</u>	<u>23,040</u>	<u>17,193</u>

£20,657 (2020 - £15,558) of the above expenditure was attributable to unrestricted funds and £2,383 (2020 - £1,635) to restricted funds.

In addition to the expenditure analysed above, there are also governance costs of £1,000 (2020 - £1,200) which relate directly to charitable activities. See note 8 for further details.

**THE BEATRIX POTTER SOCIETY**

**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021**

**8. ANALYSIS OF GOVERNANCE AND SUPPORT COSTS**

**Support costs allocated to charitable activities**

	<b>Governance costs £</b>	<b>Finance costs £</b>	<b>Administration costs £</b>	<b>Total 2021</b>	<b>Total 2020</b>
Committee meeting expenses	-	-	-	-	370
Printing, postage, stationery, and telephone	-	-	79	79	313
Insurance	-	-	1,157	1,157	1,104
Financial administration	1,000	-	2,817	3,817	3,303
Credit card and bank charges	-	756	-	756	1,074
Website and publicity	-	-	4,058	4,058	387
	<u>1,000</u>	<u>756</u>	<u>8,111</u>	<u>9,867</u>	<u>6,551</u>

**Governance costs**

	<b>2021 £</b>	<b>2020 £</b>
Examination of the financial statements	<u>1,000</u>	<u>1,200</u>

**9. NET INCOMING/OUTGOING RESOURCES**

Net incoming resources for the year include:

	<b>2021 £</b>	<b>2020 £</b>
Other non-audit services	1,000	1,440
Independent examiner's fees	<u>1,000</u>	<u>1,200</u>

## **THE BEATRIX POTTER SOCIETY**

### **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021**

#### **10 TRUSTEES REMUNERATION AND EXPENSES**

During the year the charity made the following transactions with trustees:

£1,098 (2020: £1,780) of expenses were reimbursed to 4 trustees (2020: 4) during the year.

At the balance sheet date the amount due to 2 trustees (2020: Nil) was £393 (2020: £Nil).

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any other benefits from the charity during the year.

#### **11 STAFF COSTS**

The average head count of employees during the year was Nil (2020 - Nil).

No employee received emoluments of more than £60,000 during the year.

#### **12 TAXATION**

The charity is a registered charity and is therefore exempt from taxation.



# THE BEATRIX POTTER SOCIETY

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

### 13 TANGIBLE FIXED ASSETS

	Projector £	Objects owned £	Total £
<b>Cost</b>			
At 1 January 2021	283	154,848	154,848
Revaluations		2,210	
At 31 December 2021	283	157,058	157,341
<b>Depreciation</b>			
At 1 January 2021	282	-	282
At 31 December 2021	282	-	282
<b>Net book value</b>			
At 31 December 2021	1	157,058	157,059
At 31 December 2020	1	154,848	154,849

The Objects Owned are held by the Society for its charitable purposes and are valued annually by the respective custodians and Society officers who are, given the nature of the Objects, competent to do so.

## THE BEATRIX POTTER SOCIETY

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

#### 14 SOCIAL INVESTMENTS

##### Programme related investments

	£	Total £
<b>Cost</b>		
At 1 January 2021	1,000	1,000
At 31 December 2021	1,000	1,000
<b>Provision</b>		
At 31 December 2020	-	-
<b>Net book value</b>		
At 31 December 2021	1,000	1,000
At 31 December 2020	1,000	1,000

During the year ended 31 December 2006 the Society subscribed for 1,000 shares of £1 each in The House of the Tailor of Gloucester Limited. This company duly secured funding to reopen the House as a museum and to operate a Beatrix Potter shop. The investment was made in furtherance of the Society's objectives and is accordingly a programme related investment, under SORP 2015. The investment is stated at cost and no provision for impairment is required at 31 December 2021.

#### 15 STOCK

	2021 £	2020 £
Stocks (publications and merchandise)	14,684	8,402

#### 16 DEBTORS

	2021 £	2020 £
Trade debtors	3,695	-
Gift aid recoverable	2,048	972
Prepayments	328	180
	6,071	1,152

**THE BEATRIX POTTER SOCIETY**

**NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021**

**17 CREDITORS: amounts  
falling due within one year**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
Trade creditors	1,498	-
Other creditors	-	194
Accruals	5,884	7,369
Deferred income	-	10,707
	<u>7,382</u>	<u>18,270</u>

**18 FUNDS**

	<b>Balance at 1 January 2021</b>	<b>Incoming resources</b>	<b>Resources expended</b>	<b>Balance at 31 December 2021</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Unrestricted funds				
General				
General funds	161,644	34,695	(15,988)	180,351
Revaluation reserve	44,241	2,210	-	46,451
	<u>205,885</u>	<u>36,905</u>	<u>(15,988)</u>	<u>226,802</u>
Designated				
Conference	15,544	-	-	15,544
Total unrestricted funds	<u>221,429</u>	<u>36,905</u>	<u>(15,988)</u>	<u>242,346</u>
Restricted funds				
Administration and Festive Gathering	11,988	11,755	(2,383)	21,360
40 <sup>th</sup> Anniversary AGM	-	50	-	50
Website Development	-	3,000	-	3,000
Purchased objects	1,400	1,000	-	2,400
Jane Morse Memorial Fund	3,413	25	-	3,438
Total restricted funds	<u>16,801</u>	<u>15,830</u>	<u>(2,383)</u>	<u>30,248</u>
Total funds	<u>238,230</u>	<u>52,735</u>	<u>(18,371)</u>	<u>272,594</u>

# THE BEATRIX POTTER SOCIETY

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

	Balance at 1 January 2020 £	Incoming resources £	Resources expended £	Balance at 31 December 2020 £
Unrestricted funds				
General				
General funds	151,575	26,619	(16,550)	161,644
Revaluation reserve	44,241	-	-	44,241
	195,816	26,619	(16,550)	205,885
Designated				
Conference	15,544	-	-	15,544
Total unrestricted funds	211,360	26,619	(16,550)	221,429
Restricted funds				
Administration and Festive Gathering	5,538	8,000	(1,550)	11,988
Purchased objects	1,400	-	-	1,400
Jane Morse Memorial Fund	3,211	287	(85)	3,413
Total restricted funds	10,149	8,287	(1,635)	16,801
Total funds	221,509	34,906	(18,185)	238,230

## THE BEATRIX POTTER SOCIETY

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

The specific purposes for which the funds are to be applied are as follows:

#### PURPOSES OF RESTRICTED FUNDS

**The Administration and Festive Gathering Fund** was originally established for donations receivable from The Enid Linder Foundation\*, and others, and these are to be applied towards the Society's administration costs and the annual Festive Gathering. In the year to 31 December 2021 £8,000 was received, (\* This has now been renamed The Linder Foundation.)

**The Restricted Objects Fund** was established for donations that are to be used towards acquiring additional Objects for the Society. There was a brought forward balance of £1,400. All the additions made to the Objects during the year were gifts and therefore not paid additions. The carried forward balance is £2,400

The Society has established the **Jane Morse Memorial Fund** to support or assist members to attend conferences and events. A brought forward balance of £3,413 was supplemented by further donations of £25 leaving a carried forward balance of £3,438.

#### PURPOSES OF UNRESTRICTED FUNDS

The **Unrestricted General Fund** amounting to £242,366 at the year-end comprises £155,849 which has been invested in the Society's Objects, the programme related investments and its tangible fixed assets and £65,580 which is available for general charitable purposes of the Society and its reserves.

**The Revaluation Reserve** comprises the surplus arising on revaluation, over time, of the Society's Objects owned subsequent to their initial recognition in the balance sheet at original purchase cost or donated value of £110,607 and amounts to £46,451 at 31 December 2021 (2020: £44,241).

The total value of our Fixed assets (objects) is therefore £157,058.

**Conference surpluses are also Unrestricted funds but designated**, by the Committee, for the purpose of publishing the proceedings of conferences, under the title of the Studies series, and for the purpose of providing finance for the set-up costs of future conferences.

The conference fund may also be used for the purpose of providing finance for scholars to attend conferences. A fund balance of £15,544 was brought forward from 2020 and as there was no movement in the year the fund balance carried forward into 2021 is £15,544.



# THE BEATRIX POTTER SOCIETY

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

### 19 ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted			Total funds at 31 December
	General	Designated	Restricted	2021
	£	£	£	£
Tangible fixed assets and investments	1,000	-	-	1,000
Objects owned	157,058	-	-	157,059
Current assets	76,125	15,544	30,248	121,917
Current liabilities	(7,382)	-	-	(7,382)
Total net assets	226,801	15,544	30,248	272,594

	Unrestricted			Total funds at 31 December
	General	Designated	Restricted	2020
	£	£	£	£
Tangible fixed assets and investments	1,000	-	-	1,000
Objects owned	154,849	-	-	154,849
Current assets	68,306	15,544	16,801	100,651
Current liabilities	(18,270)	-	-	(18,270)
Total net assets	205,885	15,544	16,801	238,230

### 20. FINANCIAL INSTRUMENTS

#### Categorisation of financial instruments

	2021	2020
	£	£
Financial assets measured at fair value through profit or loss	101,162	91,097
Financial liabilities measured at fair value through profit or loss	7,382	18,270

## THE BEATRIX POTTER SOCIETY

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

#### 21. CHARITY INCORPORATION

On 1 January 2019 the unincorporated charity of The Beatrix Potter Society became a Charitable Incorporated Organisation (CIO). The accounts for the year ended 31 December 2021 present the combined results of the unincorporated charity and the CIO. The charity met the conditions for merger accounting as set out in 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 (FRS 102) (Charities SORP (FRS 102)).

## THE BEATRIX POTTER SOCIETY

### OBJECTS OWNED

#### LIST OF OBJECTS OWNED AT 31 DECEMBER, 2021

#### Current valuation

#### HELD AT THE V & A MUSEUM (ARCHIVE OF ART AND DESIGN)

Manuscript of the Rawsley 'Tale of Peter Rabbit'	525
Greetings card, Hildesheimer & Faulkner c 1890	1,050
Beatrix Potter's Manuscript Journal: 1905 with Colour Transparencies of 1905 Journal	20,000
Peter Rabbit metal figure	100
Cecil Sharp: The Country Dance Book Volumes 2 & 3	315
Tale of Peter Rabbit – Altemus US Piracy	50
Love Locked Out – Memoirs of Anna Lee Merritt	50
The Lavender Garden – Norah Mary Edmondson	105
The Tale of Peter Rabbit – Battledore, 1996 privately printed edition	630
Cassette recording of 1966 Philadelphia Colloquium	10
Edmund Potter – Photocopy of pamphlets and 3 colour transparencies/prints	50
George Walker letters	4,000
Beatrix Potter letter to Millie Warne	1,200
Beatrix Potter's last letter to Joe Moscrop	2,500
6 Beatrix Potter letters and a note	5,250
Watercolour from The Greenfield Beale Collection	1,050
Boxed set of Greetings Cards – Warne	150
Drawing by Beatrix Potter for "The Pie and the Patty Pan" – 'Duchess in Sawrey'	13,000
Original Artwork – Pencil Sketches of Hedgehogs	17,000
Collection of 201 Rupert Potter photographs and prints	10,010
2 'Wee Folk' books by Todhunter sisters (purchased 2008)	100
2 Letters from Beatrix Potter to Todhunters (purchased 2008)	1,500
Original Artwork - Watercolour painting of Sheep painted when Beatrix Potter was aged ten	8,000
Roscoe Photographs	100
Beatrix Potter Letter to Millie Warne	2,500
Watercolour of Rose	4,550



## THE BEATRIX POTTER SOCIETY

### OBJECTS OWNED

Farnell Jemima Puddle-Duck toy	1,000
The Tale of Benjamin Bunny – first edition	500
The Tale of Jeremy Fisher – first edition inscribed	1,000
5 Books donated by Judy Taylor –	2,200
i) a first edition, first printing of <i>The Story of A Fierce Bad Rabbit</i> , 1906 panorama format;	
ii) a first edition, second issue of <i>The Story of Miss Moppet</i> , 1906 panorama format;	
iii) <i>Peter Rabbit's Almanac for 1929</i> ;	
and iv) and v) - copies of i) and ii) in book format	
3 Letters from Beatrix Heelis to Katherine Brooke	3,613
Specimen Collector's Cabinet	14,500
Walking stick belonging to Beatrix Heelis	3750

### HELD AT THE ARMITT LIBRARY

Bound volumes of 5 pamphlets and prints by Edmund Potter	500
Paper Catalogue of the Armitt Library's Collection of Beatrix Potter Items	100

### HELD AT THE NATIONAL TRUST ARCHIVE, HAWKSHEAD

Grimwades Tea set in storage box	3,675
Grimwades Tea set in storage box	3,675
Glass negatives – Leslie Linder's photography of the National Trust Collections, plus other material	5,250
John Clegg Archive (7 files)	150
Mary Noble Archive (5 files)	150
The Potter Family Archive (previously known as 'The Treasure Box'); and added in 2007	5,000
Original Draft Indenture for the Lease of Hawkshead Field Farm	1,712
Wood jigsaw puzzle in original cardboard box – Squirrel Nutkin (complete)	200
Grimwades tea plate 7" – in conservation box	35
Race game board (dark red outer with original pasted on label) – packed in tissue with card folder	
and set of four painted wood game pieces, shaker and dice – in original box within conservation box	400
Wee Folk doll from Todhunter collection (purchased 2008)	50
Walking stick belonging to Willie Heelis	3750

## **THE BEATRIX POTTER SOCIETY**

### **OBJECTS OWNED**

Custom made display case for the Specimen Collector's Cabinet	3,000
Animated drawings for BBC animated series in early 1990s	1,200
Photograph of Canon Hardwicke Rawnsley	150
The Fairy Caravan – Ambleside edition – inscribed by Beatrix to Joe Moscrop	4,500
The Tale of Beatrix Potter by Margaret Lane inscribed to Joe Moscrop	50

### **HELD BY ROWENA GODFREY**

1988 Thesis – Janie Coitit-Godfrey “Le Monde de Beatrix Potter” (including translation)	210
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### **HELD BY ANDREW WILTSHIRE**

Watercolour of Mousehole painted by Noel Moore	TBA
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### **HELD BY HELEN DUDER**

11 Gramophone records (45rpm) – 1961 Little book songs	165
2 audio cassette records of the above recordings	20
Duchess in Sawrey – artwork for greetings card including CD	50
Christine Parson's Collection of Warne Family Photographs	70
Peter Rabbit Race Game Board – no pieces	50
Videos – BP Ballet and A.S.&C. @ £10 each	20
Audio cassette recording of BBC R4 play “Beatrix”	10
Illustrated Map of Sawrey – original artwork for cover, title page and centre spread with notes	750
Assorted DVDs and videos including amateur films, mostly made by Marian Werner for BPS archive, and some commercial recordings	408
Jack Ladeveze – letter re Leslie Linder and B.P.'s ashes	25
Rupert Potter photos – small prints of the London Zoo photos only	10
Original Engagement Photograph of Beatrix Potter and William Heelis	TBA
Inscribed copy of 'The House in the Little Green Wood' from Mrs. Heelis to Freda Storey	TBA

### **HELD BY THE ROYAL BALLET**

Photographs of the sketches by Christine Edzard for 'The Tales of Beatrix Potter' Ballet	1,365
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## THE BEATRIX POTTER SOCIETY

### OBJECTS OWNED

TOTAL VALUE OF OBJECTS OWNED AS AT 31<sup>ST</sup> DECEMBER, 2021

£157,058

### ADDITIONS/DISPOSAL OF BEATRIX POTTER SOCIETY OBJECTS IN 2021

Additions – all items detailed below were donated by Members to the Society

Photographs to include original engagement photograph of Beatrix and William	TBA
Inscribed copy of 'The House in the Little Green Wood' from Mrs. Heelis to Freda Storey	TBA
Watercolour painting by Noel Moore of Mousehole	TBA

#### Movement of items:-

The books donated by Judy Taylor and letters from Katherine Brooke that were held by Andrew Wilshire in December 2020 have now been transferred to the safe keeping of the V&A.

The Collector's Cabinet has been moved to the V&A for display in their Exhibition 'Drawn to Nature' – only one drawer and contents will be displayed and the remaining drawers and contents are still being held by the National Trust.

One of the Walking Sticks have been moved to the V&A for display in their Exhibition 'Drawn to Nature,

Disposals - none

THE GRAVE POTTER SOCIETY

OBJECTS OWNED

TOTAL VALUE OF OBJECTS OWNED AS AT 31 DECEMBER 2011

£11,000

ABOUTS OF THE GRAVE POTTER SOCIETY

Additional all items detailed below were bought by members of the Society

- 18A Photographs to include original engraving of Beatrix and William
- 19A Handwritten copy of The House in the Lane from Woodstock, New York to Frederick
- 20A Silver chain bought by Miss Moore of London

Notes: 1. 18A-19A

The Society donated by July 1910 and before from Richard Brinkley that was held by Andrew  
Widdowson in 1910. It has now been transferred to the V&A as a result of the V&A.  
The Collector's Cabinet has been moved to the V&A for display in the Exhibition Room to future  
- only one of the original contents will be displayed and the remaining contents and contents will  
being held by the National Trust.  
One of the William Brinkley has been moved to the V&A for display in the Exhibition Room to  
future.

Expenditure - 1910