

# CLOVERLANDS MODEL CAR MUSEUM

England & Wales · Charity number 1198716

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2022-04-25

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

## Contact

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**Address** Cloverlands Model Car Museum  
The Station  
Llanfair Caereinion  
Powys  
SY21 0SF

**Phone** 01938 810592

**Email** [ANDREWCHARMAN@MACACE.NET](mailto:ANDREWCHARMAN@MACACE.NET)

**Website** [www.cloverlands.org](http://www.cloverlands.org)

## Activities

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**Objects:** THE OBJECTS OF THE CIO ARE:TO ADVANCE THE EDUCATION OF THE PUBLIC IN THE HISTORY AND DEVELOPMENT OF MOTOR TRANSPORT BY THE PRESERVATION AND DISPLAY OF MODEL CARS, PICTURES AND PHOTOGRAPHS AND OTHER MOTOR MEMORABILIA AND ALSO TO PRESERVE AND DISPLAY THEM TO EDUCATE AND INSPIRE PEOPLE OF ALL AGES.

**Activities:** The charity runs a model car museum as part of a larger visitor centre in Llanfair Caereinion, Powys SY21 0SF

## Classification

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- **How:** Provides Advocacy/advice/information
- **What:** General Charitable Purposes, Education/training, Arts/culture/heritage/science, Recreation
- **Who:** Children/young People, The General Public/mankind

## Geography

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- Powys

## Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£2,312	£2,525	-	-
2023-12-31	£3,614	£2,369	-	-
2022-12-31	£7,789	£7,290	-	-

## Trustees

Name	Role	Appointed
ANDREW GEORGE CHARMAN		2022-06-16
COLIN MALCOLM BLICK		2024-03-13
Ian Percy Ward		2022-04-09
John Nunn		2022-04-09
Natasha Jane Williams		2026-01-28

**CLOVERLANDS MODEL CAR MUSEUM**

England & Wales - Charity number 1198716

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# Accounts

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**Cloverlands Model Car Museum (registered charity no 1198716).  
Annual Report 2024**

The 2024 season in Cloverlands Model Car Museum saw the small team running the museum endeavouring to improve the visitor experience, while planning to continue the overall redevelopment from a 'collection of collections' into a proper museum with enhanced educational and enjoyment for visitors. Such major work can only be carried out in the winter 'off-season' when the museum is closed to visitors.

Before Cloverlands opened at the end of April for the 2024 operating season alongside its host the Welshpool & Llanfair Light Railway (W&LLR – registered charity 1000378), the first phase of the museum redevelopment was successfully completed.

The collection of our founder Gillian Rogers, previously in several locations around the museum, was brought together on two walls, while all the model Formula One cars in the collection were brought together on an opposite wall in new cabinets purchased and constructed following three kind donations from two of the Trustees and a supporter. These cabinets formed the one major item of expenditure made during the year apart from the necessary annual insurance renewal.

The presence of these cabinets has seen us progress the 'Wall of Formula One' programme – a long-term project to display one example of every car that has competed in the F1 World Championship since it began in 1950. This currently comprises just over 1,000 cars, though it increases by 10 each year – at the end of 2024 the museum had around 400 F1 models.

The original intention had been to at least begin phase two of the project in the winter 2024-25 period – this would involve reorganising the displays in the centre of the museum to enable easier and more effective interpretation, with more informative displays such as the story of motoring in models and the rise and fall of the British diecast model.

However circumstances changed our plans when the W&LLR decided it needed to turn half of a room alongside the museum into more office space. We were offered the other half as extra display space, with an agreement that the Cloverlands team built the dividing walls – this occupied us to the end of 2024. Further delays would follow, but these are outside the scope of this report.

Finances have continued to greatly occupy the Cloverlands team. All volunteer organisations have seen declining donations and this continued to be the situation in 2024, providing us with very limited funds for developments. Until we can make these developments and provide a much better museum experience for the visitor we are unlikely to be successful with any applications to grant-funding bodies.

Also affecting our financial position was the continuing difficulty in transferring our bank accounts to new signatories following the retirement of the previous chairman. Remarkably this situation would persist well into 2025 before being resolved.

The other major issue remained attracting more volunteers to assist with running the museum, and we remain a very small team. We were very pleased to welcome back former trustee Ben Walters as a regular volunteer in 2024. We have also worked more closely with the W&LLR's own Connections Visitor Centre which one passes through to get to Cloverlands – volunteers from the two organisations now routinely work together to act as stewards to each other's collections.

At the very end of 2024 we were rocked by the unexpected passing of our trustee Max Tomlinson. As well as being the husband of our founder Gillian Rogers when she passed in 2021, Max was one of the museum's most regular and prolific volunteers and his loss would be keenly felt in 2025.

**Continued/**

## (2)

Donations of models to the museum continued to be made throughout the year though we carefully scrutinised each offer to ensure we did not accept models that we could make use of. At the very end of the year we were offered a remarkable collection of model cars that featured in the James Bond films, together with several items of movie memorabilia. We planned to install this display during 2025, feeling that with the correct promotion it will prove attractive in its own right, especially to fans of the films and not just to visitors who like model cars.

Also at the end of 2024 the W&LLR secured a grant of up to £410,000 from a Community Ownership Fund established by the previous Conservative Government, to carry out major refurbishment of its three-bay industrial unit, the first bay of which houses both Cloverlands and Connections.

This work would include replacing the life-expired roof and the cladding of all the exterior walls, followed by a second phase that would see interior refurbishment including the installation of a community space. At the very least the museums would gain a much more prominent and visitor-friendly entrance, but there was also the tantalising possibility of more display space being gained.

However the conditions of the grant would require the exterior work to be completed by December 2025 in order to secure the funding, and while the work was underway there could be no access to the site. Therefore the Cloverlands team ended 2024 in the knowledge that 2025 was likely to be a more difficult and potentially truncated year, with our plans to progress the museum likely having to be revised depending on the circumstances and potential opportunities we were provided with.

Receipts and Expenditure Account

Funds bought forward	£	£
		2269
<b>Receipts</b>		
Donations	1691.15	
Bank interest	20.95	
Specific donations	<u>600.00</u>	
	2312.10	
<b>Expenses</b>		
Refurbishment – new cabinets	1371.86	
Insurance	1059.04	
Bank charges	<u>93.65</u>	
	2524.55	
<b>Excess of receipts over expenditure</b>	<u>-212.45</u>	
Funds carried forward		-212.45
	<u>2269.00</u>	
	2056.55	
Represented by:		
West Bromwich Building Society	1197.51	
Unity Trust Bank	859.04	
Notes: for Charity Commission	Annual Receipts	2312.10
	Annual Expenditure	2524.55

A Charman .....  
Chair, Cloverlands  
25<sup>th</sup> October 2025



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# Accounts

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(1)

**Cloverlands Model Car Museum (registered charity no 1198716).  
Annual Report 2023**

Having moved into the Connections Visitor Centre of the Welshpool & Llanfair Light Railway (registered charity 1000378) in 2022, during 2023 Cloverlands Model Car Museum consolidated its presence, working to enhance its displays.

Trustee Andrew Charman had previously joined the Cloverlands board as the liaison between the museum and its hosts at the railway, where he is also a Trustee. Andrew's profession as a motoring journalist is considered a good fit for the museum.

At a Trustees meeting on 26 July 2023 chairman Bruce Lawson expressed his wish to retire from a management role with the museum and Andrew Charman was elected to succeed Bruce as Chairman. The Trustees formerly thanked Bruce for his pivotal contribution to the museum, particularly first setting it up as a public collection in Montgomery in 2015 and in the transfer of the museum to Llanfair Caereinion in early 2022.

At the 16 August meeting the Chairman presented proposals for the redevelopment of the museum, principally in two phases over two winter closed seasons, with the prime aim of transforming it from a number of bespoke collections displayed as donated, to a themed museum that would be more informative and educational to visitors.

The museum made an application to the National Lottery's Community Fund to help meet the costs of the redevelopment programme, principally the purchase of new display cabinets and graphical signage. Unfortunately the Lottery rejected the application, deciding it did not sufficiently meet the Fund's criteria. We were able, however, to begin the first phase of redevelopment over the winter 2023-24 period following a kind donation from a supporter that allowed the purchase of the display cabinets required.

The museum's major expenditure in 2023 was the creation of a new website. A digital 'News from Cloverlands' newsletter was launched, sent to a Friends mailing list approximately four times a year.

In November the museum was assessed by Visit Wales and as a result of a site visit was awarded a Quality Assured rating.

The museum continues to receive regular donations of models, but is having to refine its collecting policy to be more selective, to ensure there is duplication of models already in the collection and because display space is very limited. Under consideration is how better use can be made of the museum's second room that is shared with the railway – while containing sales items it is mainly used for storage.

**continued/**

(2)

The major challenge for the museum remains attracting sufficient funding. The Trustees have affirmed their view that an admission fee should not be charged and entry should be free with an appeal for donations. However since the Covid pandemic traditional donation boxes have been much less used as fewer people carry cash. The museum is working with the W&LLR to obtain a contactless donation machine to raise funds for both Cloverlands and the railway's Connections visitor centre in which the museum is located.

The other major challenge going forward is to attract more physical help with the management and development of the museum. The Cloverlands team is very small though people resources are shared with Connections.

Signed...  .....

Andrew Charman, Chair of Trustees  
Cloverlands Model Car Museum

Receipts and Expenditure Account

	£	£
Funds brought forward		1024
<b>Receipts</b>		
Donations - specific	1000	
Bank interest	10	
Donations	2604	
	<u>3614</u>	
<b>Expenses</b>		
Refurbishment - Connections	469	
Non-recurring expenditure	469	
Advertising and website	996	
Insurance	819	
Bank charges	52	
Mid Wales Tourism subscription	33	
	<u>2369</u>	
<b>Excess of Receipts over Expenditure</b>		<u>1245</u>
Funds carried forward		<u>1245</u>
		<u>2269</u>
<b>Represented by:</b>		
Cash at West Bromwich Building Society		1310
Unity Trust Bank		959
		<u>2269</u>
<u>Notes</u> For Charity Commission	Annual Receipts	£3,614
	Annual Expenditure	£2,369

C.B.Lawson FCA Trustee ..... C.B. Lawson .....  
5th October 2024

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# Accounts

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Receipts and Expenditure Account

	£
Funds brought forward	
<b>Receipts</b>	
Donations	1000
Bank Interest	6
PAVO Grant	3659
Commission	200
Takings including model sales	2924
	<u>7789</u>
<b>Expenses</b>	
Advertsing board	486
Cases and glass	2241
Refurbishment - Connections	1086
Moving	150
Main Sign	222
Sum Up machine purchase	113
Promotional video	590
	<u>4888</u>
Non-recurring expenditure	4888
Office expenses	390
Advertising and leaflets	841
Insurance	1085
Miscellaneous	29
Mid Wales Tourism subscription	57
	<u>7290</u>
Excess of Receipts over Expenditure	
Fund carried forward.	

**Represented by:**

Cash at West Bromwich Building Society  
Owed to Trustee

<u>Notes</u>	For Charity Commision Annual FReceipts	£7,789
	Expenditure	£7,290

2) Since 31 December 2022 principal activity has been payment of £1300 for development of the Website

3) The charity now has a working bank account with Unity Bank balance at 2:  
£395.00

Bruce Lawson FCA 24 April 2023

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525

499

**1024**

1594  
570

**1024**

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3 April