

War Memorials Trust

Annual Report and Financial Statements 2024-25

The Trustees of War Memorials Trust present their Annual Report and Financial Statements for the period 1st April 2024 to 31st March 2025.

The Financial Statements have been prepared in accordance with the accounting policies set out in Note 1 to the Financial Statements and comply with the Charities Act 2011 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1st January 2019).

Administrative details

Charity	War Memorials Trust	
Registered Charity Number	1201442	
Registered Office	70 Cowcross Street	London EC1M 6EJ
	Telephone	020 7834 0200
		0300 123 0764
	Email	info@warmemorials.org
	Website	www.warmemorials.org

Trustees

Lord De Mauley – appt Chairman 22 nd July 2025	Margaret Goodall
Randolph Churchill	Peter McCormick OBE - resigned 22 nd July 2025 as Trustee and Chairman
Philip Curme – appt 22 nd July 2025	John Peat (Vice Chairman)
Jonathan Gedling – appt 22 nd July 2025	Russell Walters (Treasurer)

Structure, governance and management

War Memorials Trust is a CIO governed by a constitution which was registered on 23rd December 2022. On 5th December 2024 the CIO was recorded as having merged with its previous iteration, governed by a Trust Deed and registered with the Charity Commission for England and Wales under the number 1062255 see www.gov.uk/government/publications/register-of-merged-charities. The name is the same and the work identical with the funds of the previous organisation transferred to the new. The Board of Trustees is responsible for strategic decision-making and the implementation of decisions to achieve the charity's aims and objectives.

The Trustees who served during the year and up to the date of signature of the Financial Statements were Peter McCormick OBE who resigned as Trustee and Chairman on 22nd July 2025, Randolph Churchill, Philip Curme appointed 22nd July 2025, Lord De Mauley appointed as Chairman on 22nd July 2025, Jonathan Gedling appointed 22nd July 2025, Margaret Goodall, John Peat and Russell Walters.

Changes occurred during the first meeting of 2025-26. Peter McCormick stepped down as Trustee and Chairman with Lord De Mauley appointed as the new Chairman. Philip Curme and Jonathan Gedling were appointed as new Trustees. The Board appoints Trustees using a combination of invitation and advertisement to recruit depending on the requirements identified. New Trustees receive a welcome pack containing relevant information and are invited to spend time in the office to learn about the charity as part of their induction. Trustees maintain a 'Register of interests' to monitor any conflicts and a 'Skills audit' is reviewed each meeting.

War Memorials Trust greatly appreciates the support of those in senior honorary roles including its Patron, HM The Queen, Vice Patrons across the UK and the President.

Patron	HM The Queen
Vice Patrons	
England	Roger Bardell; Sara Jones CBE
Northern Ireland	The Lord Rogan of Lower Iveagh
Scotland	Rear Admiral Roger Lockwood
Wales	Thomas Lloyd OBE, DL, FSA; Simon Weston OBE
President	The Rt. Hon. the Lord Cope of Berkeley

Trustees delegate the day-to-day running of the charity to staff. They are briefed regularly and hold quarterly meetings. The Director, Frances Moreton, is responsible for the management and administration of the charity, including governance and fundraising, and remained in post throughout the year. Alice Hollingsworth-Hallett was the Administrator until the end of December when she left for a new job. She supported colleagues and acted as the first point of contact for the Trust. Mediha Rasul joined in June 2025 as the new Administrator. Within the Conservation Team, Andrew McMaster and Emma Suckling continued as Conservation Officers during the year. Lucy Howson left from a Maternity Cover Conservation Officer role in April with another Conservation Officer Ffion Jones moving to a new job at the end of May. Samantha Bunning joined as a new Conservation Officer in August that year. Brogan Warren returned from Maternity Leave to her role as Public Engagement Officer in July.

The Trustees would like to thank all the staff who did a fantastic job maintaining the Trust's programme through the year. Despite changes within the Team, staff worked well to assist each other as well as maintain services for supporters and users.

War Memorials Trust has continued to benefit from the commitment of volunteers who generously provided their time and expertise to assist the charity. Several remote volunteers support activities focused on War Memorials Online and/or research. War Memorials Online Contributors assist the Trust's work around the country. The charity thanks them all for their vital, and ongoing, support.

Throughout the year staff reviewed Equality, Diversity and Inclusion (EDI) issues on a regular basis during their Team meetings, with colleagues sharing issues that related both to casework and employment. It remains the case that it is not felt appropriate for the charity to undertake EDI surveys as it could be hard to keep data anonymous with such a small number of staff members. Some datasets can be noted by reviewing the staff and Trustee details available at www.warmemorials.org/people.

The second half of the year saw the charity focus on an office move. After more than two decades with the Grosvenor Estate, with support from the Westminster Foundation, the charity has relocated to a smaller space. The Trust would like to thank Grosvenor and the Westminster Foundation for their assistance over the years. Its new office is in the shared Community space hosted by Alan Baxter's which is near Farringdon Station, in London. War Memorials Trust has a couple of desks alongside other organisations in the built environment sector. This includes architects, engineers and heritage charities. With fewer staff in London, the charity no longer required such a large office and had been aware of its need to move for some time. An opportunity arose and moving helped to reduce costs. The Director oversaw the move and, being the only member of staff located in London during quarter 4, this took up a significant amount of their time which impacted other activities as discussed later in the report. With a licence for the desks, rather than a lease, Note 18 shows no value going forward for Operating lease commitments.

Objectives

War Memorials Trust has referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing its aims and objectives and in planning future activities. In particular, the Trustees have considered how planned activities will contribute to the aims and objectives they have set. The main objectives and activities, and who the Trust seeks to help, are described below.

War Memorials Trust works to protect and conserve all war memorials within the UK. The charity promotes the importance of war memorials to ensure they continue to be an understood and cherished part of our local and national heritage. War Memorials Trust achieves this by providing financial assistance for conservation and repair projects, advisory and advocacy services and by acting as a key referral point for war memorial issues. The aims and objectives provide public benefit in the advancement of the arts, culture, heritage or science and the advancement of citizenship or community development as outlined in the Charities Act 2011.

In 2024-25, the aims and objectives of the Trust continued to be to protect and conserve war memorials within its areas of activity in the UK, Channel Islands and Isle of Man. To achieve its objectives the charity delivered on its five objectives for the period 2022-25; reporting on these is the focus of this Annual Report:

1. To improve the condition of war memorials, in their historic design and setting, to support their long-term preservation in-line with best conservation practice, sustainability and the challenges of climate change
2. To increase the understanding of best conservation practice including how to maintain, protect, repair and conserve war memorials appropriately as well as raise awareness of the support available from War Memorials Trust
3. To enhance public engagement with, and the recognition of local responsibility for, war memorials
4. To sustain access to grant funding to support repair and conservation works in-line with best conservation practice
5. To increase the money raised by the charity to deliver its vision to protect and conserve war memorials

In the previous three-year period, 2019-22, there had been an expectation of transition following the exceptional period associated with the centenary of World War I. The Covid pandemic added even more challenges. Through 2022-23, the first year of the Trust's new plan, there was a sense of returning to normal with expected post-centenary activities being delivered. 2023-24 generally settled into recognisable patterns although there was an exceptionally high grant spend towards the end of the year which acted as a reminder that interest will fluctuate and the charity needs to be able to respond to change.

In 2024-25, the final year of the 2022-25 3-year plan, many aspects of work remained consistent although with ongoing staffing changes resources were pressured. The office move was the major additional project taken on which meant that the Digital Engagement work, which had been planned for the period, was not completed. Grant expenditure fell; in part due to lower levels of funding being available and advice about eligibility being adjusted to reflect that. Disappointingly, two of the larger projects which had contributed to the very high level of Grant Offers in 2023-24 were declined as issues arose with the works which meant they could not be completed. This is discussed further within objective 4.

Financially, income dropped due to a fall in donations. As ever, the annual appeal to members and supporters was very well supported and the charity thanks everyone who contributed. Expenditure also dropped, mainly due to a fall in grant spend as fewer grants were awarded. In addition, more adjustments were made due to a review of outstanding awards and the subsequent cancellation, having chased applicants, of expired and unclaimed offers so modified spend was also lower. The grant commitment carried forward also fell as the number of new grants made were fewer whilst outstanding projects finished and were paid.

Looking ahead, 2025-26 sees the start of a new 3-year plan. This is very similar to 2022-25 but the imperative to address IT and Digital issues is vital. There is also awareness of the current financial challenges and the 'cost of giving' crisis. Many charities are finding fundraising increasingly difficult and the Trust has the same experience. The Bulletin will be reduced from 4 issues to 3 to keep costs manageable and the office move will see costs in 2025-26 fall compared to 2024-25. Ensuring sufficient staff resource is allocated to fundraising remains a major challenge.

Achievements and performance

War Memorials Trust seeks to protect and conserve war memorials across the UK. The charity has **objectives** for the period 2024-25 which are supported by **key indicators** to measure performance. Each indicator has benchmark data from previous years to compare activity. The 2014-19 period included one-off government funding which significantly increased the scale of the Trust's work. Therefore, comparisons need to be considered carefully and are not necessarily like-for-like.

Objective 1. To improve the condition of war memorials, in their historic design and setting, to support their long-term preservation in-line with best conservation practice, sustainability and the challenges of climate change

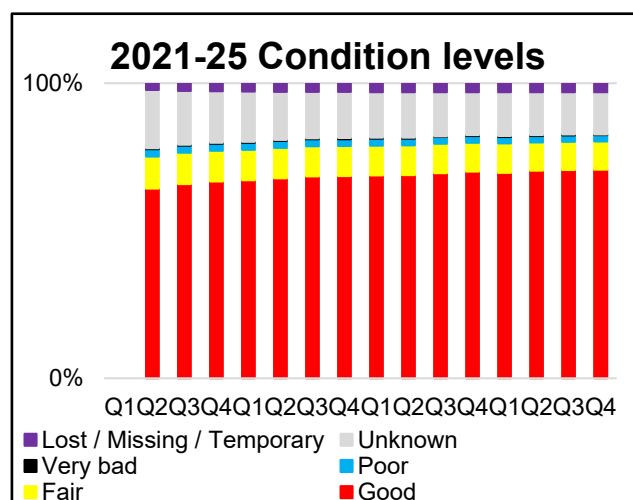
War Memorials Trust wants to ensure our war memorials are in the best possible condition. They were chosen by the family and friends of those commemorated, often many years ago, and it is important to encourage an understanding of, and respect for, the designs and settings selected.

a. Current condition statistics from War Memorials Online

There are an estimated 100,000 war memorials in the UK. On 31st March 2025, the website had 82,440 records, compared to 78,968 the previous year, showing the following current condition levels:

- 'Good' 71% (2023-24: 70%)
- 'Fair' 10% (10%)
- 'Poor' 2% (2%)
- 'Very bad' 0.3% (0.3%)
- 'Unknown' 14% (15%)
- 'Lost'/'Missing'/'Temporary' 3% (3%)

The percentage of war memorials in 'Good' condition continues to grow. The changes to the previous year's figures are a 1% increase in 'Good' and a 1% fall in the 'Unknown' categories. This indicates that the vast majority of those in an 'Unknown' condition are likely to be 'Good' and so as that grey colour on the graph shrinks the red should increase.



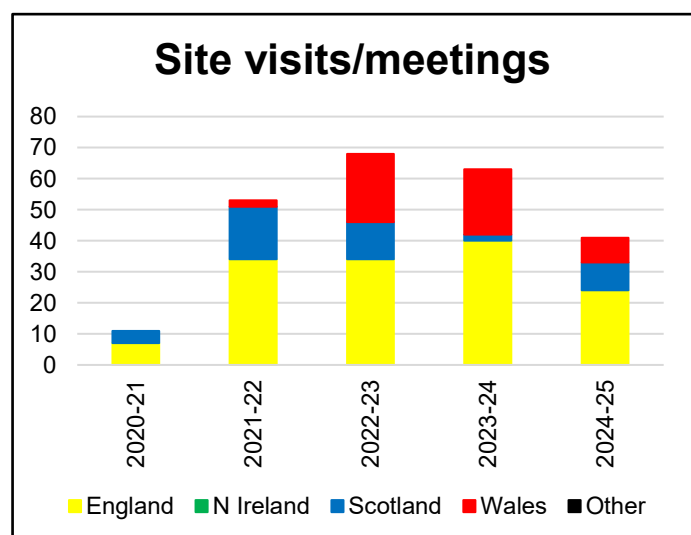
The data indicates that war memorials in 'Poor' and 'Very bad' condition equate to around 2.5% of the total, or 2,500. This means 1 in 40 war memorials may need work. The 'conservation deficit' or potential cost of addressing the condition of all war memorials that need help is shown below.

Year	Median Grant (£)	Potential cost of works for 2,500 memorials in 'Poor' / 'Very bad' condition (£)
2022-23	1,520	3.8 million
2023-24	3,250	8.1 million
2024-25	2,190	5.5 million

b. Number of cases worked on

The total number of cases worked on remained consistent at 2,334 (2023-24: 2,114) as did the number of new cases at 297 (2023-24: 287). These numbers reflect the ebb and flow of existing and new work each year. If new work slows down staff can follow up ongoing projects.

	Total new cases worked on - UK	Number of WMs worked on - UK
2020-21	351	1,957
2021-22	216	2,262
2022-23	211	2,242
2023-24	287	2,114
2024-25	297	2,334



c. Number of site visits / meetings

41 site visits were undertaken sustaining activity levels (2023-24: 66). These were spread around England, Scotland and Wales.

Site visits are important to monitor condition, meet custodians working on complex projects and help support training and development for staff. They will vary each year depending on need and staff capacity.

d. Number of views of key technical helpsheets/webpages alongside the Bulletin

The selected documents are key sources of advice for people engaging with the Trust. Activity has remained consistent showing the interest levels, with insignificant annual variations. It was identified that it is not possible to measure the number of helpsheets read as pdfs on the website, so new pages were added to the website in 2019 to improve the measurement of the page views for each helpsheet. Data collection is impacted by the browser privacy levels set by users so numbers may be higher.

	Contractors helpsheet	Stone cleaning helpsheet	Webpage: Helpsheets	Webpage: How to apply	Webpage: Quotes / tenders	Bulletin (distribution total)
2020-21	147	55	1,091	1,621	107	9,507
2021-22	192	75	989	1,489	130	9,095
2022-23	229	50	994	1,446	106	9,055
2023-24	165	52	891	1,480	79	8,800
2024-25	145	73	795	1,575	69	8,400

The number of people receiving the Bulletin, which promotes and explains the Trust's work, continued to fall, in part as people opt out of paper copies for environmental reasons. Implementing the Trust's GDPR policy also means more details are removed at regular points. When environmental concerns are raised the Trust provides details of how to access back-copies at www.warmemorials.org/bulletin-back-issues. The Trust's Supporter Survey still shows supporters overwhelmingly prefer a hard copy publication and at present the costs of an e-newsletter system do not justify the change, particularly when the costs of producing different publications for different formats, both technical and staff hours, are factored in. There will be a tipping point at some stage, when demand for an online version becomes more pressing, but that has not yet been reached. However, to help manage increasing printing and postage costs the number of Bulletin issues in 2025-26 will be reduced from 4 to 3.

e. Feedback from meetings and correspondence

Meetings are a mix of online and face-to-face depending on requirements and can include site visits. One site visit was arranged following an unsuccessful grant application. In response to the Application Form a deferral letter had been sent which outlined why a grant could not be made at that time, issues to consider and next steps to take if the custodian wanted to apply again. On attending a site visit with the applicant a few months later it was clear the letter had not been read. This represents one of the challenges for the charity. Sometimes there is no feedback to carefully prepared advice because people do not read it and there is no mechanism for the charity to ensure that they do. The benefit of the site visit was that it was a second chance to reinforce the points being made. However, with 100,000 war memorials across the UK and the equivalent of 2.3 full-time Conservation Officers it is impossible to provide a face-to-face meeting for all cases.

In the three-year plan for 2022-25, Objective 1 was expanded to recognise sustainability and the challenges of climate change. The heritage and conservation sectors are increasingly aware of, and looking to address, these issues. Some of the Trust's funders requiring recipients of support to demonstrate their contributions in this area. Conservation principles generally support sustainability, so this is not a new approach for the charity or the Trust following the latest trend which it is recognised can be a concern for some supporters. Ultimately, the best conservation practice concepts of minimum intervention, like-for-like materials and using traditional crafts have always been sustainable and promoting these is going 'back to basics' and dealing with some of the damage caused by 'modern' interventions using newer materials in recent years e.g. works to remove damaging cement mortars and returning to traditional lime products. Where climate change could be a factor in war memorial cases, e.g. sites being flooding more often or proposals to install electric car charging points nearby, the charity continues to consider proposals on a case-by-case basis with its primary focus being on the condition of the war memorial and any potential impact on people's ability to commemorate. This does not mean the Trust automatically opposes change. It reflects how the charity deals with questions about accessibility and enabling people to access a war memorial site. Each case is considered on its merits and any advice given will prioritise the long-term protection and conservation of the war memorial, whilst recognising other factors that the owners/custodians/communities are concerned about or seeking to address.

Overall, the Trust believes it has been successful in addressing this objective in 2024-25, with expected levels of activity becoming clearer. Response services were maintained, with those contacting the charity receiving support whilst others actively accessed information from the websites. The Trust could not always meet enquirers' desired timeframes but did its best to provide the right advice as soon as possible. The number of 'Poor' or 'Very bad' condition reports submitted to War Memorials Online was consistent, but those rated 'Good' has increased again. This suggests that the overall condition of war memorials is better than currently recorded. It appears that as those whose condition is 'Unknown' are checked, they reflect the overall distribution of condition levels meaning that most are in 'Good' condition. But with one in 40 war memorials potentially needing work, there remains work for the Trust to do.

Objective 2. To increase the understanding of best conservation practice including how to maintain, protect, repair and conserve war memorials appropriately as well as raise awareness of the support available from War Memorials Trust

Best conservation practice underpins the work War Memorials Trust does. This is the approach which highlights minimal intervention, using only methods and treatments which have been shown to reduce or avoid potential damage. Following these techniques gives our war memorials the greatest chance of preservation so that future generations can continue to pay their respects. The charity seeks to increase understanding of these principles, as well as awareness of how it can help implement them, amongst the public.

Indicators

a. Number of enquiries received and responded to

Verbal and public enquiries are non-technical questions raised by people or organisations. In 2024-25, 774 cases were dealt with, an increase on 542 the previous year. These enquiries are often on general issues such as how long to leave wreaths on a war memorial or how to find a family member's name. Other enquiries fall outside the Trust's core remit, e.g. they refer to medals or graves, but in such cases the charity directs people to the relevant source of help. The Trust's telephone number is more accessible than that of other organisations which the charity feels is important to sustain. Offering a free telephone service ensures access for those who prefer to communicate verbally or who are part of the 10% of the population without digital access. The websites offer a starting point for those who prefer to engage electronically.

	Verbal and public enquiries
2020-21	487
2021-22	631
2022-23	601
2023-24	542
2024-25	774

b. Grant applicant understanding of best conservation practice before/after a project

The revised Application Form, introduced in January 2022, included a question about how well people feel they understand best conservation practice. The Completion Report form asks a similar question. Data for grants offered in 2023-24 is provided below as the most recent year with a sizeable number of completed projects. The question asked is: "Rate your understanding of the term 'best conservation practice' and the principles it covers?"

	App Form		Completion		
	Total	Total %	Total	Current %	Total %
Excellent	8	23	2	8	6
Good	13	37	8	33	23
Average	7	20	12	50	34
Unsure but better than at the start	N/A	N/A	2	8	6
I am unfamiliar with it / It is new to me / No knowledge	3	9	0	0	0
Any additional comments	0	0	0	0	0
No Answer (often old App Forms)	4	11	3	0	9
	35	100	27	100	77

The six 'No Answers' at Completion are projects which declined their Grant Offer. Reviewing the remainder, it is positive that 8% feel their knowledge has improved (2022-23 Offers: 9%) and 41% indicate 'Excellent' or 'Good' (2022-23 Offers: 42%). It is interesting that the number indicating 'Excellent' has dropped which was the same the previous year. This may be due to people believing they understood the principles well but discovering more about them through the process leading them to adjust their personal assessment by the end. The fact that someone is stating no knowledge at the end probably means they took over an application during the project. This happens reasonably frequently so an applicant may be administering works without a full understanding of the background. Comparing the last couple of years, outcomes are very similar.

c. Casework which demonstrates staff engagement to explain best conservation practice or the role of War Memorials Trust

War Memorials Trust sees itself as a 'conservation charity that gives grants'. This means its casework is as important as grant-making as it helps improve the wider understanding of best conservation practice. Those interested in making a grant application are asked to submit a Grants Pre-application form to see if they are eligible. As part of that staff provide a summary of best conservation practice works which could be supported. Around a third of those sent an Application Form subsequently apply for a grant but for those that do not apply, the Trust can still help. One case which did not involve a grant saw the Contractor given a copy of the Pre-application response. They were unsure of elements of the work outlined by the Trust and telephoned to discuss this. It meant that a Conservation Officer could explain the best conservation practice approach the Trust would recommend and clarify terminology and methods which were known by different names. Both parties benefitted by improving their understanding of each other's approaches and the Trust was able to influence a project without grant funding. With funding increasingly limited it is important that the Trust is available to offer advice alongside grants.

Unfortunately, the Trust will not always be successful in advocating for best conservation practice and it is aware of cases where inappropriate works take place. The charity has no statutory powers, nor are there any rules around war memorials per se, so staff rely on persuasion to achieve the organisation's objectives, particularly if a war memorial is not covered by planning or ecclesiastical legislation. Grants can help incentivise people to use best conservation practice but if a community has determined a plan it can be a challenge to propose alternatives. Available resources and staffing capacity impact the extent to which the charity can engage with projects.

d. Website and social media activity

The levels of engagement with the charity through the websites and social media remained encouraging. Data collection is impacted by the browser privacy levels set by users so numbers may be higher.

	X (Twitter) followers	Instagram followers	<u>www.warmemorials.org</u> Unique visitors	<u>www.warmemorialsonline.org.uk</u> Unique visitors
2020-21	4,342	N/A	10,883	186,021
2021-22	4,442	N/A	9,708	181,119
2022-23	4,518	69	8,543	184,403
2023-24	4,530	76	9,143	192,000
2024-25	4,342	102	9,783	206,483

The websites and social media raise awareness of the help available as well as promoting the best conservation practice message. Both websites saw an increase in unique visitors which was welcome. There was limited social media activity in quarter 4 due to the office move and the absence of an Administrator. This may have impacted changes to user numbers but that may also relate to changing user habits. Instagram numbers remain low. When there is capacity to push awareness of the account, there is historic content ready for those exploring the charity's stories. The charity is on X @WarMemorials and Instagram @warmemorialstrust.

e. Coverage of the charity in the media

Media coverage assists the efforts to raise awareness. The charity records media coverage on its website at www.warmemorials.org/press.

All grant applicants are provided with advice on promoting their projects with a template press release so local coverage associated with projects makes up a reasonable percentage of the articles. Sometimes there is inaccurate information presented in the press and online. On these occasions the charity will make a judgement call about how to respond. A correction may be sought or alternatively the focus will be on dealing with the actual war memorial case by reaching out to those who may have incorrect information. The Trust produces an annual or bi-annual news statement with details of theft, vandalism and anti-social behaviour cases which is accompanied by an appendix of the war memorials impacted. This can be obtained at www.warmemorials.org/news where the charity features any pro-active media activity it undertakes.

	Articles	Enquiries	Interviews
2020-21	38	10	1
2021-22	59	12	0
2022-23	52	3	0
2023-24	19	12	0
2024-25	28	5	0

Overall, the charity continues to make positive progress on this objective. The public, communities and custodians are being supported with best conservation practice embedded in responses. The continued use of the charity's services shows there remains a need for this work.

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Objective 3: To enhance public engagement with, and the recognition of local responsibility for, war memorials

Many people remain unaware that responsibility for the care of war memorials remains with the communities who created them, whether that be geographical, religious, workplace, educational or service groups. Encouraging people to understand the role each individual plays, as part of those successor communities, in caring for our war memorials is vital to protect these memorials and ensure tomorrow's custodians will continue to do so in the future.

- a. Develop and deliver a Digital Engagement Strategy which offers a more holistic digital approach considering service users, supporters, the different workstreams of the charity and the three websites managed at the start of this period, www.warmemorials.org, www.warmemorialsonline.org.uk and www.learnaboutwarmemorials.org**

Introduced in the 2022-25 Strategic Plan was a focus on a Digital Engagement Strategy as the charity recognised that much of its IT needs to be upgraded. Through 2022-23, staff accessed webinars and training material around this subject. Discussions were held on specific issues and notes taken for future reference but limited capacity meant no formal progress was made. This continued through 2023-24 and 2024-25, as staff changes and other substantial projects, such as the change in charity structure, meant a lack of time to deal with this. The Trust is very aware that any digital project has the capacity to eat up money and time so it wants to ensure it can allocate appropriate resources to the planning and development of ideas before it even considers bringing in external support.

This issue is increasingly important as staff operate with outdated and disconnected systems. Efforts will be made to progress this in the next 3-years now that the office move has been completed and some changes made that were required in relation to that such as a change to the telephone system.

b. Number of War Memorials Online, www.warmemorialsonline.org.uk, Contributors

War Memorials Online relies on the support of volunteer Contributors who submit information, photographs and condition updates to the website. This information helps build a better understanding of the condition of war memorials and enables the charity to target war memorials in greatest need. Contributors can also raise their concerns on the system which can help staff respond more quickly as less administration is needed.

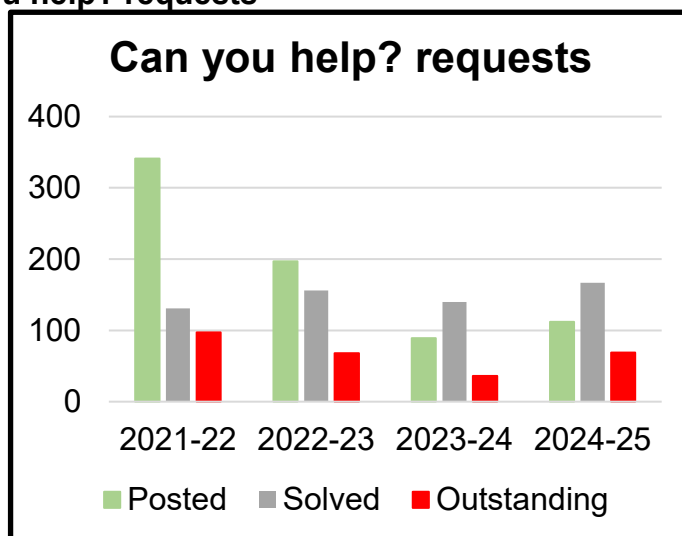
	Contributors
2020-21	6,958
2021-22	7,520
2022-23	8,115
2023-24	7,446
2024-25	3,022

The number of Contributors fell in 2024-25 as War Memorials Trust introduced an automatic removal of inactive accounts to provide a more accurate number on active users. Accounts to be removed are those which have not been logged into for five years or have been set up but not accessed within six months. A significant number of spam accounts are being created generating misleading data so the automatic deletion helps remove those without requiring staff input.

Some Contributors are on the website daily, others weekly, whilst some primarily engage whilst they are involved in a specific project. As the Grants Pre-application form is preferably submitted via War Memorials Online, applicants are often required to register if they are not already Contributors. This gets people involved early in the grant process and helps generate active user accounts. The Digital Engagement Strategy represents an opportunity to improve that experience and to gather more information to identify if War Memorials Online could be a tool to support regular monitoring and maintenance.

c. Level of engagement through 'Can you help? requests'

'Can you help? requests' are posted on War Memorials Online. These are cases where staff need assistance. Details are added to the website and promoted via social media and the Bulletin. Cases are identified with a specific website 'pin' and can be searched by location to enable people to identify how and where they can help. Some requests relate to checking on previous grant cases, others to active cases where, for instance, more photographs are needed, whilst others relate to anonymously posted concerns which have insufficient information.



'Can you help? requests' are proactive so the Trust may reduce the number of requests it posts to help manage workload and ensure timely responses. There are also fewer grant related posts as the number of offers has fallen since the centenary of World War I. In 2024-25, 112 cases were posted and 167 completed, indicating that even if new memorials are not added, people will continue to pick up older cases (2023-24: 89 posted, 140 completed).

Since the initiative launched 1,000 'Can you help? requests' have been posted. 70% have been completed with 30% outstanding.

d. Unique visitor numbers to www.learnaboutwarmemorials.org and views of resources on Times Educational Supplement

The Trust's education resources can be downloaded from its website or the TES website widening the range of potential users.

	www.learnaboutwarmemorials.org Unique visitors	Times Educational Supplement Resource views cumulative
2020-21	4,996	80,678
2021-22	5,903	81,746
2022-23	3,078	82,546
2023-24	1,023	83,165
2024-25	921	85,854

There has been a further decline in engagement with the educational material for young people available on the website, although they are still being accessed via the TES website. This is likely to be due to reduced awareness so the charity will be more proactive about promoting on social media in 2025-26. The website ensures the resources produced during the centenary of World War I remain available. They continue to be relevant to schools and youth groups and it is positive to see ongoing activity even at a lower level. Conservation Officers direct grant applicants and general enquirers to the resources where appropriate. Interest increased as normal in the autumn around Remembrance Day.

e. Number of views of key non-technical helpsheets alongside the Bulletin

Many public engagement enquiries relate to non-technical conservation questions. The number of people accessing material on the website is monitored to track interest. Comparing the last few years, there are variations but in general the indication is of sustained levels of activity, which shows the material is being used. Data collection is impacted by the browser privacy levels set by users so numbers may be higher.

	Add of names helpsheet	Ownership helpsheet	Researching the history helpsheet	Researching names helpsheet	FAQs on website
2020-21	68	156	109	61	2,102
2021-22	54	108	68	54	1,933
2022-23	80	131	104	78	1,772
2023-24	70	93	84	59	1,826
2024-25	42	77	45	35	1,852

Overall, this objective is being met. The charity is engaging with the public in a variety of ways and that activity should be improving people's understanding of war memorial issues. Staff also delivered some talks and attended events thereby reaching out to people across the country. The limited progress on the Digital Engagement Strategy is understandable as it is a major project that needs appropriate resourcing. As ever, the Trust wants to say a massive thank you to the volunteers who support its work and make a direct contribution to protecting and conserving our war memorials. The contributions of volunteers make a huge difference to our collective work to protect and conserve war memorials across the UK.

Objective 4: To sustain access to grant funding to support repair and conservation works in-line with best conservation practice

Supporting the repair and conservation of war memorials is a key aspect of the Trust's work. The one-off government funding for such works, made available during the centenary of World War I, meant that record numbers of projects were assisted. With that money allocated, there was an expected fall in offers in 2019-22, which was exacerbated by the Covid pandemic; this also had an impact on the total number of enquiries and applications. Spend has varied considerably through 2022-25 reminding the charity that this is an unpredictable area of activity and that messaging about the likelihood of an application being successful at 'Pre-application' stage can impact the number of full applications received.

Full details of the grant process are available at www.warmemorials.org/grants. These pages explain the types of work which can be funded, how to apply, extra sources of help and how to manage a grant. It also features examples of supported projects on the Grants Showcase.

a. Grant spend details

The value and numbers of grants fell significantly in 2024-25 compared to 2023-24:

Year	Number of grants	Value of all grants (£)	Average grant (£)	Median grant (£)	Conservation deficit (£)
2020-21	36	135,380	3,761	1,840	4.6 million
2021-22	34	132,310	3,891	1,855	4.6 million
2022-23	36	91,115	2,528	1,520	3.8 million
2023-24	33	191,950	5,817	3,250	8.1 million
2024-25	21	76,880	3,661	2,190	5.5 million

Of the 21 offers made and accepted before 31st March 2025, War Memorials Trust Grants Scheme supported 13 cases with grants totalling £27,120 whilst Grants for War Memorials, supported by Historic England, assisted 8 projects to share £49,760 (2023-24: WMTGS –20 - £130,610 and GfWM – 13 - £61,340). Two offers were declined.

The average and median grant figures fell in 2024-25. This impacted the conservation deficit figure, which represents the potential cost to ensure that all war memorials across the UK are in the best possible condition. Based on 2,500 war memorials needing work, it is calculated by multiplying that figure by the median grant award. Grant Offers ranged from £290 to £23,340 (2023-24: £280 and £25,000). In 2023-24, there were seven offers over £10,000 but there was only one in 2024-25 with the second biggest £7,660. Grants were made to projects in England, Scotland and Wales with no applications received from elsewhere.

Full details of Grant Offers can be found in Appendix 1. Note 8 in the Financial Statements presents a different figure for grant expenditure. Two Grant Offers which were declined in 2024-25 have been removed from the summary figures above but not Note 8 due to a different processing date to remove those, the cancellations will be reported in Note 8 in the 2025-26 Financial Statements. Further differences arise due to presenting the amount offered balanced against money returned to the funding 'pot' when payments are made at less than the initial offer or awards are cancelled. Sometimes local communities will raise sufficient funds so grants are no longer required or grants are never claimed despite the charity chasing applicants. The differential between the offers made and the expenditure figure is different each year, depending on the number of grants declined, cancelled or paid at less than offered as projects costs fell. An example of where costs might fall is a Grant Offer that includes for cleaning a war memorial inscription and then undertaking sharpening and deepening works to the lettering to improve legibility. After cleaning the legibility may improve sufficiently that the sharpening and deepening work is not necessary and is therefore not charged for.

The exceptionally high value of grants in 2023-24 turned out to be slightly misleading as two of the largest grant recipients declined their Grant Offers. One applicant felt that on review they could not proceed as they no longer believed the war memorial was their asset. This was incredibly frustrating for the Trust as a member of staff had attended several stakeholder meetings at the behest of the applicant to assist their application. The other applicant felt unable to raise the match funding. Not all elements of their project were eligible for support, which was part of earlier advice, and the Grant Offer was based on eligible project costs rather than total project costs. The charity can only fund certain types of work and only to the war memorial as outlined in the Trust's helpsheets and guidance.

One problem when Grant Offers are declined is that it can impact later applicants. When War Memorials Trust responds to Grants Pre-applications i.e. enquiries about potential grants, staff indicate the priority level for such works and the likelihood of success based on current funding. If successful applicants do not immediately advise the charity that they will be declining a large Grant Offer then those submitting Grants Pre-applications may receive less supportive responses than they would have done had staff known more funds were available.

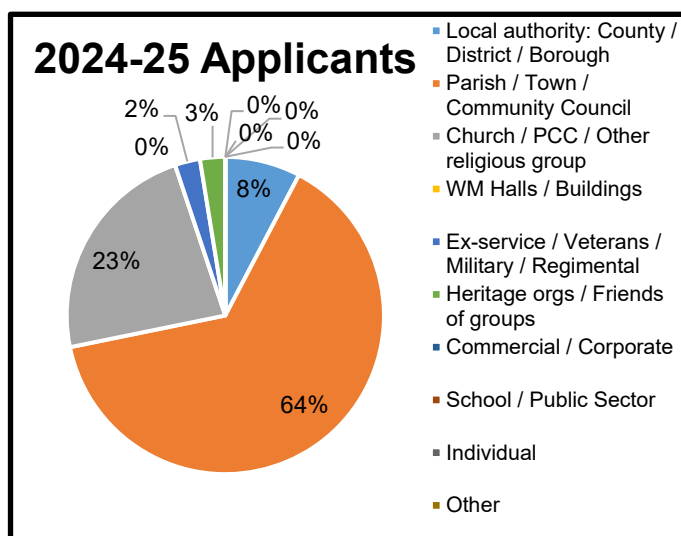
In 2024-25, 106 Grants Pre-application forms were submitted compared to 133 the previous year and 101 the year before. This suggests interest remains predictable. 17% of the 2024-25 Pre-applications were rejected which is higher than the 11% and 13% in the previous two years. Enquiries are rejected if works are ineligible, inappropriate or too low a priority. Any rejections are explained and best conservation practice advice given to help encourage people to take appropriate action or deter them from undertaking unnecessary works. With less money available to War Memorials Trust more rejections due to low priority were sent as the charity did not want to waste the time or efforts of both applicant and charity if the application process was not going to result in a positive outcome.

b. Number of unique applicants

39 unique applicants made 41 applications in 2024-25 (2023-24: 38/41).

These applications were distributed across a range of different groups:

- Local authorities 8% (2023-24: 13%)
- Parish/town/community councils 63% (55%)
- Religious groups 23% (21%)
- Ex-service/Military 3% (3%)
- Heritage orgs/Friends groups 3% (0%)
- Commercial/Corporate 0% (3%)
- Other 0% (5%)



Parish/town/community councils have been the predominant type of applicant in recent years but this was a jump for just over half in recent years to closer to two thirds in 2024-25.

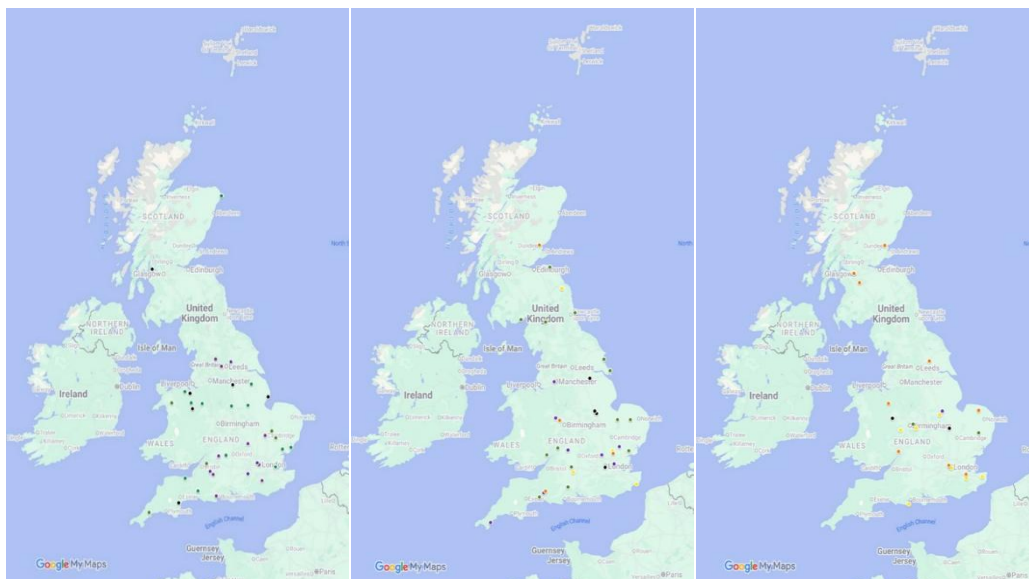
Two applicants submitted more than one application. The Trust will facilitate this as it can help applicants and enables the charity to promote best conservation practice across multiple projects. It must be discussed in advance to ensure all the relevant information can be provided in a way that keeps the administration, and therefore costs, as simple as possible.

c. Location and geographical spread of projects supported

The grant maps demonstrate the spread of projects across the UK. The charity believes it has an effective reach from a relatively small number of grants. In 2024-25, awards were made in England, Scotland and Wales. There were no applications from Northern Ireland so no grants could be made.

The maps show the status of the 2022-23, 2023-24 and 2024-25 grants on 22nd May 2025 via Google My Maps. The map key

- Black is annulled, declined, rejected or withdrawn
- Blue is to be assessed or a deferral
- Yellow is a Grants for War Memorials offer with Purple being a paid project
- Orange is a WMT Grants Scheme offer or 'Offer in principle' with Green paid



d. Number of completed projects

In 2024-25, 21 projects were offered and accepted a grant. Successful applicants in 2024-25 have a year from the date of the offer to complete works. Once the initial Grant Offer period has expired, it will be chased and then cancelled if not claimed. It is only in exceptional circumstances that the charity can consider an increase in a Grant Offer, as it must manage its funds carefully. However, it is generally happy to provide grant extensions to enable works to finish. This is why there are still outstanding grants from 2020-21 and 2021-22 but 2022-23 has been completed. The final 2021-22 grant was paid in 2025-26 quarter 1 so that year has also now been finalised.

Outcome	2024-25	2023-24	2021-22	2020-21
Offered	83%	29%	3%	6%
Paid - in full or reduced	9%	60%	78%	89%
Cancelled – declined, reissued following changes, did no return Contract, broke Contract, expired or unrequired	9%	11%	20%	6%

The Trust received a formal complaint during 2024-25 in relation to a grant awarded to the Commando Memorial at Spean Bridge in the Highlands see www.warmemorialsonline.org.uk/memorial/116837. In 2022, £22,500 was awarded through War Memorials Trust Grants Scheme to aid repair and conservation works to the memorial. The application included details of a wider project to the site at which the sculpture is sited. On assessment, it was felt that the eligible costs related to the monument only, especially as the normal maximum grant is £20,000 so there was a limit to the contribution the charity could make. The grant was paid but some months later concerns were raised by stakeholders of the site. The Trust communicated with relevant parties but a site visit was not undertaken due to distance and the nature of the issue. After investigation, and referral to Trustees, it was confirmed that the concerns being raised under the complaint related to issues with the work and areas of the site that were not covered by the Trust's grant i.e. they related to the wider project not the eligible work. It was therefore technically outside the scope of the Trust's Complaints policy. The charity did provide input into potential ways to address concerns but it was noted that some of the issues relate to the exposed nature of the site which makes maintaining 'Good' condition incredibly difficult.

e. How people

i. found out about funding and ii. experienced the grant process

When claiming their grant, applicants are asked to complete a questionnaire to help evaluate the process. The Trust's current focus is on how people found out about funding and how they experienced the grant process. Compiling this data in June 2025 has enabled the charity to cover the last 3-4 years, including 9 projects from 2024-25 which have claimed their grant.

- The level of awareness of War Memorials Trust remains high
- People's expectations are generally met. Positively, a third of applicants from 2022-23 and 2023-24 found accessing War Memorials Trust support easier than they expected. It remains the case that the hardest aspect is finding contractors. This relates in part to best conservation practice requirements but also wider issues in the heritage sector around available skills and staff
- Around a third of all projects in the years featured would never have happened without the grant. A further 23-64% would have been reliant on securing other funds which may never have occurred, meaning those projects might have failed as well
- At least two thirds of applicants each year would fully recommend the grant process to others which is a positive

How did you find out about War Memorials Trust's funding? Check as many as apply

Completion responses	2024-25%	2023-24%	2022-23%	2021-22 %
Already aware of War Memorials Trust	64	68	45	71
Internet search	9	21	31	35
Another organisation, please state	11	4	10	6
Event/Talk	0	0	3	0
Other including media	9	4	7	3
No answer given	18	11	26	3

Looking at your overall experience of the project please indicate how the project progressed against your initial expectations

Current %	Easier than expected			As I expected			Harder than I expected			No answer given		
	24-25	23-24	22-23	24-25	23-24	22-23	24-25	23-24	22-23	24-25	23-24	22-23
Applying for funding	9	11	6	55	54	43	18	25	37	18	11	14
Understanding the best conservation practice approach to works	0	11	6	73	71	54	9	7	26	18	11	14
Finding contractors to do the work in-line with best conservation practice	0	11	11	36	50	31	45	29	43	18	11	15
Accessing the support from War Memorials Trust	9	29	29	73	57	46	0	4	11	18	11	14

How would you describe what would have happened if you had not received a grant?

Current %	24-25	23-24	22-23	21-22
Project would have gone ahead as planned using alternative funding	9	8	9	13
Project would have gone ahead as planned using alternative funding and alternative works	0	0	9	3
Project would have been delayed while additional funding was raised	64	48	23	52
Project would have been reduced in scale to match funding available	9	16	14	10
Project would not have gone ahead	0	28	31	23
No answer given	18	0	14	0

Would you recommend the grant process to others?

Current %	24-25	23-24	22-23	21-22
Yes	73	88	69	94
No	0	0	0	0
In part	9	8	9	3
Don't know	0	4	9	3
No answer given	18	0	13	0

Comments from applicants who have completed projects awarded grants in 2024-25 included:

“Residents are pleased the Parish Council are carrying out the survey to preserve the war memorial”

“RBL Branch are immensely grateful to all those involved in the funding, procurement and execution of the restoration which will ensure its continued presence for future generations to commemorate not only those who served and fell in the World Wars but in other conflicts since.”

“The process was made easier by the help and assistance provided by the WMT team. The main difficulty was finding contractors who could do the work.”

“War Memorials Trust support team were excellent in their communication both in terms of timely responses and what we needed to submit along with clear guidance if anything submitted was not quite sufficient”

Overall, the Trust believes it is meeting this objective. Grants are being made and custodians supported with a good geographical spread across the UK. The number of grants being awarded and applicant numbers are consistent but with less funding available it remains to be seen if demand can continue to be met. Through 2024-25, priority criteria were more vigorously considered when assessing applications and this will continue. This starts at the Grants Pre-application stage when applicants are given an indication of their likely success rate. Communities living in places where donors have provided funds specifically for that area may have a greater chance of success. Note 16 shows how War Memorials Trust Grants Scheme funds are held either for use anywhere in the UK or restricted to local areas.

It remains the case that a significant number of projects required the grant funding to undertake works. Two thirds of projects in 2024-25 would have been delayed whilst funds were raised which might never have been secured. In the previous three years, a similar number of cases would have required more time to fundraise or plans would have been cancelled if the grant application had been unsuccessful. These figures show how important the grants are. The overwhelming likelihood that applicants would recommend the grant process is positive. The ongoing implications of economic uncertainties, difficulties finding contractors alongside the charity's limited funds are challenges to be faced but the Trust continues to support applicants and provide access to grant funding.

War Memorials Trust's Grants 2024-25

Corby Glen, Lincolnshire

www.warmemorialsonline.org.uk/memorial/118958

Corby Glen war memorial is an intricately carved replica of St Martin's Cross on Iona made of Cornish Granite with lead lettering. It is located on the village green in Corby Glen Conservation Area and listed at Grade II. In 2024, £290 was awarded through Grants for War Memorials grant scheme supported by Historic England. Repairs were carried out to some of the damaged lead lettering to reinstate the original inscription. All the lettering was then re-painted to ensure the names and dedication are legible. The image is courtesy of Corby Glen Parish Council, 2024



Partick and Claremont Street Methodists, Glasgow

www.warmemorialsonline.org.uk/memorial/263951

www.warmemorialsonline.org.uk/memorial/263954

Claremont Street Methodist Church war memorial is a bronze plaque on a dark marble mount with black lettering. It is dedicated to the 21 men of the congregation killed in World War I, including Walter Tull. 2nd Lt Tull is believed to be the first African-Caribbean mixed heritage man to lead white troops into battle for the British Army. His name is alongside the other members of the congregation; each sacrifice acknowledged equally. The memorial was moved to Partick Methodist Church when Claremont Street Methodist Church closed in the 1950s. Partick Methodist Church World



War I memorial is a marble plaque mounted on black marble. It honours 29 members of its congregation who gave their lives in World War I. Two grants were awarded in 2024, £1,010 and £2,190 respectively, to support repair and conservation works to the war memorials which were also relocated following the closure of Partick Methodist Church. They are now sited in Woodlands Methodist Church as shown in the photograph courtesy of D Gibson, 2025.

Gislingham, Suffolk www.warmemorialsonline.org.uk/memorial/155989

Gislingham war memorial cross is located in St Mary's Churchyard and commemorates the fallen of both World Wars. In 2024, a £600 Professional Advice Grant award helped the custodians to obtain a structural report to address concerns about leaning. The resultant options appraisal outlined some potential works but also noted that it would be appropriate to continue the monitoring of the memorial and only proceed with works if there is further evidence of structural movement as there was no indication of recent changes. The image is courtesy of Gislingham Parish Council, 2025.



Objective 5. To increase the money raised by the charity to deliver its vision to protect and conserve war memorials

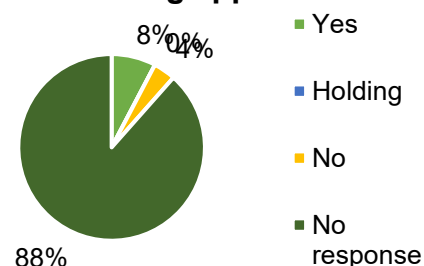
To deliver its objectives the charity needs to raise funds to support its ongoing work, distribute grants and maintain reserves. As such this is a key aspect of the Trust's work. In 2024-25, time spent on fundraising remained lower than hoped as the charity dealt with more staffing gaps and high workloads. It is a challenge to ensure sufficient resources are put into raising funds to support service users when service users are demanding help.

War Memorials Trust has been a member of the Fundraising Regulator since January 2018; it also monitors the development of, and advice from, the Fundraising Preference Service (FPS). The charity seeks to ensure it is compliant with all standards, advice and guidance on best fundraising practice. No direct complaints were received through the Trust's Complaints policy, nor any requests through the FPS in relation to fundraising. To protect vulnerable people, and others, against pressure to give or persistent approaches all the Trust's authorised fundraising is managed by staff and an internal Fundraising Complaints Policy ensures all staff and volunteers know how to raise concerns. The charity sends only one or two general direct mail appeals each year, these are all produced in-house and addressed by hand. Annual members receive a reminder of their subscription each year the month before its renewal date and one further chase. After this, they are removed as members, although they may receive a Bulletin annually for a defined period after that. Any requests for personal details to be removed from the charity's records are complied with as quickly as possible. The Trust's Privacy Policy outlines how data is used and Subject Access Requests will be addressed as per GDPR.

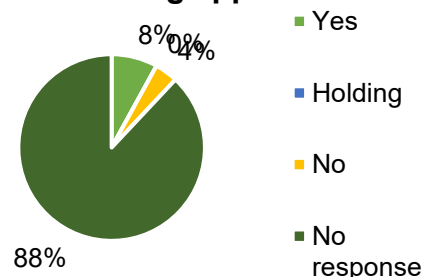
In 2024-25, charitable income fell again, this time by 19% from £416,612 in 2023-24 to £339,411 as shown in the Financial Statements Note 2. This followed a 20% decline the previous year. The main reason was a decline in legacy income which fell from £155,604 to £97,442. Further legacies are in the pipeline but these can take several years from notification to receipt. Membership fees increased slightly again whilst donations and gifts fell by £10,000. Income from charitable activities also fell by £10,000 as outlined in Note 3; this relates in part to available grant funding. When Grant Offers are made then funds are drawn down from national funders so with total Grant Offers falling this would be expected to decline. Total expenditure fell by 33%, caused primarily by a 79% fall in grant spend and some periods when staff posts were not filled. Note 11 shows a decline in average numbers of staff and an associated fall in staffing costs. Capacity for fundraising has remained a challenge and major efforts are needed to increase the resource allocated to assist fundraising for all aspects of the Trust's work.

25 applications were submitted to Trusts, Foundations and corporate donors (2023-24: 52). These sought donations towards the Grants Programme, Conservation Programme and for unrestricted purposes. As shown on the graphs, at the end of the year 88% of the appeals had received no response with 8% generating donations (2023-24: 88% and 8%). With appeals there is an expected lead-time between submission and response, therefore those yet to reply could still respond. In addition, the more appeals that are sent, the more likely it is they are going to new or less frequent donors, which further increases the chance of no response. These figures contrast with the Trust's approach as a funder, the charity responds to all those who apply to it.

2023-24 responses to fundraising applications



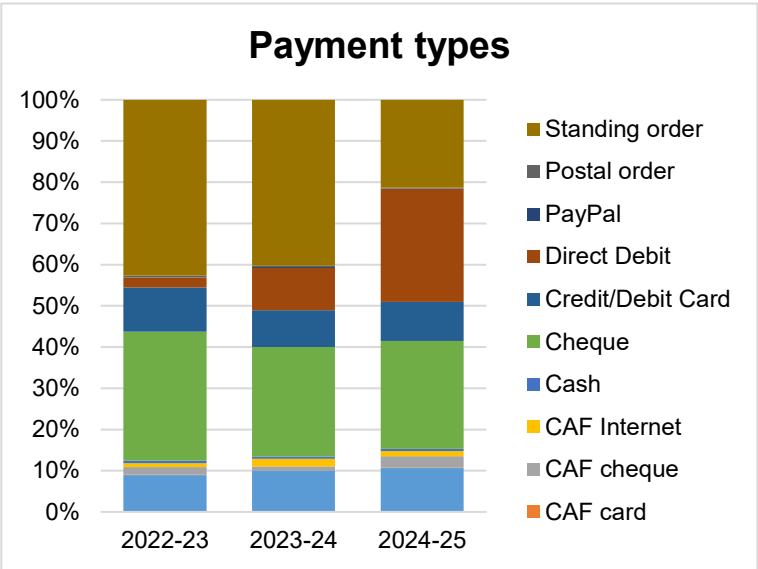
2024-25 responses to fundraising applications



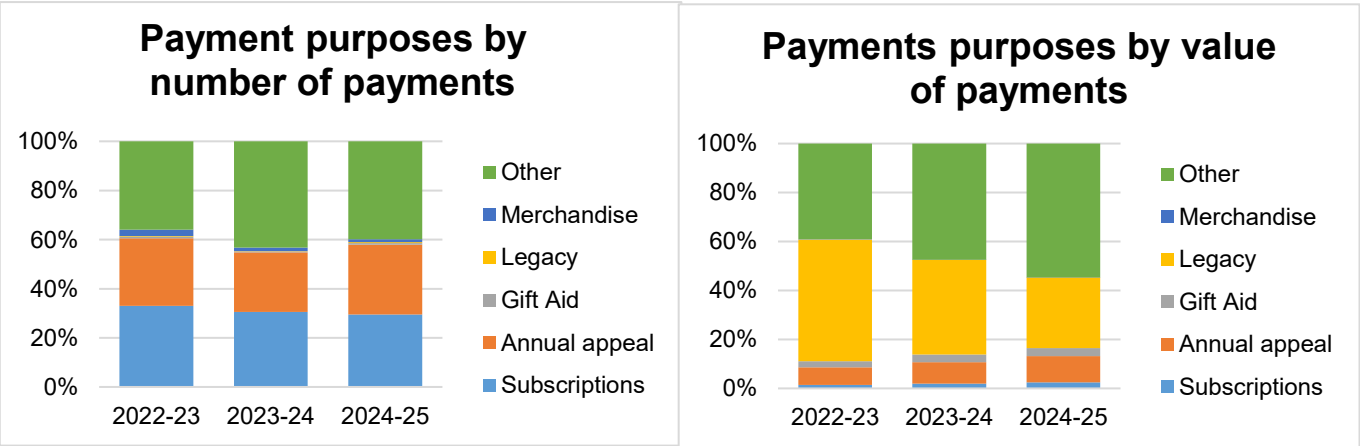
The Trust would like to pay particular thanks to A E B Charitable Trust, D G Albright Charitable Trust, George Cadbury Fund, Hartnett Conservation Trust, Historic England, Historic Environment Scotland, Sir Edward Lewis Foundation, Stevenson Family's Charitable Trust, The 29th May 1961 Charitable Trust, The A M Fenton Trust, The Scott (Eredine) Charitable Trust and The Stonewall Park Charitable Trust. As well as R Broyd, P Coates, G Cuttle, Lady Getty, J Howe, T W Merrick, Earl of Portsmouth and I Stevenson.

Through 2024-25 the charity continued to highlight the various methods of donating to the charity noting those which ensure the Trust gets 100% of any gift, namely bank transfers (Bacs) and standing orders. All other types of payment incur a small fee.

Direct Debits increased significantly in 2024-25 whilst standing orders fell. This related to the charity changing its bank accounts and offering those who pay by standing order the option to transfer to Direct Debits which the Trust could set-up for them. It is becoming increasingly difficult to set-up standing orders if people do not bank online as they cannot get to the bank with all the branch closures.



The payment purposes graphs indicate the number of payments per type of payment and the same data but looking at value. This shows there are very few yellow payments by number but these legacy gifts are of significant value. Similarly, many payments are for subscriptions but they are a small value. In part this is due to a lot of supporters spreading their annual subscription over the year so the charity has to process twelve payments each year rather than one.



The Supporter Survey issued in February 2023 indicated that 56% are likely to respond to a postal appeal, 58% to an email appeal and 3% to telephone appeals. This supports the Trust's existing focus on an annual appeal by post. 2023-24 launched a three-year appeal associated with the 80th anniversary of the end of World War II. It has a target of £150,000 and raised around £84,500 with Gift Aid by the end of year 2. The Trust thanks everyone who contributed including some of the donors, listed above, who made noteworthy individual donations. The charity is very grateful for all their support.

Through 2024, War Memorials Trust highlighted the London Marathon which Conservation Officer, Andrew McMaster was due to run in April 2024 but had to postpone until April 2025. His initial target of £2,000 was exceeded and so the charity increased it to £3,000 as fundraising continued into 2025-26.

Legacy giving is not a form of income the charity budgets for as it is unpredictable. But it is incredibly grateful for all bequests received. In 2024-25, 4 new legacies were received in full totalling £2,080 (2023-24: 2 - £5,604). The Trust recognises the wonderful gifts from Frances Bennetts, Michael Blake, John Blakeman and David Gammage. In addition, further interim payments from the Estates of Robin Perry and Daphne Northcott were received. Due to the way legacies are dealt with, when a charity is notified of a legacy will determine the financial year in which the income is recorded. As the 2023-24 Financial Statements included an interim legacy payment received in June 2024, when a further payment from that Estate was received in June 2025 that sum was included in these Statements for consistency. Two further legacies that the charity has been notified about remain outstanding with no indication of value as both are percentages of Estates whose value is yet to be advised. The charity also greatly appreciates In Memoriam gifts it sometimes receives from funeral collections.

Within the sector, membership recruitment continues to be a challenge for all as people are less inclined to 'join' organisations. In 2024-25, the charity therefore saw a further decline in membership. Whilst renewal rates remain strong at over 80%, recruiting new members is proving difficult. During the centenary of World War I various approaches were taken which did not generate any significantly successful results. The Trust is seeing more people who are generously donating regularly but choose not to become members. The Trustees feel it is important to accept changing public preferences in their engagement and recognise that membership is not necessary to show allegiance to the cause, although numbers can be helpful to demonstrate support for the Trust's work.

Year	Life members	Annual members	Donors	Contacts
2020-21	1,578	480	352	16,255
2021-22	1,547	477	345	16,092
2022-23	1,482	426	347	16,103
2023-24	1,419	391	344	15,919
2024-25	1,383	348	340	15,807

In February 2023, the tri-annual Supporter Survey was distributed. Due to the post of Administrator being vacant, and the charity having no office volunteers, the decision was made to trial an online survey. Details were circulated in the Bulletin and it was open for a fixed period. This meant data from paper copies did not have to be entered by hand and then collated. 77 people responded to the survey, four via hard copies requested that were then entered online. This compares to 488 in 2020 and 585 in 2017. If the survey link had been sent by email more responses are likely to have been captured, but enough people replied to produce relevant statistics. This shows that the charity's supporter base does not necessarily prioritise digital engagement. Overall, there was less impact on the data than might have been expected moving to an online survey. Significantly, half of those who replied still had no interest in receiving the Bulletin electronically. Whilst some members are moving to reading it online, others still value the hard copy and the charity needs to carefully assess cost implications of any change as each publication generates donations.

There were some changes to the pattern of data. This was expected as those submitting the survey are more likely to be online and more engaged digitally. Anecdotal evidence indicates that quite a few people intended to do it but did not get around to it.

- **Initial awareness** of the charity was via the media or an advert at 35% (2020: 46%); War Memorials Trust website 10% (4%); through a copy of the Bulletin 7% (11%) then an event/talk 7% (7%)
- The primary **reasons for involvement** are an interest, or background, in Heritage/History 86% (73%); the Armed Forces 45% (50%); Conservation 36% (42%) and Genealogy 26% (15%)
- Ways **people support** War Memorials Trust are Annual Appeal 51% (41%); War Memorials Online 42% (15%); Standing Order 32% (23%) and Merchandise 30% (37%)
- 18% are aware of **Fundraising Preference Service** with 5% registered (16% and 1%)
- 70% felt annual **membership rates** are about right, with 27% feeling it was low (71% and 24%). 77% felt life membership was about right and 14% low (73% and 15%)
- 71% of people have **visited** War Memorials Online (46%); 58% warmemorials.org (47%) and 17% Learning website (19%)
- 95% use email (80%) with 43% on Facebook (20%), 17% on Twitter (10%) and 10% on Instagram (6%). This is one of the questions that saw the most significant change primarily because the majority of those who responded to the survey did so online, so they are more likely to use **email and social media**
- 16% have used the charity for **conservation advice** (19%) with 83% recommending (80%)
- 88% felt a quarterly **Bulletin** is about right (91%); 85% rate it as 'Very Good'/'Good' (86%) with 49% having no interest in receiving it electronically (69%). With almost all those responding doing so online the expectation was that more people would accept it by email. With it being just half it still does not feel the right time to shift. Each individual Bulletin sent out continues to have an average of two readers
- **Supporters** are 74% male (71%) and 65% over 65 (77%). The drop in age may have been impacted by the survey being online.

Overall, War Memorials Trust feels it has met this objective in part but a greater level of success would have been welcome. Challenging economic circumstances continue to have a bearing as the wider charitable sector is reporting a 'cost of giving' with people considering their donations more carefully. However, the charity recognises it receives fantastic support from many people and organisations and thanks them all for that assistance.

Review of activities: Financial

The nature of the charity is such that primarily it needs to fulfil its conservation and educational aims and objectives and to do this it must raise the necessary funds. In 2024-25, War Memorials Trust recorded a -£2,219 deficit compared to a -£89,189 deficit the year before. Of this, the deficit on unrestricted reserves was -£16,488 (2023-24: surplus £23,010) and on restricted funds a surplus of £14,269 (2023-24: deficit -£112,199). These numbers show the charity is facing challenges with further deficits but that whilst income falls, expenditure also reduced helping to minimise the overall deficit. The charity had a surplus of restricted funds due to unclaimed grants being cancelled and the funds returned to the 'pot' to be offered again against future projects.

The charity raises funds to support its Conservation Programme and grant-making along with unrestricted funds to assist its wider work. To ensure everyone has an opportunity to benefit from its support, it is important for War Memorials Trust to sustain regular funding streams such as membership subscriptions or trust and foundation donations, alongside more irregular gifts such as legacies, to raise the necessary funds.

During 2024-25, the economic challenges continued to have a greater impact on finances than conservation as conservation work was sustained at the expense of fundraising. Trustees have continued to take a prudent and cautious approach and recognise that in recent years it has been legacies that have been having the most significant impact on income. Had the charity not been aware in recent years that significant legacies were coming in, then it may have been necessary to force a greater focus on fundraising and other work would have been more negatively impacted. The fall in legacy income in 2024-25 highlights this issue and whilst there is further legacy income due, the issue is forcing greater efforts to both reduce costs and prioritise fundraising. With an office move and a decision to reduce the number of Bulletins produced in 2025 from 4 to 3, costs were lowered in quarter 4 which will continue into 2025-26.

Unrestricted funds fell by £16,488 from £364,139 on 31st March 2024 to £347,651 on 31st March 2025. This was due to the fall in unrestricted income by £62,484 from £291,285 to £228,801 offset by a fall in unrestricted expenditure. As discussed above, restricted funds increased due to the cancellation of some grants which returned money to the 'pot' to be issued again as new awards. Note 14 shows the most significant creditor remains 'Grant commitments'. As grant awards are paid once work is finished, this value shows the value of Grant Offers that remain to be claimed.

Expenditure fell by 33% from £505,801 to £341,630. This was in part due to the fall in Grant Offer value discussed above and as shown in Note 8, which adjusts total offers by reductions at payment. Anticipating Grant Offers is tricky because application numbers and the scale of projects varies substantively. Other factors include a fall in staffing numbers shown in Note 11 which reduced those costs as some posts were vacant during the year. This had some impact on what the Trust delivered as staff cannot sustain activity levels if numbers fall. An example is an absence of social media activity in quarter 4 whilst the office move took place and no Administrator was in post. This was deemed to be a lower priority area of work and was placed in abeyance whilst staff focused on supporting service users. In addition, the office move helped reduce some administrative costs in quarter 4 although with move costs the full extent of these savings are likely to become clearer in 2025-26.

Grant spend is one of the biggest areas of activity and can show large restricted pots of money at year-end because of the way the schemes operate. However, Note 16 clearly indicates the current lack of grant funding. 'War Memorials Trust Grants Scheme Local' is money that can only be spent in specific geographic areas or on specific types of project and so if no applications are received for those then money is retained until eligible projects can be identified.

Grant funding is either applied for or drawn down from national funders once offers have been made. It is not, however, paid out to the applicants until the satisfactory completion of the project to ensure their works are in-line with best conservation practice and have not deviated from the agreed Method Statement. This can mean that grants are reduced or cancelled if Method Statements are broken which sees funds returned to the appropriate 'pot' for re-use.

Investment policy

With the Trust's income and reserves being relatively small, the investments previously held were liquidated in 2017-18. Should the financial situation improve in the future Trustees would reconsider whether placing some funds in investments is appropriate but at present no investments are held.

Reserves policy

War Memorials Trust reserves policy recognises the fluctuating nature of its income streams as it relies on voluntary donations which can be difficult to predict. Project funding for specific activities is always restricted for agreed purposes so must be treated as distinct from unrestricted funds. Trustees know that as a national and established charity it must be able to meet its objectives through its advisory services and grant-making work in a reasonable way reflective of current levels of interest.

In previous reports Trustees have discussed restricted reserves which are dominated by grant funds; see Note 16. Money donated for grant-making cannot be spent elsewhere. Restricted funds have increased from £119,711 to £138,980 as some unclaimed Grant Offers were cancelled and funds returned to restricted 'pots'. Note 8 shows the higher value of adjustments which reflects this. The variation in recent years demonstrates the unpredictability of restricted funds and reinforces the approach taken by Trustees. They will continue to exclude the value of the restricted reserves from the reserves policy as this is a fluctuating figure which cannot accurately be predicted. Instead, Trustees have focused upon unrestricted reserves as maintaining these will enable the charity to fulfil its commitments.

Trustees have identified that the targeted reserve would ideally be unrestricted reserves equal to twelve months' running costs. This level of reserve should enable the Trust to meet its ongoing and potential future commitments as well as fulfil its desire to maintain grant-making (existing grant obligations are covered by the restricted reserve). There is a need for the charity to ensure it can maintain consistency in its grant-making capacity which has occasionally had to be curtailed in the past due to insufficient funds. As the charity is seen as a national lead in this area it wants to meet public expectations to fulfil its objectives to protect and conserve war memorial heritage. During the unique circumstances of the centenary of World War I the Trustees realised that the ideal unrestricted reserves aim was unrealistic and took a more pragmatic approach.

Unrestricted reserves are regularly monitored. The level of unrestricted reserves at the end of 2024-25 was £347,651 (2023-24: £364,139). With 2024-25 total expenditure minus grant spend equating to £298,275 (£341,630 minus £43,355), the unrestricted reserve currently equates to over 13 months' expenditure. This means the targeted reserve is being met with reserves just over twelve months running costs.

With this level of reserves, Trustees remain confident and are of the opinion that the Trust remains 'a going concern' for the foreseeable future. They recognise fundraising continues to be challenging but costs are being managed and whilst the unrestricted reserves target is not being met it does not fall very short. In addition, the Trustees are aware that there are unrestricted funds in the form of further legacy gifts in the pipeline. Trustees will be seeking to ensure that, as far as possible, the Trust minimises the use of its unrestricted reserves to grow them over the next few years to maintain the longer-term health of the organisation.

Risk policy

In addition to the financial risks resulting, or likely to result, from current economic conditions, all other identified risks to which the charity is exposed have been reviewed by the Trustees and systems have been established to mitigate as far as possible those risks. The Director has day-to-day responsibility for managing risk. The aim is for the Trust to undertake an annual review of risk management involving staff in the autumn and findings presented to Trustees at the December meeting. Trustees evaluate any changes in risk and act accordingly.

Statement of responsibilities of the Trustees

The Trustees are responsible for preparing the Trustees' Report and the Financial Statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and the incoming resources and application of resources, including the net income or expenditure, of the charity for the year. In preparing those financial statements the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the constitution. The Trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The Trustees have no beneficial interest in the charity.

Independent Examiners

Godfrey Wilson Limited were re-appointed as Independent Examiners to the charity during the year and have expressed their willingness to continue in that capacity.

The Trustees' report was approved by the Trustees on 24 September 2025



Russell Walters, Trustee

Appendix 1: 2024-25 Grant Offers and Offers in principle

This document lists the Grants Offers and Offers in principle made by the charity during 2024-25 which have been accepted, or for which a response is awaited. Those declined or cancelled by or on 31st March 2025 have not been included.

Grants for War Memorials scheme in England

County	Town	War memorial	Offer (£)	Type	Conflict	War Memorials Online
Dorset	Swanage	Swanage	1,050	Cairn	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/97680
Greater London	City of Westminster	St Saviour's Pimlico Parishioners WWI and WWII	23,340	Calvary	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/112033
	Royal Borough of Kensington and Chelsea	St Cuthbert Philbeach Gardens - Calvary	7,660	Calvary	WWI	www.warmemorialsonline.org.uk/memorial/299708
Kent	Ickham	Ickham	6,530	Lychgate	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/137902
	Maidstone	Loose	2,970	Latin cross	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/135916
Lincolnshire	Corby Glen	Corby Glen	290	Wheel cross	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/118958
Warwickshire	Berkswell	Berkswell	6,170	Shrine	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/106546
Worcestershire	Bewdley	Bewdley	1,750	Composite	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/140401

War Memorials Trust Grants Scheme

Country / County	Town	War memorial	Offer (£)	Type	Conflict	War Memorials Online
England						
Gloucestershire	Huntley	Huntley	2,750	Calvary	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/103427
Greater London	London Borough of Brent	Dudden Hill Lane School (Willesden)	650	Plaque	WW1	www.warmemorialsonline.org.uk/memorial/130855
Kent	Rochester	Burham	3,310	Latin cross	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/157946
Norfolk	Hindolveston	Hindolveston	940	Wheel cross	WW1	www.warmemorialsonline.org.uk/memorial/199612
North Yorkshire	York	Lt. R. A. Harpley window	5,000	Stained glass window	WW1	www.warmemorialsonline.org.uk/memorial/237800
Rutland	Greetham	Greetham St Mary's Church bells	5,000	Bells	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/271504
Suffolk	Gislingham	Gislingham	600	Wheel cross	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/155989
West Midlands	Castle Bromwich	Castle Bromwich	1,530	Cenotaph	WW1 + WW2 + Post 1945	www.warmemorialsonline.org.uk/memorial/106223
Scotland						
Angus	Dundee	Dundee Law	2,980	Monument	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/130686
Glasgow	Glasgow	Claremont Street Methodist Church	1,010	Plaque	WW1	www.warmemorialsonline.org.uk/memorial/263954
	Glasgow	Partick Methodist Church WWI	2,190	Plaque	WW1	www.warmemorialsonline.org.uk/memorial/263951
Lanarkshire	Strathaven	Avendale Old Parish	380	Plaque	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/161515
Wales						
Clwyd	Tallarn Green	Tallarn Green	780	Wheel cross	WW1 + WW2	www.warmemorialsonline.org.uk/memorial/75423

Independent examiner's report

To the trustees of

War Memorials Trust

I report to the trustees on my examination of the accounts of War Memorials Trust (the CIO) for the year ended 31 March 2025, which are set out on pages 29 to 43.

Responsibilities and basis of report

As the charity trustees of the CIO 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 CIO'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

Since the CIO's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material

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

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

William Guy Blake

Date: 24 September 2025

William Guy Blake ACA

Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

War Memorials Trust Statement of financial activities
For the year ended 31 March 2025

		Unrestricted funds 2025 £	Restricted funds 2025 £	Unrestricted Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Notes							
Income from:							
Donations and legacies	2	214,760	10,104	224,864	278,067	14,492	292,559
Charitable activities	3	-	100,506	100,506	-	110,835	110,835
Investments	4	14,041	-	14,041	13,218	-	13,218
Total income		228,801	110,610	339,411	291,285	125,327	416,612
Expenditure on:							
Raising funds	6	30,441	-	30,441	23,598	-	23,598
Charitable activities	7	214,848	96,341	311,189	246,643	235,560	482,203
Total expenditure		245,289	96,341	341,630	270,241	235,560	505,801
Net income / (expenditure)		(16,488)	14,269	(2,219)	21,044	(110,233)	(89,189)
Transfers between funds		-	-	-	1,966	(1,966)	-
Net movement in funds	10	(16,488)	14,269	(2,219)	23,010	(112,199)	(89,189)
Fund balances at 1 April 2024		364,139	119,711	483,850	341,129	231,910	573,039
Fund balances at 31 March 2025		347,651	133,980	481,631	364,139	119,711	483,850

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in restricted funds are disclosed in note 16 to the accounts.

War Memorials Trust Balance sheet
For the year ended 31 March 2025

	Notes	£	2025 £	£	2024 £
Fixed assets					
Tangible assets	12		<u>1,997</u>		<u>3,649</u>
			1,997		3,649
Current assets					
Debtors	13	83,480		71,007	
Cash at bank and in hand		<u>578,331</u>		<u>661,240</u>	
		661,811		732,247	
Creditors: amounts falling due within one year	14	<u>(182,177)</u>		<u>(252,046)</u>	
Net current assets			<u>479,634</u>		<u>480,201</u>
Net assets	17		<u>481,631</u>		<u>483,850</u>
Funds of the charity					
Restricted funds	16		133,980		119,711
Unrestricted funds			<u>347,651</u>		<u>364,139</u>
			<u>481,631</u>		<u>483,850</u>

Approved by the Trustees on 24 September 2025 and signed on their behalf by



Russell Walters
Trustee

War Memorials Trust Statement of cash flows
For the year ended 31 March 2025

	Notes	£	2025 £	£	2024 £
Cash flows from operating activities					
Cash used in operations	20		(96,950)		(61,272)
Investing activities					
Purchase of tangible fixed assets		-		(2,622)	
Interest received		14,041		13,218	
Net cash generated from investing			14,041		10,596
Net decrease in cash and cash			(82,909)		(50,676)
Cash and cash equivalents at beginning of year			661,240		711,916
Cash and cash equivalents at end of year			578,331		661,240

War Memorials Trust Notes to the financial statements

For the year ended 31 March 2025

1. Accounting policies

a) General information and basis of preparation

War Memorials Trust is a charitable incorporated organisation registered in England and Wales. The registered office address is: 70 Cowcross Street, London, EC1M 6EJ.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

War Memorials Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the Trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item of income have been met, it is probable that the income will be received and the amount can be measured reliably.

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the Trust that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of provision of services is deferred until criteria for income recognition are met.

War Memorials Trust Notes to the financial statements
For the year ended 31 March 2025

1. Accounting policies (continued)

d) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item, is probable and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. Designated funds are unrestricted funds of the charity which the Trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

g) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

h) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated in full to charitable activities.

War Memorials Trust Notes to the financial statements
For the year ended 31 March 2025

1. Accounting policies (continued)

i) Grants payable

Grants payable are charged in the year in which the offer is conveyed to the recipient except in those cases where the offer is conditional, such grants being recognised as expenditure when the conditions attached have been fulfilled. Grants offered subject to conditions at the year end are noted as commitment but are not accrued as expenditure.

j) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures, fittings & equipment	25% straight line
--------------------------------	-------------------

Items of equipment are capitalised where the purchase price exceeds £500.

k) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

l) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

m) Creditors

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

n) Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

War Memorials Trust Notes to the financial statements
For the year ended 31 March 2025

1. Accounting policies (continued)

n) Financial instruments (continued)

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

o) Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

p) Pension costs

The charity operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

q) Accounting estimates and key judgements

In the application of the charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

There were no key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements.

War Memorials Trust Notes to the financial statements
For the year ended 31 March 2025

2. Donations and legacies

	Unrestricted funds 2025 £	Restricted funds 2025 £	Total 2025 £	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £
Donations and gifts	109,302	10,104	119,406	114,581	14,492	129,073
Legacies receivable	97,442	-	97,442	155,604	-	155,604
Membership fees	8,016	-	8,016	7,882	-	7,882
	<u>214,760</u>	<u>10,104</u>	<u>224,864</u>	<u>278,067</u>	<u>14,492</u>	<u>292,559</u>

3. Charitable activities

	Restricted funds 2025 £	Restricted funds 2024 £
Education and conservation grants	<u>100,506</u>	<u>110,835</u>

4. Investments

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
Dividends and interest receivable	<u>14,041</u>	<u>13,218</u>

5. Government grants

The charity receives government grants, defined as funding from Historic England and Historic Environment Scotland to fund charitable activities. The total value of such grants in the period ending 31 March 2025 was £100,506 (2024: £110,835). There are no unfulfilled conditions or contingencies attaching to these grants in 2024/25.

6. Raising funds

	Unrestricted funds 2025 £	Unrestricted funds 2024 £
<i>Fundraising and publicity:</i>		
Sundry expenses	4,205	3,198
Staff costs	26,236	20,400
	<u>30,441</u>	<u>23,598</u>

War Memorials Trust Notes to the financial statements
For the year ended 31 March 2025

7. Charitable activities

	Education & conservation 2025 £	Education & conservation 2024 £
Staff costs	127,702	138,533
Programme costs	42,308	43,336
Admin expenditure	42,977	35,840
	212,987	217,709
Grant funding of activities (see note 8)	43,335	185,315
Share of support costs (see note 9)	47,072	74,284
Share of governance costs (see note 9)	7,795	4,895
	311,189	482,203
Analysis by fund		
Unrestricted funds	214,848	246,643
Restricted funds	96,341	235,560
	311,189	482,203

War Memorials Trust Notes to the financial statements
For the year ended 31 March 2025

8. Grants payable

Grants are made to support the repair and conservation of war memorials throughout the UK. The amount payable and committed in the period for this period and future periods comprise the following:

	2025 No.	2025 £	2024 No.	2024 £
Grants to institutions:				
Grants payable £20,000 or over				
Dundee Law	-	-	1	25,000
Albrighton	-	-	1	20,000
Holy Trinity Church	-	-	1	20,000
St Saviours, Pimlico	1	23,340	-	-
Grants payable less than £20k	22	55,180	30	130,560
Grants payable to individuals	-	-	-	-
Sub total	23	78,520	33	195,560
Adjustments due to reductions and cancellations of earlier Grant Offers		(35,185)		(10,245)
	23	43,335	33	185,315
Grant commitments brought forward			241,550	140,430
Grants committed during the period			43,335	185,315
Grants paid during the period			(110,635)	(84,195)
Grant commitment carried forward			174,250	241,550

War Memorials Trust awarded grants through War Memorials Trust Grants Scheme and the Grants for War Memorials schemes as discussed in the Annual Report Objective 4. The report explains the differential between this figure and the value of offers which relates to adjustments made within the Financial Statements.

War Memorials Trust Notes to the financial statements
For the year ended 31 March 2025

9. Support costs

	Support costs	Governance costs	Total 2025	Support costs	Governance costs	Total 2024
	£	£	£	£	£	£
Staff cost	29,400	3,353	32,753	43,951	-	43,951
Depreciation	1,652	-	1,652	1,652	-	1,652
Administration costs	16,020	280	16,300	28,681	-	28,681
Indemnity insurance	-	-	-	-	430	430
Independent Examination	-	4,162	4,162	-	4,465	4,465
	<u>47,072</u>	<u>7,795</u>	<u>54,867</u>	<u>74,284</u>	<u>4,895</u>	<u>79,179</u>

10. Net movement in funds

This is stated after charging:

	2025	2024
	£	£
Depreciation	1,652	1,652
Operating lease payments	23,087	30,782
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	198	Nil
Independent examiner's remuneration:		
▪ Independent examination (excluding VAT)	3,100	2,950
▪ Other services	600	770
	<u>3,100</u>	<u>2,950</u>
	<u>600</u>	<u>770</u>

In the current financial year, 2 trustees were reimbursed travel expenses (2024: £nil).

War Memorials Trust Notes to the financial statements
For the year ended 31 March 2025

11. Employees

Number of employees

The average monthly number of full and part-time employees during the year was:

	2025	2024
	Number	Number
Conservation Officers	2.5	3.5
Conservation Project Officer	1.0	1.0
Administrator	0.5	1.0
Director	1.0	1.0
	<u>5.0</u>	<u>6.5</u>

Employment costs

	2025	2024
	£	£
Wages and salaries	161,061	170,171
Social security costs	9,479	12,423
Other pension costs	16,151	20,290
	<u>186,691</u>	<u>202,884</u>

The key management personnel of the charity comprise the senior management team as detailed in the Trustees' report.

The total amounts of employee remuneration benefits received by the senior management team were £73,164 (2024: £74,302).

One employee earned between £60,000 - £70,000 during the year (2024: one employee earned between £60,000 - £70,000 during the year).

12. Tangible fixed assets

	Fixtures, fittings & equipment
	£
Cost	
At 1 April 2024 and 31 March 2025	<u>151,711</u>
Depreciation and impairment	
At 1 April 2024	148,062
Depreciation charged in the year	1,652
At 31 March 2025	<u>149,714</u>
Carrying amount	
At 31 March 2024	<u>3,649</u>
At 31 March 2025	<u>1,997</u>

War Memorials Trust Notes to the financial statements
For the year ended 31 March 2025

13. Debtors: amounts falling due within one year	2025	2024
	£	£
Prepayments and accrued income	83,480	71,007

14. Creditors: amounts falling due within one year	2025	2024
	£	£
Other taxation and social security	3,344	3,342
Trade creditors	143	561
Grant commitments (note 8)	174,250	241,550
Accruals	4,440	6,593
	182,177	252,046

15. Retirement benefit schemes

Defined contribution schemes

The Trust pays contributions into individual staff member pensions held in the TPT Flexible Retirement Plan. The assets of these arrangements are held separately from those of War Memorials Trust in independently administered funds. The pension cost charge represents contributions payable by the Trust to these funds.

War Memorials Trust Notes to the financial statements
For the year ended 31 March 2025

16. Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				Movement in funds			
	Balance at 1 April 2023 £	Income £	Expenditure £	Transfers £	Balance at 1 April 2024 £	Income £	Expenditure £	Transfers £
Grants for War Memorials (HE)	55,940	43,750	(60,990)	-	38,700	49,760	(37,330)	-
War Memorials Trust Grants								
Scheme	99,446	6,312	(96,185)	-	9,573	3,365	2,595	-
War Memorials Trust Grants								
Scheme Local	62,861	27,880	(28,140)	-	62,601	7,080	(8,600)	-
Conservation Programme	4,226	47,385	(49,645)	(1,966)	-	50,405	(50,405)	-
Learning Programme	9,437	-	(600)	-	8,837	-	(2,601)	-
	<u>231,910</u>	<u>125,327</u>	<u>(235,560)</u>	<u>(1,966)</u>	<u>119,711</u>	<u>110,610</u>	<u>(96,341)</u>	<u>-</u>
								<u>133,980</u>

Grants for War Memorials (HE) - Grants represents funding from Historic England towards grants through Grants for War Memorials scheme for the repair and conservation of war memorials across England.

War Memorials Trust Grants Scheme represents monies received towards the costs of providing grants for the repair and conservation of war memorials across the UK.

War Memorials Trust Grants Scheme Local represents monies received towards the cost of providing grants for the repair and conservation of war memorials in specific parts of the UK. Some donors wish their gifts to be restricted to certain locations so donations are used to fund grants in those areas.

Conservation Programme represents monies received from Historic England, Historic Environment Scotland and other funders including charitable trusts or individual donors towards the cost of delivering conservation activities.

Learning Programme represents donations received towards the costs of delivering an education programme for young people.

Transfers

Transfers between funds relate to restricted capital expenditure incurred in the prior year.

War Memorials Trust Notes to the financial statements
For the year ended 31 March 2025

17. Analysis of net assets between funds

Fund balances as at 31 March 2025 are represented by:

	Unrestricted funds	Restricted funds	Unrestricted Total	Restricted funds	Restricted funds	Total
	2025	2025	2025	2024	2024	2024
	£	£	£	£	£	£
Tangible fixed assets	1,997	-	1,997	3,649	-	3,649
Current assets / (liabilities)	345,654	133,980	479,634	360,490	119,711	480,201
	<u>347,651</u>	<u>133,980</u>	<u>481,631</u>	<u>364,139</u>	<u>119,711</u>	<u>483,850</u>

18. Operating lease commitments

At the reporting end date the charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2025	2024
	£	£
Amount falling due:		
Within one year	-	7,696
	<u>-</u>	<u>7,696</u>

19. Related party transactions

There were no disclosable related party transactions during the year (2024: none).

20. Cash generated from operations

	2025	2024
	£	£
Deficit for the year	(2,219)	(89,189)
Adjustments for:		
Investment income recognised in profit or loss	(14,041)	(13,218)
Depreciation of tangible fixed assets	1,652	1,652
Movements in working capital:		
increase in debtors	(12,473)	(59,690)
(Decrease) / Increase in creditors	(69,869)	99,173
Cash generated from operations	<u>(96,950)</u>	<u>(61,272)</u>

21. Analysis of changes in net funds

The charity had no debt during the year.