

A photograph of two women standing in a museum hallway. The woman on the left is older, with short grey hair, wearing a blue patterned top and a light grey cardigan. The woman on the right is younger, with dark hair, wearing a bright blue turtleneck. They are standing next to a large, dark historical painting that depicts a person in a long coat. To the right of the painting is a white informational panel with text and a small inset photo of a person in a yellow shirt. The hallway has a tiled floor and a drop ceiling.

ANNUAL REPORT 2021

THE ROYAL CROWN DERBY MUSEUM CHARITABLE TRUST

Email address: ewoledge@royalcrownderby.co.uk

Website: www.royalcrownderbymuseum.com

Charity Number: 1179781

DETAILS

Reference and Administration Details

Registered charity number 1179781

Address	Royal Crown Derby Museum 194 Osmaston Road Derby DE23 8JZ
Trustees	Kevin Oakes (Chair February 2020 - 30 July 2020) David Williams (Chair 30 July 2020 to present) Colin Butler John Coyne Olivia Dean Richard Horsley James Lewis Stephen Smith Claire Tonks
Bank	HSBC Crown Bank Hanley Stoke on Trent Staffordshire ST1 1DA

Structure, governance and management

Governing document	Declaration of Trust adopted 25 September 2018. Trustees are appointed to represent a range of skills and knowledge. New trustees are briefed on their role and responsibilities and on the Trust's principal policies and procedures.
--------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Organisational structure	All policy and strategic decisions are taken by the Trust. The Trust normally meets every 3 months. Day to day management is delegated to the Museum Director.
Additional issues	<p>The Trust operates on the premises of the Royal Crown Derby Porcelain Company under a Licence Agreement. The museum displays form part of the Visitor Experience which includes factory tours.</p> <p>Dr. E. Woledge had been appointed Museum Director with effect from 1 March 2020 (two weeks prior to the initial covid-19 lockdown).</p>

OBJECTIVES AND ACTIVITIES

Objects

The objects of the Trust are the advancement of public knowledge, appreciation and awareness in respect of porcelain, china, pottery, earthenware and ceramics of any other kind or artistic, historic, scientific or cultural interest (“ceramics”) and in particular in respect of Royal Crown Derby products and its predecessor Derby factories first established in 1750.

To support our objects in 2020 we developed the following mission statement.

It is our mission to celebrate and share the stories and experiences associated with Royal Crown Derby to awaken curiosity, inspire creativity, encourage innovation, and to transform people's relationships to ceramics

Activities

In planning our activities, we keep in mind the Charity Commission's guidance on public benefit. The museum's activities have been restricted in 2020-2021 due to the coronavirus pandemic restrictions, however we have continued with our public engagement through

- Launching a new website for the museum www.royalcrownderbymuseum.com. It is our intention to merge our online content with Royal Crown Derby's in a site covering both operations, but this independent website bridges a gap whilst Royal Crown Derby upgrades its own website.
- Creating a new Facebook page with daily posts Monday to Friday with 350 followers and posts reaching up to 2,500 people.
- Setting up a new newsletter with fortnightly mailing to a subscriber list of 156 people as of March 2021.
- Investing in renovation of the lower floor exhibition and working with Royal Crown Derby on inclusion of a small gift shop to create a single entry point for the museum and shop.
- Securing funding from MDEM (Museum Development East Midlands) to purchase an AV touchscreen for the museum.

- Securing funding from Arts Council England (ACE) to engage digitally with Gypsy Romany and Traveller communities who are keen collectors of Royal Crown Derby. This project is ongoing.
- Working with Royal Crown Derby to launch a competition for young people to design a mug celebrating the NHS, which attracted 600 entries from all over the UK.
- Maintaining an 'ask an expert' service manned by volunteers responding to 308 queries up to March 2021.
- Working with volunteers to give an estimated 350 volunteer hours up to March 2021.

These activities provide public benefit by encouraging interest and providing a resource for knowledge exchange. They also provide opportunities for people to meet with friends or to meet new people, or to get involved through volunteering.

The museum has been supported by a dedicated team of volunteers who spend many hours working behind the scenes to answer queries, improve documentation and aid in the accessibility of the collection. They also work to improve their own knowledge and skills, contribute to focus groups and support many engagement activities.

Summary of the main achievements during the year

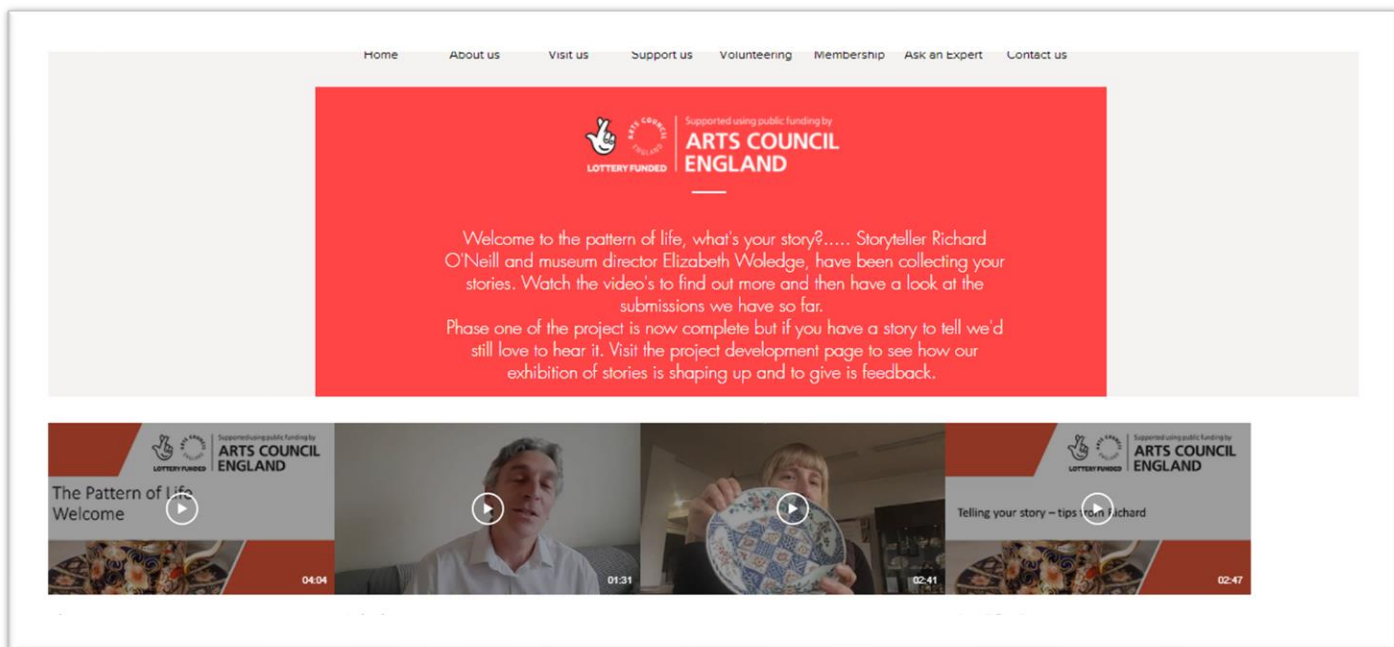
- Investment of £16975 in the refurbishment of the ground floor area of the Museum to bring key stories to the fore and to frame the factory tours when they are able to relaunch.
- Discussions continue on the future relationship of Royal Crown Derby Ltd and the museum, with the museum modelling various routes to greater financial independence.
- Strategic developments have seen a review of loans, a review of accreditation status prior to resubmission, the creation of an audience development plan and policies on volunteering, safeguarding and data protection. The Museum would like to thank Royal Crown Derby Ltd for its support during the pandemic.
- A new pricing structure has been developed with a free museum at its heart with premium paid for factory tours and for special tours of collections and archives.
- The Museum opened briefly between lockdowns and welcomed 15 visitors to its premium collection and archive tours, and 190 visitors to the free museum.

Fundraising

This year the museum has received a total of £13,598 in public funding from ACE in two grants, one project grant, and one development grant from MDEM

The project grant supports the project 'The pattern of life' which is collecting and collating stories from Gypsy, Romany and Traveller collectors of Royal Crown Derby and will share those stories in a digital interactive within the free museum area.

This Image shows the Pattern of Life Webpage



Applications were also made to:

- AIM Biffa
- Respond and Reimagine.
- Space (ACE)
- Paul Hamlyn
- UK Windrush Scheme (pending)

Larger funding bids are pending a fuller understanding of the future of the museum site which is currently leased by Royal Crown Derby.

Statement from the Director

It has been a challenging year, but one in which I think the museum has demonstrated its potential for creative expansion. I am grateful to Royal Crown Derby Ltd for supporting us during this difficult time and exploring possibilities for joint working. We have taken the first steps towards fully delivering our mission and I have every confidence that the future will see us both survive and thrive within an increasingly agile and creative sector

Dr Elizabeth Woledge

Statement from the Chair

In addition to the projects delivered by Elizabeth during the year, we have also started bringing to life a shared vision and commercial strategy to move the museum towards financial independence. I look forward to working with the team developing this over the coming year.

My thanks to Elizabeth, the trustees, volunteers and particularly Chris & Kevin from Royal Crown Derby for continuing to make time and resource to support the museum during an incredibly difficult time.

David Williams

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees:

.....O Dean..... Olivia Dean, Trustee Date:29/09/21.....

FINANCIAL STATEMENTS

Statement of Financial Position

INCOME			
		2020-2021	2019-2020
Interest		16	63
Funding		13,598	1,500
Donations		20,314	0
Other		150	0
Viewing Fee		115,200	0
Total		149,278	1,563
EXPENDITURE			
Consultancy fees		9,407	5,060
Licence Fee		103,000	0
Exhibition upgrade		16,975	0
Cost of delivery		483	0
Total		129,864	5,060
Net income for the year		19,414	-3,497

Statement of Assets and Liabilities

Opening assets and liabilities at 31 March 2020	
Museum Inventory at cost	340,200
Creditors (Licence fee)	-36,000
Debtors (Viewing fee)	38,400
Bank Account	37,628
Total	380,228
Net income for the period (as above)	19,414
Closing assets and liabilities at 31 March 2021	
Museum Inventory at cost	340,200
Creditors (Licence Fee)	-139,000
Debtors (Viewing Fee)	153,600
Bank Account	44,842
Total	399,642

INDEPENDENT AUDITOR'S REPORT



CHARITY COMMISSION
FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A Independent Examiner's Report

Report to the trustees/
members of

Charity name
The Royal Crown Derby Museum charitable trust

On accounts for the year
ended

2021

Charity no
(if any)

1179781

Set out on pages

pages 8 and 9

(examiners should state the page numbers of sections of the report)

Responsibilities and
basis of report

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 03 2021.

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

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

Independent
examiner's statement

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

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

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

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

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

Signed:

P. McGowan

Date: 29/09/2021

Name:

P. McGOWAN

Relevant professional
qualification(s) or body
(if any):

FCA

IER

1

October 2018

Address:

8 LIME GROVE

NOTTINGHAM

NG9 7GF

Section B

Disclosure

Only complete if the examiner needs to highlight matters of concern (see CG32, Independent examination of charity accounts: directions and guidance for examiners).

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

IER

2

October 2018