



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 50th 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 20th 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
Total Income	27197.04	21175.00	27256.83	
EXPENSES				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
Total Expenses	18046.86	17645	15870.47	
Surplus/deficit	9150.18	3530.00	11386.36	
Net Cost of One-off Projects	-9649.67			
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	
Total cash	46529.54		47029.03	
STOCKS	3465.78		2246.80	

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
EPOS project	400.00	608.40		£400 grant from KCC Members
Total One-off Projects	680.00	10329.67	7200.00	

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

	2024	2023	Change	Comments
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
Total	5514	5379	+2.5%	

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 50th 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

	2024	2023	Increase	Comments
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 50th 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 Schlaijker.

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 20th 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.

Museum Accounts 2024	2024	24 Budget	2023
INCOME			
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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		
Total Expenses	18046.86	17645	15870.47
Surplus/deficit	9150.18	3530.00	11386.36
ONE-OFF ACTIVITIES			
	Income	Expenses	Budget
Exceptional items		239.00	500.00
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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	
Total One-off Projects	680.00	10329.67	7200.00
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
Total cash	46529.54	47029.03
STOCKS	3465.78	2246.80
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

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OVERALL Surplus/Deficit

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CASH

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