

Summary Information Return of Aims, Activities and Achievements 2006

This return is intended to comprise a **summary of key** information contained in the Annual Trustees' Report and Accounts and in other documents.

Registered Number

Main Charity Name

Question 1: The Charity's Aims	
What are your charity's aims?	
The charity's main objects are to stimulate public interest in and to promote the preservation of buildings of architectural or historical interest and to stimulate public interest in ancient crafts, trades and manufactures.	
Further details can be obtained from:	The Museum Director

Question 2: Who benefits?	
a) Who benefits from the charity's work?	
<ul style="list-style-type: none"> - Visitors of all kinds, who learn from and are inspired by the Museum's collections (145,000 per year). - School children whose studies are enriched by the Museum's exhibits (23,000 per year). - Adults who participate in formal learning at the Museum (2,500 student days per year). - Our volunteers who contribute to, and benefit from, 35,000 per year of voluntary work. 	
b) How do you respond to their needs and how do they influence the charity's developments?	
<ul style="list-style-type: none"> - We learn about the needs of ordinary visitors through personal contact with volunteer stewards and guided tours, a comments book, surveys and other forms of feedback. - We learn about the needs of schoolchildren through regular contact between our Schools Service and teachers and children. - We learn about the needs of participants in adult formal learning through feedback sheets by every student. - We learn about the needs of volunteers by meeting and talking with them regularly. 	
Further details can be obtained from:	

Question 3: The Charity's Strategy	
a) What are the key elements of your charity's medium- to long-term strategy?	
<ul style="list-style-type: none"> - Audience development, through an Audience Development Project. - Improved interpretation of exhibits through our interpretation strategy. - Improved physical and intellectual access through the Access Project. 	
b) How does your charity measure the success of the strategy?	
One of the aims of the Audience Development Project is to establish baselines and develop methods for measuring how well we meet the needs of our audiences.	
Further details can be obtained from:	

Question 4: The Charity's Objectives and Achievements	
What were your charity's main annual objectives and were they achieved?	
Objective	Achievement
To run an open air museum that inspires and delights its users.	The Interpretation Department, formed in 2005, continued its development through training and recruitment.
To provide lifelong learning based on the museum's collections.	We continued to develop the range and quality of our adult courses and provision for school visits. Our new website for schools was launched in June.
To ensure high standards of collections care.	To improve access to our rural life collections, and with assistance from the Designation Challenge Fund, we established a project to create videos of the use and maintenance of horse-drawn machinery.
To pursue research and scholarship.	The Knowledge Transfer Partnership with Reading University continues with the first of two associates researching the social history context of our buildings.

Question 5: The Charity's Income and Expenditure		
a) What were your charity's sources of income in the year?		
Income source	% of Gross income	£ 000
1. Voluntary income	26.7	582
2. Activities for generating funds	18.9	413
3. Investment income	1.4	30
4. Incoming resources from charitable activities	26.1	569

5. Other incoming resources	26.9	588
Total	100	2,182

b) What were your charity's most significant activities in the year, and how much did it spend on them?

Charitable Activities	Cost £ 000
To operate an open air museum to fulfil the charity's main objects.	1,917
Total expenditure on charitable activities	1,917
Total expenditure	1,917
Explanatory Comments	

c) What were your charity's three main fundraising activities in the year, and how much did each generate and cost?

Fundraising activity	Income generated £ 000	Cost of Activity £ 000
Special events, venue hire and enhanced visits.	80	25
Total voluntary income and activities for generating funds	80	
Total cost of generating voluntary income and fundraising trading		25
Explanatory Comments		
Further details can be obtained from:		

Question 6: The charity's financial health

How would you describe your charity's financial health at the end of the period?

The Museum met its objective to generate a small surplus on unrestricted funds to add to our reserves. At the balance sheet date, the level of assets held in unrestricted funds was £452,762 (of which £13,550 is related to the non charitable trading fund). Included in unrestricted funds are cash reserves of £293,912. The overall financial position is satisfactory.

Further details can be obtained from:	
---------------------------------------	--

Question 7: The next year	
a) How will the overall performance last year affect your charity's medium- to long-term strategy?	
The Museum's achievements in 2006 and sound financial position enable us to sustain our key charitable activities and build on these to implement our medium term strategy to improve the access and interpretation facilities for our visitors through the Access Project.	
b) What are your charity's main annual objectives for the next year?	
<ul style="list-style-type: none"> • Commission, in partnership with the Edward James Foundation, a Landscape Conservation Management Plan to underpin proposals for new visitor facilities planned in the Access Project. 	
<ul style="list-style-type: none"> • Review our site master plan as a part of our preparation for the production of the Forward Plan covering 2008-2012. 	
<ul style="list-style-type: none"> • Establish a new exhibit, based on cultivated fields, showing the historical development of arable farming in the region. 	
<ul style="list-style-type: none"> • Subject to planning permission, we will re-erect as new exhibits the Church from South Wonston, dismantled in 2006, a 17th century bell-frame and a hay barn from Ockley in Surrey. 	
<ul style="list-style-type: none"> • We will submit, for validation by Bournemouth University, an MSc course in Building Conservation and, if successful, recruit the first cohort. 	
Further details can be obtained from:	

Question 8: The charity's governance	
How does your charity ensure that its governance arrangements are appropriate and effective?	
The trustees meet three times a year and more often if required. An executive board, appointed by and from among the trustees, meets monthly. All aspects of the charity's organisation and operations are reviewed together with the Museum Director.	
Further details can be obtained from:	

Declaration

Those who give answers that they know or suspect are untrue or misleading may be committing an offence.

I certify that the information given in this form is correct to the best of my knowledge and **has been brought to the attention of all the charity trustees**

Signed by one of the
charity trustees on behalf
of all charity trustees

Date 08/07/2007

Title MR

Please use BLOCK CAPITALS

Full Name MAURICE ALEXANDER POLLOCK

Please use BLOCK CAPITALS

Daytime telephone
number 01243 811260

You may find it useful to keep a copy of your completed form.

Contact Details

Address The Charity Commission for England and Wales
PO Box 1225
LIVERPOOL L69 3UL

Charity Commission Direct 0845 300 0197

Internet address www.charitycommission.gov.uk

Data Protection

The Charity Commission is a Data Controller as defined by the Data Protection Act 1998 and holds personal data for the purposes of maintaining the Register of Charities and certain other statutory functions as assigned by Parliament. The Charity Commission complies with the Data Protection principles set out in the Data Protection Act 1998 in relation to personal data which is supplied to us via the Annual Return, our website and through the performance of its statutory role as a regulator of charities, to the extent that the Act requires us to do so. These principles restrict the powers of a data controller to disclose third parties' personal data which it is processing. However, the name, address and telephone number of the charity contact and the names of the charity trustees will be publicly available on the Charity Commission website. In addition, the Charity Commission has a statutory obligation under section 84 of the Charities Act 1993 to provide to any person upon request copies of, or extracts from, any document in its possession which is open to public inspection. This will include the Public Register of charities as well as any governing documents, annual reports or