

Sittingbourne Heritage Museum

Annual Report 2021

www.sittingbourne-museum.co.uk



Registered charity 1070698

A year that nobody expected!

Firstly apologies to our members since this is our first AGM since 2019. Like all organisations we have had to make changes and adjust what we do and how we have done it. From early in 2020 we considered it unsafe (and against government advice and restrictions) to open the Museum to the public. We are only just now considering restricted opening for the summer of 2021.

However, we have not been idle though during this time.

We remain committed to moving from East Street whenever we can, and we are grateful to our landlord and his family for their patience.

To this end, we had some initial discussions with HRGS and with Sittingbourne Community Centres about our vision for a combined visitor/heritage centre for Sittingbourne. We have now updated our vision document and have engaged with Swale Borough Council seeking their advice and support.

We have also for the medium term, agreed to take on the costs of running Unit 22 in the Forum (the CSI Lab) in return for some display space there and the opportunity to improve the Museum's footprint in central Sittingbourne.

The lockdown meant that we needed to improve our online presence and to try to continue to offer access to our archives and collection through the virtual world rather than the physical.

We saw this as an opportunity to open up further to a world-wide audience.

- We increased our social media presence which has resulted in significant engagement, not just from our local area of course.
- We created a Youtube channel and made in the region of 30 short videos on our local history. These videos have received approx. 36000 viewings.
- We increased our online sales capability and the figures show that despite losing our "Museum" and "reseller" sales, we managed sales figures at least comparable with previous years!
- We have now moved our website onto a more flexible platform and expect to gain significant advantage in the next couple of years.
- We have made searches of our collected data available online. Some of these are "member only".

We received central government grants due to our enforced closure in respect of the Forum Units and the Museum which will be used to facilitate the re-opening and adjusting process for those premises.

We have published two books in the last year - "Before the NHS - Sittingbourne's Health Care in the Early 20th Century" and "A History of Sittingbourne Mill" by Ralph & Marsh.

THE TREASURER'S REPORT

This last financial year of the Sittingbourne Heritage Museum saw a large increase in our finances by £79,227.76.

With Income at £89,751.37 and Expenditure at £10,523.61, a profit of £79,227.76 was made over the year, making our worth as at 1st April 2021, £95,692.48.

Subscriptions/Donations. £3,177.07 was received during the last financial year, a decrease of nearly £426 on the previous year. Donations were made up of those added to subscriptions amounting to £637.75.00, private donations of £1,084 and museum donations of £8.

Grants. Due to Covid restrictions and the closure of the museum, we were able to claim money through Swale Borough Council, for not only the museum but also for Unit 17 (HRGS) and Unit 22 in the Forum. The museum now pays utility costs, etc. at Unit 22.

The Council paid £45,000 in June 2020 and £37,815.70 in March this year. This equates to Museum, £21,050.85, Unit 17 (HRGS), £20,193.28 and Unit 22, £41,571.57 making a total of £82,815.70.

Repairs/Maintenance. The museum sign was renovated at a cost of £480, mostly paid for with a previous grant from SBC and the annual servicing of fire alarms took place in October.

Equipment/Display. The final part of our security camera system was purchased, along with new office window blinds. A film scanner, costing £446 was bought to enable the transfer of old cine film to digital format.

Accounts 2020-2021

Income

Subscriptions	1,447.50
Donations	1,729.57
Sales	2,506.74
Interest	5.10
Sundry	1,246.76
Grant	82,815.70

Total	89,751.37
<i>Income 2019-20</i>	<i>10,413.21</i>

Expenditure

Repairs/Maintenance	763.65
Equipment/Display	654.99
Printing/Postage	1,457.13
Museum Power	779.00
Museum Water	108.92
Insurance	1,188.81
Stock	1,188.98
Forum - Unit 22 utilities	397.86
Sundry	3,984.27

Total	10,523.61
<i>Expenditure 2019-20</i>	<i>8,547.25</i>

Balance Sheet

Brought Forward 01/04/20	16,464.72	Current Account	83,141.78
Income	89,751.37	Reserve Account	12,500.00
Expenditure	10,523.61	Cash in Hand	50.70
Balance as at 31/03/21	95,692.48	Balance as at 31/03/21	95,692.48
Profit/Loss on Year	79,227.76		

Breakdown of Sales

Museum Sales	0
Other Sales	2,506.74
Totals	2,506.74

Printing/Postage. The total for the last year amounted to £1457.13. The Journal printing cost £505, stamps/envelopes totalled £765 and computer ink and paper cost an additional £62. An amount of £125, spent on extra postage, was reimbursed along with £160 of the journal costs making the final costs to around £1172.

Museum Power/Water. Power costs amounted to £779.00 and Water, £108.93

Unit 22 Utilities. Power cost £359.23 and Water, £38.63

Sales. Sales figures were down on the previous year by £1,265, despite excellent online sales.

Museum. Due to the restrictions during 2020, the museum was only able to open for the first part of the year. A school visit of 60 children and 9 adults came in January and an extra 21 other visitors making a total of 90. Sales and donations came to £98.45.

Sundry. HRGS- Unit 17. The museum has received £20,193.28 in respect of Unit 17 from Swale BC and £2,125.55 has been requested so far..

IT/Web costs have amounted to £1434.15 and have included the upgrade of the Museum's Website and the cost of a Zoom account to allow committee meetings etc to go ahead.

Paypal fees have amounted to £60.85 and £75 has been spent on petrol delivery costs. These are now going to be the normal way as more and more people pay for their subscriptions and order books etc online.

Gift Aid for 2020 was £212.71 and £423.46 was received from HRGS in respect of Talk/Calendar money from the previous year.

Jen Whibley - Treasurer

Our mission:

To preserve and promote the town's heritage and to educate. In practice: provide a museum, care for the collection, and reach out.

For the survival of the museum, we depend upon benefactors, public donors, volunteers and active researchers, deliverers, committee and subcommittee members, partners, Members - subscribers, visitors and users

A BIG thank you to all of those people

This report was compiled and edited by members of the executive committee of Sittingbourne Heritage Museum.

For any enquiries, please contact the secretary via the museum or by e-mail at secretary@sittingbourne-museum.co.uk

Website:

WWW.SITTINGBOURNE-MUSEUM.CO.UK