

## **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, Moyse's 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.

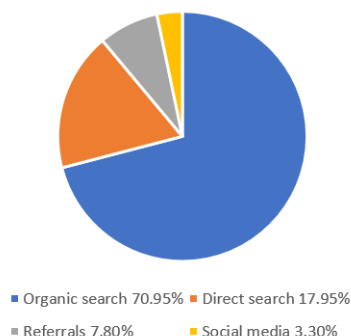
## **Website Research**

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.

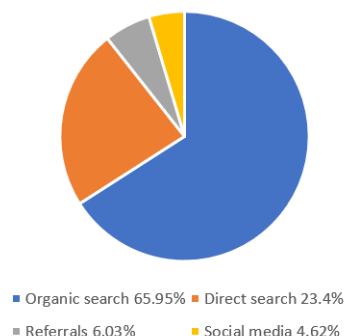
Like previous years, website traffic increases during spring and summer and peaks in June and July.

## **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	<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>		<b>116,912</b>	<b>3</b>	<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>		<b>112,369</b>	<b>0</b>	<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>

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>		<b>9,530</b>	<b>1,936</b>	<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	
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>		<b>116,912</b>	<b>3</b>	<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>		<b>112,369</b>	<b>0</b>	<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**

<b>Actual Total Funds 2020/2021 £</b>	<b><u>STATEMENT OF ASSETS AND LIABILITIES AS AT 31ST MARCH 2022</u></b>	<b>Note</b>	<b>Actual Unrestricted Funds 2021/2022 £</b>	<b>Actual Restricted Funds 2021/2022 £</b>	<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	
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.

