

# TENTERDEN AND DISTRICT MUSEUM ASSOCIATION

England & Wales · Charity number 1195539

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2021-08-17

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

## Contact

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**Address** Tenterden Museum  
Station Road  
Tenterden  
TN30 6HN

**Phone** 01580764310

**Email** [tenterdenmuseum@gmail.com](mailto:tenterdenmuseum@gmail.com)

**Website** [www.tenterdenmuseum.co.uk](http://www.tenterdenmuseum.co.uk)

## Activities

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**Objects:** TO MAINTAIN A MUSEUM FOR THE BENEFIT OF THE PUBLIC.

**Activities:** Local history and heritage museum in Tenterden

## Classification

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- **How:** Provides Buildings/facilities/open Space, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Arts/culture/heritage/science
- **Who:** The General Public/mankind

## Geography

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- Kent

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-12-31	£26,093	£15,313	-	-
2024-12-31	£27,877	£28,375	-	-
2023-12-31	£31,957	£32,226	-	-
2022-12-31	£44,359	£34,826	-	-

## Trustees

Name	Role	Appointed
Cathy Lee Dalton		2025-05-15
David Robinson		2025-05-15
Deborah Joan Greaves MBE		2025-05-15
Naomi Dickins		2024-05-15
Peter George Foster		2025-05-15
Peter Michael Hill		2022-05-12
Roy Alan Francis		2026-04-16

**TENTERDEN AND DISTRICT MUSEUM ASSOCIATION**

England & Wales - Charity number 1195539

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# Accounts

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# Tenterden & District Museum Association Report and Accounts 2025

Compiled: January 2026

## Highlights from the Curator

2025 was a busy year for me and the team, and I would like to take this opportunity to thank everyone who has contributed to the season's successes. Our volunteers give freely of their time, energy, skills and ideas and it's this enthusiastic generosity that keeps our doors open.

The year began with an extensive refurbishment of the Entrance Room and 19<sup>th</sup> Century Room to better showcase our collection and the stories we have to share. We have made good use of these rooms over the year, particularly with the children of visiting schools who are easily able to view our artefacts at close quarters and at their own eye-level in the new, glass cases.

One of our new initiatives this year was hosting monthly coffee mornings for our volunteers. Jill Carter has partnered with me in running these and they have been a lovely way for our team get to know each other. That team includes our stewards, our trustees, our cleaning party and all those people who offer their time in different ways to support the museum. I would like to say that the popularity of these mornings has been *entirely* due to team-building spirit, but I am very well aware that the home-made cakes on offer are the most significant draw! We will be continuing with these coffee (and cake!) mornings in 2026, and all our volunteers are always welcome.

Another of our 2025 projects was the 'History Explorers' summer activity scheme and 'Past Pass' for families. We offered a programme of historical activities, crafts and hands-on living history demonstrations under our gazebo during the school summer holidays. Children were encouraged to collect stamps and badges for the different activities in which they took part, which also included our regular games such as the *Mouse Trail*, *'What's in the Box'* and *'Haul Away'*. Fiona Eldridge helped organise and supervise these activities and will continue to work as our Family Activities Co-ordinator during 2026.

Our research team created two special exhibitions, *'Tenterden Lives'* and *'Bringing the Harvest Home'* - both designed to highlight local stories and tales of local life. The team is now putting together a display for our upcoming 50<sup>th</sup> anniversary celebration in May.

2025 saw significant development in our engagement with local schools: Peter Foster and I have worked with Tenterden Juniors, St Michael's and Wittersham primary schools and, this year, we also established a strong link with Homewood School. We have already made a start on our 2026 classroom visits and signed up some work experience students for the summer. We are also continuing with our outreach work with the local care homes, taking the experience of the museum to those who are no longer able to visit in person.

Members' Evenings were overwhelmingly popular this year; for this reason, we chose to relocate to the Social Hub in Church Road rather than disappoint our members, as we do not have sufficient seating capacity. As usual, we offered a fascinating variety of talks and presentations and we have another exciting line-up for you this coming season.

Our 2025 programme of tours (organised by Jo Killick) and talks for individuals, private parties and local societies included Tenara, Headcorn LHS and the Maidstone Inner Wheel. In addition to helping visitors to understand our collection, our tours and talks also help to popularise the museum across the region. This year, Jo is expanding the offering with the addition of 'behind-the-scenes' and 'after hours' tours.

We have maintained and improved our links within the local heritage sector, joining the newly re-formed Ashford Heritage Network; hosting a meeting of the Ashford & Tenterden Tourism Association and strengthening our links with the National Trust at Smallhythe Place and the Brighton & Hove archaeology team. In addition, we are continuing to maintain our links within the community: we contributed towards the Wilder Kent awards scheme with our wildlife-friendly garden planters and supported the 2025 Folk Weekend, enjoying a colourful Morris dancing display and organising our own folk music event; Hukins Hops gifted us a beautiful bine for our harvest exhibition, whilst Nightingales and McCanns brewery supported our Apple Day in October and our volunteers' Christmas party. We also staged a murder mystery play and organised a book launch event for Paul Ryley's biographical novel about a 19<sup>th</sup> century Tenterden schoolteacher – both events were very popular with Museum Association members and non-members alike. Of course, we continue to support the Local History Society, attending their coffee mornings and afternoon teas and we also continue to support the U3A historical research group, which regularly uses the museum's facilities and resources.

Our shop was redesigned and restocked to incorporate more items for families and children (including play sets made by a family firm in Cranbrook) as well as more local and exclusive souvenirs (like our Tenterden Museum mugs and bags). There is also an area for local artists to display and sell their works, so we now have a truly local and unique retail offering, managed by Jill Carter. From October, we also ran our Christmas shop, managed by Liz Parker. This year's range of charities was even broader than before and locals were also able to purchase our exclusive 'Museum Mice' cards, designed for us by Pippa Phipps. The museum remained open to visitors throughout the entire season and the October-December period brought in significant additional income from entry fees which were reduced to £2 per person. Towards the end of the season we were visited by a local celebrity – Tom Baker, aka Dr Who –, who made a short video, recording a Christmas message for his website. Our brilliant 20<sup>th</sup> Century Room was the perfect setting for the Doctor of the 1970s.

Perhaps my favourite project of this last year has been the conservation of three of the museum's most beautiful and fragile artefacts, three works of domestic embroidery. Thanks to the extreme generosity of some of our members, we have been able to fund a full, professional conservation plan for these unique pieces which will soon be reframed and returned to display.

As I write, the improvement works of the winter are coming to an end – please come along and see what we have been up to while the doors were closed ...

## **Volunteer Team**

This year, Robin Wilkins has left the museum team however, we have recruited 5 new volunteers, ready to complete their training and join the stewarding team for the 2026 season, which means that, by the summer, we will have 31 stewards. We have also established a regular cleaning party of 7 who tackle a monthly cleaning of the building's public spaces, both indoors and out, as well as the staff room and bathroom. Jo Killick will be partnering with Liz Parker on this year's Christmas Shop. Debbie Greaves has taken on the role of Facilities Manager and Jill Carter has agreed to stand as Treasurer.

## **Publicity, Communications and Social Media- Debbie Greaves, Social Media Manager**

During 2025 the museum posted pictures, posters and events on Facebook and Instagram. In total, images and information about events at the museum provided our 1,400 followers, with fascinating samples of our local history to encourage them to find out more by visiting the museum.

There is nothing to beat proper face-to-face interaction with other likeminded people, but, social media can provide an extension of this to explore and discover more of what is happening at Tenterden & District Museum with its wealth of history both displayed and stored in our archives as artefacts, documents and pictures.

## **Website - Naomi Dickins**

The museum's website has been professionally overhauled and now incorporates a booking facility for any events we organise. There is also a new contact form in place which will make communication form enquirers more straightforward. Photographs have been refreshed and we now have the facility to play videos; you can currently view the videos made by our work experience students and more will follow as the new season progresses. We will soon be launching our 'Virtual Museum' (more details to follow, in the summer) through the website.

## **Schools Activities- Peter Foster, Naomi Dickins**

It was another busy year with 10 classroom visits to Primary Schools and multiple visits from those schools to the Museum.

The Schools Team now have 11 prepared activities on local history topics such as smuggling, shipbuilding and the Home Front in both world wars, and it is pleasing to see teachers requesting 'repeat' activities for pupils moving up a year, as well as continuing to ask us to develop new topics linked to their National Curriculum requirements.

We developed two new sessions; The Romans in Britain and Tenterden, and The Victorian Classroom Experience, which were both well received at St Michael's and Wittersham Juniors. The Victorian session

involved the pupils dressing up in the appropriate period costume, as well as Naomi and Peter, the two strict teachers!

Three Homewood pupils spent a week at the museum for work experience during the summer and not only enhanced their own knowledge, but proved very helpful, working on museum projects. Between them, they created several information videos for our website and also helped with museum audit preparation. One of these students has continued to volunteer on a regular, weekly basis, also coming in during her free time and school holidays. A student from Hastings College spent one afternoon a week volunteering with us throughout the year and a further Homewood student undertook two museum studies qualifications with our support. We already have work experience placements arranged for 2026 and are in discussion about lesson support & enrichment with Homewood history department.

### **Children's and Family Activities at the Museum – Fiona Eldridge**

We ran our Easter Egg Hunt and a 'Find the Witch's Cat' trail during the two half-term holidays. These are both based on questions and clues leading the seekers around the museum. Our History Explorer 'Hands-on History' sessions were held on each Saturday of the school holidays and started with spinning and weaving wool sessions. These were followed by making clay Roman pots. Next was making Jack in the Green masks, then medieval weaving and corn dolly making.

We attended the Youth Event on the recreation ground with a variety of these crafts along with our archaeology sand boxes in which children could 'excavate' and then to re-bury the objects found. This event was very popular and we ran out of wool for the weaving.

We also had a stand at the Spirit of Tenterden with some family activities which again were popular. We intend to offer the same activities this year with the addition of some new ones, including making medieval envelopes, writing a letter using calligraphy pens and sealing with wax.

### **Genealogy Enquiries**

Genealogy enquiries come in from various sources and we are fortunate to have the support of the Tenterden & District Local History Society research team, Colin Young, Jack Gillett, Debbie Greaves and John Weller, along with Paul Ryley, in answering enquiries from visitors in person or, as is more usual, through our website or social media channels. The information associated with each enquiry of this nature adds to our pool of local knowledge.

### **Special Exhibitions**

We staged two special exhibitions this year – 'Tenterden Lives' and 'Bringing the Harvest Home'. 'Tenterden Lives' explored the stories of several local individuals, each with strong connections to the town and its

community. 'Bringing the Harvest Home' was a celebration of the festival of harvest – now, largely overlooked and undervalued in the wider community, but once such a pivotal point in the rural calendar.

### **Local Authors' Sessions**

This year, we tried a different format for our local authors' sessions, holding an open morning once a month for individual authors or small groups to come into the museum to showcase their work. Nine authors participated. For the 2026 season, we will be holding a one-day Book Fair to which local authors will be invited.

### **Membership – Mary Hogarth**

As membership secretary it is up to me to keep the membership list up to date, which I try my best to do. Unfortunately some escape the system as we're not always informed of a change of address or notified when a member is no longer with us. A brief note was put in with the last newsletters asking for up to date information, i.e. was the correspondence was meant for them, do they have an email address, and are they still with us. This resulted in some email addresses being added and others who were no longer here removed. New members receive their membership card with a welcome letter, the local ones I deliver in the hopes that they're in and I can meet them.

### **Members' Evening Talks**

Our series of Members' Evening talks was tremendously popular this year – so much so, that we transposed some events to the Social Hub, in Church Road, rather than turn people away. The hire cost was largely covered by donations and entry payments from non-members but we found that the vast majority of the audiences were members. This year's talks were:

April – Meet the Museum.

May – Mrs Ward's Father – Paul Dickins

June – Bodiam Archaeology – Nathalie Cohen

July – A History of Fingerprinting – Mike Apps

August – Weston & Lee – Terry King

September – Smuggling on the Kent & Sussex Coast – Peter Foster

October – Pluckley, the Making of a Modern Myth – Ed Adams

We will be continuing with another series of talks in the new season and have even more to offer this time. This year there will be a nominal charge of £2 for all members attending, as well as the standard £5 entry fee for non-members to cover the costs of hall hire and any speaker's fees or expenses.

## **Outreach Activities**

This year, Paul Ryley and Naomi took the museum out into the community through talks for local clubs and societies, including talks for the Pilgrims' Hospice, Tenterden Social Hub, Tenara, Headcorn Local History Society, Maidstone Inner Wheel and Maidstone Rotary Club.

We have also taken our 'mobile museum' handling collection of 20<sup>th</sup> century artefacts out to The Spires, and Halden Heights – and have received a request for a similar visit from Bowles Lodge in Hawkhurst. The 'memory sessions' are very popular with residents, providing valuable opportunities for these members of our community to engage in conversations and activities they might otherwise not experience.

**TENTERDEN AND DISTRICT MUSEUM**

**Income and Expenditure Account for the year to 31 December 2025**

	<b>2025 YTD</b>	<b>25 Budget</b>	<b>2024</b>
<b>INCOME</b>			
Admissions	6102.00	6300	7044.00
Shop sales	3427.25	2500	3184.50
Christmas shop	8757.62	9000	9322.00
Raffle	161.00	0	
OTC donations	819.36	450	725.08
Big Donations & Bequests	2279.55	0	1418.00 U3A & TDRA
Subscriptions & New members	660.00	300	820.00
Events/Tours/Experiences	1333.35	1200	2086.00
Grants	0.00	500	0.00
Gift Aid	1787.87	500	1552.95
2024 accruals	408.72	200	626.56 Xmas card refund
Bank interest received	355.98	400	417.95
<b>Total Income</b>	<b>26092.70</b>	<b>21350.00</b>	<b>27197.04</b>
<b>EXPENSES</b>			
Rent, rates & water	231.50	225	208.45
Light and heat	3515.46	3200	3192.00
Insurance	225.30	820	809.11
Equipment, repairs & maintenance	328.99	450	0.00 Induction loop service
Fire & Security	569.74	1000	589.00
Telephone & broadband	335.11	350	307.49 New deal £75 owed
Outreach & schools	297.39	300	184.23
Printing,stationery & postage	270.71	300	149.76
Sundry expenses	110.40	150	4.75
Membership	0.00	100	0.00
Conservation & displays	21.00	600	235.95
IT	499.39	500	69.53 new pc
Events/Tours/Experiences	693.41	800	792.68
Training & Team building	123.62	200	178.72
Publicity	237.81	400	383.00 ATTA,brochures
Card Payment fees	166.36	300	229.70
Shop Purchases	1932.31	1500	1808.84
Xmas Card Purchases	4903.41	5000	6552.31
2024 accruals	851.50	750	2351.34 Xmas cards & QFSM
<b>Total Expenses</b>	<b>15313.41</b>	<b>16945</b>	<b>18046.86</b>
<b>Surplus</b>	<b>10779.29</b>	<b>4405.00</b>	<b>9150.18</b>
<b>ONE OFF ACTIVITIES</b>			
	<b>Income</b>	<b>Expenses</b>	<b>Budget</b>
Disabled Access Project	770.00	1194.92	500.00 Gazebo & printer
Fire Risk Assessment	0.00	0.00	
Entrance Room Project	0.00	0.00	
Special Exhibition	0.00	4999.92	4000.00
Tapestry Room	0.00	144.40	
Sampler Appeal	0.00	8117.54	10000.00
<b>Total One-off Projects</b>	<b>75.00</b>	<b>14456.78</b>	<b>14500.00</b>
<b>OVERALL Deficit</b>	<b>-2832.49</b>		

**BALANCE SHEET as at 31 December 2025****CURRENT ASSETS**

Savings Account	35357.71	42001.73
Current Account	8253.06	4457.61
Cash in hand	86.28	70.20

<b>Total cash</b>	<b>43697.05</b>	<b>46529.54</b>
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<b>STOCKS</b>	<b>3605.53</b>	<b>3465.78</b>
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Section A Independent Examiner's Report

Report to the trustees/ members of

Charity Name  
TENTLEDEN AND DISTRICT MUSEUM ASSOC

On accounts for the year ended

31 DECEMBER 2025

Charity no (if any)

1,195,539

Set out on pages

1 + 2

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31/12/2025

Responsibilities and basis of report

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

Independent examiner's statement

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 the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

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:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn 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:

[Signature]

Date:

24-3-2026

Name:

DAVID JOHN PAYNE

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

ICAEW

Address:

SPORTSMAN FARM,  
ST MICHAELS, TENTLEDEN  
TN30 69Y

**TENTERDEN AND DISTRICT MUSEUM ASSOCIATION**

England & Wales - Charity number 1195539

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# Accounts

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# Tenterden & District Museum Association Report and Accounts 2024

Compiled: January 2025

## Highlights from the Curator by Robin Wilkins/Naomi Dickins

This year hit new heights again – with paying visitor numbers higher than last year, our volunteer team expanded to record levels, and a sound financial performance including a significant investment in our programme to improve facilities for the disabled. These are directly attributable to the hard work by the team - on the special exhibition, members evenings, tours, experience nights, publicity, outreach and activity in schools, including the Tenterden Tapestry anniversary event.

Our major activities included:

- The winter project in the Entrance Room. All wall displays were re-worked to better explain the early history and development of the Town. A 'talking heads' display was introduced featuring Robert and Alice Brekynden, explaining the lives of a ship-builder and his homemaker wife. Two mannequins were clothed as the characters in period costumes specially made for the display by Sue Hatt & Hilary Wilkins.
- The Special Exhibition which was created by Sue Hatt and members of the U3A, addressing aspects of life in Tenterden in the period 1400-1600. A special presentation evening was delivered by the team and 120 copies of a book to complement the event were donated, all proceeds going to Museum funds.
- Members Evening talks, which proved even more popular than last year with most sessions delivered to capacity audiences. We are grateful to Mike O'Neill for organising and all who presented their subjects.
- Conducting more guided tours and delivering an expanded range of Museum Experiences. A Georgian-period Murder Mystery, by the writers' group, puzzled the packed audiences who attended.
- Celebrating the 50<sup>th</sup> Anniversary of the Tenterden Tapestry by inviting pupils at the Junior School to create a new panel showing changes over the last 50 years. This was unveiled in July by the Mayor, Sue Ferguson, Margaret Maisie – inspiration behind the original work, and the children.
- More local history lessons for pupils in Rolvenden, St Michaels, Wittersham and Tenterden schools.
- Taking part in Spirit of Tenterden. Despite the atrocious weather, we met over 200 visitors.
- Local Authors Day - featuring even more authors whose books we sell in the Museum.
- Hosting the Mayors Benefit Evening in April and the new Lord Warden on his visit in November.
- Providing a venue for 6 Folk Festival sessions. Over 170 visitors attended these events.
- Supporting the Local History Society Coffee Morning in October with a selection of autumnal artefacts.
- An Egg Hunt and a Halloween Scavenger Hunt, with support from Tesco, delighted children and families.
- Taking 20<sup>th</sup> century artefacts to residents at Halden Heights, Acacia House and The Spires who would otherwise not be able to visit the Museum. Talks were also given to St Michaels WI, Headcorn History Society and Northiam History Society. We also featured in Kent Life magazine with an article about the Tenterden Tapestry.

We held in-person events at the Museum for our AGM in May, Patrons & Guests Evening to coincide with the opening of the Special Exhibition and Steward training events.

We also supported James Matthews' work experience. He typed up results from some of our Enquiries in exchange for information from the whole management team, learning all about how we run the Museum.

### **Strengthening our Organisation**

We appointed Naomi Dickins as Deputy Curator in March. She has gradually taken on many of the Curator duties during the year and will take over as Curator with her new team in April 2025.

Our Advisory Board met, in February to review progress in 2023. Naomi will be taking a more direct approach to stakeholder input, so this body will no longer meet.

We added 4 new Stewards to the volunteer team this year and said goodbye to Jennie Ellerington and John Weller. We are also utilising skills outside of the Steward team to help us with Social Media, Technology and Genealogical Research.

30 new members joined the Association this year.

Thank you all for your continuing support.

## Accounts Summary for 2024

We had another good year financially. We made a surplus on our ongoing activities of £9,150 due to better-than-expected admissions, shop sales, donations, new members and events/tours/experiences. This almost covered all our one-off/project activities leaving us with £46,500 in the bank for the future.

INCOME	2024	Budget	2023	Notes
Admissions	7044.00	6000	6421.00	1
Shop sales	3184.50	2000	2559.90	2
Christmas shop	9322.00	10000	10633.21	2
OTC donations & Donated books	775.08	300	1344.44	3
Big Donations & Bequests	1218.00	0	600.00	3
Subscriptions & New members	820.00	200	1320.00	4
Events/Tours/Experiences	2236.00	1000	1827.00	5
Grants	0.00	500	1000.00	6
Gift Aid	1552.95	975	1274.79	7
2023 ABC error refund	626.56			9
Bank interest received	417.95	200	276.49	7
<b>Total Income</b>	<b>27197.04</b>	<b>21175.00</b>	<b>27256.83</b>	
<b>EXPENSES</b>				8
Rent, rates & water	208.45	200	182.21	
Light and heat	3192.00	3200	2896.40	
Insurance	809.11	780	1085.44	
Equipment, repairs & maintenance	0.00	300	346.18	
Fire & Security	589.00	400	330.79	
Telephone & broadband	307.49	400	353.82	
Outreach & schools	184.23	300	265.79	
Printing,stationery & postage	149.76	350	294.68	
Sundry expenses	4.75	150	36.56	
Membership	0.00	100	0.00	
Conservation & displays	235.95	600	55.50	
IT	69.53	500	488.46	
Events/Tours/Experiences	792.68	500	675.99	
Training & Team building	178.72	200	242.67	
Publicity	383.00	350	215.65	
Card Payment fees	229.70	315	238.57	
Shop Purchases	1808.84	1500	1312.08	
Xmas Card Purchases	6552.31	7500	6849.68	
2023 invoices o/s	2351.34			9
<b>Total Expenses</b>	<b>18046.86</b>	<b>17645</b>	<b>15870.47</b>	
<b>Surplus/deficit</b>	<b>9150.18</b>	<b>3530.00</b>	<b>11386.36</b>	
<i>Net Cost of One-off Projects</i>	<i>-9649.67</i>			
<b>OVERALL Surplus/Deficit</b>	<b>-499.49</b>			
<b>CASH</b>				
Savings Account	42001.73		38583.78	
Current Account	4457.61		6551.88	
Cash in hand	70.20		1893.37	
<b>Total cash</b>	<b>46529.54</b>		<b>47029.03</b>	
<b>STOCKS</b>	<b>3465.78</b>		<b>2246.80</b>	

**ONE-OFF ACTIVITIES**

10

	<i>Income</i>	<i>Expenses</i>	<i>Budget</i>	
Exceptional items		239.00	500.00	Projector
Rolvenden School sessions	280.00	280.00		
Disabled Access Project	0.00	6083.50	2500.00	stairlift £4500
Fire Risk Assessment	0.00	1200.27	1200.00	
Entrance Room Project	0.00	688.02	1000.00	lighting, wallboards,etc
Talking heads/Special Exhibition	0.00	1230.48	2000.00	talking heads hardware £400 grant from KCC
EPOS project	400.00	608.40		Members
<b>Total One-off Projects</b>	<b>680.00</b>	<b>10329.67</b>	<b>7200.00</b>	

**Notes to the accounts****1. Visitors and Outreach**

	<b>2024</b>	<b>2023</b>	<b>Change</b>	<b>Comments</b>
Paying Adults	2399	2049	+17%	Visitors Oct-Dec charged £2 this year
Free	1319	2087	-37%	No free entry Oct-Dec
Events	1017	729	+40%	All events
Schools/Outreach	779	514	+51%	Tapestry anniversary, class lessons & outreach to local care homes
<b>Total</b>	<b>5514</b>	<b>5379</b>	<b>+2.5%</b>	

Overall visitor and outreach numbers show a 2.5% increase on 2023. Paying visitors were up, in part due to charging visitors throughout to close in December - In 2023 we allowed free entry from October onwards. Events and schools activity were boosted by the celebration of the 50<sup>th</sup> Anniversary of the Tenterden Tapestry. We also engaged with our local care homes, sharing items from the Museum with them.

**2. Shop sales & Christmas sales**

	<b>2024</b>	<b>2023</b>	<b>Increase</b>	<b>Comments</b>
Shop sales	3184.50	2559.90	+24%	Increased book & shop sales
Christmas sales	9322.00	10457.21	-11%	Declining card sales

Sales of Christmas cards reflect the downward trend in sending cards but c£2k of admissions, donations and shop/book sales were made during this period. Sales of shop items and books netted the museum profits of nearly £2.5k this year.

**3. Donations, donated books and event sponsorship**

Our biggest donation, nearly £1.2k came from sales of the U3A Street Names book. Another £400 came from sales of the U3A book created to complement the Special Exhibition. We are grateful to all those who donated books, raising £735 for our funds. Generous donations in kind were made by Hilary Wikins and Sue Hatt for the Special Exhibition. The Patrons Evening was sponsored by Cathy & Maurice Dalton, John Weller and David & Suzanne Payne.

**4. Patrons & Members**

We didn't sign up any new Patrons, but an astonishing 30 new members joined us this year.

**5. Events, Tours, Experiences and Members Nights**

A tour was conducted for Bybrook W.I. and 3 Museum Experience Nights were run – Tales of Old Tenterden and 2 Murder Mystery Nights. We hosted the Mayors' Benefit Night in April and ran monthly Members Evenings. These activities generated a surplus of £1400.

## **6. Grants**

We have not applied to the Town Council for a grant yet this year. We will consider making a request for funds towards our winter projects if they meet with their criteria for awarding funds.

## **7. Gift Aid and interest earned**

Gift Aid was boosted by the generous donation 'in kind' of the Tenterden Street Names book and other generous donations. Interest rates rose this year giving us a better return on our Savings Account.

## **8. Expenses**

Expenses were tightly controlled again this year and came in under budget. Those most at variance to the budget/last year include

- Fire & Security – was inflated by the purchase of new keys following the fitting of a new door.
- Outreach & Schools included the purchase of materials for the new Tapestry Panel
- Publicity costs included reprinting copies of our Museum Brochure.
- IT was lower than planned due to the overpayment of hosting charges last year.
- Events, Tours & Experiences spend was higher due to more activity (generating more profit).

## **9. Carried over from 2023**

£2350 of invoices from 2023 and an overpayment to Ashford Borough Council were included in the accounts for this year. Outstanding invoices for this year amount to £751.50.

## **10. One-off Project Activity**

Both Winter projects were delivered under budget. The **Entrance Room upgrade** cost £688 to install better lighting and new wall -boards. The **Special Exhibition** including the new Talking Heads display featuring Robert and Alice Brekynden cost £1230. We continued to invest in our **Disabled Access Project** and installed a stairlift costing £4500. We also invested in a Front Desk EPOS system to simplify daily activities for our Stewards. We obtained a grant through Mike Hill to help pay for this. A further **Fire Risk Assessment** has been undertaken following the installation of the stairlift. The invoice for this is outstanding at the end of year, but money was spent this year addressing the requirements of the last assessment.

## **11. One-off exceptional items**

£239 was spent on a new projector to better support our presentation activities.

## **12. Cash and Bank**

Our overall deficit for the year was £500, so we end the year close to where we started with £46.5k in the bank and cash. This will enable us to continue to upgrade the Museum facilities and maintain a sensible reserve of 12 months funds.

## **13. Stocks**

Our stock valuation has been increasing over the past years due to increased stocks of books and surplus Christmas cards giving us stocks worth c£3500.

## **Publicity, Communications and Social Media**

Significant progress has been made by Debbie Greaves on our Facebook and Instagram social media platforms this year.

- Our Facebook page is now enjoyed by over 1000 followers. We are using Facebook to post pictures such as "Then and Now" and ask questions such as "Where in the Weald"
- Our following on Instagram is now over 900. We are using Instagram to promote and record Museum events such as short film clips from the Folk Festival.

We continue to provide a quarterly newsletter to our members and have a blog site for interested users. We also track and respond to comments on TripAdvisor, are featured on the Chamber of Commerce website and are grateful to My Tenterden for creating our posters and advertising our activities. Our website continues to be updated and maintained by Jerry D'Arts.

## **Schools Activities by Peter Foster, Naomi Dickins and Sue Hatt**

Schools activities experienced a significant increase again this year.

Rolvenden School enjoyed a series of 3 activities organised by Sue and funded by grants which produced a map of the world (based on the Mappa Mundi) and some delightful mini-books which have been on display in the Museum this year. They also did a Museum Takeover Day in May.

Our major activity with Tenterden Juniors, led by Naomi and Peter, involved creating a new panel for the Tenterden Tapestry to mark the 50<sup>th</sup> Anniversary. The whole school were invited to contribute ideas for what should go on the panel and a small team of pupils created it, with guidance from Peter and Naomi. A grand unveiling took place in July by Sue Ferguson, the Mayor and Margaret Maisie, the inspiration behind the original panels. The event was attended by over 120 people including former pupils who are featured in the border of the Tapestry. Catering for the event was done fabulously by St Michaels W.I.

Peter and Naomi also conducted a record number of school visits with new work packages requested by the schools

- January – Tenterden Juniors – Smuggling
- February – Wittersham School year 3&4 – New Stone Age
- March – Wittersham School year 5 – New Stone Age
- April – Wittersham School visit to the Museum
- April -Rolvenden School - workshops
- April – Tenterden Juniors visit to see the Tapestry
- May – Rolvenden School - Takeover Day
- June – Tenterden Junior – Tapestry Panel creation workshops
- October – Tenterden Juniors Year 5 - smuggling
- December – St Michaels – World War II, the Home Front

We are happy to work with staff to create new work packages to complement the National Curriculum.

### **'Kids Zone' Activities in the Museum**

We have added a new puzzle to the collection of activities in the Kids Zone. This year we have also been giving away fragments of Roman building materials from the Smallhythe dig.

## **Genealogy Enquiries by Colin Young**

A total of 50 enquiries have been responded to by Colin Young and the research team (Debbie Greaves, Jack Gillett and John Weller) on behalf of the Museum and the Local History Society.

- 23 relating to family,
- 11 relating to property,
- 16 general enquiries.

In addition to Colin's enquiries, the Museum has responded directly to other queries and supported many local people with pictures and information from our archives.

We are grateful to Colin, Jack Gillett, Debbie Greaves and John Weller for the support they give to answering enquiries from our visitors and other members of the public.

## **Special Exhibitions by Sue Hatt**

This year our Special Exhibition featured aspects of life in Tenterden between 1400-1600. A team from the U3A researched issues including Education, Medicine, Transport, Industry, Ship-building, the Gentry, life for women, buildings on the High Street and produced wall posters and in-depth presentations for the interactive system. A talk was given on the subjects in September and a book was produced with 100 copies donated to the Museum. We are also grateful to Dr Andrew Richardson who loaned us items from the period, dug up at Lossenham and to Hilary Hodgson and Hilary Wilkins for loaning us textile items for display.

## **Members Evenings by Mike O'Neill**

This season of Members' Evening talks were even more popular than last year. Most nights had a capacity audience with some people having to be turned away. Membership has increased because of these talks.

This season's talks featured

April – Hop Picking Reminiscences by Peter Foster.

May – The Tenterden Tapestry by Naomi Dickins.

June – From the Crown to the Print Room – a postcard tour by Jack Gillett.

July – Metal Detecting at Heronden Hall by Erich Schlijker.

August – Weights and Measures by Paul Ryley.

September – Textiles including those at the Museum by Naomi Dickins.

The success of these sessions means we will continue with another season next year.

## **Outreach Activities**

This year we took items from the Museum out into the Community for some of our residents who are not easily able to visit the Museum. We took items from the 20<sup>th</sup> Century Room to show audiences in Halden Heights, Acacia House and The Spires. We were particularly keen to extract their reminiscences of having and using these items in the past. Some of them joined in enthusiastically sharing their memories. The residents at The Spires made a voluntary collection and donated £42!

We are happy to engage with other groups who would like us to visit, or to provide talks, as we did this year for the Northiam History Society, St Michaels W.I. and Headcorn History Society.

<b>Museum Accounts 2024</b>	<b>2024</b>	<b>24 Budget</b>	<b>2023</b>
<b>INCOME</b>			
Admissions	7044.00	6000.00	6421.00
Shop sales	3184.50	2000.00	2559.90
Christmas shop	9322.00	10000.00	10633.21
OTC donations & Donated books	725.08	300.00	1344.44
Big Donations & Bequests	1418.00	0.00	600.00
Subscriptions & New members	820.00	200.00	1320.00
Events/Tours/Experiences	2086.00	1000.00	1827.00
Grants	0.00	500.00	1000.00
Gift Aid	1552.95	975.00	1274.79
2023 ABC error refund	626.56		
Bank interest received	417.95	200.00	276.49
<b>Total Income</b>	<b>27197.04</b>	<b>21175.00</b>	<b>27256.83</b>
<b>EXPENSES</b>			
Rent, rates & water	208.45	200.00	182.21
Light and heat	3192.00	3200.00	2896.40
Insurance	809.11	780.00	1085.44
Equipment, repairs & maintenance	0.00	300.00	346.18
Fire & Security	589.00	400.00	330.79
Telephone & broadband	307.49	400.00	353.82
Outreach & schools	184.23	300.00	265.79
Printing,stationery & postage	149.76	350.00	294.68
Sundry expenses	4.75	150.00	36.56
Membership	0.00	100.00	0.00
Conservation & displays	235.95	600.00	55.50
IT	69.53	500.00	488.46
Events/Tours/Experiences	792.68	500.00	675.99
Training & Team building	178.72	200.00	242.67
Publicity	383.00	350.00	215.65
Card Payment fees	229.70	315.00	238.57
Shop Purchases	1808.84	1500.00	1312.08
Xmas Card Purchases	6552.31	7500.00	6849.68
2023 invoices o/s	2351.34		
<b>Total Expenses</b>	<b>18046.86</b>	<b>17645</b>	<b>15870.47</b>
<b>Surplus/deficit</b>	<b>9150.18</b>	<b>3530.00</b>	<b>11386.36</b>
<b>ONE-OFF ACTIVITIES</b>			
	<b>Income</b>	<b>Expenses</b>	<b>Budget</b>
Exceptional items		239.00	500.00
Rolvenden School sessions	280.00	280.00	
Disabled Access Project	0.00	6083.50	2500.00
Fire Risk Assesmmnt	0.00	1200.27	1200.00
Entrance Room Project	0.00	688.02	1000.00
Talking heads/Special Exhibition	0.00	1230.48	2000.00
EPOS project	400.00	608.40	
<b>Total One-off Projects</b>	<b>680.00</b>	<b>10329.67</b>	<b>7200.00</b>
<b>OVERALL Surplus/Deficit</b>	<b>-499.49</b>		
<b>CASH</b>			
Savings Account	42001.73		38583.78

Current Account	4457.61	6551.88
Cash in hand	70.20	1893.37
<b>Total cash</b>	<b>46529.54</b>	<b>47029.03</b>
<b>STOCKS</b>	<b>3465.78</b>	<b>2246.80</b>
Check should be zero	0.00	

Street Names £1018

keys

WoT/Tapestry panel

Signs

Patrons, Mayors benefit

New brochures

Projector

stairlift £4500

lighting, wallboards, etc  
talking heads hardware  
£400 grant from KCC Members



**Section A Independent Examiner's Report**

**Report to the trustees**

Charity Name  
Tenterden and District Museum Association

**On accounts for the year ended**

31 December 2024 **Charity no** 1,195,539

**Set out on pages**

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 December 2024.

**Responsibilities and basis of report**

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

I report in respect of my examination of the 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 £25,000 and I am qualified to undertake the examination by being a qualified member of The Institute of Chartered Accountants in England and Wales.

I have completed my examination. I confirm that no material matters have come to my attention 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 Charities 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..

**Signed:**

**Date:**

22/04/2025

**Name:**

Emma Scott

**Relevant professional qualification**

The Institute of Chartered Accountants in England and Wales

**Address:**

Sportsman Farm, St Michaels,  
Tenterden, Kent, TN30 6SY

Museum Accounts 2024	2024	24 Budget	2023
<b>INCOME</b>			
Admissions	7044.00	6000	6421.00
Shop sales	3184.50	2000	2559.90
Christmas shop	9322.00	10000	10633.21
OTC donations & Donated books	775.08	300	1344.44
Big Donations & Bequests	1218.00	0	600.00 Street Names £1018
Subscriptions & New members	820.00	200	1320.00
Events/Tours/Experiences	2236.00	1000	1827.00
Grants	0.00	500	1000.00
Gift Aid	1552.95	975	1274.79
2023 ABC error refund	626.56		
Bank interest received	417.95	200	276.49
<b>Total Income</b>	<b>27197.04</b>	<b>21175.00</b>	<b>27256.83</b>

<b>EXPENSES</b>			
Rent, rates & water	208.45	200	182.21
Light and heat	3192.00	3200	2896.40
Insurance	809.11	780	1085.44
Equipment, repairs & maintenance	0.00	300	346.18
Fire & Security	589.00	400	330.79 keys
Telephone & broadband	307.49	400	353.82
Outreach & schools	184.23	300	265.79 WoT/Tapestry panel
Printing,stationery & postage	149.76	350	294.68
Sundry expenses	4.75	150	36.56
Membership	0.00	100	0.00
Conservation & displays	235.95	600	55.50 Signs
IT	69.53	500	488.46
Events/Tours/Experiences	792.68	500	675.99 Patrons,Mayors benefit
Training & Team building	178.72	200	242.67
Publicity	383.00	350	215.65 New brochures
Card Payment fees	229.70	315	238.57
Shop Purchases	1808.84	1500	1312.08
Xmas Card Purchases	6552.31	7500	6849.68
2023 invoices o/s	2351.34		
<b>Total Expenses</b>	<b>18046.86</b>	<b>17645</b>	<b>15870.47</b>
<b>Surplus/deficit</b>	<b>9150.18</b>	<b>3530.00</b>	<b>11386.36</b>

#### ONE-OFF ACTIVITIES

	Income	Expenses	Budget
Exceptional items		239.00	500.00 Projector
Rolvenden School sessions	280.00	280.00	
Disabled Access Project	0.00	6083.50	2500.00 stairlift £4500
Fire Risk Assessment	0.00	1200.27	1200.00
Entrance Room Project	0.00	688.02	1000.00 lighting, wallboards,etc
Talking heads/Special Exhibition	0.00	1230.48	2000.00 talking heads hardware
EPOS project	400.00	608.40	£400 grant from KCC Members
<b>Total One-off Projects</b>	<b>680.00</b>	<b>10329.67</b>	<b>7200.00</b>

#### OVERALL Surplus/Deficit

**-499.49**

#### CASH

Savings Account	42001.73	38583.78
Current Account	4457.61	6551.88
Cash in hand	70.20	1893.37
<b>Total cash</b>	<b>46529.54</b>	<b>47029.03</b>
<b>STOCKS</b>	<b>3465.78</b>	<b>2246.80</b>

Check should be zero 0.00

**TENTERDEN AND DISTRICT MUSEUM ASSOCIATION**

England & Wales - Charity number 1195539

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# Accounts

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# Tenterden & District Museum Association Report and Accounts 2023

Compiled: February 2024

## Highlights from the Curator by Robin Wilkins

This year hit new heights – with visitor numbers the second highest in the last 30 years, our volunteer base expanded to record levels, and a sound financial performance giving us the ability to deliver even more projects than we planned. This is directly attributable to the hard work by the team on the special exhibition and its related talks and activities, members evenings, tours, experience nights and activity in schools.

Our major activities included:

- The winter project in the Agriculture Room. All the tools were re-displayed, labelled, and documented. Some wonderful research was conducted by our Member volunteers Barbara Gatward and Trevor Waite and the steward team of Naomi Dickins, George Beckingham, Jonathan Harrison and Hilary Wilkins.
- The Tapestry Room V&A cabinets were mounted on wheels, by Jonathan and his team and a set of new chairs were purchased to enable us to hold talks and presentations in comfort there.
- The outside of the Museum was given a green/garden theme with new benches and planters.
- A single Special Exhibition themed on Kent: The Garden of England. New wall posters were put up each month to launch a new strand e.g. the Horticultural Society, Managing an Estate in the 21<sup>st</sup> Century, Cherry Collingwood. These talks were complemented by events and visits, like the talk done by Nat Cohen and our visit to Small Hythe to view the results of this year's dig. Our speakers were first class, and the complementary activities were very popular.
- We launched a new series of free Members Evening talks. On the last Thursday of each month, a knowledgeable speaker treated Members to a detailed explanation about some items in our collection.
- More guided tours were conducted, and an expanded range of Museum Experiences played to larger audiences. The Love Stories were written for us by one of the writers' groups using the Museum.
- At the start of the year, we joined in with the nationwide Wild Escape initiative delivering a programme of stories and arts-based activities into Rolvenden, St Michaels and Tenterden Schools. Funded by South-East Museums, KCC and the Basil Russell Trust and using artefacts from the Museum, the nature-themed activities perfectly complemented the Special Exhibition, and the school children created a wonderful installation of eggs and birds which was displayed in the Museum all year.
- Lessons to over 514 children in Rolvenden, St Michaels, Wittersham and Tenterden schools this year.
- Local Authors Day was run again featuring even more authors whose books we sell in the Museum.
- We took our nature themed activities to the K&ESR event in September to complement their trail.
- We hosted the 30<sup>th</sup> Anniversary Exhibition for the Folk Festival. Over 120 visitors viewed the event.
- An Egg Hunt and a Halloween 'Ghost Hunt', with support from Tesco, delighted children and families.
- Talks for the Tenara and St Michael's W.I. were delivered and featured items from our collection.
- Nature-themed art exhibitions from students at The Grange and the Wealden Arts Group.

We were able to hold in-person events for our

- AGM in May, held for the first time using our new presentation space in the Museum.
- Patrons & Guests Evening to coincide with the opening of the Special Exhibition.
- Stewards & Volunteers for both training and social events.

We also

- Ran another Internship for Grace Easton who helped us with our cataloguing activities in exchange for information from the whole management team, learning all about how we run the Museum.

### Strengthening our Organisation

Our Advisory Board met twice this year, in February to review progress in 2022 and in November to review the Forward Plan that they helped to construct. The next meeting will review progress in 2023.

We added 6 new Stewards to the volunteer team this year and have 3 more to train when the new season starts. Half of the Steward team are involved with the management and running of the Museum. We are also utilising skills outside of the Steward team to help us with Social Media, Technology and Research.

Sadly, we lost Alan Topley, steward, and Gerald Webber, former Chair, who both died this year.

12 new members and four new Patrons joined the Association.

Thank you all for your continuing support.

## Accounts Summary for 2023

We had another good year financially. We made a surplus on our ongoing activities of £11,000 due to better than expected admissions, shop sales, donations, donated books and tours/experiences. This almost covered all our one-off/project activities leaving us with over £47,000 in the bank for the future.

Museum Accounts 2023	2023 Actual	2023 Budget	2022	Notes
<b>INCOME</b>				
Admissions	6421.00	5250	5643.75	1
Shop sales	2559.90	2000	2468.04	2
Christmas shop	10457.21	10000	11082.39	2
OTC donations & Donated books	1368.44	300	2056.84	3
Big Donations & Bequests	600.00	0	330.00	3
Subscriptions & New members	1320.00	200	906.00	4
Events/Tours/Experiences	1889.00	750	1312.00	5
Grants	1000.00	1000	1000.00	6
Gift Aid	1274.79	300	656.18	7
Bank interest received	276.49	30	27.96	7
<b>Total Income</b>	<b>27166.83</b>	<b>19830.00</b>	<b>25483.16</b>	
<b>EXPENSES</b>				
Rent, rates & water	182.21	150	113.15	
Light and heat	2896.40	3200	1734.25	
Insurance	1085.44	575	772.16	
Repairs & maintenance	346.18	300	139.20	
Fire & Security	330.79	400	405.20	
Telephone & broadband	353.82	250	223.78	
Outreach & schools	265.79	250	50.00	
Printing, stationery & postage	294.68	350	333.28	
Sundry expenses	36.56	150	49.83	
Membership	0.00	100	0.00	
Conservation & displays	55.50	550	591.11	
IT	488.46	250	171.92	
Events/Tours/Experiences	675.99	350	315.59	
Training & Team building	242.67	175	174.50	
Advertising	215.65	350	239.77	
Card Payment fees	224.81	250	238.71	
Shop Purchases	1312.08	1500	1557.01	
Xmas Card Purchases	6849.68	7500	5057.91	9
<b>Total Expenses</b>	<b>15856.71</b>	<b>16650</b>	<b>12167.37</b>	
<b>Surplus/deficit</b>	<b>11310.12</b>	<b>3180.00</b>	<b>13315.79</b>	

**ONE-OFF ACTIVITIES**

10

	Income	Expenses	Budget	
Exceptional items		770.55	500.00	11
Agriculture Room		6679.87	10000.00	
Experiences/Mini theatre		798.77	1000.00	
Wild Escape	2240.00	5026.44	4000.00	
Disabled Access Project	1000.00	249.37	2500.00	
Greening Project	1550.00	2304.16	2000.00	
Fire Risk Assessment		540.00	500.00	
<b>Total Income &amp; Expenses</b>	<b>4790.00</b>	<b>16369.16</b>		
<b>Project Deficit</b>	<b>-11579.16</b>			

	This Year	Budget	Last Year
<b>OVERALL Surplus/Deficit</b>	<b>-269.04</b>	<b>-15320.00</b>	<b>6641.12</b>

**CASH**

12

Savings Account	38583.78		34307.29
Current Account	6551.88		9425.48
Cash in hand	1893.37		3565.30
<b>Total cash</b>	<b>47029.03</b>	<b>31978.07</b>	<b>47298.07</b>

**STOCKS**

3354

2246.80

13

**Notes to the accounts****1. Visitors and Events**

	2023	2022	Increase	Comments
Paying Adults	2049	1971	+4%	Free entry from Oct 5 <sup>th</sup> vs Oct 31 <sup>st</sup> last year
Free	2087	1162	+80%	Children, Members, Disabled, Carers, Others
Events	729	523	+39%	All events
Schools	514	138	373%	Visits, Wild Escape, Class lessons
<b>Total</b>	<b>5379</b>	<b>3794</b>	<b>+42%</b>	

2023 is second only to 2010 for the largest visitor numbers in 30 years. Paying visitors were capped by the early start of "free visits" in October. There was a significant increase in children, members and free concessions. Events and School numbers are reported separately this year, showing the huge increase in schools activity.

**2. Shop sales & Christmas sales**

	2023	2022	Increase	Comments
Shop sales	2559.90	2468.04	+4%	Increased book sales
Christmas sales	10457.21	11082.39	-6%	Adverse weather

Book sales continue to boost shop sales. Sales of Christmas cards was slightly disappointing, but it rained almost non-stop through November. Shop and card sales make a very significant contribution to funds.

**3. Donations, donated books and event sponsorship**

Our donations income included £100 from the company who filmed here last year and a £500 bequest in memory of Audrey Holdstock. Donated books brought in £360. Over-the-Counter small donations jumped

from £562 last year to £1008. Generous donations for the Greening Project came from the Schlaijker family, Norman & Laura Brice, Cathy & Maurice Dalton and Nick Hudd. The Patrons Evening was sponsored by Cathy & Maurice Dalton.

#### **4. Patrons & Members**

Paul Summers, Erich Schlaijker, Pat McIntyre and John Crawford enrolled as new Patrons this year and 12 new members joined the Association.

#### **5. Events, Tours & Experiences**

Three Museum Experience Nights were run – Adventure Stories, Love Stories and Ghost Stories. 4 Guided tours were run for Shadoxhurst History Club, Headcorn LHS, Cycling Club and Cranbrook Museum.

#### **6. Grants**

We are grateful to the Town Council who gave us a grant of £1000 this year which will be directed towards our Disability Access Project.

#### **7. Gift Aid and interest earned**

Gift Aid was boosted by the generous donation 'in kind' of the Tenterden Street Names book and other generous donations. Interest rates rose this year giving us a better return on our Savings Account.

#### **8. Expenses**

Expenses were tightly controlled again this year and came in under budget. Those most at variance to the budget/last year include

- Utilities were all significantly higher than last year due to increased charges.
- Insurance is higher than budgeted due invoice date changes from Ashford Borough Council.
- Repairs and Maintenance was inflated by a £220 spend on a new door lock and keys.
- Outreach & Schools spend included consumables for our children's Saturday Club.
- IT spend included new animation software for our Talking Heads project.
- Events, Tours & Experiences spend was higher due to more activity (generating more profit).

#### **9. Unpaid bills**

£2350 of goods purchased were not invoiced/unpaid at the end of this year compared with £1250 last year.

#### **10. One-off Project Activity**

Both Winter projects were delivered under budget. The **Agriculture Room upgrade** cost under £7k and the **Presentation Facilities** cost less than £1k. The **Wild Escape** project activity was entirely covered by grant income from SE Museums, KCC and the Basil Russell Trust. **Disabled Access Project** was initiated following an audit paid for by SE Museums. A grant of £1k was provided by them to help towards the cost of improvements topped up by £1500 underspend from their previous grant (for Experiences). We have only just started this project and further costs and activities will take place over the Winter and fall into next year. The **Garden/Greening Project** was added to our projects during the year and was part funded by generous sponsors. A **Fire Risk Assessment** has been undertaken (a legal requirement) and some expenses will be incurred on activities during the Winter to address shortcomings.

#### **11. One-off exceptional items**

£144 was spent on new heaters to try to keep the Stewards warm in cold periods. A payment error of £626 was made in relation to an ABC invoice which has been recovered (in 2024 accounts).

#### **12. Cash and Bank**

Our overall deficit for the year was £270, so we end the year pretty much as we started with about £47k in the bank and cash. A useful sum to enable us to continue to upgrade the Museum facilities and maintain a sensible reserve of 12 months funds.

#### **13. Stocks**

Our stock valuation has been increasing over the past years due to increased stocks of books and surplus Christmas cards this year adding about £800.

## **Auditors Comments from Chapel Court Accountancy Services**

I've reviewed the two files you left with me together with earlier spreadsheets. There are no apparent outstanding anomalies which have been identified.

A couple of observations on the file contents

1. Not all expense claims have been signed off as formally approved by a second party before payment was made.
2. I'm sure there is a working system but there are no physical signs on the invoices in most cases of who has approved payment of specific invoices and, if a higher level of cost incurred that a second person has also agreed the amount as OK to be paid.

### **General points**

1. Is it worth transferring some of the funds held in the Santander account periodically into an interest-bearing account or would the likely interest be minimal and therefore not worth the hassle involved?
2. I don't know if the Museum has considered whether it might be beneficial from a net income perspective to VAT register – unlikely desirable (but still worth checking if beneficial) given what a complex area VAT for museums can be and the extra time input involved in preparing returns if registration was applied for?

### **Advisory Board**

In the 21<sup>st</sup> Century, museums are expected to play a key role by ensuring that local heritage is protected, preserved, and promoted to all sectors of the community. We have created an Advisory Board to help us respond to the needs of the various groups we aim to serve. We have representatives from Tenterden Town Council, Ashford Borough Council Heritage Dept, Arts Council/South East Museums, the Local History Society, The Col. Stephens Railway Museum, Tenterden Schools Trust, local clubs and societies, Museum Association Members and Museum Volunteers to serve on this Board. The Board met twice in 2023 and assisted in the production of the Forward Plan which was reviewed and approved in November. It will meet again in February 2024 to review our progress.

### **Publicity, Communications and Social Media by Debbie Greaves**

Significant progress has been made by Debbie Greaves on our Facebook and Instagram social media platforms this year.

- Our Facebook page is now enjoyed by over 900 followers, up from 793 last year. We are using Facebook to post pictures such as "Then and Now" and ask questions such as "Where in the Weald"
- Our following on Instagram is now up to almost 900 from 689 last year. We are using Instagram to promote and record Museum events such as short film clips from the Folk Festival.

We continue to provide a quarterly newsletter to our members and maintain a blog site for interested users edited by Sue Hatt. We also track and respond to comments on TripAdvisor, are featured on the Chamber of Commerce website and are grateful to My Tenterden for advertising our activities. Our website continues to be updated and maintained by Jerry D'Arts.

## **Young People and Schools Activities by Peter Foster and Sue Hatt**

Schools activities experienced an enormous increase in activities year. Interactions with the children hit an all-time high.

Wild Escape provided the initial activity in Rolvenden, St Michaels and Tenterden Junior Schools. Helen Tozer, a story-teller took in our egg collection and stuffed birds, introducing the idea of birds hatching and escaping to their perfect world. Anna Saunders, an artist followed up with sessions to make eggs and birds which were made into an installation hanging in the Agriculture and Buildings Rooms at the Museum for Earth Day in April. The project was conceived, managed and funding arranged by Sue Hatt.

Peter Foster conducted a record number of school visits with new work packages requested by the schools

- January – Tenterden Infants
- March – St Michaels – World War I, the Home Front
- June – Tenterden Junior School visit the Museum
- June – Wittersham School, years 3,4,5 – Hop picking
- October – St Michaels – World War II, the Home Front
- October – Tenterden Juniors visit the Museum to study the 1960's
- December – Tenterden Juniors – Smuggling

In addition to the above, other work packages on Shipbuilding and the New Stone Age are now available for delivery into schools and more can be tailored to meet curriculum needs on request.

### **'Kids Zone' Activities in the Museum**

In addition to What's in the Box, Haul Away, Trap the Rat and a Medieval Ship Puzzle, a Tweet of the Day has been added to complement the Special Exhibition. The Kids Zone in the Reserve Collection Room offers colouring, object handling alongside various museum trails for the children. A special nature-themed trail was added for the Special Exhibition.

## **Genealogy Enquiries by Colin Young**

A total of 63 enquiries have been responded to by Colin Young and the research team (Debbie Greaves, Jack Gillett and John Weller) on behalf of the Museum and the Local History Society.

- 30 relating to family,
- 14 relating to property,
- 19 general enquiries.

In addition to Colin's enquiries, the Museum has responded directly to other queries and supported many local people with pictures and information from our archives.

We are grateful to Colin, Jack Gillett, Debbie Greaves and John Weller for the support they give to answering enquiries from our visitors and other members of the public.

## **Special Exhibitions by Sue Hatt**

This year we had a single Special Exhibition based on the theme, Kent: The Garden of England. Each month introduced a new sub-theme which was reflected in a new wall poster, talk and event. The talks and events were of the highest standard and brought in many visitors.

April – Horticultural Society talk by Cathy Dalton and Mini-plant sale event.

May – Hole Park In the 21<sup>st</sup> Century by Edward Barham and visit to Hole Park with Cream Teas.

June - Cherry Ingram of Benenden talk by Ernest Pollard.

July – Talk and Tasting with Michael Dallaway of Cooks Yard in Northiam (cancelled for family reasons)

August – EC30 – New beginnings, establishing new roots by Sharon Doucy

September – Wine tasting evening (cancelled due to lack of interest)

October – Apple Day – all things apples – apples, produce, cakes and teas from the W.I

## **Members Evenings by Mike O'Neill**

We launched a new initiative this year to make Membership even more special. Monthly evening talks were held, designed to give members an exclusive opportunity to get 'up close and personal' with items from the collection. A talk, with items from the collection on display to examine more closely, followed by tea and biscuits to have the chance to discuss the session.

April – The Plantagenets by Colin Charmer (replacing the original session which had to be rearranged).

May – Take One Book – by Sue Hatt exploring the history of books and print with some of our early books.

June – Small Hythe archaeological digs by Nathalie Cole with follow up site visit in August.

July – The Street Names of Tenterden, by Richard Parsons explaining the origins of U3A's book.

August – Exploring the Museum Digital Assets by Robin Wilkins looking at our digital photos, videos etc.

September – Tenterden's Georgian Theatre by Eva Molloy.

The success of these sessions means we will continue them with another season next year.

## **History Explorers Saturday Club by Sue Hatt**

A full programme of Saturday Club sessions for children was established by Sue Hatt. Story-telling, making and colouring was included in each session due to a huge amount of preparation and work by Sue. Poor numbers, probably due to the competition for Saturday time caused us to shelve this idea for the time being. It was lovely to have the sound of excited young children in on Saturday mornings so we might try this again in future if we can attract a sufficient audience.

## AGM Business

	Resolution	For	Against	Abstain
1	To approve the Report and Accounts for 2023			
2	To re-elect Debbie Greaves as President			
3	To re-elect Robin Wilkins as Trustee			
4	To elect Naomi Dickins as Trustee			

### Audit role

During the year, David Payne resigned his role as Auditor. He advised that we did not need an auditor since our level of income/turnover did not require us to formally audit our accounts. We have continued the practice of having our accounts examined independently, this year by Chapel Court Accountancy. We will keep this under review but need not formally appoint an auditor at the AGM.

### Election of Trustees

Debbie Greaves has decided to stand down as a Trustee and relinquish her Publicity role on the Museum Management Team. She will continue to support Social Media and offers herself again as President.

Under our Constitution, Trustees are required to be elected every three years. The current Trustees were elected in 2022. A third of Trustees should stand down or be re-elected each year. Robin Wilkins will stand down and offer himself for re-election this year. Mike and Jonathan are due to stand down next year.

Naomi Dickins, a member of the Management Team, has offered to stand as a new Trustee for election at this meeting.

**TENTERDEN AND DISTRICT MUSEUM ASSOCIATION**

England & Wales - Charity number 1195539

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# Accounts

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# Tenterden & District Museum Association Report and Accounts 2022

Compiled :January 2023

## Highlights from the Curator by Robin Wilkins

This year we were finally free from Covid restrictions, but sadly not from the after-effects. There were noticeably less coaches and visitors in the town. Across the country, museums and art galleries reported visitor numbers lower than from before the pandemic. Tenterden Museum defied that national trend, and we recorded numbers of visitors and contacts which have only been higher once in the last ten years. This is directly attributable to the hard work by the team on special exhibitions, new initiatives and schools activity. Our major activities included:

- Our winter project in the Buildings Room. The doorway to the Reserve Collection was relocated to give easier access to the loft and the Buildings Room was repainted. The artefacts were redisplayed and new wallboards were created for the 3 displays. A new cabinet was purchased to display the Tenterden Theatre wallpaper. A new interactive system provides additional information on the exhibitions.
- A new harness display - created in the Tapestry Room, a textiles display in the Reserve Collection and the Cinemas display re-positioned in the 20<sup>th</sup> Century Room.
- Creating an attractive new web site – [www.tenterdenmuseum.co.uk](http://www.tenterdenmuseum.co.uk) - Jerry D'Arts is regularly updating this with new information.
- Publishing a new Museum brochure to market our new Tours and Museum Experiences.
- Helping Jane Mills create the new 'Town Trail' introducing families to major landmarks in the Town.
- Two brilliant and well attended Special Exhibitions – '40 Years a Potter' co-curated with William Barham and 'Royal Occasions' documenting Royal visits here, to complement the Queen's Platinum Jubilee.
- New guided tours for over 80 people on coach tours or from clubs and societies.
- Museum Experiences – readings of Ghost Stories with bubbles and canapes for our paying audiences.
- Visits from schools, cubs and brownies for over 160 children.
- A talk by Nat Cohen and a visit to Smallhythe for Members covering the National Trust Dig.
- A Local Authors Day to showcase the talent of the local authors whose books we sell in the Museum.
- A joint promotion with K&ESR featuring their Hop Special train journeys complemented by our Hop Exhibition in the Agriculture Room.
- A venue for 2 writer's groups who have been working in the Museum. One group has produced a set of Love Stories for our Museum Experience nights.
- A venue for three Folk Festival acts performing to over 100 visitors.
- A special Halloween 'Ghost Hunt' for children and families during the October half term break.
- Talks for the Macular Group and St Michael's W.I. featuring items from our collection.
- Providing a venue for the film 'Sound of Water' which used the Museum as a set in November.

We were able to hold in-person events for our

- AGM in May at the Social Hub attended by more members than for many years.
- Patrons & Guests Evening to coincide with the opening of the 40 Years a Potter exhibition.
- Stewards & Volunteers for both training and social events.

We also

- Refurbished 'Robey' the landmark portable steam engine outside the Museum.
- Ran our first Internship for Rachel Traves who helped us with our digital archive files in exchange for information from the whole management team, learning all about how we run the Museum.
- Participated in the Wheels of Time Launch in Dover and the Volunteering Day in Tenterden.

### Strengthening our Organisation

Our new Advisory Board met twice this year, an inaugural meeting in January and one in October to review the Forward Plan that they helped to construct. The next meeting in February will review progress in 2022. We added 3 new Stewards to the volunteer team this year and have 3 more to train when the new season starts. 2 more people have joined the Management Team to assist with Events and Members Nights to support new initiatives we have planned for 2023. Half of the Steward team are now involved with the management and running the Museum. We are also utilising skills outside of the Steward team to help us with Social Media and Technology activities.

12 new members and one new Patron joined the Association. Thank you all for your continuing support.

## Accounts Summary for 2022

We had a strong year financially. We made a surplus on our ongoing activities of £13,000 due to better than forecast admissions, shop & Christmas card sales, donated books and tours/experiences. This more than covered our one-off/project activities leaving us with over £47,000 in the bank for our future plans.

Museum Accounts 2022	FY 2022	2022 Budget	FY 2021	Notes
<b>INCOME</b>				
Admissions	5643.75	3125	2999.00	1
Shop sales	2468.04	1200	1687.14	2
			10761.6	
Christmas shop	11082.39	10000	7	2
OTC donations & Donated books	2056.84	300	653.98	3
Big Donations & Bequests	330.00	0	375.49	3
Subscriptions & New members	906.00	200	408.00	4
Events/Tours/Experiences	1312.00	450	530.00	5
Grants	1000.00	1200	1005.00	6
Gift Aid	656.18	350	437.18	
Bank interest received	27.96	0	4.04	
<b>Total Income</b>	<b>25483.16</b>	<b>16825</b>	<b>18861.5</b>	
			<b>0</b>	
<b>EXPENSES</b>				
Rent, rates & water	113.15	150	108.34	7
Light and heat	1734.25	2400	1833.07	
Insurance	772.16	575	145.60	
Equipment, repairs & maintenance	139.20	300	239.85	
Fire & Security	405.20	400	634.80	
Telephone & broadband	223.78	250	245.44	
Outreach & schools	50.00	250	75.49	
Printing, stationery & postage	333.29	350	354.32	
Sundry expenses	49.83	150	102.71	
Membership recruitment	0.00	100	0.00	
Conservation & displays	591.11	550	363.45	
IT	171.92	250	117.45	
Events/Tours/Experiences	348.59	350	307.28	5
Training & Team building	174.50	150	70.29	
Advertising	239.77	250	78.60	
Card Payment fees	247.43	150	151.21	
Shop Purchases	1557.01	750	400.79	8
Card Purchases	5171.95	7500	7392.50	8
<b>Total Expenses</b>	<b>12323.14</b>	<b>14875</b>	<b>12621.1</b>	
<b>Surplus</b>	<b>13160.02</b>	<b>1950</b>	<b>6240.31</b>	

ONE-OFF ACTIVITIES	FY 2022	Budget	FY 2021	
<b>Income</b>				9
Exceptional items			1180	
Experiences	3000	3000		
Wild Escape	2565			
<b>Total Exceptional Income</b>	<b>5565</b>	<b>3000</b>	<b>1180</b>	
<b>Expenses</b>				
Exceptional items	295.74		2540.8	10
			14021.9	
Store Room Project & cabinets			5	
Special Exhibitions Room			5420	
Buildings Room	11174.37	25000	0	11
Experiences	769.56	3000		9
			<b>21982.7</b>	
<b>Total Exceptional Expenses</b>	<b>12239.67</b>	<b>28000</b>	<b>5</b>	
<b>OVERALL Surplus/Deficit</b>	<b>6485.35</b>	<b>-23050</b>	<b>-14562.4</b>	
<b>CASH</b>				
			37279.3	
Savings Account	34307.29		3	
Current Account	9425.48		3448.28	
Cash in hand	3565.38		85.19	
<b>Total cash</b>	<b>47298.15</b>	<b>17762.8</b>	<b>40812.8</b>	
<b>STOCKS</b>	<b>2788.07</b>		<b>2246.8</b>	

## Notes to the accounts

### 1. Visitors and Events

	2022	2021	Increase
Paying Adults	1971	1502	+31%
Free	1162	438	+165%
Events	661	289	+129%
<b>Total</b>	<b>3794</b>	<b>2229</b>	<b>+70%</b>

Visitor numbers in 2021 were impacted by late opening due to Covid restrictions. In 2022 we have seen a healthy increase in the paying visitors and a large number of families, members and free concessions. We've also counted the number of people who came to visit the Museum while we were open selling Christmas Cards. Our Events numbers include school visits as well exhibitions and other events.

### 2. Shop sales & Christmas sales

	2022	2021	Increase
Shop sales	2468.04	1687.14	+46%
Cards 4 Good Causes	0	702.19	
Christmas sales	11082.39	10059.48	+10%

Shop sales have been significantly boosted this year by additional sales of books from local authors. Sales of Christmas cards was also significantly up (+10%) on last year.

### **3. Donations, donated books and event sponsorship**

Our donations income was swelled significantly by the sale of donated books. The biggest seller this year was the Tenterden Street names book which raised over £1100. Adrian Greaves donated 15 copies of his Map Book – Tenterden to the Sea which sold out raising £300. His first edition proof books raised a further £111. Peter Foster and William Barham also donated the proceeds of their book sales. Large donations were also received this year from Paul Chapman, Cathy & Maurice Dalton, Nick Hudd, Paul Summers and Hilary Wilkins. The Patrons Evening was sponsored anonymously with wine provided by Graham Latter.

### **4. Patrons & Members**

William Barham was enrolled as a Patron this year and 12 new members joined the Association.

### **5. Events, Tours & Experiences**

Our Ghost Stories Museum Experience was delivered twice and raised £375. Guided tours raised over £480.

### **6. Grants**

We are grateful to the Town Council who gave us a grant of £1000 this year.

### **7. Expenses**

Expenses were tightly controlled again this year and came in under budget. Those significantly at variance to the budget/last year include

- Light & heat – electricity charges came in under budget and last year due to careful usage. Increased charges will mean higher bills again next year.
- Insurance is higher than budgeted due irregular invoicing from Ashford Borough Council.
- Telephone & broadband costs are reduced by an introductory discount.
- Training & team building costs were slightly higher due to an extra social event for volunteers.
- Card payment fees were higher due to the increased use of cards and increased sales.

### **8. Shop, books, and card purchases**

Shop purchases exceeded budget due to the significantly higher number of books purchased. Some invoices are outstanding from Christmas card purchases, but we still spent less than budgeted.

### **9. One-Off Grant Income**

Two grants were received from South-East Museums this year. We applied for £3000 towards the costs of generating additional income from Tours and Experiences. We did not incur many of the costs anticipated due to the generosity of storywriters and performers who donated their services for free. The grant of £2565 for the Wild Escape will be spent in 2023.

### **10. One-off exceptional items**

A total of £296 was spent on a name-badges for the Stewards

### **11. Buildings Room project**

Just over £11000 was spent refurbishing the Buildings Room. A cabinet was purchased to display the Tenterden Theatre wallpaper, wallboards were created for the 3 displays – the theatre, the town buildings and brewing and pubs, and a new interactive system purchased to provide more detailed information on the display items. Improved access was created to the Reserve Collection and the Loft and the Buildings Room was redecorated. The £25,000 budget allocated was underspent.

## Advisory Board

In the 21<sup>st</sup> Century, museums are expected to play a key role by ensuring that local heritage is protected, preserved, and promoted to all sectors of the community. We have created an Advisory Board to help us respond to the needs of the various groups we aim to serve. We have recruited representatives from Tenterden Town Council, Ashford Borough Council Heritage Dept, Arts Council/South East Museums, the Local History Society, The Col. Stephens Railway Museum, Tenterden Social Hub, Tenterden Schools Trust, local clubs and societies, Museum Association Members and Museum Volunteers to serve on this Board. The Board met twice in 2022 and assisted in the production of the Forward Plan which was reviewed and approved in October. It will meet again in February 2023 to review our progress.

## Young People and Schools Activities by Peter Foster

After 2 years of restrictions due to Covid we were finally able to fully engage again with schools and young people.

- Peter Foster visited Northiam School in February with a work package for Year 5 on 'The Big Freeze' looking at the impact of the harsh winter of 1750. Children from the school visited the Museum in July to see artefacts discussed on that and the previous visit in December 2021 when shipbuilding at Smallhythe was presented.
- In June, Peter visited Wittersham School with a work package for years 3,4 and 5 on shipbuilding.
- Visits from Tenterden Primary and Benenden School had to be postponed due to the excessively hot weather in July when these visits were scheduled.
- A work package on Smuggling was delivered to 2 classes at Tenterden Juniors in December.
- We were delighted to host visits from the Cubs in July and the Brownies in October again.
- We facilitated the internship of Rachel Traves from Highworth School who asked if she could learn more about the internal workings of the Museum. All members of the Management Team contributed to that insight.

We have a major programme lined up for early 2023, enabling junior school children from Tenterden and St Michaels to join in with the nationwide Arts Fund 'Wild Escape' initiative. Designed to introduce young children to the importance of ecology, biodiversity and climate change, it will culminate in an exhibition of their work in the Museum on Earth Day – April 22<sup>nd</sup>. We hope this will further strengthen and deepen our relationship with our local schools.

## 'Kids Zone' Activities in the Museum

We've added to the Kids Zone activities around the Museum with a new "Trap the Rat" game in the Agriculture Room. A Medieval Ship puzzle has been purchased to add to the activities in the Store Room for 2023. We will also look to add some more items for the children to handle and examine.

## Publicity, Communications and Social Media by Debbie Greaves

Significant progress has been made by Debbie Greaves on our Facebook and Instagram social media platforms this year.

- Our Facebook page is now watched by 793 followers, up from 651 last year. We are using Facebook to post pictures such as "Then and Now" and ask questions such as "Where in the Weald"
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A total of 64 enquiries have been responded to by Colin Young on behalf of the Museum and the Local History Society.

- 33 relating to family
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- 10 general enquiries.

In addition to Colin's enquiries, the Museum has responded directly to other queries and supported many local people with pictures and information from our archives.

We are grateful to Colin, Jack Gillet, Debbie Greaves and John Weller for the support they give to answering enquiries from our visitors and other members of the public.

## Special Exhibitions by Sue Hatt

This year we had two Special Exhibitions. The first, '40 Years a Potter' was co-curated with William Barham. It was based on his book about the life of Dorothy Watson, who latterly ran the Bridge Pottery in Rolvenden. She had an interesting life that was documented on the wallboards and in the interactive system presentations. The exhibition also featured some of her delightful pottery from William's own collection.

This was a very popular exhibition, with many visitors coming to the museum just to see the pottery and read her story. William has been kind enough to donate the proceeds of his book sales at the Museum.

The second exhibition, entitled 'Royal Occasions' featured visits to the town and district by Royalty.

Wallboards and presentations detailed visits from the early Kings to inspect their ships in Smallhythe right up to recent visits by Queen Elizabeth II, Princess Diana, the Queen Mother and the Princess Royal. The exhibition was intended to complement the Platinum Jubilee celebrations but was overtaken by the death of Her Majesty, Queen Elizabeth II.

Next season we will be doing something different, with a single exhibition, featuring 'Kent – the Garden of England' and a set of events to run alongside in support of the main exhibition themes.

## AGM Business

	<b>Resolution</b>	<b>For</b>	<b>Against</b>	<b>Abstain</b>
1	To approve the Report and Accounts for 2022			
2	To appoint David Payne as Auditor			

### **Election of Trustees**

Under our new Constitution, Trustees have to be elected every three years. Since we elected the Trustees last year, no further elections are required this year. The current Trustees, Debbie Greaves as President, Jonathan Harrison as Vice President, Mike Hill as Chair and Robin Wilkins as Curator, all remain in post and are willing to do so for the next year.