

**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.

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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 |
| Receipts | | |
| Donations - specific | 1000 | |
| Bank interest | 10 | |
| Donations | 2604 | |
| | <u>3614</u> | |
| Expenses | | |
| Refurbishment - Connections | <u>469</u> | |
| Non-recurring expenditure | 469 | |
| Advertising and website | 996 | |
| Insurance | 819 | |
| Bank charges | 52 | |
| Mid Wales Tourism subscription | 33 | |
| | <u>2369</u> | |
| Excess of Receipts over Expenditure | | <u>1245</u> |
| Funds carried forward | | <u>1245</u> |
| | | <u>2269</u> |
| Represented by: | | |
| 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