

**FRIENDS OF BRITANNIA PANOPTICON
MUSIC HALL TRUST (SCIO)**

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 JULY 2024**

REGISTERED CHARITY NUMBER: SC029031

**REPORT OF THE TRUSTEES AND UNAUDITED
FINANCIAL STATEMENTS FOR THE YEAR
ENDED 31 JULY 2024 FOR**

**FRIENDS OF BRITANNIA PANOPTICON
MUSIC HALL TRUST (SCIO)**

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**REPORT OF THE TRUSTEES
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FRIENDS OF BRITANNIA PANOPTICON MUSIC HALL TRUST (SCIO)

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 JULY 2024

The trustees present their report with the financial statements of the charity for the year ended 31 July 2024. The financial statements comply with current statutory requirements, the charity's rules and regulations. **OBJECTIVES**

AND ACTIVITIES

Objectives and aims

The charity's objects are:

- To advance the conservation and preservation of the Britannia Panopticon Music Hall and ensure the building's future as a viable visitor attraction and a living museum of popular entertainments from the music hall auditorium to the attic area.
- To promote the involvement of the community in this unique building as a learning, archival and educational resource for the wider community and to engender further volunteer support for the day to day running thereof.
- To always promote and hold the music hall as a building of historic interest and importance and to secure its permanent preservation for the benefit of the public as an outstanding example of a Victorian Music Hall and a rare survivor of its genre.
- To facilitate the use of its premises on such terms as the Trustees deem fit for any purpose, public or private, and in particular for music hall and other performances, meetings, exhibitions, lectures, dinners and other entertainments; also, for shops, restaurants or business premises to enable the foregoing purposes to be carried out effectively as required.

SUMMARY OF THE MAIN ACTIVITIES IN RELATION TO THESE OBJECTS

Conservation and preservation

We continue to develop plans and activities to support the long-term future of this unique Category A listed music hall. We also continue to maintain and interpret the historic information and artefacts that the building contains.

Operation and community involvement

In line with the objectives of the charity. Volunteers, staff and trustees continue to open the building to the public as a visitor attraction and as a venue. Admission tickets are charged for all shows and also for general viewing to mitigate the costs of opening and operating the building. We continue to engage with the local community with free opening times during Doors Open Day and with a free music hall show one Saturday a month during the summer. This show is intended to keep the old music hall songs and acts alive. During all events, shows and openings we have on display various objects and information boards to help people understand the history of the music hall and the working classes of Glasgow during the Victorian and Edwardian eras. We continue to work with various community groups locally and offer outreach to various schools, colleges and universities. During this accounting period we also began building a stronger relationship with GMAC and Jam Hot, with great success and hope to work with them on a regular basis in the future.

Publicity and Marketing

We rely on online publicity and marketing through our website and various social media platforms. We have over 13,000 followers online and this number increases year on year as social media becomes a part of our everyday lives. We also benefit from occasional editorial in magazines, newspapers and on television and radio. We also produce a small leaflet listing our events and shows for the coming month which is available in the auditorium and from the three businesses operating on the ground floor. Our publicity to the tourist market was further enhanced by Angus White, owner of Direct Distribution, who sponsored the charity with 3,000 flyers and distribution promoting the music hall in Hotels and information centres.

ACHIEVEMENTS AND PERFORMANCE

We continued to sell out a number of shows including, Ghost Stories From Around the World, Silent Films with Gladstone's Bag, Adult Pantomime, Burns Night and A Night of Ghosts.

Doors Open Day in September 2023 included a temporary installation inspired by the Orchestrons which were popular in the Panopticon. As a result, our visitor numbers made a return to near pre-pandemic visitor numbers.

In October 2023 we had two wedding hires which were very successful. Unfortunately, it is difficult to offer wedding hires as most weddings are organised at least a year in advance and we cannot guarantee that the building will be open further than six months into the future due to the ongoing nature of the conservation project. However, we do know that in the future the Britannia Panopticon would be a popular wedding venue.

2024 saw the 25th Anniversary of the Friends of Britannia Panopticon Music Hall Trust (SCIO) and as part of those celebrations we began a crowdfunder for the provision of disabled access and facilities. That crowdfunder is ongoing.

January 2024 benefitted from a new Saturday event called Tea & Tarot in which visitors pay the usual £2 admission to see the music hall but can also get their fortunes told. Tea & Tarot is now a regular monthly event which has helped to increase footfall.

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We also launched a new comedy award for fresh comedy talent called, The Laurel Awards- commemorating the fact that Stand Laurel made his debut in The Panopticon in 1906. These awards were well received, and the final was a sellout success with Tony Roper and Gavin Mitchell featuring as judges.

Summary of the main achievements of the charity during the financial period

September 2023 the Friends of Britannia Panopticon Music Hall Trust continued to work with The Panopticon Trust (the building preservation trust which was established in 2018 to advance the purchase of music hall) and with Hoskins Architects to complete a feasibility study to identify the end use and stakeholder management. This study was completed in March 2024 and the results will be made available to the public later in the year or in early 2025.

Significant Events

Post COVID-19 we are still seeing a lack of footfall in the city centre and tourism is still yet to recover. Due to this, in 2023 it was decided that visitor numbers didn't warrant opening five days a week and so general viewing is currently only available on Tuesday – Saturday from noon – 5pm April - October. It is hoped that tourism will return to pre-pandemic levels in 2025.

In June 2023 the LEZ (Low Emission Zone) came into force in Glasgow which further compromised our revenue. By the end of November 2023, it was becoming apparent that our alcohol sales were falling. This seems to be partly due to the reduction in public transport available – taxi licenses have been severely reduced, and night buses are no longer available to many of the suburbs; this has meant that more people are driving into the city and therefore unable to drink alcohol.

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FINANCIAL REVIEW

Financial position

The financial position are as set out in the attached financial statements

The Charity's total income totalled £ 57,379.80

The Charity's expenditure totalled : £57, 970.72

The Net Expenditure was : £ 590.92

At 31st July 2024 the charity's unrestricted funds are in deficit of £509.92

Reserves policy

It is the policy of the charity to use unrestricted reserves to assist in the acquisition, rescue and conservation of the Britannia Panopticon Music Hall in addition to meeting normal operational costs. Restricted reserves relate to timing differences between receipt of funding and expenditure on restricted projects.

Going Concern

After a grim few years of pandemic and post pandemic trading, we are optimistic that the coming year (2024 - 2025) will provide a more positive outlook for tourism and the economy which will be reflected in our visitor numbers and trading. We, the trustees, remain confident that the music hall and charity remain a going concern.

Future Plans

Tours and Tourism

- With tourism set to start getting back to pre-pandemic levels in 2025, Judith Bowers (campaign founder, charity director and tour guide with 34 years of experience) is planning to provide walking tours which will culminate at the Britannia Panopticon. Tickets sales will be via the Britannia Panopticon Music Hall and all revenue generated will become part of the fundraising activities for the charity. 3 tours a week will be provided during high season (April 19th – September 30th) with a maximum of 30 people per tour. The topic will be the history of Glasgow Entertainment and Theatre. These tours will be available by booking in advance only through www.ticket-source
- Coach & Bus Companies – reconnecting with the coach companies and incoming tour companies to encourage tour/coach parties for the 2025 tourist season.
- City Sightseeing – In 2025 the Britannia Panopticon will return to the City Sightseeing map as a stop and we will invite the staff in for an orientation to encourage them to promote Britannia Panopticon on the City Sightseeing tours. Incentives will also be provided to City Sightseeing staff and customers EG: free admission for general viewing if they show us their City Sightseeing ticket – this helps us to understand where our customers are coming from.
- Local Tour companies and tour guides - Engage local walking tour companies to ask them to bring in tour groups with an admission incentive.
- Cruise Ships – engage with Cruise Ship operators and tour operators also offering discounts on our special walking tour and private tours around the building for small groups.
- Hotels, hostels, guest houses etc. – We will also be doing a blanket campaign to all of the hotels, hostels, guest houses, air b 'n' b's etc. across the G1, G2, G5 & G40 postcode areas, offering the same or similar incentives to their customers.
- Visit Scotland – are an important part of our tourist engagement and publicity. We have used their website for years to promote our open days and general viewing, we would like to engage them a bit more by getting them in the building. Even offering a Visit Scotland rack in the auditorium and using us as an information hub for the merchant city.
- Open Day - We are proposing an open day in late March/ early April for invited guests from all the travel trade, visitor and tourism businesses I have mentioned above.
- Increasing our profile on sites and platforms such as Trip Advisor, Visit Scotland, Visit Britain, Scotland Starts Here, ScottishTours.com etc. Send more regular information, updates and photo stories.

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Tried and Tested Regular Shows

Concentrate on our popular shows such as silent films and film nights, Laurel & Hardy nights, story telling events, variety shows etc and the least performing shows are either reduced in their frequency or stopped all together.

Other events and shows we could offer

- Games Nights are becoming more popular. Some of the staff and volunteer team have connections in this area and are happy to help bring in this market.
- Podcasts – a regular podcast on a subject that would generate a following.
- Film Club – we did do this a few years ago and it is something we could potentially bring back on a quarterly basis with the emphasis on cult classics.
- Tea parties such as the return of Chopin and Cake or The Mad Hatters Tea Party
- The return of The Mystery Room which can be pitched to companies as a team building exercise.

Making Money from the auditorium

- The Bar - Our income was heavily reliant on alcohol sales, however, in the last few months we have seen a large decline in alcohol sales which means we need to adapt our approach. Obviously, we still need to sell alcohol, but we also need to focus on more snacks, mocktails, soft drinks and tea & coffees. With artisan coffees now being so popular a partnership with a local coffee supplier could help increase our footfall during our general viewing hours
- Hidden Secret – by capitalizing on being hidden up a lane above an amusement arcade it gives us a sense of being a secret place and the limited opening hours as “exclusive” times. It appeals to the student and hipster market. This could help increase the footfall during our general viewing hours.
- Story Telling – Story telling has become an increasingly popular activity. With a Scottish Story Telling Centre now firmly established in Edinburgh, it might be beneficial to partner with them and provide more story telling events and activities.
- Merchandise is an obvious route, but one that requires investment. We do have some merchandise and also some products which are sold on commission. The shop counter isn't exactly the best presentation so perhaps we should rethink the layout, location and presentation. We should perhaps invest in more small, low cost items such as novelty postcards, keyrings, and bookmarks.

Glasgow 850 – In 2025 Glasgow celebrates 850 of being a city and therefore there is potential for us to get involved and encourage more visitors for general viewing. A special exhibition about the history of entertainment over the last 850 years.

- A walking tour about the history of Glasgow entertainment that will culminate at the Britannia Panopticon
- Capitalize on Britannia Music Hall being the oldest remaining place of entertainment in the city, save for the City Halls which opened in 1841.

Outreach & Education

Outreach and Education is a great way to encourage more corporate sponsorship and also grant funding. This element does not have to be in the building, this can be done in the schools, colleges, and with other groups such as U3A.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

On 10 October 2016 the Trust converted to a SCIO (Scottish Charitable Incorporated Organisation) governed by a constitution.

Recruitment and appointment of new trustees

Trustees are appointed by the existing trustees upon ratification by the members.

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**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 JULY 2024**

Key management

The trustees and the Director are the key management of the Trust being responsible for the decisions as to the strategy and directing, controlling, running and operating the campaign, the venue and the Trust.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Charity number

SC029031

Principal address

113-117 Trongate
Glasgow
G1 5HD

Trustees



Director



Independent examiner



EDA Professional services LTD
Suite334, Baltic Chambers
50 Wellington Street
Glasgow

**FRIENDS OF BRITANNIA PANOPTICON
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**REPORT OF THE TRUSTEES
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STATEMENT OF TRUSTEES RESPONSIBILITIES

The trustees are responsible for preparing the Report of the Trustees and the financial statements in accordance with applicable law and regulations.

The trustees are also responsible for ensuring that adequate accounting records are maintained that are sufficient to show and explain the charity transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the accounts comply with the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. They are also responsible for safeguarding the assets of the charity and ensuring their proper application in accordance with charity law, and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

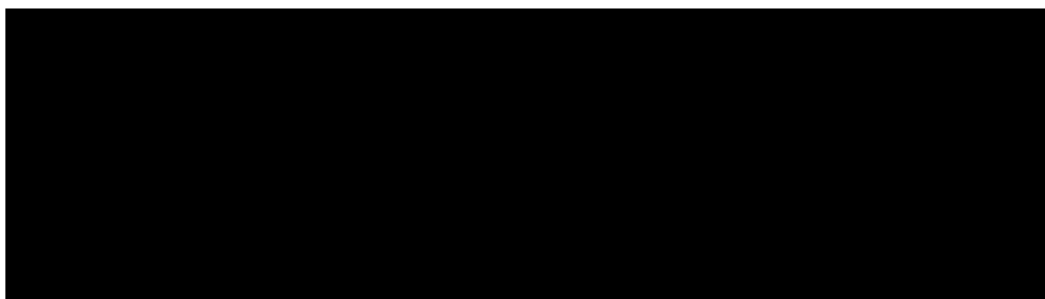
Statement as to Disclosure of Information to Independent Examiner

So far as the trustees are aware, there is no relevant information of which the charity's Independent Examiner is unaware and each trustee has taken all the steps he/she ought to have taken as a trustee in order to make himself/herself aware of any relevant information and to establish that the charity's Independent Examiner is aware of that information.

Independent Examiner

██████████ in EDA Professional services LTD, acted as independent examiner for the year ended 31 July 2022 and has indicated his willingness to continue in office.

Approved by order of the board of trustees on (dd/mm/yyyy) and signed on its behalf by:



**FRIENDS OF BRITANNIA PANOPTICON
MUSIC HALL TRUST (SCIO)**

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 JULY 2024**

I report on the financial statements of Friends of Britannia Panopticon Music Hall Trust (SCIO) for the year ended 31 July 2024, which are set out on pages 8 to 14.

This report is made solely to the charity’s trustees, as a body, in accordance with Regulation 11 (3) of the Charities Accounts (Scotland) Regulations 2006. My independent examiner’s work has been undertaken so that I might state to the charity’s trustees those matters I am required to state to them in an independent examiner’s report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity, the charity’s members as a body and the charity’s trustees as a body for my independent examiner’s work, for this report, or for the opinions I have formed.

Respective responsibilities of the trustees and independent examiner

The charity’s trustees are responsible for the preparation of the financial statements in accordance with the terms of the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended). The charity’s trustees consider that the audit requirement of Regulation 10 (1) (d) of the Charities Accounts (Scotland) Regulations 2006 does not apply and that an independent examination is needed.

It is my responsibility to:

- examine the financial statements as required under section 44 (1) (c) of the Act and
- to state whether particular matters have come to my attention.


Basis of independent examiner’s report

My examination is carried out in accordance with Regulation 11 of the Charities Accounts (Scotland) Regulations 2006. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeks explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the financial statements present a ‘true and fair’ view and the report is limited to those matters set out in the statement below.

Independent examiner’s statement

In the course of my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements
- to keep accounting records in accordance section 44(1) (a) of the Charities and Trustee Investment (Scotland) Act 2005 and Regulation 4 of the Charities Accounts (Scotland) Regulations 2006,
 - to prepare financial statements which accord with the accounting records, and
 - to prepare financial statements which comply with the accounting requirements of Regulation 9 of the Charities Accounts (Scotland) Regulations 2006
- have not been met; or
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.


EDA Professional Services LTD
Suite 334 , Baltic chambers
Wellington St
Glasgow

Date:

	Notes	Unrestricted Funds	Restricted Funds	Total
RECEIPTS				
INCOME AND ENDOWMENTS FROM				
Donations, legacies and loans		4500	-	4500
Charitable activities	2	24417	-	24417

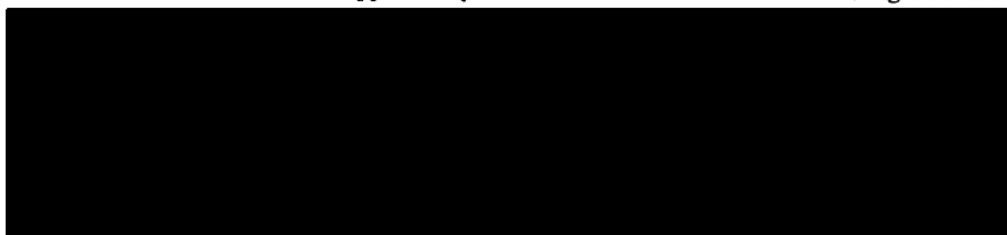
**FRIENDS OF BRITANNIA PANOPTICON
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**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 JULY 2024**

Investment income			
Total receipts		57380	57380
PAYMENTS			
Raising funds	4	12146	12146
Charitable activities	5		
Support of The Britannia Panopticon Music Hall		45824	45824
Trust			
Purchase of fixed assets			
Total payments		57970	57970
SURPLUS/(DEFICIT) FOR YEAR		(590)	(590)
Transfers between funds			
Net movement in funds		(590)	
RECONCILIATION OF BALANCES			
Total balances brought forward		11137	
TOTAL BALANCES CARRIED FORWARD		10547	

	Notes	Unrestricted	Restricted	Total
CASH AT BANK AND IN HAND				
Opening Balances		11137		
Surplus / (Deficiet) for year		(590)		
Closing Balance		10547		
FUNDS				
Unrestricted funds				10547
Restricted funds				
TOTAL FUNDS				10547

The financial statements were approved by the board of trustees on and were signed on behalf by :



**FRIENDS OF BRITANNIA PANOPTICON
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**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 JULY 2024**

1. ACCOUNTING POLICIES

Accounting convention

The financial statements have been prepared under the historical cost convention.

The principal accounting policies adopted in the preparation of the financial statements are as follows.

Income

All income is accounted for on a receipt's basis.

Resources expended

Resources expended are accounted for on a payments basis and are recognised when the expenditure is paid. Expenditure is inclusive of VAT.

Charitable activities

These are costs attributable to the objects of the charity.

Support costs

Support costs include governance costs attributable to compliance with the charity's constitutional and statutory requirements.

Fund accounting

Funds held by the charity are either:

- Unrestricted funds - these are funds which can be used in accordance with the charitable objects at the discretion of the trustees.
- Restricted funds - these are funds that can only be used for the particular or restricted purpose as specified by the donor.

Going Concern

Refer to page 4 on the Report of Trustees.

2. CHARITABLE ACTIVITIES INCOME

	2024	2023
Ticket sales	15942	35360
Music hall income	8475	9074
	24417	<u>44434</u>

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3. OTHER TRADING ACTIVITIES

	2024	2023
Shop/merchandise sales	6369	3319
Bar sales	22094	23629
	28463	26948

4. Raising Funds

	2024	2023
Cost of Goods Sold	5548	2889
Bar Costs	6599	7793

5. CHARITABLE ACTIVITIES COST

	DIRECT COSTS	SUPPORT COSTS	TOTAL
Support of The Friends of Britannia Panopticon	44037	1787	45824

6. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2024	2023
Music hall/administrative running costs	13002	20950
Music hall/administrative salaries	30639	35670
Professional and legal fees		
Repairs and maintenance	396	198
	44037	56818
7. SUPPORT COSTS		
Support of The Britannia Panopticon Music Hall Trust		1787
Support costs, included in the above, are as follows:		
	2024	
	Support of	
	The Britannia	
	Panopticon	
	Music Hall	
	Trust	
Independent examination fee / professional fees	1787	

8. TRUSTEES REMUNERATION AND BENEFITS

There were no trustees' remuneration or expenses for the year ended 31 July 2024

9. MOVEMENT IN FUNDS

**FRIENDS OF BRITANNIA PANOPTICON
MUSIC HALL TRUST (SCIO)**

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 JULY 2024**

	INCOMING RESOURCES	RESOURCES EXPENDED	MOVEMENT IN FUNDS
UNRESTRICTED FUNDS			
General Fund	57380	57970	-590
RESTRICTED FUNDS			
TOTAL FUNDS	57380	57970	-590

	At 1.8.23	Net movement	Transfer	At 31.7.24
Unrestricted	11137	-590		10547
Restricted	-	-	-	-
Total funds	11137	-590		10547

10. Related party transactions

The director made a loan to the charity of £2,500 in 2017 which remain outstanding

11. OTHER ASSETS (FOR DISCLOSURE ONLY)

Unrestricted Fixtures and Fittings	5738
IT equipment	2214
Stage lights	219
Leasehold improvements	4214
Stock	2,124
	14509

12. LIABILITIES (FOR DISCLOSURE ONLY)

Loan from [REDACTED] : £2500

13. EVENTS SINCE END OF YEAR