

# WEST STOW SAXON VILLAGE TRUST

England & Wales · Charity number 272897

## Details

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**Other names** WEST STOW ANGLO SAXON VILLAGE TRUST

**Status** Registered

**Legal form** Other

**Registered** 1977-02-22

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

## Contact

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**Address** West Stow Anglo Saxon Village &  
Country Park  
Icklingham Road  
West Stow  
Bury St. Edmunds  
IP286HG

**Phone** 01284728718

**Email** [lance.alexander@westsuffolk.gov.uk](mailto:lance.alexander@westsuffolk.gov.uk)

**Website** <https://www.weststow.org>

## Activities

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**Objects:** TO PRESERVE AND RESTORE FOR THE BENEFIT OF THE PUBLIC THE SAXON VILLAGE SETTLEMENT AT WEST STOW AND TO ADVANCE EDUCATION IN ENVIREMENTAL ARCHAEOLOGY WITH SPECIAL REFERENCE TO THE SETTLEMENT.

**Activities:** The object of the trust shall be to preserve and restore for the benefit of the public the settlement and to advance education in environmental archaeology with special reference to the settlement.

## Classification

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- **How:** Provides Human Resources, Provides Buildings/facilities/open Space, Sponsors Or Undertakes Research
- **What:** Education/training
- **Who:** The General Public/mankind

## Geography

- **Area of benefit:** NOT DEFINED - NORMALLY LOCAL
- Suffolk

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£145,705	£148,516	-	-
2024-03-31	£152,495	£154,591	-	-
2023-03-31	£148,791	£150,614	-	-
2022-03-31	£116,915	£112,369	-	-
2021-03-31	£40,536	£37,219	-	-

## Trustees

Name	Role	Appointed
<b>DAVID JOHN ADDY</b>	Chair	
ALAN HAMILTON		
Adrian Tindall		2018-12-05
Andrew Neal		2023-07-17
David Charles Gordon		2025-07-14
Dr CATHERINE HILLS		
Ian Shipp		2023-07-17
Jon London		2023-07-17
Marilyn Sayer		2023-07-17
Susan Glossop		2015-11-09

**WEST STOW SAXON VILLAGE TRUST**

England & Wales - Charity number 272897

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# Accounts

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**West Stow Anglo Saxon Village Trust**

**Annual Report and Financial Statement  
for the financial year ending 31<sup>st</sup> March 2025**

**Charity Number: 272897**

## **West Stow Anglo-Saxon Trust Annual Report April 2024 - March 2025**

### **Trustees' report 31 March 2025**

The Trustees present their report together with the financial statements of West Stow Anglo-Saxon Trust for the year to 31 March 2025.

As of the 31 March 2025 the Board of Trustees comprised eleven members of whom five were appointed by West Suffolk Council, one by the Council for British Archaeology, there were two Ex-Officio Trustees one from the Friends of West Stow and one a representative from Suffolk County Council, Archaeological Department. The remaining three trustees are not affiliated to any specific organisation and were elected by the other Trustees.

The Trustees who served up until the date of this report were as follows:

#### **Trustees**

Cllr Ian Shipp\*

Cllr Andy Neal\*

Cllr Susan Glossop\*

Cllr Jon London\*

Cllr Marilyn Sayer\*

Robert Carr

David Addy

Adrian Tindall

Catherine Hills

Faye Minter (Ex-Officio Trustee)

Alan Hamilton (Ex-Officio Trustee)

\* *West Suffolk Council appointees*

Within this twelve-month period the Trustees met formally on three occasions: the first being on the 18<sup>th</sup> July 2024, 18<sup>th</sup> November 2024 and the 10<sup>th</sup> March 2025. During this period the constitution of the trust has remained the same as has Trustees.

The table below shows the visitor numbers for the financial year 2024-2025 and for comparison the preceding four years.

	2024-25	2023-24	2022-23	2021-22	2020-21
Group visits	12,941	13,964	14,947	10,000	456
General Admissions	19,820	19,676	22,155	24,774	11,158
Total visitors to Village (Pay Zone)	32,761	33,640	37,102	34,774	11,614
Total visitors to Visitor Centre (Non-Pay Zone)	77,074	83,539	81,521	70,216	26,681

Overall, total visitor numbers for 2024–25 show a slight decrease compared with 2023–24. This decline is largely attributed to poor weather conditions during the summer months, which affected attendance on several key weekends.

While the number of school visits remained consistent year-on-year, the average group size has decreased slightly, contributing to the overall reduction in visitor figures. Despite these challenges, engagement levels remain strong, and there are positive indicators for recovery and growth in the upcoming financial year.

### **Village project and initiatives**

There has been a concerted effort this year, by the Council’s staff on site, to deliver the final elements of the Brecks, Fen Edge and Rivers (BFER) grant funded projects. This included the completion of the Iron Age Roundhouse which was opened in October 2024. Since opening it has been visited by hundreds of school children and tourists, adding a new dimension to the overall visitor experience. The roundhouse provides a tangible reference to help explain the differences between the Iron age and Anglo-Saxon Age.

Coracle making was a huge success in late summer, 12 participants made up of young people with parents or siblings, built coracles to trial in the River Lark as part of River Edge element of the BFER project. Although the 2-day course had limited numbers due to the activity, 100s of visitors took part in the ‘Float your Boat’ activities alongside the Beowulf and Grendel Theatre in the Park.

For over 50 years the oldest house has stood in the village as a testament to the original reconstruction team that started the project in 1973. With the support of the Trust and Academic Committee it was agreed to take the structure down sympathetically in September 2024. This allowed careful recording of the experimental archaeology and data that could help support future projects, Various partnership groups are supporting this to enable the best results. The plan is to use this information to gain a greater understanding of the deterioration of houses over time. The structure had closed in the late 90s due to internal safety concerns; however, it did still provide an important interpretation aspect in the years after.

The new replacement village assistant has greatly improved the care and repair of the Anglo-Saxon village. This includes basics like door fitting and roof maintenance, but has also seen the inclusion of extra smithing, log boat making, furniture and

public talks and displays on tools and techniques. Having studied Experimental Archaeology at University, Alfred brings an abundance of opportunities to engage with the public.

## **Events**

The site hosted a wide range of events this past year.

Heroes Assembled was a brand-new event held over the easter period bringing an element of 'cosplay' to the village location. Over 100 children took part in roleplaying across the site with activities including weapons training, rune law, puzzle solving and combat. The event was very successful and highly praised by both participants and the audience and will continue as a yearly feature in the events calendar.

In June 2024, West Stow celebrated its flagship Dragon Fest, held over the weekend of 22–23 June. The weather was glorious, and there were around 2200 attendees over the weekend. The festival featured the return of resident dragons Brym and Snarl Junior. Highlights included a dramatic performance of Beowulf by Rattlebox and a variety of interactive activity zones offering archery, axe-throwing, circus skills, wellbeing sessions, and a wide selection of food and drink stalls.

## **2024 Outdoor Theatre Programme – West Stow**

The “Theatre in the Parks” series at West Stow welcomed over 550 visitors across its various shows, offering a lively, family-friendly line-up of outdoor performances. Set within the historic village and surrounding countryside, the open-air format encouraged picnics and relaxed social experiences, while seamlessly blending storytelling, theatre, heritage, and family engagement into an immersive programme. The shows included:

- The Tale of Jemima Puddle duck: A charming adaptation of Beatrix Potter’s classic, following Jemima as she searches for a safe place to hatch her eggs. Gentle storytelling, performed outdoors, makes it perfect for young audiences and families.
- Beowulf: An epic retelling of the Anglo-Saxon legend, combining movement, puppetry, and dramatic storytelling. The performance connects strongly with West Stow’s historic heritage, bringing the tale of Beowulf and Grendel to life.
- Angelica Sprocket’s Pockets: A whimsical, interactive show inspired by Quentin Blake’s stories, featuring Angelica’s magical overcoat full of surprises. Puppetry, live music, and playful comedy engage children and families alike.

In addition to our scheduled events, West Stow hosts a yearly programme of reenactors, which plays a key role in engaging visitors and bringing the Anglo-Saxon village to life. These immersive experiences create memorable weekends and consistently receive excellent feedback from our guests, enhancing both the educational and entertainment value of each visit.

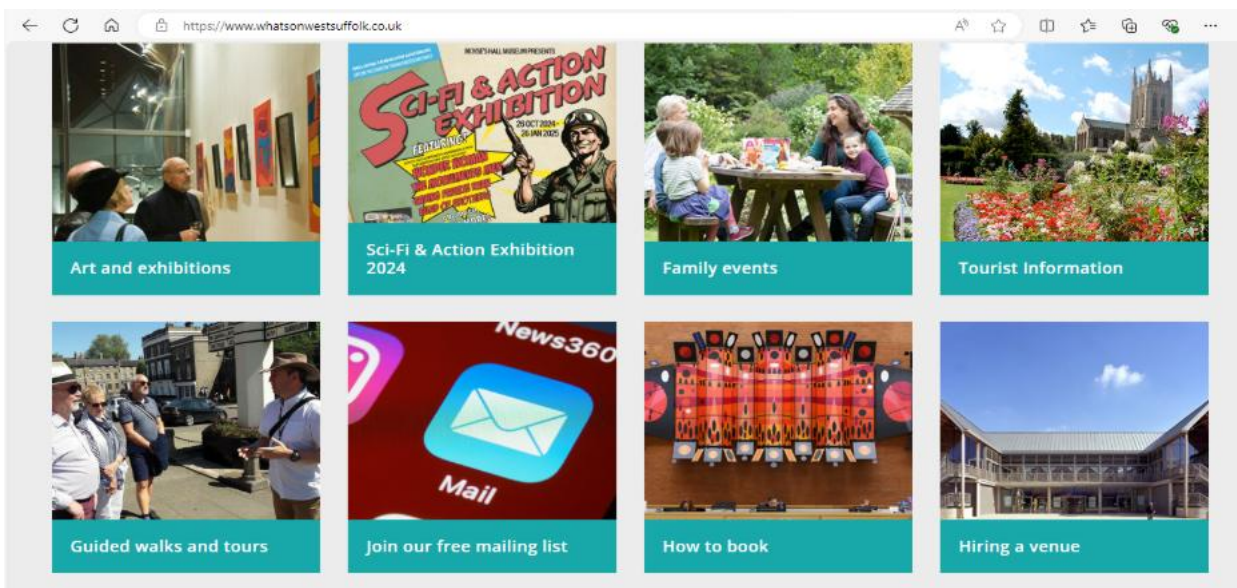
## Health and wellbeing

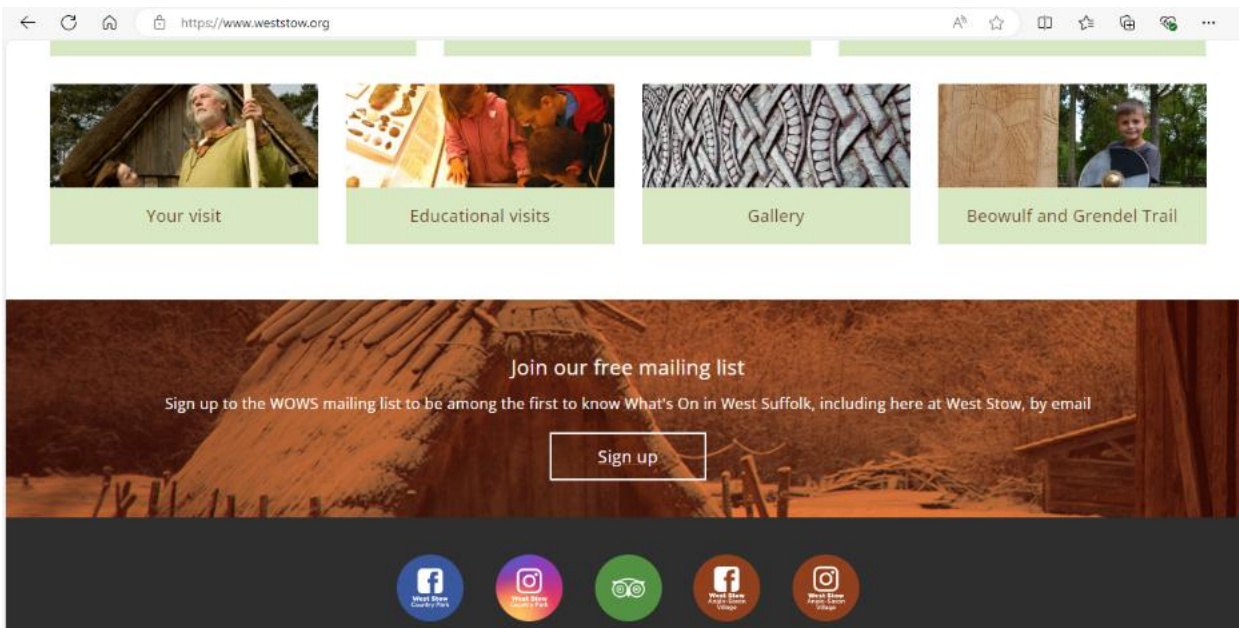
The BFER project has helped establish a Wellbeing programme at West Stow featuring outdoor yoga, forest bathing, sound baths, and a mindfulness trail. In August 2024, a Drumming Residency ran from 15–20 August, with daily drumming circles in the Great Hall and demonstrations of sacred drum making. These wellbeing activities link the Anglo-Saxon Village to the wider landscape, encouraging visitors to engage with nature, heritage, and personal wellness together.

## Marketing strategy

The Heritage email database has now grown to over 33,000 customers, who have all agreed to receive information about events and exhibitions at West Stow Anglo-Saxon-Village and Country Park. It has been our strategic vision for a number of years now to prioritise growing this database, as it provides a detailed insight into who these customers are, where they live and what type of events they purchase tickets for.

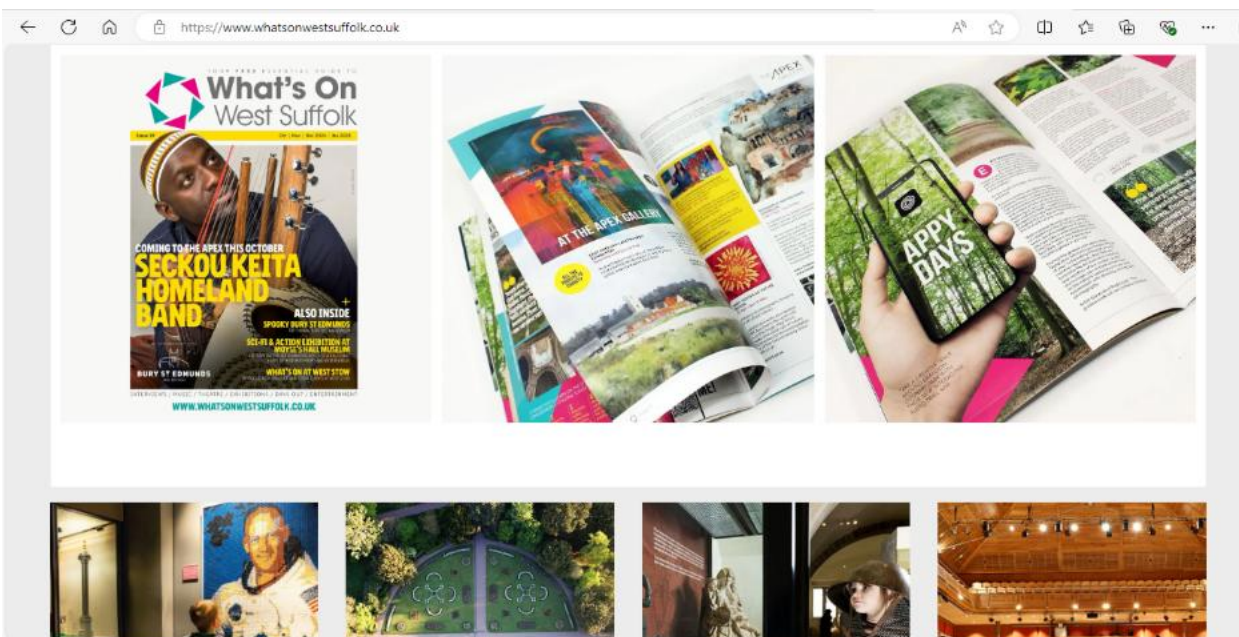
The Heritage Service is now benefitting from this significant direct route to market. The database has also provided the marketing team with the data needed to run audience development campaigns and to target people who have previously booked for arts and cultural events in West Suffolk, but who may have not visited or booked tickets for an event at WSASV. Furthermore, it also allows the marketing team to communicate with existing WSASV customers to encourage them to make a repeat visit, or book for a specific event or festival.





## What's On West Suffolk

West Stow events are included in the digital magazine, What's On West Suffolk (WOWS), which is emailed to the heritage and WOWS database three times per year and made available via WOWS and West Stow ASV and Country Park social media accounts.



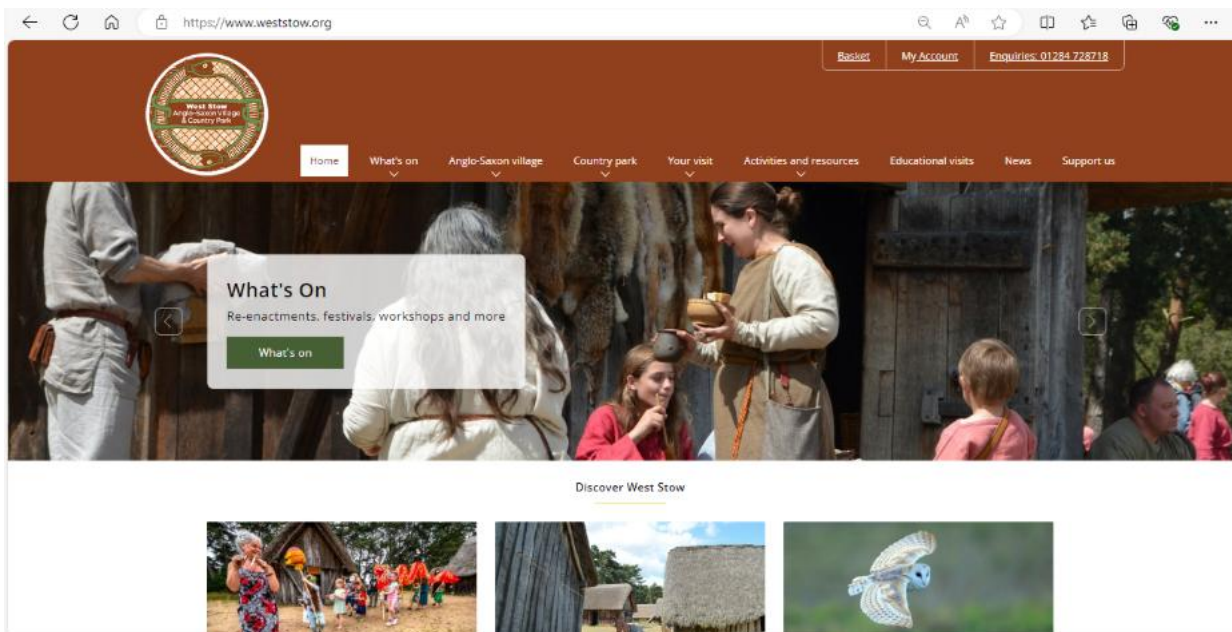
The increased and diverse range of events now taking place at WSASV, such as well-being events including yoga, sound bathing, Pilates and meditation as well Theatre in the Parks and Dragon Fest, have all helped to attract new visitors to the village.

## West Stow Anglo-Saxon Village & Country Park website

In 2024/25, the West Stow ASV & CP website continued to see an increase in traffic. Analysis of Google Analytics for the West Stow website has identified that there were 111,266 visits to the website in 2024/25. This is up from (10%) from 101,224 visits

to the website in 2023/24. As with previous years, website traffic increases during spring and summer and peaks in June and July. The number of visitors landing on the West Stow website via social media generated by the West Suffolk Council Leisure marketing team has increased from 6.1% in 2023/24 to 8.4% in 2024/25.

The number of website visitors coming directly to the website, as opposed to via a search engine has increased from 36% in 2023/24 to 44% in 2024/25. This means visitors have either directly entered the West Stow url into their browser or come to the website via the marketing team's heritage and WOWS email campaigns.



### **Website visitor demographics**

26% of our audience are between 25-34 followed by 19% that are between 35-44 and 16% between 45-54. This demonstrates we are appealing to young families. We also have a high number of over 65s, the grandparent category. The gender split is 59% female to 40% male, this is higher than some of our other websites.

### **Locations**

Most viewers who access the West Stow Anglo Saxon Village and Country Park website are, in order of quantity, from the following towns/cities: London, Cambridge, Norwich, Bury St Edmunds, Ipswich, Peterborough, Colchester, Birmingham, and Haverhill.

### **Content**

The most viewed pages in 2024/2025 were the 'Homepage', 'What's on', 'Your visit', 'About' and 'Admission prices'.

## **Devices**

The most popular means of accessing our website is via a mobile phone (96%) up 4% from 2023/24. We have therefore ensured that our websites remain compatible and optimised to view and navigate on all formats.

## **Social Media**

The West Stow Anglo-Saxon Village Facebook page has continued to grow and now has over 8,500 followers, which is up from 7,945 in 2023/24. West Stow's social media followers are online mostly between 6-9pm. The best time to post to reach the maximum amount of people is 8pm.

Facebook provided 94% of our social media acquisition this year and Instagram provided 4%. Research and analysis have identified that X (formerly Twitter) provides very poor return on investment and so our marketing resource has been focused into Facebook and Instagram. We will continue to monitor this. We will imminently be setting up a LinkedIn account for the Village and Country Park, which will provide a platform to a business focused audience.

In 2024/25, our top Social Media post formats in terms of ranking were:

1. Video
2. Photo
3. Link
4. Status
5. Shared video

## **Video production**

Given that video is proving to be the most impactful format, a new promo for WSASV & CP is currently in production. The footage shot will be used to create one thirty second promo video, as well as providing content for dozens of additional shorter social media posts.

Our social media audience are in:

- |                    |                |
|--------------------|----------------|
| 1. Bury St Edmunds | 6. London      |
| 2. Ipswich         | 7. Thetford    |
| 3. Cambridge       | 8. Sudbury     |
| 4. Norwich         | 9. Newmarket   |
| 5. Ely             | 10. Stowmarket |

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2024/25**

Actual Total Funds 2023/2024 £	<b><u>RECEIPTS AND PAYMENTS ACCOUNT</u></b>	Note	Actual Unrestricted Funds 2024/2025 £	Actual Restricted Funds 2024/2025 £	<b>Actual Total Funds 2024/2025 £</b>
	<b><u>Receipts</u></b>				
469	Interest	1	290	107	<b>397</b>
0	Central Government Business Grant	2	0		<b>0</b>
124	Donations	3	215		<b>215</b>
72,776	Visitor Charges	4	74,847		<b>74,847</b>
79,126	School Parties	5	70,246		<b>70,246</b>
152,495	<b>Total Receipts</b>		145,598	107	<b>145,705</b>
	<b><u>Payments</u></b>				
0	Archaeological Consultant	6	0		<b>0</b>
2,690	Other Expenses (Insurance - Premises)	7	3,423		<b>3,423</b>
151,901	Service Charge	8	145,093		<b>145,093</b>
154,591	<b>Total Payments</b>		148,516	0	<b>148,516</b>
-2,096	<b>Net Receipts/(Payments)</b>	9	-2,918	107	<b>-2,810</b>
9,644	<b>Cash funds last year end</b>		5,513	2,034	<b>7,548</b>
7,548	<b>Cash funds this year end</b>		2,595	2,141	<b>4,737</b>

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2024/2025**

Actual Total Funds 2023/2024 £	<b><u>STATEMENT OF ASSETS AND LIABILITIES AS AT 31ST MARCH 2025</u></b>	Note	Actual Unrestricted Funds 2024/2025 £	Actual Restricted Funds 2024/2025 £	<b>Actual Total Funds 2024/2025 £</b>
	<b><u>Cash Funds</u></b>				
<b>5,513</b>	Accumulated fund	10	2,595		<b>2,595</b>
<b>2,034</b>	Match funding account	11		2,141	<b>2,141</b>
<b>7,548</b>	<b>Total Cash Funds</b>		2,595	2,141	<b>4,737</b>

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2024/2025**

**NOTES**

**RECEIPTS AND PAYMENTS ACCOUNT**

1	Interest	Interest on investment was earned at an average rate of 5.265% in 2024/2025.
2	Central Government Business Grant	
3	Donations	
4	Visitor Charges	} See note 8 below.
5	School Parties	
6	Archaeological Consultant	Suffolk County Council Archaeology Service now employs the Archaeological Consultant (w.e.f. 1st April 2005).
7	Other Expenses	This expenditure relates to the cost of the insurance premium payable on the houses.
8	Service Charge	This sum is equal to the income received from visitor charges and school parties (notes 4 and 5). It arises because of the management agreement with the District Council which is in a form acceptable to the Charity Commissioners.
9	Net receipts/(Payments)	After reviewing its financial position, the Trust agreed in June 1998 that future budgets be prepared on a break even basis (excluding any match funding payments).

**STATEMENT OF ASSETS AND LIABILITIES**

10	Accumulated fund	The low level of balances reflects past decisions to draw on reserves to fund deficits.
11	Match funding account	This account is set up to provide the possibility of match funding other outside grants when this is a condition of grant aid. It was set up by a generous grant from Suffolk County Council's locality budget arrangements.



**Section A**

**Independent Examiner's Report**

**Report to the trustees/  
members of**

West Stow Anglo Saxon Village Trust

**On accounts for the year  
ended**

31 March 2025

**Charity no  
(if any)**

272897

**Set out on pages**

2, 3 & 4

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 / 03 / 2025**.

**Responsibilities and  
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent  
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

**Signed:**

**Date:**

01/12/25

**Name:**

Lorna Heather Jenkins

**Relevant professional  
qualification(s) or body  
(if any):**

MAAT

**Address:**

West Suffolk House

Western Way

Bury St Edmunds, Suffolk, IP33 3YU

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

There are no matters of concern.

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2024/25**

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**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2024/2025**

**NOTES**

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England & Wales - Charity number 272897

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# Accounts

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**West Stow Anglo Saxon Village Trust**

**Annual Report and Financial Statement  
for the Financial year ending 31<sup>st</sup> March 2024**

**Charity Number: 272897**

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The Trustees who served up until the date of this report were as follows:

#### **Trustees**

Cllr Sarah Broughton\*(up until May 2024)

Cllr Ian Houlder\*(up until 2024)

Cllr Stephen Frost\*(up until May 2024)

Cllr Simon Brown\*(up until May 2024)

Cllr Ian Shipp\* (Post May 2024)

Cllr Andy Neal\* (Post May 2024)

Cllr Susan Glossop\*

Cllr Jon London\* (Post May 2024)

Cllr Marilyn Sayer\* (Post May 2024)

Robert Carr

David Addy

Adrian Tindall

Catherine Hills

Faye Minter (Ex-Officio Trustee)

Alan Hamilton (Ex-Officio Trustee)

\* *West Suffolk Council appointees*

Within this twelve-month period the Trustees met formally on three occasions: the first being on the 17<sup>th</sup> July 2023, 6<sup>th</sup> November 2023 and the 18<sup>th</sup> March 2024. During this period the constitution of the trust has remained the same. Following the District Council elections in May 2024 there were four replacement Trustees elected to the Trust by the Council.

The table below shows the visitor numbers for the financial year 2023-2024 and for comparison the preceding four years.

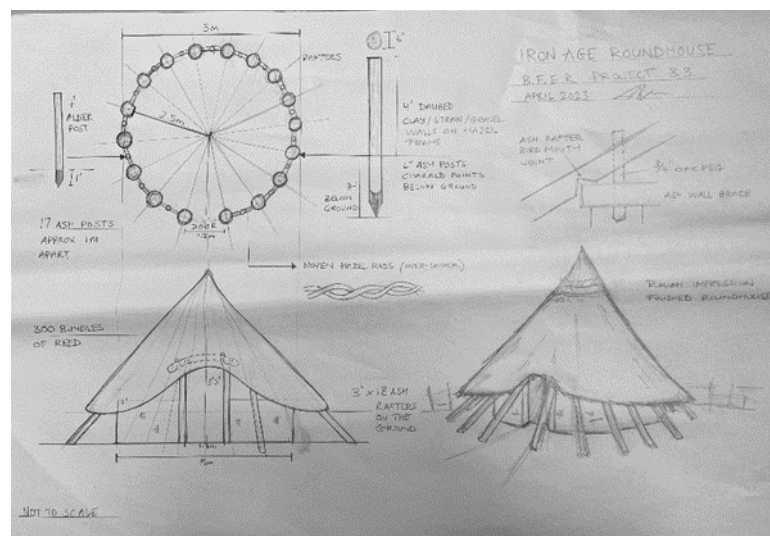
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General Admissions	19,676	22,155	24,774	11,158	21,648
Total visitors to Village (Pay Zone)	33,601	37,102	34,774	11,614	36,017
Visitor Centres (Non-Pay Zone)	83,539	81,521	70,216	26,681	82,145

Whilst there has been a rise in overall footfall into the visitor centre there has been a reduction in the number of admissions through to the pay zone area. The two main factors influencing this reduction are, we believe, a year of unpredictable weather and the ongoing impacts associated with the cost-of-living crisis, which has put pressure on families spend on non-essential items. The higher footfall into the visitor centre does at least demonstrates a potential growing interest in our site. With an ever-growing events list, we have found that many visitors in the Visitor Centre enquire about our future events and re-enactment weekends, again illustrating the interest in repeat visits to our site. Overall, the figures are positive and show a sustainable engagement with our visitors.

### Village building repairs & new initiatives

Andrew Neeve, the thatching consultant for West Stow, retired in the summer of 2023. Dominic Meeks and his thatching team started to work for the site from September, repairing the weaving house and Hall rigids and replacing the top coat of the workshop. These repairs should ensure the longevity of the buildings' structures.

Work on building an Iron Age Round House at West Stow commenced in April 2023. The project is being funded via the lottery 'Breck's Fen Edge & Rivers (BFER)' project. The design structure is based on one of the three round houses excavated at West Stow in the 1970's. The idea behind the project is to enable West Stow to interpret the multi period nature of the location and put the Anglo-Saxon time-line in context for visitors. The building should be completed in mid-2024 (August).



The BFER project has also funded a new interactive 'info point'. The info point has enabled visitors to download information via smart phones about the site including old photos, excavation plans to further enhance the visitor experience.

Throughout the year the Trusts Academic Committee have met on several occasions to progress plans for a controlled deconstruction of the Oldest House, planned for late 2024. The oldest house reconstruction was originally constructed in 1973.

## **Events**

The events calendar for West Stow has been significantly bolstered post covid and we've been able to welcome back the most popular enactment groups to our site once more. The annual Dragon Festival 2023, which is a family friendly event designed to encourage new audiences to visit, was well attended and received very favourable feedback with over 2,000 visitors.

The site also welcomed theatre productions on site again this year including:

**Bad Dad** - an open-air adaptation of David Walliams' Bad Dad is the perfect summer family entertainment.

**Wind in the Willows** - boating with Ratty, a feast with Badger and high-jinx on the open road with that reckless ruffian, Mr Toad.

**Machamlear** - a farcical piece of new writing from award-winning playwright Michael Davies that shamelessly exploited the genius of England's most celebrated writer.

**Sense and Sensibility** - The ups and downs of Regency romance a literary classic with a twist.

**Loki: Lord of Mischief** - an interactive and immersive theatre experience designed to excite and delight its young audience.

**Sir Gawain of the Round Table** - another interactive theatre experience giving children the chance to become part of the story and feel a part of the arts.

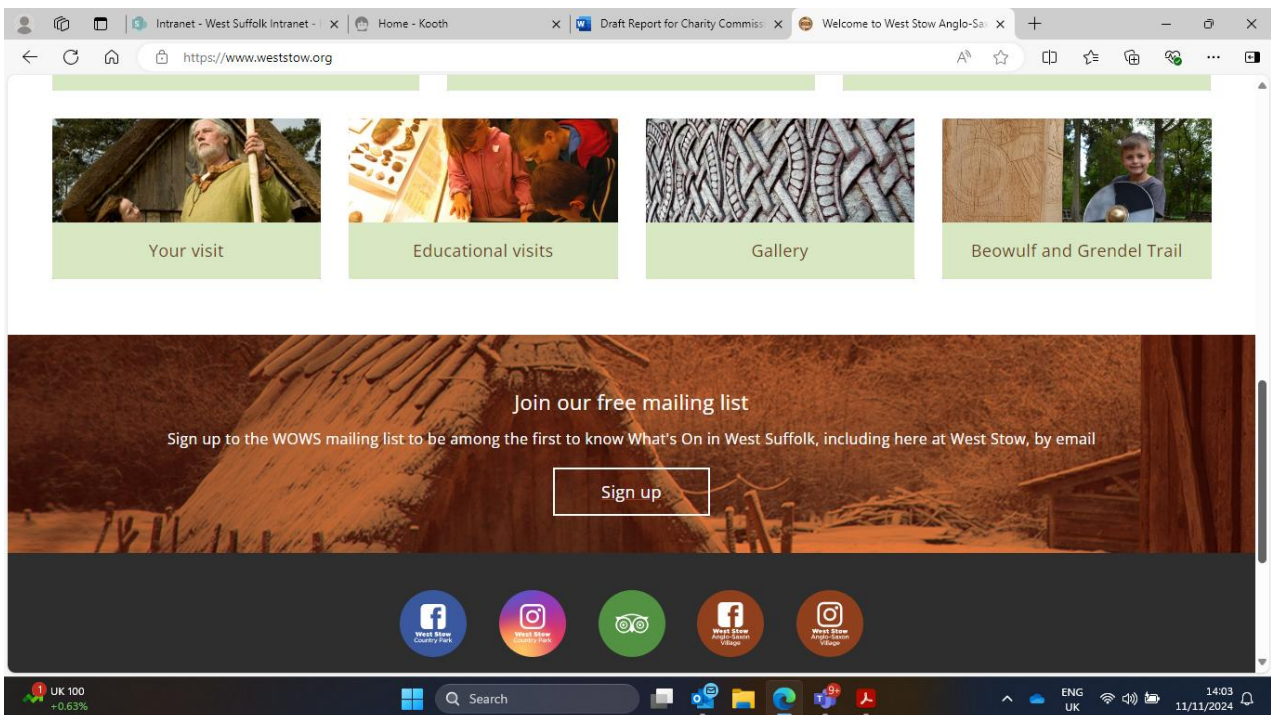
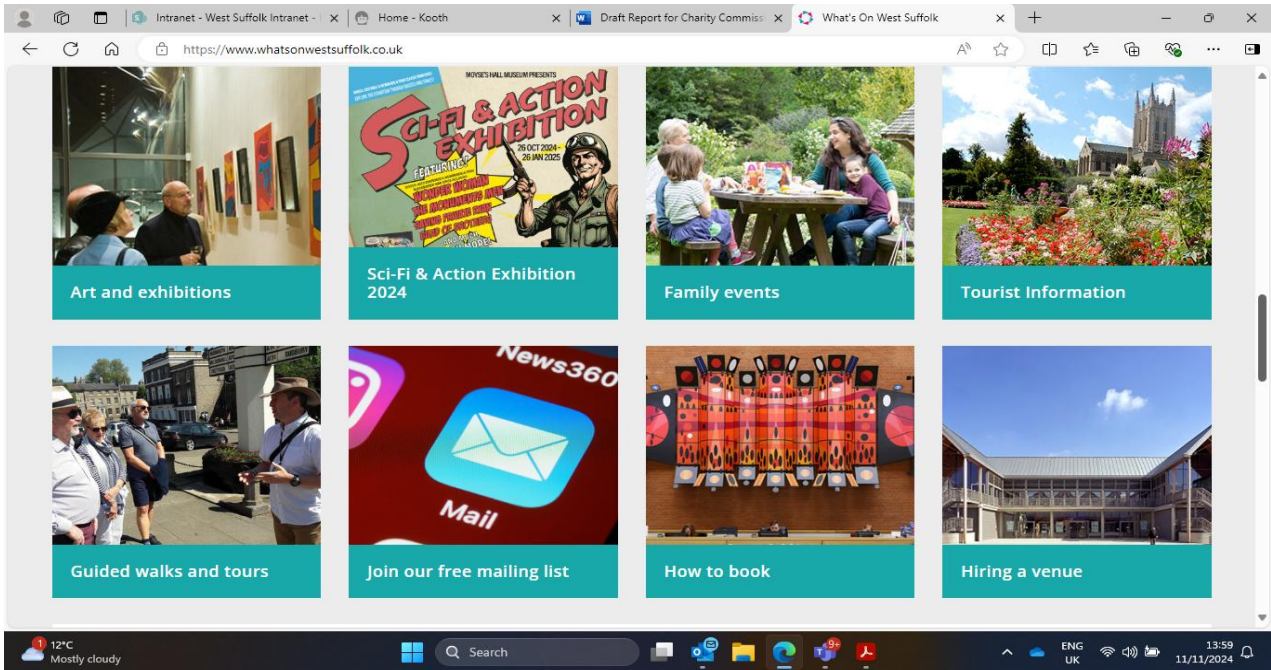
## **Health and wellbeing**

The BFER project has also helped enable the establishment of a wellbeing programme on site this year which has seen the introduction of Yoga, drumming workshops and mindfulness walks on site. The activities link both the Anglo-Saxon Village to the surrounding landscape of the park.

## **Marketing strategy**

The Heritage email database has now grown to over 25,000 customers, who have all agreed to receive information about events and exhibitions at West Stow Anglo-Saxon-Village and Country Park. It has been our strategic vision for a number of years now to prioritise growing this database, as it provides a detailed insight into who these customers are, where they live and what type of events they purchase tickets for.

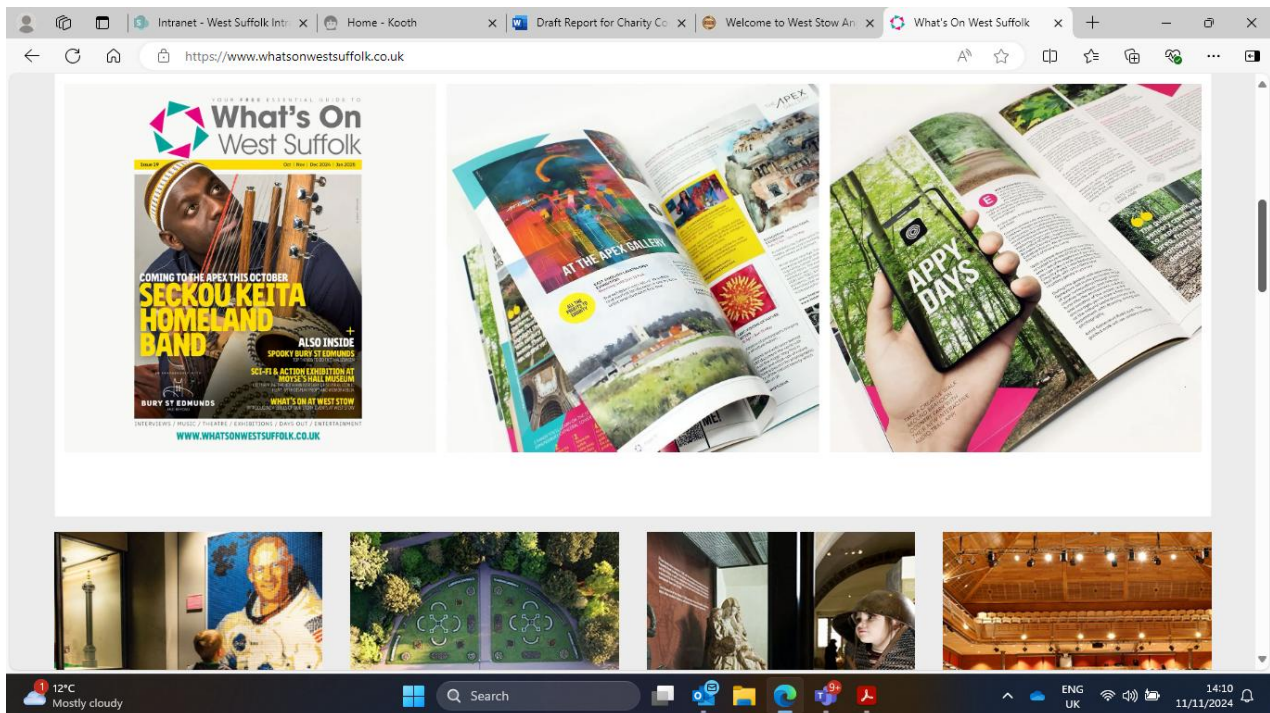
The Heritage service is now benefitting from this significant direct route to market. The database has also provided the marketing team with the data needed to run audience development campaigns and to target people who have previously booked for arts and cultural events in West Suffolk, but who may have not visited or booked tickets for an event at WSASV. Furthermore, it also allows the marketing team to communicate with existing WSASV customers to encourage them to make a repeat visit, or book for a specific event or festival.



### What's On West Suffolk

West Stow events are included in the digital magazine, What's On West Suffolk (WOWS), which is emailed to the heritage and WOWS database three times per year

and made available via WOWS and West Stow ASV and Country Park social media accounts.



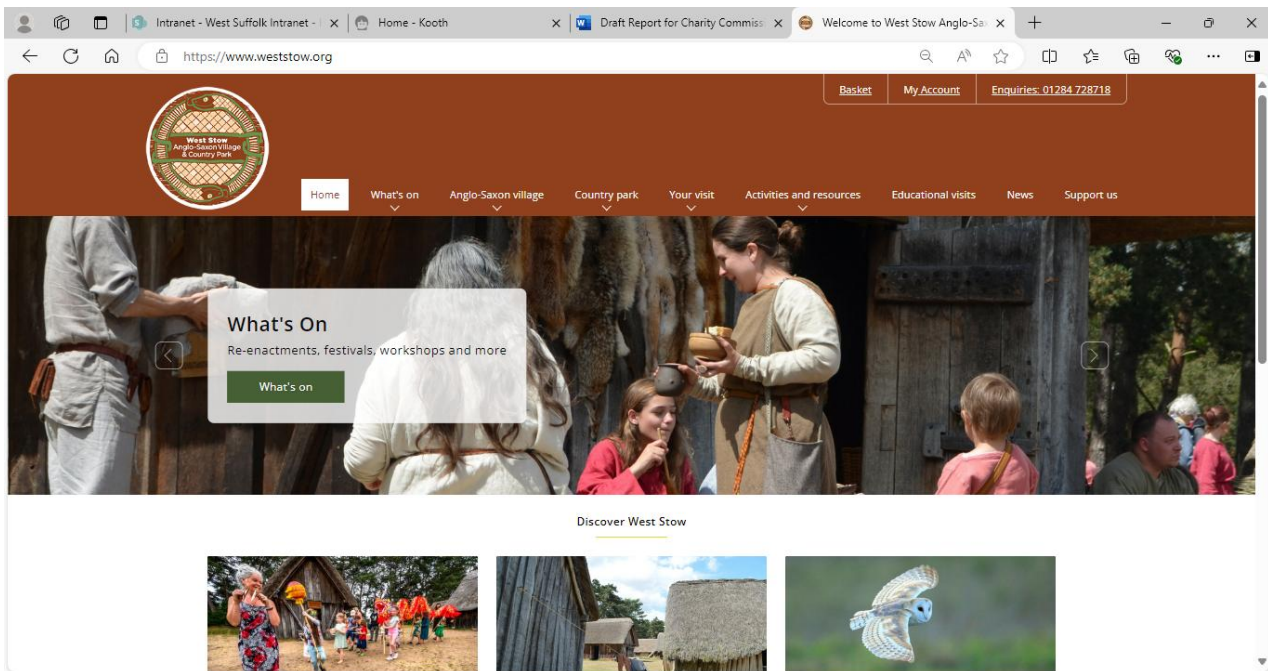
The increased and diverse range of events now taking place at WSASV, such as well-being events including yoga, sound bathing, Pilates and meditation as well Theatre in the Parks and Dragon Fest, have all helped to attract new visitors to the village.

### **West Stow Anglo-Saxon Village & Country Park website**

In 2023/24, the West Stow ASV & CP website continued to see an increase in traffic. Analysis of Google Analytics for the West Stow website has identified that there were 101,224 visits to the website in 2023/24. This is up from (11%) from 91,101 visits to the website in 2022/23. As with previous years, website traffic increases during spring and summer and peaks in June and July.

The number of visitors landing on the West Stow website via social media generated by the West Suffolk Council Leisure marketing team has increased from 4.62% in 2022/23 to 6.1% in 2023/24.

The number of website visitors coming directly to the website, as opposed to via a search engine has increased from 29% in 2022/23 to 36%% in 2023/24. This means visitors have either directly entered the West Stow url into their browser or come to the website via the marketing team's heritage and WOWS email campaigns.



## Website visitor demographics

25% of our audience are between 25-34 followed by 20% that are between 35-44 and 16% between 45-54. This demonstrates we are appealing to young families. We also have a high number of over 65s, the grandparent category. The gender split is 59% female to 40% male, this is higher than some of our other websites.

## Locations

Most viewers who access the West Stow Anglo Saxon Village and Country Park website are, in order of quantity, from the following towns/cities: London, Cambridge, Norwich, Bury St Edmunds, Ipswich, Peterborough, Colchester, Birmingham, and Haverhill.

## Content

The most viewed pages in 2023/2024 were the 'Homepage', 'What's on', 'Your visit', 'About' and 'Admission prices'.

## Devices

The most popular means of accessing our website is via a mobile phone (91%) up 5% from 2022/23). We have therefore ensured that our websites remain compatible and optimised to view and navigate on all formats.

## Social Media

The West Stow Anglo-Saxon Village Facebook now page has continued to grow and now has 7,945 followers, up from 7,266 followers in 2022/23. In addition, the West Stow's social media followers are online mostly between 6-9pm. The best time to post to reach the maximum amount of people is 8pm.

Facebook provided 90% of our social media acquisition this year and Instagram provided 6%. Research and analysis has identified that X (formerly Twitter) provides very poor return on investment and so our marketing resource has been focused into Facebook and Instagram. We will continue to monitor this. We will imminently be setting up a LinkedIn account for the Village and Country Park, which will provide a platform to a business focused audience.

In 2023/24, our top Social Media post formats in terms of ranking were:

1. Video
2. Photo
3. Link
4. Status
5. Shared video

### **Video production**

Given that video is proving to be the most impactful format, a new promo for WSASV & CP is currently in production. The footage shot will be used to create one thirty second promo video, as well as providing content for dozens of additional shorter social media posts.

Our social media audience are located in:

- |                    |                |
|--------------------|----------------|
| 1. Bury St Edmunds | 6. London      |
| 2. Ipswich         | 7. Thetford    |
| 3. Cambridge       | 8. Sudbury     |
| 4. Norwich         | 9. Newmarket   |
| 5. Ely             | 10. Stowmarket |

**Financial Statement  
for the financial year ending 31<sup>st</sup> March 2024**

Actual Total Funds 2022/2023 £	<b><u>RECEIPTS AND PAYMENTS ACCOUNT</u></b>	Note	Actual Unrestricted Funds 2023/2024 £	Actual Restricted Funds 2023/2024 £	<b>Actual Total Funds 2023/2024 £</b>
	<b><u>Receipts</u></b>				
21	Interest	1	375	94	<b>469</b>
0	Central Government Business Grant	2	0		<b>0</b>
91	Donations	3	124		<b>124</b>
77,016	Visitor Charges	4	72,776		<b>72,776</b>
71,663	School Parties	5	79,126		<b>79,126</b>
148,791	<b>Total Receipts</b>		152,400	94	<b>152,495</b>
	<b><u>Payments</u></b>				
0	Archaeological Consultant	6	0		<b>0</b>
1,935	Other Expenses (Insurance - Premises)	7	2,690		<b>2,690</b>
148,679	Service Charge	8	151,901		<b>151,901</b>
150,614	<b>Total Payments</b>		154,591	0	<b>154,591</b>
-1,823	<b>Net Receipts/(Payments)</b>	9	-2,191	94	<b>-2,096</b>
11,466	<b>Cash funds last year end</b>		7,704	1,940	<b>9,644</b>
9,643	<b>Cash funds this year end</b>		5,513	2,034	<b>7,548</b>

**WEST STOW ANGLO-SAXON VILLAGE TRUST  
FINAL ACCOUNTS 2023/2024**

Actual Total Funds 2022/2023 £	<b><u>STATEMENT OF ASSETS AND LIABILITIES AS AT 31ST MARCH 2024</u></b>	Note	Actual Unrestricted Funds 2023/2024 £	Actual Restricted Funds 2023/2024 £	<b>Actual Total Funds 2023/2024 £</b>
	<b><u>Cash Funds</u></b>				
<b>7,704</b>	Accumulated fund	10	5,513		<b>5,513</b>
<b>1,939</b>	Match funding account	11		2,034	<b>2,034</b>
<b>9,643</b>	<b>Total Cash Funds</b>		5,513	2,034	<b>7,548</b>

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2023/2024**

**NOTES**

**RECEIPTS AND PAYMENTS ACCOUNT**

1	Interest	Interest on investment was earned at an average rate of 4.868% in 2023/2024.
2	Central Government Business Grant	
3	Donations	
4	Visitor Charges	} See note 8 below.
5	School Parties	
6	Archaeological Consultant	Suffolk County Council Archaeology Service now employs the Archaeological Consultant (w.e.f. 1st April 2005).
7	Other Expenses	This expenditure relates to the cost of the insurance premium payable on the houses.
8	Service Charge	This sum is equal to the income received from visitor charges and school parties (notes 4 and 5). It arises because of the management agreement with the District Council which is in a form acceptable to the Charity Commissioners.
9	Net receipts/(Payments)	After reviewing its financial position, the Trust agreed in June 1998 that future budgets be prepared on a break even basis (excluding any match funding payments).

**STATEMENT OF ASSETS AND LIABILITIES**

10	Accumulated fund	The low level of balances reflects past decisions to draw on reserves to fund deficits.
11	Match funding account	This account is set up to provide the possibility of match funding other outside grants when this is a condition of grant aid. It was set up by a generous grant from Suffolk County Council's locality budget arrangements.



**Section A**

**Independent Examiner's Report**

**Report to the trustees/  
members of**

West Stow Anglo Saxon Village Trust

**On accounts for the year  
ended**

31 March 2024

**Charity no  
(if any)**

272897

**Set out on pages**

2, 3 & 4

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 / 03 / 2024**.

**Responsibilities and  
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent  
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

**Signed:**

**Date:**

09/12/24

**Name:**

Lorna Heather Jenkins

**Relevant professional  
qualification(s) or body  
(if any):**

MAAT

**Address:**

West Suffolk House

Western Way

Bury St Edmunds, Suffolk, IP33 3YU

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

There are no matters of concern.

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2023/24**

Actual Total Funds 2022/2023 £	<b><u>RECEIPTS AND PAYMENTS ACCOUNT</u></b>	Note	Actual Unrestricted Funds 2023/2024 £	Actual Restricted Funds 2023/2024 £	<b>Actual Total Funds 2023/2024 £</b>
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21	Interest	1	375	94	<b>469</b>
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<b>148,791</b>	<b>Total Receipts</b>		<b>152,400</b>	<b>94</b>	<b>152,495</b>
	<b><u>Payments</u></b>				
0	Archaeological Consultant	6	0		<b>0</b>
1,935	Other Expenses (Insurance - Premises)	7	2,690		<b>2,690</b>
148,679	Service Charge	8	151,901		<b>151,901</b>
<b>150,614</b>	<b>Total Payments</b>		<b>154,591</b>	<b>0</b>	<b>154,591</b>
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11,466	<b>Cash funds last year end</b>		7,704	1,940	<b>9,644</b>
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**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2023/2024**

Actual Total Funds 2022/2023 £	<b><u>STATEMENT OF ASSETS AND LIABILITIES AS AT 31ST MARCH 2024</u></b>	Note	Actual Unrestricted Funds 2023/2024 £	Actual Restricted Funds 2023/2024 £	<b>Actual Total Funds 2023/2024 £</b>
	<b><u>Cash Funds</u></b>				
<b>7,704</b>	Accumulated fund	10	5,513		<b>5,513</b>
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<b>9,643</b>	<b>Total Cash Funds</b>		<b>5,513</b>	<b>2,034</b>	<b>7,548</b>

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2023/2024**

**NOTES**

**RECEIPTS AND PAYMENTS ACCOUNT**

1	Interest	Interest on investment was earned at an average rate of 4.868% in 2023/2024.
2	Central Government Business Grant	
3	Donations	
4	Visitor Charges	} See note 8 below.
5	School Parties	
6	Archaeological Consultant	Suffolk County Council Archaeology Service now employs the Archaeological Consultant (w.e.f. 1st April 2005).
7	Other Expenses	This expenditure relates to the cost of the insurance premium payable on the houses.
8	Service Charge	This sum is equal to the income received from visitor charges and school parties (notes 4 and 5). It arises because of the management agreement with the District Council which is in a form acceptable to the Charity Commissioners.
9	Net receipts/(Payments)	After reviewing its financial position, the Trust agreed in June 1998 that future budgets be prepared on a break even basis (excluding any match funding payments).
<b><u>STATEMENT OF ASSETS AND LIABILITIES</u></b>		
10	Accumulated fund	The low level of balances reflects past decisions to draw on reserves to fund deficits.
11	Match funding account	This account is set up to provide the possibility of match funding other outside grants when this is a condition of grant aid. It was set up by a generous grant from Suffolk County Council's locality budget arrangements.

**WEST STOW SAXON VILLAGE TRUST**

England & Wales - Charity number 272897

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# Accounts

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**West Stow Anglo Saxon Village Trust**

**Annual Report and Financial Statement  
for the Financial year ending 31<sup>st</sup> March 2023**

**Charity Number: 272897**

## **West Stow Anglo-Saxon Trust Annual Report April 2022 - March 2023**

### **Trustees' report 31 March 2023**

The Trustees present their report together with the financial statements of West Stow Anglo-Saxon Trust for the year to 31 March 2023.

As of the 31 March 2023 the Board of Trustees comprised eleven members of whom five were appointed by West Suffolk Council, one by the Council for British Archaeology, there were two Ex-Officio Trustees one from the Friends of West Stow and one a representative from Suffolk County Council, Archaeological Department. The remaining three trustees are not affiliated to any specific organisation and were elected by the other Trustees.

The Trustees who served up until the date of this report were as follows:

#### **Trustees**

Sarah Broughton\*

Ian Houlder\*

Susan Glossop\*

Stephen Frost\*

Simon Brown\*

Robert Carr

David Addy

Adrian Tindall

Catherine Hills

Faye Minter (Ex-Officio Trustee)

Alan Hamilton (Ex-Officio Trustee)

\* *West Suffolk Council appointees*

Within this twelve-month period the Trustees met formally on three occasions: the first being on the 4<sup>th</sup> July 2022, 21<sup>st</sup> November 2022 and the 20 March 2023. During this period the constitution of the trust has remained the same as has the board of trustees.

The business activities of the Trust are recovering from the impacts associated with the COVID pandemic which had negatively affected the operation over the previous two financial years.

The table below shows the visitor numbers for the financial year 2022-2023 and for comparison the preceding four years.

	2022-23	2021-22	2020-21	2019-20	2018-19
Group visits	14,947	10,000	456	14,369	15,304
General Admissions	22,155	24,774	11,158	21,648	20,986
Total visitors to Village (Pay Zone)	37,102	34,774	11,614	36,017	36,290
Visitor Centres (Non-Pay Zone)	81,521	70,216	26,681	82,145	90,787

Numbers are back to similar levels prior to the pandemic with the total visitors to the village being the highest in 5 years. School numbers are again buoyant.

### **Village update**

During the first quarter of the financial year, the following thatching works were progressed and completed by Andrew Neeve:

- new ridge covers have been installed on both living house and weaving house.
- a new thatched topcoat was installed to the north side of the living house.

Further thatching works have been identified as needing to be progressed next financial year and this includes a new ridges on both the hall and farmers house and repairs to the top coat of the workshop.

Provision for the new wild boar area commenced in April 2022 and involved fencing contractors installing a new zone in the tree belt outside the visitor centre. This new area provided the pigs with shade and a larger area to roam. The two new pigs eventually moved in August 2022 freeing up their old location for further experimental projects including crop growing and the installation of a Romano British kiln (planned for 2024).

In 2022 work continued with the Brecks Fen Edge and Rivers (BFER), National Lottery Heritage Fund project entitled 'clearing the view'. This particular initiative focused on the reconnection of the Anglo-Saxon settlement with the River Lark. The river is now clearly visible from the village and planting of the Hazel and willow has started to create the new coppiced woodland feature. The project has also funded the installation of a camera which will capture the changing landscape over a twelve-month period, encapsulating the seasonal changes.

### **Visitor Experience**

Schools have returned to normal numbers after the lockdown period and the education team have been busy. The general public have also benefitted from seeing both the Friends of West Stow's (FOWS) crops and the new area being maintained and extended to further understand the farming of the Anglo-Saxon period.

Improvements in the visitor centre includes vinyl flooring and lighting changes to the gallery. As this area is an introduction to the multi period element of the visit it is now in keeping with the Anglo-Saxon gallery under the café. The site continues to

improve with the museum experience, especially with the displays linked to the reconstructed face and loans from Cambridge and the Ashmolean Museums.

West Stow celebrated the 50th anniversary of the ending of the official excavation work (1965-1972) the FREE entry weekend included working with the FOWS, BFER, Archaeology department from Suffolk County Council and volunteer. Over 1,500 visitors attended the event.

New signage has been added to the blacksmith hut and bread oven to help with the visitors understanding of the village setting. Further signs include the oldest house project and the subject of 'deterioration versus neglect'- again to show this is part of the experimental project learning outcomes rather than lack of funding.

### **Health and wellbeing**

With help from the BFER project funding the site has also hosted Yoga sessions and dance sessions, both linked to health and wellbeing over the summer of 2022. The includes sessions have been hosted in the early mornings and evenings outside of the core visiting hours.

West Stow has also been working in partnership with the Green Light Trust (GLT) to support mental health, with group members helping to coppice the willow beds and help with repairs in the village.

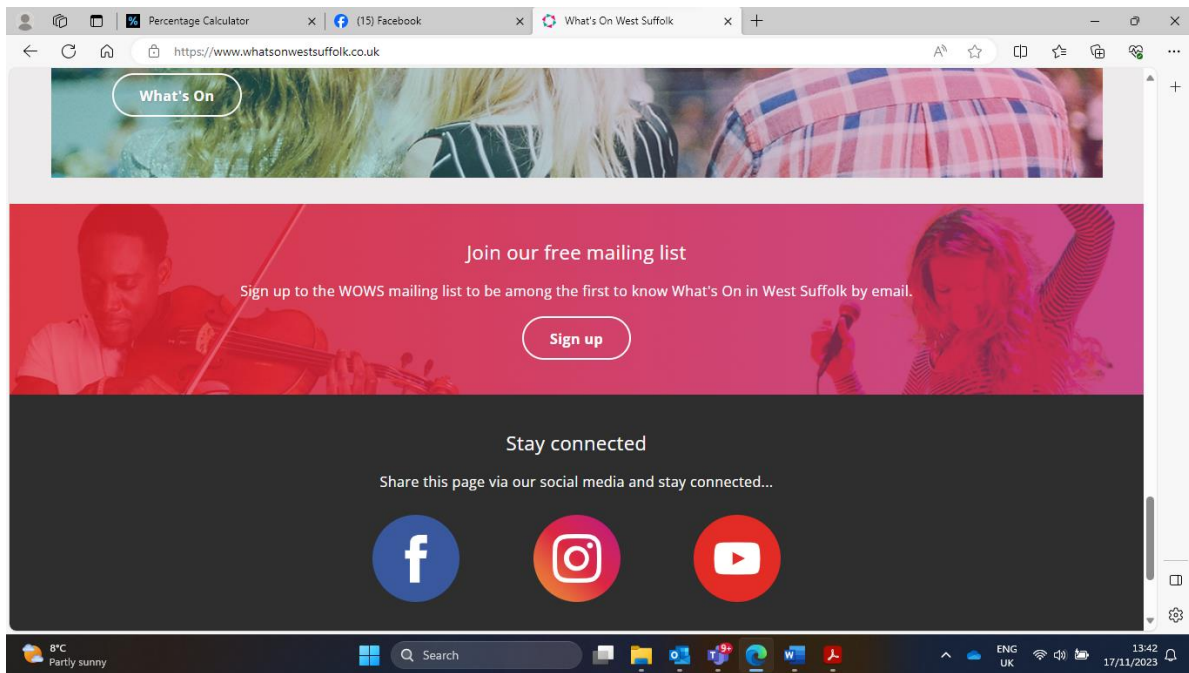
### **Marketing strategy**

In 2015, the team launched the 'What's on West Suffolk' brand, which provides the opportunity for cross-marketing across the full leisure portfolio. This means that at any given point, West Stow Anglo-Saxon Village (WSASV) now has potential exposure to almost 130,000 people via digital marketing (email and social media) or print. Naturally, this increase in reach has benefited the full portfolio.

Email marketing and boosted social media posts provide the best return on investment for West Stow Anglo Saxon Village. What's On West Suffolk email database has now increased to 15,878 customers. It has been our strategic vision for a number of years now to prioritise growing this database, as it provides a detailed insight into who these customers are, where they live and what type of events they purchase tickets for.

The database has also provided the marketing team with the data needed to run audience development campaigns and to target people who have previously booked for arts and cultural events in West Suffolk, but who may have not visited or booked tickets for an event at WSASV. Furthermore, it also allows the marketing team to communicate with existing WSASV customers to encourage them to make a repeat visit, or book for a specific event or festival.

The increased and diverse range of events now taking place at WSASV, such as well-being events including yoga, sound bathing, Pilates and meditation as well Theatre in the Parks and Dragon Fest, have all helped to attract new visitors to the village.



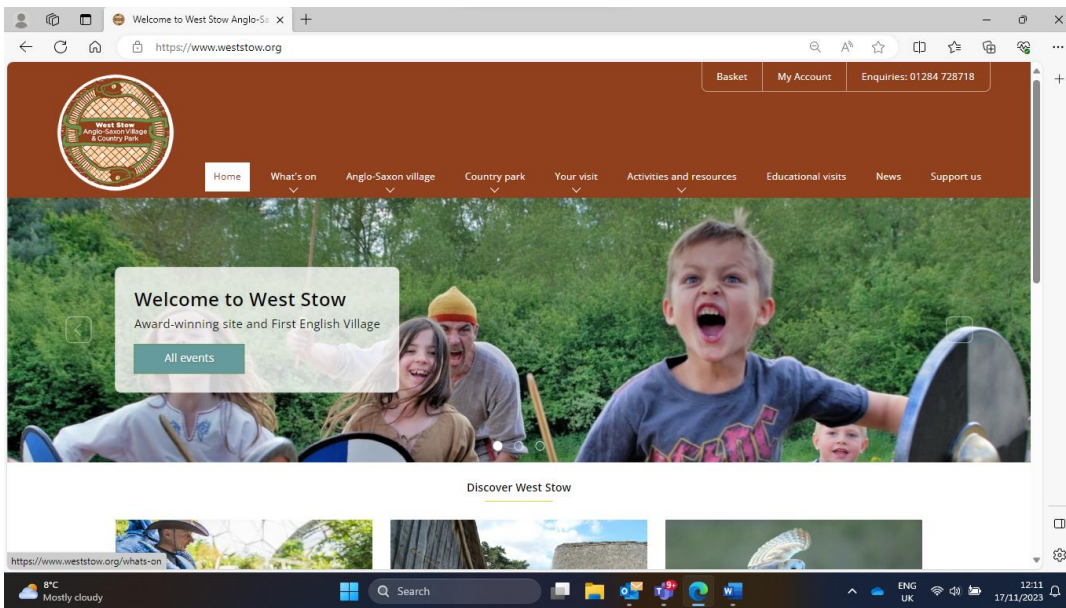
### **West Stow Anglo-Saxon Village & Country Park website**

In 2022/23, the West Stow ASV & CP website continued to see an increase in traffic. In 2022/23, 91,101 visits to the website were logged on Google Analytics. This is up from 81,318 (12%) in 2021/22 and 62,850 (45%) in 2020/21

As with previous years, website traffic increases during spring and summer and peaks in June and July.

The number of visitors landing on the West Stow website via social media generated by the West Suffolk Council Leisure marketing team has increased from 3.3% of total traffic in 2020/21 to 4.62% in 2022/23.

The number of website visitors coming directly to the website, as opposed to via a search engine has increased from 23.4% in 2020/21 to 29%. This means visitors have either directly entered the West Stow url into their browser or come to the website via a West Suffolk Council Leisure/WOWS email campaigns.



## Website visitor demographics

25% of our audience are between 25-34 followed by 20% that are between 35-44 and 16% between 45-54. This demonstrates we are appealing to young families. We also have a high number of over 65s, the grandparent category. The gender split is 59% female to 40% male, this is higher than some of our other websites.

## Locations

Most viewers who access the West Stow Anglo Saxon Village and Country Park website are, in order of quantity, from the following towns/cities: London, Cambridge, Norwich, Bury St Edmunds, Ipswich, Peterborough, Colchester, Birmingham, and Haverhill.

## Content

The most viewed pages in 2023/23 were the 'Homepage', 'What's on', 'Your visit', 'About' and 'Admission prices'.

## Devices

The most popular means of accessing our website is via a mobile phone (74% up 10% from 2021/22) then desktop at (13%) followed by tablet at (13%). We have therefore ensured that our websites remain compatible and optimised to view and navigate on all formats.

## Social Media

The West Stow Anglo-Saxon Village Facebook now page has continued to grow and now has 7,266 followers, which is up from 6,273 (16%) in 2021/22. In addition, the West Stow Country Park Facebook page now has a following of 3,621 followers, which is up from 2,748 (27%) in 2021/22.

West Stow's social media followers are online mostly between 6-9pm. The best time to post to reach the maximum amount of people is 8pm.

The West stow Instagram account has also grown well since being set up in December 2020. It now has a following of 1797, which is up from 1,412 (in 2021). Likewise, the West Stow Country Park Instagram account has increased to 1,405 followers, which is up 29% on 2021/22.

Facebook provided 90% of our social media acquisition this year and Instagram provided 6%. Research and analysis has identified that X (formerly Twitter) provides very poor return on investment and so our marketing resource has been focused into Facebook and Instagram. We will continue to monitor this. We will imminently be setting up a LinkedIn account for the Village and Country Park, which will provide a platform to a business focused audience.

In 2022/23, our top Social Media post formats in terms of ranking were:

1. Video
2. Photo
3. Link
4. Status
5. Shared video

Our social media audience are located in:

- |                    |                |
|--------------------|----------------|
| 1. Bury St Edmunds | 6. London      |
| 2. Ipswich         | 7. Thetford    |
| 3. Cambridge       | 8. Sudbury     |
| 4. Norwich         | 9. Newmarket   |
| 5. Ely             | 10. Stowmarket |

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2022/23**

Actual Total Funds 2021/22 £	<b><u>RECEIPTS AND PAYMENTS ACCOUNT</u></b>	Note	Actual Unrestricted Funds 2022/23 £	Actual Restricted Funds 2022/23 £	<b>Actual Total Funds 2022/23 £</b>
	<b><u>Receipts</u></b>				
14	Interest	1	18	3	<b>21</b>
6,000	Central Government Business Grant	2	0		<b>0</b>
328	Donations	3	91		<b>91</b>
58,425	Visitor Charges	4	77,016		<b>77,016</b>
52,148	School Parties	5	71,663		<b>71,663</b>
<b>116,915</b>	<b>Total Receipts</b>		<b>148,788</b>	<b>3</b>	<b>148,791</b>
	<b><u>Payments</u></b>				
0	Archaeological Consultant	6	0		<b>0</b>
1,796	Other Expenses (Insurance - Premises)	7	1,935		<b>1,935</b>
110,573	Service Charge	8	148,679		<b>148,679</b>
<b>112,369</b>	<b>Total Payments</b>		<b>150,614</b>	<b>0</b>	<b>150,614</b>
4,546	<b>Net Receipts/(Payments)</b>	9	-1,826	3	<b>-1,823</b>
6,920	<b>Cash funds last year end</b>		9,530	1,936	<b>11,466</b>
11,466	<b>Cash funds this year end</b>		7,704	1,939	<b>9,643</b>

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2022/2023**

<b>Actual Total Funds 2021/2022 £</b>	<b><u>STATEMENT OF ASSETS AND LIABILITIES AS AT 31ST MARCH 2023</u></b>	Note	<b>Actual Unrestricted Funds 2022/2023 £</b>	<b>Actual Restricted Funds 2022/2023 £</b>	<b>Actual Total Funds 2022/2023 £</b>
-	-				
	<b><u>Cash Funds</u></b>				
<b>9,530</b>	Accumulated fund	10	7,704		<b>7,704</b>
<b>1,936</b>	Match funding account	11		1,939	<b>1,939</b>
<b>11,466</b>	<b>Total Cash Funds</b>		7,704	1,939	<b>9,643</b>

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2022/2023**

**NOTES**

**RECEIPTS AND PAYMENTS ACCOUNT**

1	Interest	Interest on investment was earned at an average rate of 0.166% in 2022/2023.
2	Central Government Business Grant	
3	Donations	
4	Visitor Charges	} See note 8 below.
5	School Parties	
6	Archaeological Consultant	Suffolk County Council Archaeology Service now employs the Archaeological Consultant (w.e.f. 1st April 2005).
7	Other Expenses	This expenditure relates to the cost of the insurance premium payable on the houses.
8	Service Charge	This sum is equal to the income received from visitor charges and school parties (notes 4 and 5). It arises because of the management agreement with the District Council which is in a form acceptable to the Charity Commissioners.
9	Net receipts/(Payments)	After reviewing its financial position, the Trust agreed in June 1998 that future budgets be prepared on a break even basis (excluding any match funding payments).

**STATEMENT OF ASSETS AND LIABILITIES**

10	Accumulated fund	The low level of balances reflects past decisions to draw on reserves to fund deficits.
11	Match funding account	This account is set up to provide the possibility of match funding other outside grants when this is a condition of grant aid. It was set up by a generous grant from Suffolk County Council's locality budget arrangements.

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2022/23**

Actual Total Funds 2021/22 £	<b><u>RECEIPTS AND PAYMENTS ACCOUNT</u></b>	Note	Actual Unrestricted Funds 2022/23 £	Actual Restricted Funds 2022/23 £	<b>Actual Total Funds 2022/23 £</b>
	<b><u>Receipts</u></b>				
14	Interest	1	18	3	<b>21</b>
6,000	Central Government Business Grant	2	0		<b>0</b>
328	Donations	3	91		<b>91</b>
58,425	Visitor Charges	4	77,016		<b>77,016</b>
52,148	School Parties	5	71,663		<b>71,663</b>
<b>116,915</b>	<b>Total Receipts</b>		<b>148,788</b>	<b>3</b>	<b>148,791</b>
	<b><u>Payments</u></b>				
0	Archaeological Consultant	6	0		<b>0</b>
1,796	Other Expenses (Insurance - Premises)	7	1,935		<b>1,935</b>
110,573	Service Charge	8	148,679		<b>148,679</b>
<b>112,369</b>	<b>Total Payments</b>		<b>150,614</b>	<b>0</b>	<b>150,614</b>
4,546	<b>Net Receipts/(Payments)</b>	9	-1,826	3	<b>-1,823</b>
6,920	<b>Cash funds last year end</b>		9,530	1,936	<b>11,466</b>
11,466	<b>Cash funds this year end</b>		7,704	1,939	<b>9,643</b>

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2022/2023**

<b>Actual Total Funds 2021/2022 £</b>	<b><u>STATEMENT OF ASSETS AND LIABILITIES AS AT 31ST MARCH 2023</u></b>	Note	Actual Unrestricted Funds 2022/2023 £	Actual Restricted Funds 2022/2023 £	<b>Actual Total Funds 2022/2023 £</b>
	-				
	<b><u>Cash Funds</u></b>				
<b>9,530</b>	Accumulated fund	10	7,704		<b>7,704</b>
<b>1,936</b>	Match funding account	11		1,939	<b>1,939</b>
<b>11,466</b>	<b>Total Cash Funds</b>		7,704	1,939	<b>9,643</b>

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2022/2023**

**NOTES**

**RECEIPTS AND PAYMENTS ACCOUNT**

1	Interest	Interest on investment was earned at an average rate of 0.166% in 2022/2023.
2	Central Government Business Grant	
3	Donations	
4	Visitor Charges	} See note 8 below.
5	School Parties	
6	Archaeological Consultant	Suffolk County Council Archaeology Service now employs the Archaeological Consultant (w.e.f. 1st April 2005).
7	Other Expenses	This expenditure relates to the cost of the insurance premium payable on the houses.
8	Service Charge	This sum is equal to the income received from visitor charges and school parties (notes 4 and 5). It arises because of the management agreement with the District Council which is in a form acceptable to the Charity Commissioners.
9	Net receipts/(Payments)	After reviewing its financial position, the Trust agreed in June 1998 that future budgets be prepared on a break even basis (excluding any match funding payments).

**STATEMENT OF ASSETS AND LIABILITIES**

10	Accumulated fund	The low level of balances reflects past decisions to draw on reserves to fund deficits.
11	Match funding account	This account is set up to provide the possibility of match funding other outside grants when this is a condition of grant aid. It was set up by a generous grant from Suffolk County Council's locality budget arrangements.



Section A

Independent Examiner's Report

Report to the trustees	Charity Name West Stow Anglo Saxon Village Trust		
	On accounts for the year ended	31 March 2023	Charity no (if any) 272897
Set out on pages	2, 3, 4, 5 & 6		

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 / 03 / 2023**.

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

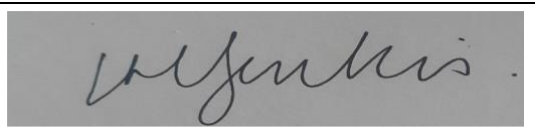
Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

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

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

\*

Signed:		Date:	13/12/23
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Name:	Lorna Heather Jenkins
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Relevant professional qualification(s) or body (if any):	MAAT
--	------

Address:	West Suffolk House
----------	--------------------

Western Way

Bury St Edmunds, Suffolk, IP33 3YU

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

There are no matters of concern.

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2022/23**

Actual Total Funds 2021/2022	<b><u>RECEIPTS AND PAYMENTS ACCOUNT</u></b>	Note	Actual Unrestricted Funds 2022/2023	Actual Restricted Funds 2022/2023	<b>Actual Total Funds 2022/2023</b>
£			£	£	£
	<b><u>Receipts</u></b>				
14	Interest	1	18	3	<b>21</b>
6,000	Central Government Business Grant	2	0		<b>0</b>
328	Donations	3	91		<b>91</b>
58,425	Visitor Charges	4	77016		<b>77,016</b>
52,148	School Parties	5	71663		<b>71,663</b>
<b>116,915</b>	<b>Total Receipts</b>		<b>148788</b>	<b>3</b>	<b>148,791</b>
	<b><u>Payments</u></b>				
0	Archaeological Consultant	6	0		<b>0</b>
1,796	Other Expenses (Insurance - Premises)	7	1935		<b>1,935</b>
110,573	Service Charge	8	148679		<b>148,679</b>
<b>112,369</b>	<b>Total Payments</b>		<b>150614</b>	<b>0</b>	<b>150,614</b>
4,546	<b>Net Receipts/(Payments)</b>	9	-1826	3	<b>-1,823</b>
6,920	<b>Cash funds last year end</b>		9530	1,936	<b>11,466</b>
11,466	<b>Cash funds this year end</b>		7704	1,939	<b>9,643</b>

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2022/2023**

Actual Total Funds 2021/2022 £	<b><u>STATEMENT OF ASSETS AND LIABILITIES AS AT 31ST MARCH 2023</u></b>	Note	Actual Unrestricted Funds 2022/2023 £	Actual Restricted Funds 2022/2023 £	<b>Actual Total Funds 2022/2023 £</b>
	-				
	<b><u>Cash Funds</u></b>				
<b>9,530</b>	Accumulated fund	10	7,704		<b>7,704</b>
<b>1,936</b>	Match funding account	11		1,939	<b>1,939</b>
<b>11,466</b>	<b>Total Cash Funds</b>		7,704	1,939	<b>9,643</b>

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2022/2023**

**NOTES**

**RECEIPTS AND PAYMENTS ACCOUNT**

1	Interest	Interest on investment was earned at an average rate of 0.166% in 2022/2023.
2	Central Government Business Grant	None
3	Donations	Given to West Stow Anglo-Saxon Village Trust
	Visitor Charges	} See note 8 below.
4	School Parties	
5	Archaeological Consultant	Suffolk County Council Archaeology Service now employs the Archaeological Consultant (w.e.f. 1st April 2005).
6		
7	Other Expenses	This expenditure relates to the cost of the insurance premium payable on the houses.
8	Service Charge	This sum is equal to the income received from visitor charges and school parties (notes 4 and 5). It arises because of the management agreement with the District Council which is in a form acceptable to the Charity Commissioners.
9	Net receipts/(Payments)	After reviewing its financial position, the Trust agreed in June 1998 that future budgets be prepared on a break even basis (excluding any match funding payments).

**STATEMENT OF ASSETS AND LIABILITIES**

10	Accumulated fund	The low level of balances reflects past decisions to draw on reserves to fund deficits.
11	Match funding account	This account is set up to provide the possibility of match funding other outside grants when this is a condition of grant aid. It was set up by a generous grant from Suffolk County Council's locality budget arrangements.

**WEST STOW SAXON VILLAGE TRUST**

England & Wales - Charity number 272897

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# Accounts

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## **West Stow Anglo-Saxon Trust Annual Report April 2021 - March 2022**

COVID-19 continued to blight the business activities of the service during the first two quarters of the financial year. The reconstructed Anglo-Saxon village was forced to closed between the 6<sup>th</sup> January 2021 and the 17<sup>th</sup> May 2021. The final stage of COVID restrictions were eventually lifted in England on the 19 July 2021, dubbed by some media sources as "Freedom Day". Whilst the school visits to West Stow Anglo Saxon village site between April 2021 and the end of the school's academic year in July 2021 was significantly affected by the pandemic the school visited recovered strongly in the new school academic year (post Sept 2021).

Within this twelve-month period the Trustees met formally on three occasions: the first being on the 28<sup>th</sup> June 2021, 22<sup>nd</sup> November 2021, and the 28<sup>th</sup> March 2022. Owing to the Covid-19 pandemic the meeting on the 28<sup>th</sup> June was held remotely via Microsoft Teams with the latter meetings being in person. During the last year the constitution of the trust has remained the same as has the board of trustees.

In February 2022 the Trust learnt that it's application for a £6,000 government to help mitigate against the detrimental business impact of the Omicron variant of Covid-19 had been successful.

During the closed period (6<sup>th</sup> January 2021 and the 17<sup>th</sup> May 2021) the majority of the Council's work force deployed at West Stow were either redeployed to other essential covid response duties elsewhere in the Council or furloughed.

During the closed period a small team of staff were retained to provide a security presence at the Anglo-Saxon village and the surrounding West Stow Country Park. As with the earlier closed downs, which took place during the previous financial year, those retained staff were also able to promote the site via the on-line material they'd produced.

The table below shows the visitor numbers for the financial year 2021-2022 and for comparison the preceding four years.

	2021-22	2020-21	2019-20	2018-19	2017-18
Group visits	10,000	456	14,369	15,304	16,222
General Admissions	24,774	11,158	21,648	20,986	22,607
Total visitors to Village (Pay Zone)	34,774	11,614	36,017	36,290	38,829
Visitor Centres (Non-Pay Zone)	70,216	26,681	83,145	90,787	93,374

Whilst group visits (predominately school group visits) were up on the previous financial year it was almost a third down on pre-pandemic visits. General admission numbers exceeded even pre-pandemic numbers and we associate this rise to the increased marketing of the site following the lifting of the Covid sanctions.

### **Other initiatives**

Work has continued in the village to ensure the integrity and authenticity of the site. The Trustees have been supportive of the Brecks Fen Edge & Rivers National Lottery Heritage Fund (NLHF) scheme. Unfortunately, many of the projects scheduled to take place in the Anglo-Saxon village and surrounding Country Park have had to be delayed as a consequence of the pandemic.

## **Marketing Activities**

The Museum and Heritage sector visitor numbers have not yet recovered to pre-pandemic levels with the 15 nationally funded museums showing a drop of over a third of visitor numbers. It now looks likely that getting museum visitor numbers up to pre-pandemic levels may well take another three years or so. Meanwhile, self-generated income from museum shops and cafés is down significantly, putting further financial pressure on vulnerable institutions. In the context of this national situation West Stow Anglo-Saxon Village is bearing up reasonably well.

## **What's On West Suffolk**

In 2015, the team launched the 'What's on West Suffolk' brand. Whilst this hasn't replaced the existing identity for West Stow Anglo-Saxon Village, The Apex, Moyses Hall Museum and parks, it does allow cross-marketing across the full leisure portfolio. This means that at any given point, West Stow Anglo-Saxon Village now has potential exposure to almost 120,000 people via digital marketing (email and social media) or print. Naturally, this increase in reach has benefited the full portfolio.

By producing the What's on West Suffolk magazine alongside digital marketing activity and PR, the leisure marketing team have effectively created their own routes to market and therefore do not need to rely on advertising in other expensive local publications and newspapers to market its events. West Stow Anglo Saxon Village is now featured in a new magazine 'What's on West Suffolk' (WOWS) produced by the Leisure and Cultural Services marketing team. 10,000 A4, 24-page full colour magazines are printed three times per year and are distributed throughout West Suffolk.

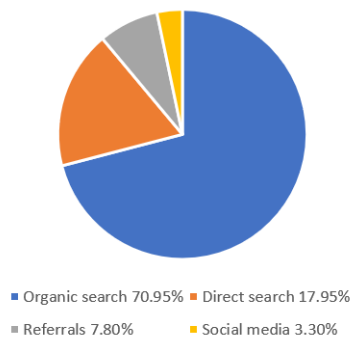
## **Website Research**

In 2020/21, the West Stow ASV & CP website saw a significant increase in traffic and this trend has continued into 2021/22. In 2021/22, 81,318 visits to the website were logged on Google Analytics. This is up from 62,850 in 2020/21 with an increase of 18,468 visits (29%). Furthermore, this is an increase of (54%) on 2019/20.

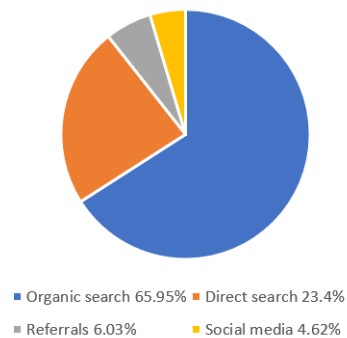
Like previous years, website traffic increases during spring and summer and peaks in June and July.

## **A years comparison on how people arrive at our website**

How people arrived at our website in 2020-21



How people arrived at our website in 2021-22



The number of visitors landing on the West Stow website via social media generated by the West Suffolk Council Leisure marketing team has increased from 3.3% of total traffic in 2020/21 to 4.62% in 2021/22.

Also, the number of website visitors coming directly to the website, as opposed to via a search engine has increased from 17.9% in 2020/21 to 23.4%. This means visitors have either directly entered the West Stow url into their browser or come to the website via a West Suffolk Council Leisure/WOWS email campaigns.

### **Website visitor demographics**

25% of our audience are between 25-34 followed by 20% that are between 35-44 and 16% between 45-54. This demonstrates we are appealing to young families. We also have a high number of over 65s, the grandparent category. The gender split is 59% female to 40% male, this is higher than some of our other websites.

### **Locations**

Most viewers who access the West Stow Anglo Saxon Village website are, in order of quantity, from the following towns/cities: London, Cambridge, Norwich, Bury St Edmunds, Ipswich, Peterborough, Colchester, Birmingham, and Haverhill.

### **Content**

The most viewed pages in 2021/22 were the 'Homepage', 'What's on', 'Your visit', 'About' and 'Admission prices'.

### **Devices**

The most popular means of accessing our website is via a mobile phone (64%), then desktop at (28%) followed by tablet at (8%). We have therefore ensured that our websites remain compatible and optimised to view and navigate on all formats.

## **Social Media**

The West Stow Anglo-Saxon Village Facebook now page has 6,273 likes, which is up 30% on 2020 and 68% compared to 2019. The number of followers has increased by 25% in 2020 and 63% on 2019.

West Stow's social media followers are online mostly between 6-9pm. The best time to post to reach the maximum amount of people is 8pm.

The West stow Instagram account has also grown quickly since being set up in December 2020, with 1,412 people now following the account. This is up 48% compared to 2021.

Our top Social Media post types are:

1. Video
2. Photo
3. Link
4. Status
5. Shared video

Our social media audience are located in:

1. Bury St Edmunds
2. Ipswich
3. Cambridge
4. Norwich
5. Ely
6. London
7. Thetford
8. Sudbury
9. Newmarket
10. Stowmarket

How People Arrive at our social media

Facebook gave us 90% of our social media acquisition this year. Instagram was 6%, YouTube 2% and Twitter 2%.

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2021/22**

Actual Total Funds 2020/2021 £	<b><u>RECEIPTS AND PAYMENTS ACCOUNT</u></b>	Note	Actual Unrestricted Funds 2021/2022 £	Actual Restricted Funds 2021/2022 £	<b>Actual Total Funds 2021/2022 £</b>
	<b><u>Receipts</u></b>				
16	Interest	1	10	3	14
5,000	Central Government Business Grant	2	6,000		6,000
165	Donations	3	328		328
33,632	Visitor Charges	4	58,425		58,425
1,723	School Parties	5	52,148		52,148
40,536	<b>Total Receipts</b>		116,912	3	116,915
	<b><u>Payments</u></b>				
0	Archaeological Consultant	6	0		0
1,864	Other Expenses (Insurance - Premises)	7	1,796		1,796
35,356	Service Charge	8	110,573		110,573
37,219	<b>Total Payments</b>		112,369	0	112,369
3,317	<b>Net Receipts/(Payments)</b>	9	4,543	3	4,546
3,603	<b>Cash funds last year end</b>		4,987	1,933	6,920
6,920	<b>Cash funds this year end</b>		9,530	1,936	11,466

Actual Total Funds 2020/2021 £	<b><u>STATEMENT OF ASSETS AND LIABILITIES AS AT 31ST MARCH 2022</u></b>	Note	Actual Unrestricted Funds 2021/2022 £	Actual Restricted Funds 2021/2022 £	<b>Actual Total Funds 2021/2022 £</b>
	<b><u>Cash Funds</u></b>				
4,987	Accumulated fund	10	9,530		9,530
1,933	Match funding account	11		1,936	1,936
6,920	<b>Total Cash Funds</b>		9,530	1,936	11,466

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2021/2022**

**NOTES**

**RECEIPTS AND PAYMENTS ACCOUNT**

1	Interest	Interest on investment was earned at an average rate of 0.172% in 2021/2022.
2	Central Government Business Grant	The Trust was successful in its application for a one-off grant of £6,000 for hospitality, leisure and accommodation businesses in the business rates system, whose trade has been impacted by the rise of the Omicron variant of COVID-19.
3	Donations	Financial donations received by the Trust from visitors to the visitor centre.
4	Visitor Charges	} See note 8 below.
5	School Parties	
6	Archaeological Consultant	Suffolk County Council Archaeology Service now employs the Archaeological Consultant (w.e.f. 1st April 2005).
7	Other Expenses	This expenditure relates to the cost of the insurance premium payable on the houses.
8	Service Charge	This sum is equal to the income received from visitor charges and school parties (notes 4 and 5). It arises because of the management agreement with the District Council which is in a form acceptable to the Charity Commissioners.
9	Net receipts/(Payments)	After reviewing its financial position, the Trust agreed in June 1998 that future budgets be prepared on a break even basis (excluding any match funding payments).

**STATEMENT OF ASSETS AND LIABILITIES**

10	Accumulated fund	The low level of balances reflects past decisions to draw on reserves to fund deficits.
11	Match funding account	This account is set up to provide the possibility of match funding other outside grants when this is a condition of grant aid. It was set up by a generous grant from Suffolk County Council's locality budget arrangements.



**Section A**

**Independent Examiner's Report**

**Report to the trustees/  
members of**

West Stow Anglo Saxon Village Trust

**On accounts for the year  
ended**

31 March 2022

**Charity no  
(if any)**

272897

**Set out on pages**

3, 4 and 5

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 / 03 / 2022**.

**Responsibilities and  
basis of report**

As the charity trustees, you are responsible for the preparation of the accounts in accordance with the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

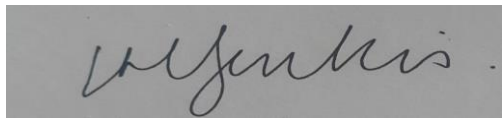
**Independent  
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect,:

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

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

**Signed:**



**Date:** 10/01/23

**Name:**

Lorna Heather Jenkins

**Relevant professional  
qualification(s) or body  
(if any):**

MAAT

**Address:**

West Suffolk House

Western Way

**Section B**

**Disclosure**

Only complete if the examiner needs to highlight matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here details of any items that the examiner wishes to disclose.**

There are no matters of concern.

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2021/22**

Actual Total Funds 2020/2021 £	<b><u>RECEIPTS AND PAYMENTS</u></b> <b><u>ACCOUNT</u></b>	Note	Actual Unrestricted Funds 2021/2022 £	Actual Restricted Funds 2021/2022 £	<b>Actual Total Funds 2021/2022 £</b>
	<b><u>Receipts</u></b>				
16	Interest	1	10	3	<b>14</b>
5,000	Central Government Business Grant	2	6,000		<b>6,000</b>
165	Donations	3	328		<b>328</b>
33,632	Visitor Charges	4	58,425		<b>58,425</b>
1,723	School Parties	5	52,148		<b>52,148</b>
40,536	<b>Total Receipts</b>		116,912	3	<b>116,915</b>
	<b><u>Payments</u></b>				
0	Archaeological Consultant	6	0		<b>0</b>
1,864	Other Expenses (Insurance - Premises)	7	1,796		<b>1,796</b>
35,356	Service Charge	8	110,573		<b>110,573</b>
37,219	<b>Total Payments</b>		112,369	0	<b>112,369</b>
3,317	<b>Net Receipts/(Payments)</b>	9	4,543	3	<b>4,546</b>
3,603	<b>Cash funds last year end</b>		4,987	1,933	<b>6,920</b>
6,920	<b>Cash funds this year end</b>		9,530	1,936	<b>11,466</b>

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2021/2022**

Actual Total Funds 2020/2021 £	<b><u>STATEMENT OF ASSETS AND LIABILITIES AS AT 31ST MARCH 2022</u></b>	Note	Actual Unrestricted Funds 2021/2022 £	Actual Restricted Funds 2021/2022 £	<b>Actual Total Funds 2021/2022 £</b>
	-				
	<b><u>Cash Funds</u></b>				
<b>4,987</b>	Accumulated fund	10	9,530		<b>9,530</b>
<b>1,933</b>	Match funding account	11		1,936	<b>1,936</b>
<b>6,920</b>	<b>Total Cash Funds</b>		9,530	1,936	<b>11,466</b>

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2021/2022**

**NOTES**

**RECEIPTS AND PAYMENTS ACCOUNT**

1	Interest	Interest on investment was earned at an average rate of 0.172% in 2021/2022.
2	Central Government Business Grant	The Trust was successful in its application for a one-off grant of £6,000 for hospitality, leisure and accommodation businesses in the business rates system, whose trade has been impacted by the rise of the Omicron variant of COVID-19.
3	Donations	Financial donations received by the Trust from visitors to the visitor centre.
4	Visitor Charges	} See note 8 below.
5	School Parties	
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7	Other Expenses	This expenditure relates to the cost of the insurance premium payable on the houses.
8	Service Charge	This sum is equal to the income received from visitor charges and school parties (notes 4 and 5). It arises because of the management agreement with the District Council which is in a form acceptable to the Charity Commissioners.
9	Net receipts/(Payments)	After reviewing its financial position, the Trust agreed in June 1998 that future budgets be prepared on a break even basis (excluding any match funding payments).

**STATEMENT OF ASSETS AND LIABILITIES**

10	Accumulated fund	The low level of balances reflects past decisions to draw on reserves to fund deficits.
11	Match funding account	This account is set up to provide the possibility of match funding other outside grants when this is a condition of grant aid. It was set up by a generous grant from Suffolk County Council's locality budget arrangements.



**WEST STOW SAXON VILLAGE TRUST**

England & Wales - Charity number 272897

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# Accounts

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## **West Stow Anglo-Saxon Trust Annual Report April 2020 - March 2021**

Despite the challenges of COVID-19 and the loss in visitor numbers the West Stow Anglo Saxon Trust and the West Suffolk staff that support its endeavours have remained resolute in maintaining and promoting the Anglo-Saxon village during this difficult year.

Within this twelve-month period the Trustees met formally on three occasions: the first being on the 14<sup>th</sup> September 2020, 25<sup>th</sup> January 2021 and the 29<sup>th</sup> March 2021. Owing to the Covid-19 pandemic all three meetings were held remotely via Microsoft Teams. During the last year the constitution of the trust has remained the same as has the board of trustees.

The Covid 19 Pandemic had a significant effect on the reconstructed Anglo-Saxon village and museum site in so far as it was forced to closed for three significant periods during the financial year. These periods being:

From:	To:
26 <sup>th</sup> March 2020	14 <sup>th</sup> August 2020
14 <sup>th</sup> October 2020	2 <sup>nd</sup> December 2020
6 <sup>th</sup> January 2021	17 <sup>th</sup> May 2021

During these closed periods the majority of the Council's work force deployed at West Stow were either redeployed to other essential covid response duties elsewhere in the Council or furloughed.

During the closed period a small team of staff were retained to provide a security presence at the Anglo-Saxon village and the surrounding West Stow Country Park. Those retained staff were also able to progress a number of site improvements utilising an Arts Council grant fund which the local authority was fortunate enough to obtain. These improvements, which aided the reopening of the museum in a more covid secure manner included:

- Purchase of a 9 x 12m Marquee to host outdoor activities
- Creation of a large 'dig' activity that increased the area from 3m space to 12m. Each bay for group bubbles to participate in archaeological studies
- External Outside covered large monitor to show introductory programme.
- Picnic benches x 12 for outdoor handling sessions and improved lunch space.
- Online digital equipment to support schools and learning from home
- Quality historical costume for video promo.
- Bespoke made side panels to outdoor barn shelter- increase usage.

In addition, online education material was produced by staff using some of the items included above to not only help children, parents and teachers in lockdown but further promote the site. This is explained later in this report.

The table below shows the visitor numbers for the financial year 2020-2021 and for comparison the preceding four years.

	2020-21	2019-20	2018-19	2017-18	2016-17
Group visits	456	14,369	15,304	16,222	16,885
General Admissions	11,158	21,648	20,986	22,607	26,063
Total visitors to Village (Pay Zone)	11,614	36,017	36,290	38,829	42,948
Visitor Centres (Non-Pay Zone)	26,681	83,145	90,787	93,374	89,739

Group visitor numbers and the number of people entering the site for free activities (termed the Non-Pay Zone) were negatively impacted throughout the years because of the Coronavirus pandemic.

### **Other initiatives**

Work has continued in the village to ensure the integrity and authenticity of the site. The Trustees have been supportive of the Brecks Fen Edge & Rivers National Lottery Heritage Fund (NLHF) scheme which will, amongst various other projects, see the creation of a reconstructed Iron Age Roundhouse within the grounds of the museum site. This new addition will enhance the visitor experience and provide some historical context surrounding the advancements made between the Iron age and Anglo-Saxon period. This project was due to start in March 2020 but has been delayed by the Coronavirus pandemic. The plan is for this work to start in the summer of 2022.

The Trustees have also been supportive of one of the other Brecks Fen Edge & Rivers NLHF projects entitled 'Clearing the View'. This project, which was progressed in early 2021, has helped put the reconstructed Anglo-Saxon village into context with its surrounding landscape by clearing vegetation to create a vista between the village and the River Lark. The proximity of the river corridor is one of the key reasons why the early Anglo-Saxon settlers would have chosen that location to develop their settlement.

## **Marketing Activities**

### **What's On West Suffolk**

In 2015, the team launched the 'What's on West Suffolk' brand. Whilst this doesn't replace the existing identity for West Stow Anglo-Saxon Village, The Apex, Moyses Hall Museum and parks, it does allow cross-marketing across the full leisure portfolio. This means that at any given point, West Stow Anglo-Saxon Village now has potential exposure to almost 100,000 people via digital marketing (email and social media) or print. Naturally, this increase in reach has benefited the full portfolio.

By producing the What's on West Suffolk magazine alongside digital marketing activity and PR, the leisure marketing team have effectively created their own routes to market and therefore do not need to rely on advertising in other expensive local publications and newspapers to market its events. West Stow Anglo Saxon Village is now featured in a new magazine 'What's on West Suffolk' (WOWS) produced by the Leisure and Cultural Services marketing team. 10,000 A4, 24-page full colour magazines are printed three times per year and are distributed throughout West Suffolk.

In addition, West Stow is part of online marketing campaigns including Facebook advertising as well as sharing of posts into local online groups as well as being amplified by West Suffolk Council and partners.

### **Website Research**

The West Stow website has seen a significant rise in traffic over the past financial year. Between April 1<sup>st</sup> 2020 and 31<sup>st</sup> March 2021, the West Stow website received 62,850 visits, compared to 55,881 in the previous financial year. This is an increase of 12.47%. Likewise, during the same period the number of page views increased significantly to 507,636 compared to 271,011 in the previous financial year; an increase of 87%. The above figures highlight that not only has the number of visitors to the West Stow website increased, but the number of pages they are viewing during their visit has increased too.

Website traffic increases during spring and summer and peaks in June and July.

### **How People Arrive at Our Website**

Organic search produced 70.9% of acquisition, direct search produced 17.9%, referrals produced 7.8% and social media gave us 3.3% of our traffic in 2021.

### **Website visitor demographics**

25% of our audience are between 25-34 followed by 20% that are between 35-44 and 16% between 45-54. This demonstrates we are appealing to young families. We also have a high number of over 65s, the grandparent category. The gender split is 59% female to 40% male, this is higher than some of our other websites.

### **Locations**

The majority of viewers who access the West Stow Anglo Saxon Village website are, in order of quantity, from the following towns/cities: London, Cambridge, Norwich, Bury St Edmunds, Ipswich, Peterborough, Colchester, Birmingham, and Haverhill.

### **Content**

The most viewed pages in 2020/2021 were the 'Homepage, 'What's on', 'Your visit', 'About', Admission prices and Covid-19 information pages.

### **Devices**

The most popular means of accessing our website is via a mobile phone (62%), then desktop at (30%) followed by tablet at (8%). We have therefore ensured that our websites are easy to view on mobile phones.

### **Social Media**

Facebook has 4,840 likes, up from 3730 likes in 2019. The number of followers has increased to 5147 from 3951 followers.

Our followers are online mostly between 6-9pm. The best time to post to reach the maximum amount of people is 8pm.

### **Our top Social Media post types are:**

1. Video
2. Photo
3. Link
4. Status
5. Shared video

### **Our social media audience are located in:**

1. Bury St Edmunds
2. Ipswich
3. Cambridge
4. Norwich
5. Ely
6. London
7. Thetford
8. Sudbury
9. Newmarket
10. Stowmarket

### **How People Arrive at our social media**

Facebook gave us 90% of our social media acquisition this year. Instagram was 6%, YouTube 2% and Twitter 2%.

### **Social media content during the pandemic**

During the pandemic, the education and heritage officers at West Stow created educational content and videos to support parents home schooling their children

and for teachers looking for online content. These regular social media posts were a huge hit and regularly achieved a reach of over 40,000 people and received over 1,700 interactions.

This screenshot shows a Facebook video player for a video titled "Frigedæg's How?". The video features a woman with grey hair, wearing a necklace, leaning over a wooden table outdoors. On the table is a large, circular stone millstone. She is holding a wooden pestle and appears to be grinding something. The video player shows a progress bar at 0:29 / 12:30. To the right of the video, the Facebook interface displays the following information:

- Published by Aelflaed Laece · April 3, 2020 ·
- 184 Likes
- 36 Comments
- 19K Views
- 44.5K People Reached
- 1.7K Reactions, Comments, and Shares
- 19.8K 3-Second Video Views
- Retention curve graph
- Buttons: Love, Comment, Share
- Up Next section with video thumbnails and titles: "West Stow From Above" and "Merry Christmas everyone, from all of..."

This screenshot shows a Facebook video player for a video titled "How to make yarn". The video features a woman with grey hair, wearing a brown apron over a white shirt, sitting outdoors. She is holding a small, white, fluffy lamb. The video player shows a progress bar at 0:01 / 4:50. To the right of the video, the Facebook interface displays the following information:

- Published by Aelflaed Laece · August 13, 2020 ·
- 34 Likes
- 705 Views
- 2K People Reached
- 45 Reactions, Comments, and Shares
- 705 3-Second Video Views
- Retention curve graph
- Buttons: Like, Comment, Share
- Up Next section with video thumbnails and titles: "West Stow From Above" and "Merry Christmas everyone, from all of..."

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2020/21**

Actual Total Funds 2019/2020	<b><u>RECEIPTS AND PAYMENTS ACCOUNT</u></b>	Note	Actual Unrestricted Funds 2020/2021	Actual Restricted Funds 2020/2021	Actual Total Funds 2020/2021
£			£	£	£
	<b><u>Receipts</u></b>				
54	Interest	1	9	6	16
0	Central Government Business Grant	2	5,000		5,000
0	Royalties	3	0		0
910	Donations		165		165
48,305	Visitor Charges	4	33,632		33,632
62,407	School Parties	5	1,723		1,723
<b>111,676</b>	<b>Total Receipts</b>		<b>40,530</b>	<b>6</b>	<b>40,536</b>
	<b><u>Payments</u></b>				
0	Archaeological Consultant Other Expenses (Insurance -	6	0		0
910	Premises)	7	1,864		1,864
110,712	Service Charge	8	35,356		35,356
<b>111,622</b>	<b>Total Payments</b>		<b>37,219</b>	<b>0</b>	<b>37,219</b>
54	<b>Net Receipts/(Payments)</b>	9	3,311	6	3,317
3,549	<b>Cash funds last year end</b>		1,676	1,927	3,603
3,603	<b>Cash funds this year end</b>		4,987	1,933	6,920

**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2020/2021**

Actual Total Funds 2019/2020 £	<b><u>STATEMENT OF ASSETS AND LIABILITIES AS AT 31ST MARCH 2021</u></b>	Note	Actual Unrestricted Funds 2020/2021 £	Actual Restricted Funds 2020/2021 £	Actual Total Funds 2020/2021 £
	<b><u>Cash Funds</u></b>				
1,676	Accumulated fund	10	4,987		4,987
1,927	Match funding account	11		1,933	1,933
3,603	<b>Total Cash Funds:</b>		4,987	1,933	6,920

## NOTES

### RECEIPTS AND PAYMENTS ACCOUNT

- |   |                                   |   |
|---|-----------------------------------|---|
| 1 | Interest                          | Interest on investment was earned at an average rate of 0.334% in 2020/2021.  |
| 2 | Central Government Business Grant | Awarded to West Stow Anglo-Saxon Village for being open during the period 2 December to 25 December 2020, when business was severely impacted by the tier 2 restrictions on socialising.  |
| 3 | Royalites                         | From 2003/2004 St Edmundsbury Borough Council has agreed to pay the Trust a proportion of the image rights received from the site and a proportion of the income from the Easter Event, provided that these exceed the budgeted levels. The Easter event ceased from 2010/11 and there is no income from image rights from 2011/12. |
| 4 | Visitor Charges                   | } See note 8 below.   |
| 5 | School Parties                    |   |
| 6 | Archaeological Consultant         | Suffolk County Council Archaeology Service now employs the Archaeological Consultant (w.e.f. 1st April 2005).   |
| 7 | Other Expenses                    | This expenditure relates to the cost of the insurance premium payable on the houses.  |
| 8 | Service Charge                    | This sum is equal to the income received from visitor charges and school parties (notes 4 and 5). It arises because of the management agreement with the Borough Council which is in a form acceptable to the Charity Commissioners.  |
| 9 | Net receipts/(payments)           | After reviewing its financial position, the Trust agreed in June 1998 that future budgets be prepared on a break even basis (excluding any match funding payments).   |

### STATEMENT OF ASSETS AND LIABILITIES

- |    |                       |  |
|----|-----------------------|--|
| 10 | Accumulated fund      | The low level of balances reflects past decisions to draw on reserves to fund deficits.  |
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Section A

Independent Examiner's Report

Report to the trustees/  
members of

West Stow Anglo Saxon Village Trust

On accounts for the year  
ended

31<sup>st</sup> March 2021

Charity no  
(if any)

272897

Set out on pages

3,4, 5 & 6

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **31 / 03 / 2021**.

Responsibilities and  
basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent  
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

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

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

Signed:

Date:

23/11/21

Name:

Lorna Heather Jenkins

Relevant professional  
qualification(s) or body  
(if any):

MAAT

<b>Address:</b>	West Suffolk House
	Western Way
	Bury St Edmunds, Suffolk, IP33 3YU

<b>Section B</b>	<b>Disclosure</b>
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Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

**Give here brief details of any items that the examiner wishes to disclose.**

There are no matters of concern.
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**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2020/21**

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**WEST STOW ANGLO-SAXON VILLAGE TRUST**  
**FINAL ACCOUNTS 2020/2021**

**NOTES**

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