

Congleton Town Council
Application for Financial Assistance

Part 1: Applicant(s) and Project Details

Application Reference Number (office use only)	G02-2324
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1.1	Applicant(s):	Ian Doughty
1.2	Representing:	Congleton Museum Trust
1.3	Email Address:	ian@congletonmuseum.co.uk
1.4	Tel No.	01260 276360
1.5	Project Title:	'Going Global'
1.6	Project Objectives:	To enable wider local, regional, national and potentially international audiences to engage interactively and more effectively with the museum, its significant collections and the unique heritage of Congleton and the surrounding area through the development of a new website.
1.7	Brief Project Description:	<p>Congleton Museum Trust exists to promote the heritage of the area by preserving the past, recording the present and educating the future, through vibrant delivery and high-quality heritage services.</p> <p>It has done so by establishing and maintaining the Museum for the benefit and education of the inhabitants of and visitors to Congleton. Its mission is to attract, inspire and engage people by making our heritage accessible, enjoyable, and meaningful.</p> <p>Congleton is an historic Cheshire market town, with a charter dating back to 1272, and with archaeological evidence indicating active occupation from 3,000 B.C. onwards. Congleton Museum Trust was formed in 1985 by a group of local history enthusiasts to pull together as much as possible of the history of Congleton and to explore ways of exhibiting it to the community. In 2002 the Trust opened the museum in the former police station next to the Town Hall.</p> <p>The space, though well used, is limited. It is also slightly away from the main thoroughfare through the town, and consequently suffers from a lack of footfall. The lack of space makes holding events, or temporary exhibitions - normally the mainstay of regional museums - difficult, compounding the issue. We want to remove the barriers that prevent people from engaging with the museum so that people can experience Congleton Museum no matter their location, disability, or situation. A new website will thrust the museum beyond its four walls and into people's homes, where they can access special content, the collection, and so much more remotely. In turn, this will help us to spread awareness of Congleton's rich history and the importance of heritage to wider audiences.</p>

The Trust has been expanding its collection in several key areas, notably 'hoards' which it cannot easily display to the public. These have fascinating stories which residents and visitors are interested in learning about but due to their number, high value and fragility can only be viewed through glass. Due to space constraints, other aspects of the collection that are of interest to residents (charters, historic documents, artefacts and historical household objects) remain in storage. The museum's success in securing national funding to acquire items of prominence carries with it the obligation to make them available to the widest possible audiences.

A series of workshops in 2021 led to a new strategy for the Museum. Central to this strategy is a project that we have called 'Going Global'.

The objective of 'Going Global' is to increase public access through the digitisation of the collection enabling the creation of online exhibitions, which will expand upon and support the themes displayed in the museum. International interest in the museum and its collections is already evident through both international sales of publications, enquires for information, and reach on social media. This project will improve engagement with local audiences and develop international audiences, enabling them to access the museum's collections and appreciate Congleton's unique heritage, as well provide enhanced international commercial opportunities.

This strategy will not only enhance the museum's profile but also that of Congleton as a heritage destination, by emphasising what it has to offer as a visitor experience and subsequently increasing the already positive contribution it makes to the local visitor economy. The application of the Association of Independent Museum's economic impact framework to the museum's visitor figures, for 2022-23, suggests a potential contribution in the region of £110,616 to the local visitor economy.

Describe your project, what you are hoping to achieve if your application is successful. Please include how your project fulfills the requirements of the scheme of the Trust –as above.

The Trustees have been working with professional heritage sector advisors to develop a strategy and roadmap for our 'Going Global' initiative.

This includes exciting new future services, for example

- interactive displays to bring objects to life (for example, 'see' our neolithic boat on the river)
- taking the museum into schools with 'school boxes' of objects to teach a particular subject such as World War II or medicine through the ages
- the museum in the town centre e.g., empty shop 'take-overs' with museum displays
- heritage trails using audio-guides (available via our website and perhaps also on borrowed equipment)

		<ul style="list-style-type: none"> • 'virtual reality' views of what Congleton looked like in the past • interactive information displays/games for use in the museum, and similar for web use • more walks, talks and events including virtual/remote and recorded versions <p>In order to provide these, it is vital that we get our initial foundations in place. This requires a new museum website and collection management system. Our legacy systems are now not fit for purpose and certainly not for the museum of the future that we aim to develop.</p> <p>This bid is for the new website platform, through which people will be able to learn about the museum and Congleton's history, access our collections, visit our shop and book events and tours. Along with the website the project will deliver a new style guide which articulates the look-and-feel and tone of voice of all future digital and real-life assets and content.</p> <p>The objectives of the new website are to:</p> <ul style="list-style-type: none"> • provide an outstanding website that delivers an enhanced user experience • make it clear to visitors when and how to visit the museum • increase awareness of the museum • provide a flexible platform that is capable of supporting future development as required • provide clear information for visitors, event and exhibition information • showcase the museum's collections • signpost ways to get involved with the museum • maximise income generation opportunities, including donation and shop • provide a marketing platform to promote the museum as an attraction, exhibitions and events, its collections, best practice, community engagement and its place in the Cheshire cultural landscape • support the local visitor economy by showcasing the town as a visitor destination • provide information on governance and to support advocacy of the museum • connect seamlessly with Congleton Museum's social media presence <p>This project is a major first step to create a truly Participatory Museum and our website will be optimised for accessibility by all audiences including those with particular needs.</p>
1.8	Details accounts/budgets	A copy of the museum's accounts for the Financial Year 2021-22 are submitted with this application form.

Part 2: Cost Details / Resources / Timescale

2.1	Total Cost of Project:	£22,330 including £5,000 for the Development Page. £17,830 Delivery Phase
2.2	Total contribution sought:	£750 The new website platform is being developed by Joi Polloi, the same heritage company that has worked with the Trust on the strategy phase of the project. The Trust ran a rigorous competitive selection process when we appointed this partner so did not to go to tender again for the delivery phase because Joi Polloi already knew the Museum in detail and their delivery-phase quotation build upon the information already created during the development phase and was therefore felt to be good value for money for a project of this size and scope.
2.3	What will the money be spent on?	If successful this grant will contribute to the overall cost of developing and building the new website including further research, developing the overall concept, constructing the website, testing and deploying the site and the provision of training and management guides.
2.4	Any ongoing costs:	The yearly costs of hosting the website. These will be met from museum revenue as with the current website
2.5	Details of <i>confirmed</i> match funding include source Cash: In kind:	Development Phase costs of £5,000 have already been funded from museum resources/income. Congleton Inclosure Trust £15,000
2.6	Resources needed:	The new and exciting content required to ensure this project's success is being generated by museum staff and volunteers. The museum will need to ensure the time required to achieve this, is made available.
2.7	Estimated timescale of project from start to finish:	The project commenced on 16 th January 2023 with deployment projected with effect from 26 th May 2023.

Part 3: Potential Benefits / Outputs

3.1	What are the potential benefits/outputs to residents of Congleton	The demographic of Congleton and the surrounding parishes has changed dramatically over the preceding ten years and it is the expectation that this will continue. With the influx of these new and often transitory residents, Congleton Museum has been and will continue to have a crucial role through its collections, displays, publications and outreach activities in supporting integration, community
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		<p>cohesion and an understanding of sense of place.</p> <p>The new web platform will enable the museum to: -</p> <ul style="list-style-type: none"> • present Congleton and its heritage to an international and local audiences reaching out to the new housing developments surrounding Congleton, and encouraging them to engage with the town • maintain its current reputation and support its continued development as a first-class institution of which the town can be proud • develop into an exciting visitor destination for both the inhabitants of and visitors to Congleton • contribute positively to the local visitor economy • foster interest and engagement, by both new and existing residents, in the history of the community they are a part through enhanced heritage activities • be more inclusive by telling diverse stories with complex themes • provide enhanced access to the museum's collections and stories, allowing all - families, older people, including those unable to visit in person – to enjoy our heritage • provide enhanced resources and activities for learning to local schools • provide remote access to our collections and stories, and through interactive experiences that bring history to life for young people • support the continuing collection and interpretation of life of the town and its inhabitants • continue to provide a venue for the deposition of future major archaeological finds from Congleton and the surrounding area • raise awareness of the national importance of some of the items within its collections
3.2	<i>Are there similar services/projects provided in the area</i>	<p>There is no other institution in the Congleton area promoting and providing free in person access over six days a week to all aspects of Congleton's diverse and unique heritage.</p> <p>The development of this new website platform will re-enforce the museum's commitment to promoting understanding and access to the widest possible audiences.</p>

Part 4: Evaluation

4.1	How will the project be evaluated and who will carry out the evaluation?	The success of this project will be evaluated through the increase in the number of people accessing the new website, by becoming members, engaging with social media and attending events and activities. This will be evaluated with Google Analytics, visitor numbers and 'Social Media Insights.'
4.2	Describe how you will promote the Town Council in your project.	This new platform will provide enhanced opportunities for the museum to recognise the support it receives from all its partner organisations including Congleton Town Council
4.3	Please acknowledge you have read our Grant Application Criteria	Please see the Policy on our Grants page on our website: Grants - Congleton Town Council (congleton-tc.gov.uk) I/we have read the policy: YES

Signature:



Date:

18/04/2023

CHAIR OF TRUSTEES

**CONGLETON MUSEUM TRUST
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022**

Congleton Museum Trust
Unaudited Financial Statements
For The Year Ended 31 March 2022

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**Congleton Museum Trust
Company Information
For The Year Ended 31 March 2022**

Directors

I Doughty
M Laurence
A Gubbins
L Hulse
A Morrison
P Wesley
S Firkin
P Lane

Company Number

02214293

Registered Office

Market Chambers
Market Square
Congleton
Cheshire
CW12 1ET

Accountants

TaxAssist Accountants
5 High Street
Congleton
Cheshire
CW12 1BN

**Congleton Museum Trust
Accountant's Report
For The Year Ended 31 March 2022**

In accordance with the engagement letter dated 30 September 2013, and in order to assist you to fulfil your duties under the Companies Act 2006, we have compiled the financial statements of the company from the accounting records and information and explanations you have given to us.

This report is made to the directors in accordance with the terms of our engagement. Our work has been undertaken to prepare for approval by the directors the financial statements that we have been engaged to compile, to report to the directors that we have done so, and to state those matters that we have agreed to state to them in this report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Company and the Company's directors for our work or for this report.

You have acknowledged on the balance sheet as at year ended 31 March 2022 your duty to ensure that the company has kept proper accounting records and to prepare financial statements that give a true and fair view under the Companies Act 2006. You consider that the company is exempt from the statutory requirement for an audit for the year.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

Signed

19/09/2022

TaxAssist Accountants
5 High Street
Congleton
Cheshire
CW12 1BN

**Congleton Museum Trust
Income and Expenditure Account
For The Year Ended 31 March 2022**

	2022	2021
	£	£
TURNOVER	42,604	97,770
Other income	2	2
Cost of raw materials and consumables	(13,048)	(41,962)
Staff costs	(8,361)	(5,442)
Depreciation and other amounts written off assets	(318)	(156)
Other charges	(13,451)	(13,895)
	<hr/>	<hr/>
NET SURPLUS	<u>7,428</u>	<u>36,317</u>

Congleton Museum Trust
Balance Sheet
As at 31 March 2022

	2022	2021
	£	£
Fixed assets	-	318
Current assets	75,296	72,608
Prepayments and accrued income	548	2,132
Creditors: Amounts Falling Due Within One Year	(10,050)	(16,734)
	65,794	58,006
NET CURRENT ASSETS	65,794	58,006
TOTAL ASSETS LESS CURRENT LIABILITIES	65,794	58,324
Accruals and deferred income	(1,763)	(1,721)
	64,031	56,603
NET ASSETS	64,031	56,603
RESERVES	64,031	56,603

Notes

1. Average Number of Employees

Average number of employees, including directors, during the year was as follows: 1 (2021: 1)

2. Company limited by guarantee

The company is limited by guarantee and has no share capital.

Every member of the company undertakes to contribute to the assets of the company, in the event of a winding up, such an amount as may be required not exceeding £1.

3. General Information

Congleton Museum Trust is a private company, limited by guarantee, incorporated in England & Wales, registered number 02214293. The registered office is Market Chambers, Market Square, Congleton, Cheshire, CW12 1ET.

For the year ending 31 March 2022 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the micro-entity provisions.

On behalf of the board

I Doughty

Director

19/09/2022

Congleton Museum Trust
Detailed Income and Expenditure Account
For The Year Ended 31 March 2022

	2022		2021	
	£	£	£	£
TURNOVER				
Donations	4,949		1,028	
Membership subs	1,189		940	
Other sales	-		45	
Revenue grants	21,705		54,430	
Restricted grants	6,684		39,000	
Shop income	2,540		490	
Gift aid and Vat Reclaim	4,285		906	
Publishing income	590		931	
Education project revenue	258		-	
Walks and Talks	404		-	
		42,604		97,770
OTHER INCOME				
Interest receivable and similar income		2		2
		42,606		97,772
COST OF RAW MATERIALS AND CONSUMABLES				
Opening stock - finished goods	1,265		1,265	
Shop purchases	768		99	
Additions to Collections	2,671		2,863	
Restricted grant expenditure	9,406		39,000	
Collections Expenditure	379		-	
Closing stock - finished goods	(1,441)		(1,265)	
		(13,048)		(41,962)
STAFF COSTS				
Salaries	8,361		5,442	
		(8,361)		(5,442)
DEPRECIATION AND OTHER AMOUNTS WRITTEN OFF ASSETS				
Depreciation	318		156	
		(318)		(156)
OTHER CHARGES				
<i>Premises expenses:</i>				
Utilities Electricity	3,500		3,485	
Utilities water	354		366	
Household and cleaning	2,007		1,298	
Security and safety	1,306		821	
Covid costs	-		2,472	
	7,167		8,442	
<i>General administration costs:</i>				
IT software and hardware	234		194	
Insurance	2,204		2,340	
Publishing and printing	-		344	

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Congleton Museum Trust
Detailed Income and Expenditure Account (continued)
For The Year Ended 31 March 2022

Utilities telephone and broadband	1,350	1,405
Outside subscriptions	297	219
Office consumables	552	313
Sundry expenses	437	-
Equipment rental Support and Usage	1,210	638
	<u>6,284</u>	<u>5,453</u>
	<u>(13,451)</u>	<u>(13,895)</u>
NET SURPLUS	<u><u>7,428</u></u>	<u><u>36,317</u></u>