

SWINDON TOWN FOOTBALL CLUB MUSEUM

TRUSTEES REPORT

YEAR ENDED 31st JANUARY 2024

Structure, governance and management

Established as a Charitable Incorporated Organisation on the 17th of January 2023 by a constitution dated 7th July 2022. The Charity's registered number is 1201620.

Trustees

The Museum is governed by the Trustees who oversee the management of the Charity and decide its strategic direction regarding its charitable objectives. The number of Trustees shall be not less than three or more than 12 appointed trustees.

Trustees are identified and appointed according to their skills and abilities in relation to the effective direction of the Museum's activities.

Trustees as of 31st January 2024:

Keith Coatsworth - Treasurer

Paul Hedges – Secretary

Richard Mattick – Curator

Rob Angus - Club representative

Steve Trowbridge MBE – Storage and Business advisor

Andrew Cossens – Head of Archive

Victor Morgan – Media and Content Creator

Risk management

The Trustees regularly review the major risks to which the Charity is exposed, in particular those related to its operation and finances and are satisfied that systems are in place to mitigate exposure to those risks.

Objectives and activities

The purpose of the museum is to celebrate the history and heritage of Swindon Town Football Club, by researching, collecting, displaying and preserving historical artefacts, memorabilia and all forms of media for the education and benefit of its communities.

Public benefit

The Trustees confirm that they have complied with the guidance provided by the Charity Commission regarding public benefit. All our activities are

planned and executed in line with our charitable objectives and access to and use of the Museum's collections is free to all members of the public.

Achievements and performance

We would like to thank both Exeter City Football Club Museum and AFC Wimbledon Football Club Museum for the support and advice they have provided.

Following the registration of Swindon Town Football Club Museum as a charity on the 17th of January 2023 a bank account with Metro was opened and an account with Just Giving created to allow donations to be received.

An immediate action was to create an archive data base to record full details of all artefacts and memorabilia and a campaign to collect copies of all past match programmes started. As at the end of January 2024 around 6,000 programmes have been collected and listed covering most games home and away since the late 1940's, and in total more than 7,000 items have been listed. The archive records whether the items have been donated or loaned to the Museum and there has been a fantastic reaction from supporters, the club and past players to assist in this project.

A big thank you to one of our Trustees, Steve Trowbridge, MBE, for providing storage for all artefacts.

While the museum has yet to establish a dedicated room within the stadium to be used as a museum it has created a number of displays and worked closely with the Football Club to enhance existing displays. This included the accurate identification and labelling of memorabilia within existing display cabinets and the liberation of items unearthed from long forgotten storage cupboards within the ground. The trustees have been assisted by many volunteers and our sincere thanks is extended to them all.

John Trollope OBE accepted the role as honorary president of the Museum and has been very supportive.

Club historian and Museum curator, Dick Mattick has provided stadium tours which have been very popular and now conducted at least once a month with around twenty attendees each time.

This has generated donations and along with the generosity of trustees and the Swindon Town Supporters Trust the finances are in good shape.

We have promoted our work through several outlets including a dedicated web site, social media, local press and media and through club channels.

We also offer and have given talks to a number of local organisations and welcomed the Mayor on two separate occasions.

Projects started or completed during the year include:

- Opened bank account and Just Giving facility.
- Creation of archive data base including more than 7,000 items
- Organisation and labelling of existing displays.
- Preparation of a celebration video of the 1969 League Cup victory to liaise with the erection of the Don Rogers Statue later in 2024 along with a dedicated 1969 display room.
- Working with the club to update the existing Honours board and creating a Centurion board displaying all players who have played more than 100 games for the club.
- Starting the collection of records and memorabilia relating to the club's women's team.
- Established monthly ground tours.

Projects under preparation and planned for the next financial year include:

- Providing a season long series of articles to the match day programme.
- Completion of the Honours and Centurion Boards
- Creating a dedicated 1969 display room
- Complete the 1969 League Cup Video to be launched to coincide with the unveiling of the Don Rogers statue.
- To create a series of short videos celebrating some of the past major achievements, including winning the League Cup, Winning the Anglo Italian Cup and Promotion to the Premier league.
- Supporting the club in providing pictures and framed shirts for display within the refurbished Legends Lounge.

Financial review

In keeping with the small size of our organisation the accounts have been prepared on a receipts and payment basis

Income in the year was £7,174.38 and total expenditure was £1,672.74

At the end of the year, we had £5,501.64 in our general funds all of which are unrestricted as to their future use.

The current financial year has continued the general trajectory set in the previous year with an emphasis on expanding, improving and promoting our activities. We remain comfortably solvent.

The Trustees annual report was approved by the Trustees of the Charity on 21st November 2024 and signed on its behalf by:

Paul Hedges

Secretary

SWINDON TOWN FOOTBALL CLUB MUSEUM

RECEIPTS AND PAYMENTS ACCOUNT

YEAR ENDED 31st JANUARY 2024

Income:

Donations:

Trustee	£700.00
STFC Trust	£5,000.00
Launch Event	£650.31
Ad Hoc	£824.07
Total Income	£7,174.38

Costs:

Website Creation	
& Maintenance	£496.79
Other Costs	£1,135.15
Just Giving Fee	£18.00
Card Payment Machine	£22.80
Total Costs	£1,672.74

Balance Surplus	£5,501.64
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SWINDON TOWN FOOTBALL CLUB MUSEUM

STATEMENT OF ASSETS AND LIABILITIES

YEAR ENDED 31st JANUARY 2024

Metro Current Account £5,501.64

Other assets:

No account is taken of the stock of memorabilia or conservation materials held for sale or future use.

The artefacts in the museum have either been donated or purchased with the cost treated as an expense in the year of purchase.

These financial statements were approved by the Trustees on 21st November 2024 and signed on behalf of the trustees by:

Paul Hedges

Secretary

SWINDON TOWN FOOTBALL CLUB MUSEUM

NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31st JANUARY 2024

General information

The Charity is an Incorporated Charitable Organisation and a registered charity in England and Wales. The address of its principal office is 46 Walcot Road, Swindon, SN3 1DA.

Accounting policies

Basis of preparation

These financial statements have been prepared on the Receipts and Payments basis as permitted by S.133 of the Charities Act 2011.

Going concern

There are no material uncertainties about the Charity's ability to continue

Fund accounting

General unrestricted funds are available for use at the discretion of the Trustees to further any of the Charity's purposes.

Income recognition

Income from grants and donations is recognised in the financial statements when they are received.

Income from donated goods is not recognised unless it can be measured reliably at its fair value.

Donated facilities and services are recognised in the financial statements when received to the extent that they can be accurately evaluated. No amounts are included for the contribution of the general volunteers.

Resources expended

Expenditure is recognised in the financial statements when it is paid. Expenditure includes irrecoverable VAT and is classified under the heading to which it relates.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated to that activity. Shared costs are apportioned between the activities to which they contribute on a reasonable, justifiable and consistent basis.

Trustee remuneration and expenses

No Trustee, nor any persons connected with them, have received any remuneration from the Charity during the year.

Related party transactions

During the year the Charity received donations of £700.00 from Trustee Mr Dick Mattick and £5,000 from the Swindon Town Supporters Trust.

