



THE NORRIS MUSEUM

Wherever Your Curiosity Takes You

HERBERT ELLIS NORRIS LIBRARY AND MUSEUM

REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31ST MARCH 2024

REGISTERED CHARITY NUMBER 311799

HERBERT ELLIS NORRIS LIBRARY AND MUSEUM
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FOR THE YEAR ENDED 31ST MARCH 2024

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THE NORRIS MUSEUM

Wherever Your Curiosity Takes You

Herbert Ellis Norris Library and Museum

Trustee's Annual Report

For the Year Ending 31st March 2024

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Organisation Structure

For over 40 years St Ives Town Council has been the sole trustee for The Herbert Ellis Norris Library and Museum (also known as The Norris Museum/The Trust) and has demonstrated its on-going commitment to The Norris Museum through its active management and provision of financial, management and human resource management and support. In particular it employs the staff, funds staff related costs such as travel, and covers utilities costs, office equipment and stationery, plus building repairs and maintenance costs.

- Principal charity address: The Town Hall, Market Hill, The Old Riverport, St Ives, Cambs, PE27 5AL.
- Charity Number: 311799

The management of the charity is through the Town Council as sole trustee with support from three members of The Friends of the Norris Museum.

The Council supported the Museum through the Huntingdonshire's Heritage re-development work with match-funding of approximately £45,000 (development and delivery phases) and by managing the Trust's invoicing and cashflow.

The Norris Museum is embedded within the Council's 2020-2025 Strategic Action Plan and supports the Council deliver on a range of objectives including heritage, tourism, education and professional standards. In addition to the Huntingdonshire's Heritage Project, the 2020-2025 Strategic Action Plan includes longer term projects such as supporting the Museum Rationalisation Programme and enabling exploration of ways to make the Museum more intellectually accessible. To achieve this plan the Council is committed to continuing to contribute to staff and building related costs.

In the operation of the Trust the Town Council, when making decisions as the sole trustee, have due regard to the Charity Commission's public benefit guidance when exercising powers or duties to which the guidance is relevant.

History and Background

Opened in a purpose-built location in the town of St Ives in 1933, its collections of documents, books, paintings, and other items relating to the former county of Huntingdonshire were assembled by St Ives born local amateur historian and photographer Herbert Norris over many years. Herbert Norris lived most of his adult life in Cirencester but continued to amass relics of his home county of Huntingdonshire, with the hope that one day he would return to the county and have a museum to show his collections to the residents of the area. He died in 1931 and bequeathed his collections together with the bulk of his estate to St Ives Borough Council. Acting upon Norris' wishes, the Borough Council used the funds to buy the site and build a museum, with some provision for future maintenance. The 'Norris Library and Museum Trust' was established, the sole trustee being the Borough Council. The governing document for the Trust is the will of Herbert Norris, proved on 27 May 1931.

Some of Norris' estate was used to purchase 'York House', an early 19th century dwelling adjacent to the Museum, as an investment property. The balance was put to creating a portfolio of bonds, stocks and shares, apparently with the intention of providing a capital sum which would provide a regular annual income for the Museum.

The Museum and House were designed by the Huntingdon ecclesiastical architect Sidney Inskip Ladds and built between 1931 and 1933. Inskip Ladds demolished the older maltings building that stood on the site, but retained its plinth foundation, the stones of which were probably taken from the ruined St Ives Priory centuries before.

The Museum was officially opened in September 1933. The collections grew steadily, and in 1959, the old Huntingdon Museum was closed and most of its collections were transferred to The Norris Museum. It was not until the mid-1960s that a professional museum curator was employed to look after the collections. As a result of Local Government reorganisation in 1974, the Museum was transferred to St Ives Town Council.

In December 2015 the Museum closed for a period of eighteen months to undergo a complete redevelopment. This was funded by the Heritage Lottery Fund and by grants and donations.

In July 2017 Dr Alice Roberts officially reopened the Museum to the public and a festival weekend was held to celebrate the occasion.

There has always been a policy of free admission to the Museum.

Charitable Objective

The stated objective of the Trust is to provide a library and museum for use by and for the advancement of the education of the public, as far as possible separate from any library to which the statutes shall apply.

Charitable Purpose

The purpose of the Norris Museum is to collect, preserve, document, interpret and display material relating to the history of Huntingdonshire. It serves to educate, inspire, entertain and inform the widest possible audience by communicating the knowledge, understanding and enjoyment of its collections.

Charitable Activities

a. Collections

The Museum collections total approximately 35,000 objects and cover different periods and types, including palaeontology, archaeology and social history. There is also an extensive and diverse library and archive with collections of printed books and pamphlets, manuscripts, maps, photographs, newspapers and newspaper cuttings, works of art on paper and easel paintings. The collections relate to the geographical area of what was the County of Huntingdonshire.

The Museum collections are made up of the original Herbert Norris collection, items deposited at the Museum since 1931, and a large collection of objects from the Huntingdon Literary and Scientific Institute, when the Huntingdon Museum closed down in 1959.

A significant amount of developmental work was undertaken to prepare for, and as part of, *Huntingdonshire's Heritage*. A full inventory of each individual item in the social history collection now exists and each object has been photographed. A full inventory was also made of the Library collection.

A particular consequence of *Huntingdonshire's Heritage* is that the collections are now stored in better conditions and in storage more akin to best practice. The Library and archive collections are stored on bespoke roller racking in the old curator's house providing a better environment and ease of access. The attic and York House stores have improved insulation and, working within the restrictions of the space (and the listing of York House), have been made more accessible.

b. Learning & Outreach

The Museum's Learning and Outreach programme has grown significantly throughout *Huntingdonshire's Heritage*. This was possible due to Heritage Lottery Fund investment in extending the Learning and Outreach Officer post (previously Assistant Curator) from 20 hours to 37 hours for one year. In June 2017 St Ives Town Council agreed to continue this additional funding and made the post permanently full time. During the financial year 2023/24, activity included:

Planning and development:

- Review of resources and planning documents
- Review and reformatting of risk assessments
- Creation of teacher information sheets, update website information and more.
- Development of an early years programme

School sessions

After a year of virtual contact, and thereafter hybrid sessions due to the pandemic, 2023/24 saw us build momentum with successful delivery of 20 schools' sessions, engaging with 633 children from local schools throughout the year.

Talks programme

The Museum offers a broad range of talks offered to groups and organisations in both their own venue and at the Museum. The uptake for this programme has increased significantly since before redevelopment.

Town tours programme

Town tours were piloted in 2014 as part of the development phase of *Huntingdonshire's Heritage*. They run between May and September when the weather is most conducive to a walking tour. They are offered as ticketed events as well as bookable for visiting groups and societies. Each year new tours are developed and since reopening the museum in 2017 the museum has built up a team of enthusiastic volunteers to deliver the town tours.

Major Museum events

Our major events programme usually features three events a year. This is where the whole Museum is taken over for a themed event. These events are timed to coincide with the Easter, summer and Christmas school holidays. Previous events in the past have included *Spuds, spam, sirens and stirrup pumps* a 1940s Home Front day; *Medieval Wool Fair* a day experiencing St Ives in its Medieval prime; *Playtimes of the Past* where families explored games and play through the centuries and *The Norris Museum reopening weekend* where the theme was celebrating the new Museum and we welcomed over 2,500 people through the doors. These events often include external re-enactors or demonstrators who make a real impact and add significantly to the experience for visitors.

Family events

Family events take place throughout the year including during school half term holidays. They also include the popular annual event developed and delivered in partnership with Holt Island. These events occasionally involve external parties and a mixed range of themed activities, crafts and collection-based experiences for visitors. Refreshments are also served and used to raise funds. Without the enthusiastic help of volunteers, we would not be able to offer such a varied programme of events and activities. During 2023/24 family events have included microscope workshops, 'Meet the archaeologist' day, 'mini museum explorers', alongside many craft workshops. We also acted as a host for the national initiative, 'Heritage Open Days'. We engaged with 1022 adults and children as part of this programme.

Family drop in activities

Family drop-in activities are currently run mainly during the summer holidays and provide a range of crafts for children and families to do together. Often, they are themed to connect with the Museum's collection or current exhibition.

Booked group sessions

These sessions are based on the very popular *Museum on the Move* programme that we ran when the Museum was closed. The demand for these sessions has continued and so this strand of activities can

now be booked by groups such as Brownies or Cubs and can take place in the Museum or at the group's venue. Topics include mammoths, fossils and clay work.

Under 5s sessions

By getting to know our audiences we implemented a programme of sessions specifically tailored to the under 5s as part of the *Huntingdonshire's Heritage*. This includes the sessions delivered as part of the annual Book Jam. During 2018 the Learning Officer created the Pebbles Club in response to parents asking for something on Saturday mornings tailor-made for children aged between 3 and 6 years old. The sessions include stories and creative play. Parents, grandparents and guardians are encouraged to join in the activities with the children. We continue to develop our Early Years offer and have piloted sessions in collaboration with the Early Years Foundation Stage Standards to help to shape our programme.

Events and workshops for adults

Events and workshops are now established as part of The Norris Museum's programme. The events and workshops on offer are designed to complement the programme of exhibitions and take the form of talks, demonstrations, participation activities and craft workshops.

c. Community Projects

The museum offers very broad, wide ranging and bespoke opportunities to work with the wider community. By getting to know our local community we have been able to develop and implement a programme of informal and formal activities and projects which have been specifically tailored to our community needs. The sessions we deliver are designed to complement the museum's collection and include object handling, craft activities (using the collection as inspiration) and reminiscing.

Projects and outreach throughout 2023/24 engaged with some 3100 individuals, through our varied community programme:

- Men's Group
- Love to move
- Reminiscing at the Museum
- Reminiscing at many local Care Homes
- Supporting the Riverport Choir
- Arts on Prescription
- SENSE students' programme
- Young Carers
- KICK Create project
- Snowman trail project
- Museum Takeover Day
- St Ives Day Centre

- CATs
- Papworth
- RAF Reminiscence

Achievements and Performance

The Museum opened after its redevelopment on 29th July 2017.

Opening hours are as follows:

Monday to Saturday: 10am – 4pm, year-round.

During these times the garden, permanent gallery, exhibition gallery and toilet facilities are open to the public. The Museum ordinarily closes during the Christmas period, between Christmas eve, and the day following the New Year's Day bank holiday.

a. Visitor Numbers in 2023/24

April	1,683
May	1,101
June	1,195
July	1,660
August	2,033
September	1,628
October	1,687
November	1,106
December	758
January	854
February	1,075
March	1,170
Total	15,950

b. Volunteer Hours

It would be impossible for the museum staff to run such a high-quality museum service that engages with the local community on and off site without the help and support of our volunteers who help with the collections, school visits, exhibitions and events and much more.

c. Museum Locally and Nationally

In 2023 the museum most notably received the most significant acquisition in its history – The Muddy Hoard. A Roman hoard, containing some 9.2k coins, across the reign of 14 Emperors and 1 Empress and includes a previously unrecorded coin – a denarius of Emperor Tetricus I. Given the quantity,

composition, and quality of some of the coins, it could be counted as being one of the ten most significant Roman coin hoards yet found in the UK.

The Norris Museum continued to work alongside fellow museums within the local, regional and national networks to identify peer support throughout the unprecedented time imposed by the pandemic. This has brought encouragement and learning to the museum to continue to support and enrich the community, as well as continuing to fulfil its museum remit as fully as possible.

Financial Review

a. Reserves

At the current time the Trust does not have a reserves policy in place. It was anticipated that one would have been adopted by the end of the year to 31 March 2024. However, due to changes in staff, this has been delayed. It is, however, in hand with adoption expected in the year ended 31 March 2025.

b. Investments

As part of the bequest the Museum Trust has an investment portfolio to manage which increased in value by £5,978 during the financial year.

York House is owned by the Museum Trust. It is rented to private individuals on a 6-month tenancy and benefited the Museum with rental income of £16,600 during the financial year.

The Trust uses an external local management company to manage the tenants and any issues they raise as well as ensuring that the monthly rent is paid promptly. The Museum Trust paid an annual management fee of £2,663.

c. Expenditure

During the 2023-24 financial year total expenditure was £88,523.

d. Income

The income received during the year was £84,709. Of this £39,069 was grant income towards the redevelopment and associated projects. The Learning and Outreach activities contributed £10,352 in income with the remaining coming from small grants, donations, investments, retail sales and York House rent.

e. Fundraising

Throughout the year the Norris Museum refocused on fundraising. In total £7,910 was achieved in donations and successful grant applications.

Trustee's Responsibilities Statement

The trustee is responsible for preparing the Trustee's Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the trustee to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the trustee is required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2019 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

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

Signed for and on behalf of the Trustee by

Libby White – Town Clerk, St.Ives Town Council



Dated: 30 JANUARY 2025

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEE OF
HERBERT ELLIS NORRIS LIBRARY AND MUSEUM**

I report to the charity trustee on my examination of the accounts of the charity for the year ended 31st March 2024 which are set out on pages 11 to 15.

Responsibilities and basis of report

As the charity's trustee 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 charity's accounts carried out under section 145 of the 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 giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of the 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.



K F Green (FMAAT)
32a East Street
St. Ives
Cambs
PE27 5PD

Dated: 30th January 2025

HERBERT ELLIS NORRIS LIBRARY AND MUSEUM**STATEMENT OF FINANCIAL ACTIVITIES****FOR THE YEAR ENDED 31ST MARCH 2024**

	Unrestricted Funds	Restricted Funds	Endowment Funds	Total 2024	Total 2023
	£	£	£	£	£
INCOME					
SITC annual grant	34,000	-	-	34,000	34,500
Other grant income	-	5,069	-	5,069	10,132
Outreach income	10,352	-	-	10,352	13,864
Other donations	2,841	-	-	2,841	3,914
Bank interest & dividends received	8,395	-	-	8,395	3,087
Shop sales	6,752	-	-	6,752	6,530
York House income	16,600	-	-	16,600	11,093
Bridge Chapel income	590	-	-	590	320
Community room income	110	-	-	110	-
TOTAL INCOME	79,640	5,069	-	84,709	83,440
EXPENDITURE					
Grant expenditure	-	5,069	-	5,069	1,590
SITC grant	27,262	-	-	27,262	36,200
Stock purchases	4,460	-	-	4,460	2,337
Other	51,733	-	-	51,733	40,340
TOTAL EXPENDITURE	83,454	5,069	-	88,523	80,467
Net Income / (Expenditure)	(3,814)	-	-	(3,814)	2,973
Gain / (Loss) on Investment Assets	5,978	-	-	5,978	(6,887)
Surplus / (Deficit) for the year	2,164	-	-	2,164	(3,914)
Accumulated Fund brought forward	325,343	-	-	325,343	329,257
Accumulated Fund carried forward	327,507	-	-	327,507	325,343

HERBERT ELLIS NORRIS LIBRARY AND MUSEUM

BALANCE SHEET AS AT 31ST MARCH 2024

		Unrestricted Funds	Restricted Funds	Endowment Funds	Total 2024	Total 2023
	Note	£	£	£	£	£
Fixed Assets						
Investments	4	154,363	-	-	154,363	148,385
		154,363	-	-	154,363	148,385
Current Assets						
Debtors	5	3,837	-	-	3,837	8,565
Cash at bank & in hand		207,980	-	-	207,980	169,909
Total Current Assets		211,817	-	-	211,817	178,474
Less Current Liabilities						
Creditors	6	(38,673)	-	-	(38,673)	(1,516)
Net Current Assets		173,144	-	-	173,144	176,958
Total Assets		327,507	-	-	327,507	325,343
Represented by						
Income Funds						
Unrestricted funds	7	327,507	-	-	327,507	325,343
Restricted funds	7	-	-	-	-	-
TOTAL		327,507	-	-	327,507	325,343

These accounts were approved by the trustee and signed on their behalf by:



Libby White - Town Clerk, St.Ives Town Council

Dated: 30 JANUARY 2025

Note

1 ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

The financial statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are presented in sterling which is the functional currency of the charity and rounded to the nearest pound.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Investments

Investments are included at market value at the balance sheet date. The Statement of Financial Activities includes the net gains and losses arising on revaluations and disposals throughout the year. The artefacts in the museum are not brought into the accounts at cost or valuation because the trustees consider that they have no value other than as part of the collection.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

HERBERT ELLIS NORRIS LIBRARY AND MUSEUM
NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31ST MARCH 2024

Note

2 TRUSTEES' REMUNERATION AND BENEFITS

There were no trustee's remuneration or other benefits for the year ended 31st March 2024, nor for the year ended 31 March 2023.

Trustees' expenses

There were no trustee's expenses paid for the year ended 31st March 2024, nor for 2023.

3 STAFF COSTS

The average number of employees during the year was as follow:

1

No employees received emoluments in excess of £60,000.

4 INVESTMENTS

	2024	2023
COIF	8,255	7,570
Rathbones	146,108	140,815
	<u>154,363</u>	<u>148,385</u>

During the year to 31st March 2020, £100,000 of the grants received was invested with Rathbones in addition to the existing shareholdings that were transferred to Rathbones on 20th December 2020.

5 DEBTORS

	2024	2023
Trade debtors	445	658
Prepayments	2,199	1,458
VAT	1,193	6,449
	<u>3,837</u>	<u>8,565</u>

6 CREDITORS

	2024	2023
Trade creditors	3,796	17
SITC	33,425	841
Receipt in advance	658	658
Accruals	794	-
	<u>38,673</u>	<u>1,516</u>

HERBERT ELLIS NORRIS LIBRARY AND MUSEUM
NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31ST MARCH 2024

Note

7 MOVEMENT IN FUNDS	As at 1.4.2023 £	Net movement in funds £	As at 31.3.2024 £
Unrestricted funds	325,343	2,164	327,507
Restricted funds	-	-	-
TOTAL FUNDS	<u>325,343</u>	<u>2,164</u>	<u>327,507</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Gains & losses £	Movement in funds £
Unrestricted funds	79,640	(83,454)	5,978	2,164
Restricted funds	5,069	5,069	-	-
TOTAL FUNDS	<u>84,709</u>	<u>(78,385)</u>	<u>5,978</u>	<u>2,164</u>