



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	01	April	2015		31	March	2016

Section A Reference and administration details

Charity name

Other names charity is known by

Registered charity number (if any)

Charity's principal address

Gold Hill Museum	
Gold Hill	
Shaftesbury, Dorset	
Postcode	SP7 8JW

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Terence Atkins	Chairman	Until 10 February 2016	Membership
2	Elaine Barratt	Shop/Stewards		Membership
3	Lavender Buckland	Lecture coordinator		Membership
4	Sheena Commons	Collection care		Membership
5	Ian Kellett	Secretary		Membership
6	Marjory Kellett	Treasurer		Membership
7	John Parker	Buildings		Membership
8	Claire Ryley	Education		Membership
9	David Silverside	Chairman	From 10 February 2016	Trustees
10	Raymond Simpson	Librarian/Archivist		Membership
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Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
Bank	HSBC	19 Minster Street, Salisbury, SP1 1TE
Solicitor	Rutter	2 Bimport, Shaftesbury, SP7 8JG
Accountant	Andrews & Palmer	32 The Square, Gillingham, SP8, 4AR

Name of chief executive or names of senior staff members (Optional information)

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Section B Structure, governance and management

Description of the charity's structure

Type of governing document (eg. trust deed, constitution)	CIO Association Constitution amended 7 January 2014, registered 19 March 2014
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation of approximately 140 members
Trustee selection methods (eg. appointed by, elected by)	Trustees must be members of the Society and are elected by the members of the Society. One-third of existing Trustees retire each year and may stand for re-election. Trustees are elected at the AGM held in July following the end of the financial year. Trustees have the power to co-opt where necessary.

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

Volunteers (including new Trustees) have a short induction training course on first arrival. Two of the Trustees have recently attended a Trustee training course which they recommended to the other Trustees.

A comprehensive Stewards' Guide is readily available for all volunteers which we ask Stewards to sign once they have read the folder. All Trustees and other volunteers give their time voluntarily and receive no remuneration or other benefits.

Role descriptions for all Trustees are available. The Society operates a published Volunteer Policy. The policy gives a role description for all volunteers and explains that CRB/DBS checks will be made if appropriate. The Society also operates published Child Protection, Disability Discrimination, Equal Opportunities, Health and Safety, Education, Exhibition and Display, Lifelong Learning, Acquisition and Disposal Policies, an Emergency Plan and a Documentation Procedural Manual which covers our policies on accessioning, gifts, loans, disposal of items, etc.

The Society is a member of AIM (the Association of Independent Museums), the South Western Federation of Museums & Art Galleries, the Dorset Museums Association, the North Dorset Museums Group and is accredited with Arts Council England.

The Trustees have improved the CCTV coverage of the Museum, installed a new fire alarm system and are in the process of reviewing service and maintenance contracts.

Summary of the objects of the charity set out in its governing document

The object of the CIO is to encourage the appreciation, study and enjoyment of History, particularly that local to Shaftesbury, Dorset, and its environs, and thereby advance the education of members of the Society and of the public of all ages and background.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

The Trustees have had regard to the guidance issued by the Charity Commission on public benefit. It has informed our decisions on opening hours, free entry to the Museum, temporary exhibitions, all age and lifelong learning, cooperation with other groups in the area and communication with the local community.

The Society

- owns, maintains and operates Gold Hill Museum which is open to the public daily for at least seven months of the year (free entry)
- mounts at least two temporary exhibitions each year in addition to the regular displays
- owns and maintains a local history library and archive which is open to members and the general public for research purposes by appointment at agreed times throughout the year
- organises and holds lectures in the winter which may be attended by non-members on payment of a small fee
- organises a learning and outreach education programme for children and adults, parts of which are conducted with the Abbey Museum and Gardens.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

The Society was operated entirely by volunteers for the whole year. The volunteers made a huge contribution covering every aspect of the operation. Not only do the Trustees appreciate the considerable, willing hours of input but also the general public is impressed by their contribution as can be seen in our visitor comments book and comments on-line. The public sees the Stewards during their visit but there are, of course, considerable inputs by volunteers behind the scenes such as those who work with the collection or the archive, put up the displays, produce and publish the newsletter, update the website, take part in research with the local community and organise the all age and lifelong learning activities.

Summary of the main achievements of the charity during the year**Management**

The Trustees held 12 committee meetings when they delivered reports on their respective responsibilities. Sub-groups led by Trustees met as necessary to deal with matters such as Collections, Education, Exhibitions and Community involvement.

Museum opening, shop and garden

The Museum, gift shop and garden were open from 28 March 2015 until 1 November 2015 and from 13 February 2016 until 21 February 2016 every day from 10.30 until 16.30 with two Stewards on each two hour shift. The February opening coincided with Shaftesbury's Snowdrop Festival. They re-opened for the 2016 season on 19 March. The double-sided laminated A4 Museum guide again proved popular with our visitors and we are in the process of having it translated into other languages.

The gift shop has a wide selection of souvenirs many of which were made locally and is a good source of income. Because we do not charge for entry, we rely on the generosity of our 20,000 visitors per annum. Their purchases and donations provide a large part of our income.

The garden attracts appreciative comments from visitors and is a strong selling point to individuals interested in using the Garden Room. It continues to be managed on wildlife-friendly principles. In the autumn of 2015 it was awarded first place in the Public Buildings category of the Shaftesbury in Bloom competition. Its facilities have been enhanced by the donation of a bench in memory of a former member of the Society.

The Collection

Reaccreditation is still ongoing. Although the application form was completed and submitted in January 2015, nothing was heard until September when we were told that further work was required, including an amendment to the CIO object. These additional requirements are now in hand and we hope that the process will soon be finished.

During the closed season a small team of volunteers helped with the delayed and much needed audit of the artefacts in the storeroom. They worked their way through boxes and shelves with enthusiasm, always taking care to record everything properly. The collection care manager will now have the job of sorting out any anomalies and inputting the location of the artefacts on to the database.

Some artefacts have undergone conservation work. We continue to receive offers of donations to the museum collection, but have had to become more discriminating in what to accept because of the constraints of storage and display space.

Temporary exhibitions

In 2015 the collection care team mounted an exhibition on the history and work of the Women's Institute to celebrate its Centenary. The exhibition was of great interest to our visitors, especially to members of the WI from the rest of Dorset and further afield.

A second exhibition on the History of Weights and Measures was proposed, planned and produced by two of our volunteer stewards. This was appreciated by young and old alike and allowed our younger visitors to have hands-on experience of measuring with balances.

Because of the early date of Easter this year, the Collections team has already completed one of the temporary displays for the 2016 summer season, an exhibition of fans, to showcase some of the beautiful items from the storeroom which are rarely seen on display. During the planning stage members of the team visited the Fan Museum in Greenwich where they received help and advice. Two of the fans went away for conservation work earlier this year.

New for 2016 are a small exhibition created by the Librarian/Archivist telling the story of two local workhouses at Tisbury and Shaftesbury founded as a result of the Poor Law Amendment Act of 1834, a small exhibition about King Canute who died in Shaftesbury and the display of the locomotive "Shaftesbury" nameplate on loan from Shaftesbury Town Council.

The Library/Archive

The Librarian has dealt successfully with an increasing number of enquiries. Some new books have been donated including a very large volume of tithe terriers covering Shaftesbury and some of the surrounding parishes which will be a very useful research aid. There have also been donations of a substantial number of old deeds, one dating back to 1564, and other documents including letters and estate sale catalogues extensively annotated with prices for which individual lots were sold.

The Librarian is compiling a searchable index for all of the Museum's collection of its hundreds of old deeds. He has also completed the digitising of the unpublished history of Shaftesbury by John Rutter 1827.

The exhibition about the Shaftesbury and Tisbury workhouses, which couples extracts from letters and documents detailing the foundation of the new workhouses with episodes from the lives of unfortunate inmates, has been mounted outside the Library and replaces the Notable Persons Great War display of 2015.

Life-long learning and community projects

There were four school bookings this year. Members of the Education team visited a local primary school for two sessions, one on the Iron Age and the other on toys, using toys from the Museum's collection. Another local school had two visits to the Museum incorporating town trails and the new Great War Schools' Project.

There were well-attended all-age events throughout the year. The October half term craft workshop included making "stained-glass" window decorations. The Christmas extravaganza involved stories, hand-bell ringing and craft activities. During the Snowdrop festival in February we ran three craft workshops. On Good Friday we had our annual Pilgrim's Trail based at Shaftesbury Abbey.

Talks have been given to local groups on the History of Shaftesbury. Objects from the Museum's collection have been taken out to local care homes so that residents who are unable to visit the Museum do not miss out. We have visited another care home to provide reminiscence sessions for residents on a variety of topics such as shops, hand-made crafts, childhood and toys.

At the end of our last reporting period the Museum received a grant from the Heritage Lottery Fund through the 'First World War Then and Now' programme. This has enabled the Museum to purchase new equipment and engage professional expertise for the production of dedicated web pages which will be accessed through the Museum's upgraded website. The grant has also funded training for a wide range of activities by volunteers in the areas of local, family and oral history.

Over the past year a large amount of research has been carried out by the volunteers. The information will form the basis of a temporary exhibition opening in April 2016.

The volunteers have interviewed many local people at the museum, in their homes, and at Shaftesbury Library. The project has benefited from links with other local history groups and with the Royal British Legion.

Shaftesbury Library has supported the project from the outset, hosting interview and reminiscence sessions and reserving its facilities for our experts to show local people how to use the Ancestry website.

The Lecture and Events Programme

This programme is directed mainly to the Members of the Society although the lectures are open to the general public for a small fee. Membership of the Society is around 140.

The lectures were varied and interesting and the afternoon lectures had larger audiences than previously with several non-members deciding to join the Society.

The Members' summer outing to Wimborne St Giles Church and Alms Houses and to St Giles House, the home of the Earl and Countess of Shaftesbury, attracted 30 members.

The Buildings

We have had some problems with water ingress which we hope have been dealt with by repairs at the builders' expense to the flat roof of the Garden Room. Our expenses this year have involved the infrastructure rather than the fabric of the building. We have a new CCTV system which covers all of the rooms and gives good HD pictures. We have had to replace the fire alarm system which still requires some modification. We have maintenance and service contracts in place for the lift, the heating system, the fire alarm system, the intruder alarm, the CCTV system, the fire extinguishers.

The Garden Room has been used by the Education Team for school visits and all-age activities. It was also used by outside groups for lectures and practical activities. Shaftesbury Camera Club held their photographic exhibition in the garden room.

Section D

Achievements and performance

Marketing and Communication

The Society's website has been professionally upgraded partly by using some of the HLF grant and partly from the Society's unrestricted funds. The upgrade has allowed us to communicate more easily with our members and with the general public. Information about activities and exhibitions is given in a News Blog and regularly updated on other pages. Reports and photographs of events give our potential visitors a flavour of Gold Hill Museum.

The Society's quarterly Newsletter, which is sent to members by post or email, informs them of various activities in the Museum through regular contributions from the Trustees. It contains stories of historical interest and includes reviews of Society lectures for the benefit of readers who were unable to attend the meetings and to promote the programme to potential members and supporters. Versions of these reviews and reports on other activities appear in local free publications such as 'Shaftesbury Matters', helping to raise the profile of the Society and boosting numbers at subsequent lectures. Copies of the Society's Newsletter are also available at the reception desk in the Museum for visitors to peruse. Past editions are also available on the website.

Maintaining visitor numbers to the Museum and a higher profile in the town and its surroundings are welcome indications of our enhanced visibility.

Section E

Financial review

Brief statement of the charity's policy on reserves

The Trustees have reviewed their reserves policy. The annual fixed costs (rates, insurance, utilities, maintenance contracts) of running the Museum are in the region of £10,000. If the Museum had to close for any reason, we would still have these bills to pay. The lift is a necessary item for enabling full access and would be expensive to replace. Substantial repairs to the fabric of the building, e.g. the roof, may be needed at some time in the future. The Trustees have estimated a figure of £30,000 for this type of contingency. They have set the required reserve at £40,000.

Details of any funds materially in deficit

Not applicable

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Entry to the Museum is free. Visitors have the opportunity to make a donation. Most income came from donations, a legacy, rent from the Sun & Moon ('Lodge'), shop sales and membership subscriptions. Our biggest source of income is dependent on the number of visitors we attract.

Our expenditure supported the running of the Museum, the display of exhibitions and the security of the Museum.

The Museum has no loans and none of the Museum's assets (building and collection) is used as collateral. The Museum has just one site which is owned by the Society and the accounts cover all financial activity at that site.

Our investment policy is based on the principle of caution using deposit accounts at present. The Trustees intend shortly to move some of the reserves to an investment which will provide a greater return.

The Trustees thank all our donors, including our members, the general public and local businesses and groups for their generosity. We also thank those local and regional businesses which offer concessional rates and those businesses who turn up at very short notice to help us out in an emergency.

Section F Other optional information

The 2016 exhibition of ladies' fans is already attracting positive comments from our visitors.' A temporary exhibition 'Shaftesbury Remembers the Great War' will show what has been achieved so far by the HLF funded project, provide an update of events as they take place during 2016 and highlight ways in which the project might develop in the future. The recordings of the interviews of local people will be shared with Dorset History Centre and will become part of a lasting legacy at the County Archive. The project will continue for the rest of 2016.

We hope to improve our audio-visual displays.

Section G Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)		
Position (eg Secretary, Chair, etc)		
Date		