



Annual
Report
2017

2017 was the 50th anniversary of the Museum opening to the public and saw the formal adoption of the Museum's vision for its development over the next 20 years



Report of the Council of Management for the year ended 31st December 2017.

This is the 55th Annual Report since the foundation of the Museum on 10th June 1963 and the 53rd since the incorporation of the Company on 10th December 1964.

Looking ahead

As the next generation look back at 2017 it may seem to have been a pivotal year in the development of Avoncroft. In setting out our 20-year Vision - a shared destination for the future - Museum staff, volunteers, trustees and members have agreed an overall way forward which will guide the planning and development of Avoncroft over the next two decades.

Our Vision is that:

Avoncroft will be the open-air museum of Midlands' life - collecting and sharing the stories, buildings and belongings of Midlands' people through the generations

We are immensely grateful to all those who took part – in whatever capacity - in the work to develop the Vision document, from those who took part in the early breakout sessions at volunteer days to participants in visitor surveys at the Museum – and especially to the staff and trustees of the working group, who honed the mass of thoughts and opinions on the future of the Museum down to a set of eight overall challenges to be achieved.

Following the adoption of the Vision last July at the AGM, the Museum made some small steps before the end of 2017 towards its implementation. Behind the scenes work began on the first 3-year business plan to address the challenges, and as we delivered our second full year of our project 'Avoncroft: Going forward to Excellence' funded by Arts Council England and others, we were contributing to the aim of providing an innovative and enjoyable visitor experience. In parallel the need to complete some of our current projects and improve the care of our existing collections were the focus of much of our work in the year.

As we set out in the Vision, the need now is for the Museum to grow and expand, developing its collections of buildings and artefacts, ensuring it continues to be self sustaining and invest resources to build towards the next stage of major development.

Michael Woolley
Chairman of Trustees

Simon Carter
Museum Director

August 2018



About us

Avoncroft Museum of Historic Buildings was founded in 1963 and opened to the public in 1967. It is a registered charity and a company limited by guarantee (Company number 830659 incorporated 10th December 1964).

Avoncroft is owned by its membership and its *Memorandum and Articles of Association* which govern the organisation allows for an unlimited number of subscribing members who elect the Council of Management, the Museum's governing body. The Council appoints the Museum Director who manages the Museum and appoints the Museum staff within the budget and the guidelines established by the Council. The Museum also depends on its large number of volunteers who support the Museum across all areas of its work.

Avoncroft is an independent museum which relies on its visitors' admission payments, our members subscriptions and the profit transferred from its trading arm, Avoncroft Enterprises. Our ongoing work and many of our new projects are also supported through fundraising, and by grants and donations from a number of charitable trusts.

After consideration by the Museum Council it was agreed it was appropriate to make an increase in the admission prices as they had remained the same since 2014. The new prices applied from the main season opening in March and are now £11.00 Adult, £9.90 Senior, £6.60 Child/Student and £33.00 Family Ticket. Pre-booked group rates are lower, children under five remain free, as are carers of visitors with a disability who need support to visit. We opened with free admission for two days as part of the September's *Heritage Open Days*. We regularly issue complimentary tickets to local schools, charities and other organisations to support their fundraising activities.

We were open to the public for a total of 295 days in 2017 (and for school visits, functions and events outside these times!)



We have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees have considered our future ability to meet our charitable purpose when setting our 20-year Vision and its goals and objectives.



Developing and interpreting our collections

Continuing to add to and care for the collection at Avoncroft and to bring the historic buildings alive was an important part of our work in 2017, which supports our primary purpose as a charitable museum.

Nailer's Cottage

Work started on the Phase II of the Nailer's Cottage reconstruction, with Holland Contracting continuing the work they had undertaken on the dismantling and re-erection, with Nick Reading as consultant architect. The delay was owing to extra fundraising which had to be undertaken for the fit-out stage, which included installing services, using traditional lime plastering on the walls and lath and plaster ceilings, to ensure the authentic appearance not achievable with modern plasterboard. It has been decided to display the cottage as it may have looked around 1930, the time it was occupied by the Homer family, as family members have provided us with a wealth of detail about how the cottage looked and was used at this time. Paint analysis was carried out on original woodwork to identify historic colour schemes and interior fittings such as fireplaces, doors and enough quarry tiles were sourced where they were either missing or not in suitable condition for re-use. The original 1930 enamelled coal-fired range requires specialist renovation and a grant to enable this has been given by the Bromsgrove Society in 2018.

Gas lighting has been installed to enable the cottage to be lit authentically for special evening events (using modern bottled gas) and a period gas cooker for the kitchen has been borrowed from the Gas Museum, Leicester. After a lot of searching, a suitable toilet for the outside lavatory was found from a 1920s house in South Manchester, which was being refurbished. It is an excellent example of wooden 'Japkap' cistern and Doulton 'Herculex' toilet pan and is in keeping with the period and status of the house.

Once the lime plaster had been given time to dry, the work decorating the interior using appropriate distemper and limewash paint finishes has been undertaken during 2018, along with sourcing appropriate furniture, textiles and floor coverings.



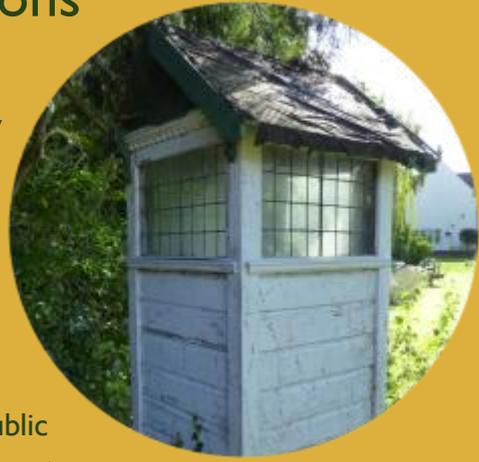
Developing and interpreting our collections

Early Telephone Kiosk ‘Norwich’ type

One of the most significant additions to the Museum’s collections in 2017 was a very rare early telephone kiosk from before the GPO (General Post Office) became the national provider of telephone services and public call boxes in 1912.

Thought to have been installed c1905, the kiosk (or more properly ‘call office’ as they were known at this date) is a wooden structure of the ‘Norwich pattern’. This was the pre-standardisation shelter design for public telephones in use by the National Telephone Company in the East Anglia region.

Originally sited at Gonville Place, Cambridge it was later re-used as an equipment shed at a Cambridge bowls club from 1934 having been replaced by a standard red kiosk. Acquired from the bowls club in the 1980s by a collector, it lived in his garden and it has been acquired from his family following his death. The Museum is very grateful to an anonymous donor who funded the purchase for Avoncroft. The kiosk was collected from Cambridge by staff and volunteers and a full conservation assessment of the box is to be carried out to ensure that as much of the original fabric can be retained during restoration. A suitable location undercover within the National Telephone Kiosk Collection will then be found to ensure its preservation.



Airing Court Shelter

During 2017 much work was undertaken by the ‘Wednesday team’ of maintenance volunteers to restore the Airing Court Shelter from Barnsley Hall Hospital. They carried out repairs to the glazing bars, guttering and seating, as well as undertaking hours of preparation of the woodwork for painting. A specialist firm re-instated the ceiling using traditional lath (hand-prepared on site) and lime plaster and new pathways and drainage were installed by volunteers from CEMEX, who also provided the equipment and materials to carry out the work. Once this work was complete, the Museum’s volunteers glazed all the windows and fitted the seats, one bay having all the rescued original seat timbers reinstated, while the remaining ones were replicated, based on the surviving parts which required lathe-turning each of the wooden seat-leg decorations.



Nailshop

The Nailshop from Sidemoor, Bromsgrove re-erected at the Museum in the 1970s had been out of action, apart from occasional use, for some years. With the Nailer’s Cottage nearing completion it was important the Museum had a working nailshop to show the practicalities of the nailing industry and demonstrators to make nails. In 2017, to enable nail production to begin, work was undertaken to repair the forge, the ‘Olivers’ (treadle-operated hammers), and to set the tooling. Initially six (extremely enthusiastic) volunteers were trained to make nails, going through a steep learning curve to become proficient at nailmaking! We are now hoping to recruit more nailmakers—gender or age (over 18) not important - the nailing trade employed young and old, male and female!



Our gardens and grounds

For many of our visitors with young families, Avoncroft is as much a park, with interesting buildings to explore, as a Museum. If our young visitors encounter historic buildings and absorb an understanding of history through play, we're very happy!

Understanding old buildings for many is easier when there is an element of context and we have been undertaking work over the last few years to begin to provide appropriate surroundings for our buildings, beginning with domestic gardens for our houses. During 2017 these have developed thanks to our gardening team of staff and volunteers.

While there's still more to do as they mature, the gardens are adding a new level of interest and learning opportunities for our visitors.

Early in 2017 we installed additional play equipment around the site to improve the quality of the younger visitor experience and link play to our collections and grounds. The first three pieces of equipment were installed ready for the main season (a secret tunnel and rustic walkway around the Mission Church, a climbable windmill in the Play Area and a giant apple close to the Orchard).

We also replaced and added further interpretation panels around the grounds including ones for the Pond, Wildflower Meadow and Orchard and added solar-powered audio posts for the latter two explaining their significance.

Maintaining the grounds is one of the ongoing costs the Museum struggles to find support for and yet when the exterior spaces are not maintained they soon have a detrimental impact on the visitor experience or clients events. One notable expenditure during 2017 was the need to replace the Kubota lawnmower that we purchased in 2009. Having done many hours of mowing it had become uneconomic to repair and was out of action from July - in the middle of the main mowing season. Thanks to assistance from the Bromsgrove Society of Model Engineers we were able to still mow areas such as the Guesten Hall lawn and Orchard. A new equivalent would have cost around £8,000, however, we were able to acquire a relatively new reconditioned Kubota machine of a lower specification for a smaller amount, which we hope will reduce the maintenance bills we have had over the past few years.

Not all the projects we embark on are glamorous! We are grateful to our volunteer, Richard Horridge, who has been working on providing new site service plans of the Museum. Having grown over the last 50 years with work done piecemeal, the Museum doesn't have comprehensive services and drainage plans. Using a wide variety of sources, Richard has been producing drawings which will form the basis for a full survey when the next phase of Museum's development takes place.



Our volunteers

We would like to thank everyone who volunteered with us during 2017. The Museum is very dependant on our teams of volunteers, who undertake many roles at Avoncroft. Over the year volunteers gave hours of their time to be on-hand to meet visitors, which resulted in lots of positive comments. Visitors really appreciate interacting and learning about the collections at the Museum from our volunteers.

But there's so much more that volunteers undertake at Avoncroft - much of it not seen by the public - from gardening and maintaining the grounds (there's a lot of weeding needed!) to making jam, maintaining machinery, painting, fundraising, car-parking, undertaking research, bread baking, cleaning, carpentry, giving talks, leading guided tours, decorating buildings for Christmas, supporting events (sometimes in silly costumes!), caring for objects, carrying out building work, electrical maintenance & PAT testing, plumbing, sewing..... and much more. Thank you for all your contributions.

A big Thank You!

Janet Wilson, who retired last year had been our voluntary Hon. Treasurer since 2004. Janet contributed hours of time helping to put the Museum's finances in order and preparing monthly management accounts to enable the staff and trustees to react to the changing financial position. Much of her contributions were behind the scenes, but they had a major impact in ensuring the Museum prospered.

From January to December, our volunteers contributed 13,178 hours of their time to the Museum during 2017. More than 25 new volunteers joined us during the year. Thank you all!

In Memoriam

Ian Jenkins - Ian who was involved with the Museum since the 1970s and was a Trustee from 1982 until 2017 has died aged 80 (in April 2018). He had many passions and first became involved with the educational work of the Museum. Familiar for wearing shorts and a leather waistcoat in all weathers, Ian was involved in many activities at the Museum over the years, including cataloguing the fire-marks and photograph collections and volunteering in the Mission Church. He was a champion of the volunteers on the Museum Council for over 30 years until ill-health prevented him from attending from late 2016.



Elizabeth & John Horton - Elizabeth who was one of our long-term regular volunteers interpreting the Mission Church for our visitors until a few years ago, died in February 2017. She was a great enthusiast for all things Victorian and she and her brother, John, who volunteered alongside her, had been involved with the Museum since the Mission Church was brought to Avoncroft in 1996. John died in November 2017. Elizabeth gave talks to groups about the Museum and always ensured the Church looked at its best.



Michael Peach - Michael, a professional architect, was involved in producing detailed architectural drawings and providing valuable knowledge of historic buildings for many rescue projects at the Museum in the 1980s including the Dovecote, Tollhouse, Perry Mill and Privy. Even in retirement he lent a hand, drawing up the plans for the dismantling of the Barnsley Hall Airing Shelter. Michael died in July 2017 aged 79.

Brian Northcott - Brian joined the Museum as a Windmill volunteer in 2013 and became fully qualified to both sail and mill. He was a regular volunteer who was always willing to come to the Museum's assistance when needed. Following a short illness he died in August 2017.





Engaging visitors of all ages

We fulfil our mission through the work we undertake - the events we put on throughout the year are designed to engage a wide variety of ages and interests in the work we do at Avoncroft.

Our events programme was again very busy and varied during 2017 with many of the highlight events attracting large audiences. Overnight camping was again popular with two evenings/nights booked, and there were increases in audiences for Construct and Create (February half term activities based on building), Secret Gardens at Easter, Summer Holiday activities, Stir-up-Sunday and Candlelit Christmas.

Our adult workshops and courses programme developed significantly during the year. Many courses sold out and the programme reached a point where it was generating income for the Museum with all costs covered. Particularly popular courses were medieval herbal remedies, willow wreath-making and the Christmas seasonal courses. Some courses which were initially not well attended in 2016, such as lavender-wand and corn-dolly making, booked well in 2017. Our blacksmithing courses again increased in bookings with more Jaguar Land Rover employees taking the courses (there is an arrangement for the company to fund them as part of their employee development programme).

In 2017 we launched Avoncroft Explorers (part of our Arts Council-funded project) a weekly, term-time event encouraging pre-school children to visit the Museum and take part in Museum adventures. The 45-minute sessions are a led-activity for up to twenty children and their grown-ups, with the opportunity to stay on longer and enjoy the play areas, Tea Room and follow an Explorer Trail around the grounds. Their parents/guardians were encouraged to take out individual or family membership in the hope they would become regular repeat visitors on weekdays.

The first term's sessions were funded as a trial, however the second term required sessions to be self-funding so a charge was introduced based on the suggested amount from participants feedback. However, the autumn weather and the charge meant that the sessions became less popular with only a small number booking by the end of the term. Following this we successfully applied for a grant to support the sessions for another period and we will be restarting them again soon.



Avoncroft Museum - Tourist Signs



New tourism 'brown signs' leading to the Museum were installed during the year by Worcestershire County Council, replacing the old picnic-site symbol and windmill symbol with consistent historic building symbols. This work has been funded through our Arts Council project. Two remaining signs on the National Highways network still need replacing near the Motorway junctions.

Association of European Open Air Museums Conference

In August 2017 the biennial AEOM Conference was held in England for the first time since 2004, and it was the first time the conference had been held in the West Midlands. It brought together people from open-air museums across the world (despite the name) including America, Canada, Australia and many countries across Europe. The daytime conference was held at the Black Country Living Museum and Ironbridge Gorge Museums while Avoncroft hosted a dinner and tour for delegates. Our volunteers supported the evening by interpreting buildings and acting as greeters around the grounds as well as providing demonstrations.

Book Launch

Avoncroft hosted the launch in March of *The British Phonebox* by Professors Nigel Linge and Andy Sutton of the University of Salford. This book is the first comprehensive look at the rise and fall of the public call box for a number of years and contains numerous illustrations of kiosks from the National Telephone Kiosk Collection at the Museum. Copies are now stocked in the Museum Shop.



Partnership with the University of Leeds

Dialect and Heritage: The State of the Nation project

Avoncroft has become a partner in a new project with the University of Leeds and four other museums: Weald and Downland Museum; Museum of East Anglian Life; Dales and Countryside Museum and Ryedale Folk Museum. The project seeks to look at dialect as an access point to social history and will involve temporary exhibitions, enhancements to permanent displays and family events and workshops both at the museums and across the regions. The project builds on the holdings of the Leeds Vernacular Archive and Survey of English Dialects, a record of regional dialects and words gathered in the mid-20th century. The archive has good examples from the time, of disappearing words and speech from across the West Midlands. The project has received first-stage funding from the Heritage Lottery Fund.

Visitor Numbers	2017
General admissions	41,531
Schools and colleges	3,290
Total	44,821

Our visitor numbers saw a modest decrease (3.3% lower than in 2016). General admissions saw a small rise in the number of visitors. In addition to those looking around the Museum, over 4,230 people also visited the Museum by attending private functions during 2017.

Our Virtual Visitors in 2017

Our website was visited 113,344 times in 2017 (5.5% increase on 2016) with 81.1% of the users being first time visitors (16.2% increase on 2016) viewing 372,913 pages.

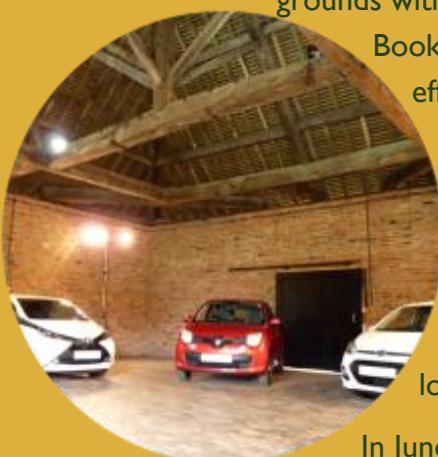
Our website users are 62.2% female (a slight decrease in the % of female users) with the largest age group being 35-44 years (who account for around a quarter of our website users). Most visitors (nearly a half) now access the website from their mobile (46.9%)

Our trading



Avoncroft Enterprises is our trading arm which supports the work of the Museum. It runs the Museum's visitor shop, Edwardian Tea Room and our wedding and hospitality events.

The total number of wedding and hospitality bookings in 2017 was somewhat lower than in recent years - years ending in odd numbers seem to be less popular with wedding couples than even ones! Some of our promotional material had become a bit dated so we produced a new wedding brochure and held a wedding fair in October to promote the Guesten Hall. During the year we added the Long Room and the Library in Forge Cottage as licensed ceremony rooms, which enables us to develop smaller wedding packages including weddings in the grounds with an intimate legal ceremony beforehand. With the arrival of a new Bookings Officer, Amy Butalia-Harris, in March we began to see an immediate effect on bookings and many more have booked for 2018.



Two notable corporate events took place in the first half of the year - the Museum was host to a large-scale 5-day training event for the Kia car salesforce in April, for the launch of the new Kia Picanto. Each day 140 delegates from across the country attended the Museum taking part in a 'Crystal Maze'-style challenge. The Museum's Cockpit and Guesten Hall looked very different with brand new cars on display inside!

In June, the international communications firm AT&T (Redditch) again held their annual family event at the Museum having had a successful event in 2016. Five hundred people attended and the Museum provided a wide range of rides, entertainment and activities as well as food stalls, bar and a themed buffet for the employees and their families.

We also began promoting the Long Room and Guesten Hall as suitable venues for funeral receptions. The Museum's tranquil settings and facilities were promoted through a leaflet made available for local funeral directors to give to their clients. This led to a number of bookings during the year.

As part of the Arts Council England funded project we have developed a new milling operation at the Museum, entirely hand-built around a historic Lister Mill. This was completed in 2017 and has been designed so that visitors will be able to be guided around the facility without compromising operational or hygiene requirements. Following sign off from the local Environmental Health Officer, we began milling and selling a range of flours in the Museum Shop as a first step towards the commercial production of Avoncroft Flour. The Avoncroft flours being produced are all milled from single-variety organic grains and use two wheat varieties, oats, rye and spelt. Supporting recipe leaflets with suggestions for how to use the flours have also been produced.



The total profit transferred to the Museum from Avoncroft Enterprises Ltd as a result of trading in 2017 was £20,969.

Who we are:

President

Lucinda Lambton

Patrons

Professor Christopher Dyer CBE

John Breeze

Roger Cadbury

Michael Thomas



Avoncroft's Council of Management at 31st December 2017

Chairman

Michael Woolley

Deputy Chair

Kathy Gee MBE

Hon. Treasurer

Michael Hill

Hon. Secretary

Nick Psirides

Mark Armstrong

Andrew Hurley

Sarah Loynes

Jenny Morris

Peter Reilly



Clerk to the Trustees

Neil Gulliver

Museum Staff

Director

Simon Carter

Deputy Director & Head of
Projects & Interpretation

Hamish Wood

Head of Development

Rachel Shepherd

Head of Engagement

Lucy Lewis

Head of Finance

Karen Thomas

Head of Visitor Services

Clare Green



Museum staff (continued)

Director's Assistant & Personnel Manager	Emma Townshend
Maintenance Officer	Mark Kendall
Head Gardener	James Quinn
Assistant Curators	Michelle Lisa Gayle & Sam Reavey
Apprentice Site Operative	Brendan Glennon (to Aug)
Milling Assistant	Michael Skoda
Smithing Demonstrator	Liam Parkes (to May)
Engagement Assistant	Sucki Dhaliwal
Lifelong Learning Officer	Peter Gale
Volunteer Co-ordinator	Julia Morris
Engagement Officer	Thomas George (from May)
Education Workshop Leaders	Jan Casserley, Sheila Chamberlain-Hyett, Sue Kington, Rachael Saice, Kim Tibbetts
Finance Assistant	Hilary Farmiloe
Banking and Sales Ledger Clerk	Sucki Dhaliwal
Weekend Duty Managers	Janet Hicks, Joyce Rutter, Mike Snow, Pat Tansell, Lisa Wilson
Catering Manager	Vicky Sketchley
Bookings Officer (Weddings & Functions)	Rhiannon Jones (to Jan)
Bookings Officer (Hospitality & Functions)	Amy Butalia Harris (from Mar)
Civil Ceremony Co-ordinators	Dorrie Chattoe (to Mar), Sucki Dhaliwal, Emily Seymour, Sven Timbrell (to Mar)
Caretaker	David Miles
Visitor Services Assistants	Dorothy Colman, Anjali Dhar, Michelle Doidge, Pam Dunstone (to Mar), Jayne Hinsley (to Jun), Michael Holmes, Julia Morris, Anna Sellers (to Mar), Jennifer Stock
Front of House Assistants	Luke Brazier, Sandy Brophy (Apr-Oct), Lewis Broome (to Mar), Matthew Doidge, Kate Elrick (to Mar), Emma Erinmenz (Apr-Sep), James Farmiloe (from Apr), Sarah Farmiloe, Sam Grounds (to Mar), Joe Hickinbottom (to Jan), Elizabeth Houghton, Edward Loboda (to Feb), Emma Pickering (from Apr), Emily Seymour, Michael Snow, Sue Stiles (from Apr), Elaine Summers, Jaimie Tester (to May), Louis Vale (to Mar), Lucy Vivian, Lauren Whitton (from Apr), Lisa Wilson
Tea Room Assistants	Margaret Porter, Heather Timbrell (to Mar), Sven Timbrell (to Mar)

Finances and fundraising overview

In 2017 the Museum had a year of mixed fortunes. While the Museum's balance sheet improved again there was a relatively-small deficit of unrestricted revenue expenditure over income of just under £9,000. While the early part of the year until the summer showed a relatively healthy level of income (exceeding budgets) and with costs being well controlled, it was a number of factors, particularly the much lower profitability of the Museum's trading arm, Avoncroft Enterprises, in the latter months of the year, which turned an anticipated surplus into deficit. This was particularly disappointing as major efforts had been made by the staff to generate income by improving the Museum performance, with a number of significant new sources of income. A variety of factors impacted on Avoncroft Enterprises performance - an overall drop in sales in the Tea Room, rising staff costs, inflation on food costs that weren't passed on to the customer, and in the Shop, lower visitor spending on non-essentials, particularly giftware. However, the major impact was an overall lower level of weddings and other functions meaning a £27,000 drop in income from hospitality on the previous year.



Early in 2017 we took the decision to increase both our Museum admission and annual membership prices which had largely held steady for several years.

Rental income was also significantly boosted by leasing more spaces in our car park to companies occupying some of the local offices on Buntsford Hill which have insufficient spaces. This provides a regular source of income and rarely causes problems as our busiest events tend to be at weekends.

We were successful in fundraising for a number of projects, including grants to support our learning activities as well as the need to raise significant funds for the Museum's windmill, which required 3 out of 4 of its wooden sails replacing in order for it to continue to be functional. Much work went into raising grants to support this repair which was estimated at £25,000-£30,000.

We also ran a 'Grand Summer Raffle' in 2017 with prizes including a weekend away and a family attractions package donated by local businesses. Throughout the school summer holidays a team of fourteen volunteers undertook selling the tickets at the Museum, as well as promoting membership, with the raffle being drawn in September. Many other supporters sold tickets on our behalf. Much of the work in acquiring the prizes was done by our fundraising volunteer, Joy Lloyd-Taylor and the raffle raised £2,048. Thank you to all who organised and supported this great effort!

Following a three-yearly review of the Museum's and Enterprises' Accountants, we appointed Crowe Clark Whitehill as the Museum and Enterprises' Accountants for our 2017 accounts. They undertook the Independent Examination for our accounts and also manage the payroll.



Statement of Financial Activities

For year ending 31 December 2017

			31/12/2017	31/12/2016
	Unrestricted	Restricted	Total	Total
Income from:				
Donations and legacies	58464	223845	282309	219644
Other trading activities	246516	-	246516	274749
Charitable activities	246412	-	246412	228667
Investments	36309	-	36309	14725
Other				12968
Total income	587701	223845	811546	750753
Expenditure on:				
Charitable activities	586958	114305	701263	719887
Raising funds	9724	-	9724	8597
Total expenditure	596682	114305	710987	728484
Net Income/(expenditure) before transfers	(8981)	109540	100559	22269
Transfers between funds	48347	(48347)	-	(18829)
Net income before other recognised gains and losses				
Net movement in funds	39366	61193	100559	22269
Reconciliation of funds				
Total funds brought forward	652162	75518	727680	705411
Total funds carried forward	691528	136711	828239	727680

Our Annual Report is a review of the main objectives, activities and achievements over the year with an overview of our financial performance.

These are based on the Consolidated Accounts of the Museum and its trading subsidiary. Our full accounts, including all the notes, are available via our own website or via the Charity Commission website.

Consolidated balance sheet

As at 31 December 2017

	£	2017 £	£	2016 £
Fixed assets				
Tangible assets		373030		382986
Heritage assets		397694		343639
		770724		726625
Current assets				
Stocks	11465		12994	
Debtors	33704		27430	
Cash at bank and in hand	182396		128358	
	227565		168782	
Creditors				
Amounts falling due within one year	(170050)		(167727)	
Net current assets		57515		1055
Net assets		828239		727680
Charity funds				
Unrestricted funds		395900		404511
Designated funds		295628		247651
Restricted funds		136711		75518
Total funds		828239		727680

These financial statements were approved and authorised for issue by the Museum Council on 23rd May 2018

Signed on behalf of the Museum Council by Michael Woolley, Chairman of the Council
Company Number 830659 (England and Wales)

Statement of cash flows

For the year ended 31 December 2017

	2017
Cash flow from operating activities	£
Net cash provided by operating activities	114737
Cash flows from investing activities	
Purchase of tangible fixed assets	(62968)
Dividends, interest and rents from investments	229
Net cash used in investing activities	(62739)
Change in cash and cash equivalents in the year	51998
Cash and cash equivalents brought forward	41415
Cash and cash equivalents carried forward	93413

Statement of cash flows - Museum and trading consolidated



Our supporters

We would like to thank the following for supporting us during 2017:

Arts Council England - Museum Resilience Fund	£148,346
The Heritage Lottery Fund	£40,000
Bournville Village Trust	£12,000
Primrose Hill Trust	£8,000
LJC Fund	£5,000
Edward Cadbury Charitable Trust	£5,000
The G J W Turner Trust	£5,000
Droitwich Preservation Trust	£4,200
Bromsgrove District Council - New Homes Bonus Community Grant	£3,500
Ian Addison Trust	£3,000
George Cadbury Trust	£3,000
Blakemore Foundation	£1,917
The Grantham Yorke Trust	£1,500
Dumbreck Charity	£1,000
The Lord Austin Trust	£1,000
Birmingham Common Good Trust	£1,000
The Ratcliff Foundation	£1,000
Baron Davenport's Charity	£1,000
Bromsgrove Court Leet	£600

The Museum also received donations in memory of long-term supporters Elizabeth & John Horton and Dr Mary White

We would also like to thank the many people who have made smaller donations and all those who contribute their time or services free of charge to the Museum in many different capacities.



Profit and loss - Avoncroft Enterprises Ltd

For the year ended 31 December 2017

	2017 £	2016 £
Turnover	245746	290439
Cost of sales	(184624)	(197118)
Gross profit	61122	93321
Administrative expenses	(40198)	(38130)
Operating profit	20924	55191
Interest receivable and similar income	45	149
Profit before tax	20969	55340
Profit after tax	20969	55340

Balance sheet - Avoncroft Enterprises Ltd

For the year ended 31 December 2017

	£	2017	£	£	2016	£
Fixed assets			8572			10233
Current assets						
Stocks	11465			12994		
Debtors: amounts falling due within one year	7901			7438		
Cash at bank and in hand	40982			52136		
Total	60348			72568		
Creditors: amounts falling due within one year	(60920)			(76022)		
Net current liabilities			(572)			(3454)
Total assets less current liabilities			8000			6779
Net assets			8000			6779
Capital and reserves			8000			6779

Avoncroft Enterprises Ltd, registered office is Avoncroft Museum, Stoke Heath, Bromsgrove, Worcestershire, B60 4JR.
Company Registration No. 03303524

The directors consider that the company is entitled to exemption from audit under section 477 of the Companies Act 2006 and members have not required the company to obtain an audit for the year in question in accordance with section 476. The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the provisions of FRS 102 Section 1A - small entities.

The Financial Statements were approved and authorised for issue by the Board and were signed on its behalf on 25th July 2018 by

C J Gupwell, Director

Avoncroft Museum



Avoncroft Museum of
Historic Buildings
Stoke Heath
Bromsgrove
Worcestershire
B60 4JR

Registered Charity No 241644
Registered Company No 830659