



Summary Information Return 2007 (Online)

Summary Information Return 2007 Of Aims, Activities and Achievements

This return is intended to comprise a Summary of key information contained in the Annual Trustee's Report and Accounts and in other documents

WEALD AND DOWNLAND OPEN AIR MUSEUM LIMITED

Charity Number: 306338

Submitted on 26/06/2008

This online version of the form shows the information you have entered through Annual Return 2007 Online and has been designed to make it easier for Charities to print.

**The Summary Information Return was submitted online by MR MAURICE
ALEXANDER POLLOCK on 26/06/2008**

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?

Who benefits from the charities work?

- 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 (24,000 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 hours per year of voluntary work.

How do you respond to their needs and how do they influence the charity's developments?

- 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

What are the key elements of your charity's medium to long term strategy?

- Audience development, through an Audience Development Project.
- We will commission proposals for the new visitor facilities planned in the Access Project, based on the recommendations of the Landscape Conservation Management Plan.
- We will write and publish our forward plan for 2008-2012, together with a Development Plan for the Museum exhibits and other site resources.
- We will design and implement improvements to the information available to visitors about the site, exhibits and landscape, including the use of the barn from Hambrook as an orientation centre.
- We will implement improvements to our public facilities.
- We will establish a new system for the management of fund raising.
- We will carry out site and exhibit improvements, including the refurbishment of the Hangleton Cottage and the hall from Boarhunt.

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 continued its development through training and recruitment. The department started a major new project to create high quality hand-made historic clothing for interpretive use on the site.
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 proposal for a new MSc in the Conservation of Buildings will be submitted to Bournemouth University for validation in 2008.
To ensure high standards of collections care.	We erected a shelter for the display of a large group of horse-drawn vehicles and implements with a grant from the DCMS/Wolfson fund. Many other exhibit buildings and artefacts were erected, restored or repaired.
To pursue research and scholarship.	The Knowledge Transfer Partnership with Reading University continued with the appointment of a second Associate to work on methods of providing public access to the Museum's resources by digital means.

Question 5 - The Charity's Income and Expenditure

What were your charity's sources of income in the year?

Income Source	% of incoming resources	£ 000s
Voluntary Income	42	723
Activities for generating funds	22	387
Investment income	1	20
Incoming resources from charitable activities	34	587
Other Incoming Resources	1	19
Total	100	1,735

What were your charity's most significant activities during the year and how much did you spend on them?

Charitable Activities	£ 000s
Operate an open air museum	1,480
Other	0
Total expenditure on Charitable Activities	1,480
Total Expenditure	1,747
Explanatory Comments	

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

Fundraising Activity	Income generated	Cost of Activity £ 000s
Generating voluntary income	723	25
Trading subsidiary	335	232
Facilities income from venue hire	40	1
Other	12	0
Total voluntary income and activities for generating funds	1,110	
Total cost of generating voluntary income and fundraising		258
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?

At the balance sheet date the level of assets held in unrestricted funds was £452,701, of which £13,585 is related to the non-charitable trading fund. Included in unrestricted funds are cash reserves of £298,316. The overall financial position is satisfactory.

Further details can be obtained from

Question 7 - The Next Year

How will the overall performance last year affect your charity's medium to long term performance?

The Museum's achievements in 2007 and sound financial position enable us to sustain our key charitable activities and build on these to implement our strategy to improve the access and interpretation facilities for our visitors through the Access Project.

What are your charity's main objectives for next year?

Commission proposals for the new visitor facilities planned in the Access Project.

Write and publish our Forward Plan for 2008-2012, together with a Development Plan for the Museum exhibits and other site resources.

Implement improvements to our public facilities.

Establish a new system for the management of fund raising.

Further details can be obtained from

Question 8 - The Charity's Governance

How does the 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 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

Your Summary Information Return was submitted online by MR MAURICE ALEXANDER POLLOCK on 26 6 2008, telephone number 01243 811260

MR MAURICE ALEXANDER POLLOCK certified online that:

- the information provided was correct
- it had been or would be brought to the attention of all the trustees

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

CONTACT DETAILS

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