



War Memorials Trust

War Memorials Trust
Annual Report and Accounts
31 December 2009

WAR MEMORIALS TRUST

LEGAL AND ADMINISTRATIVE INFORMATION

Patron HRH The Duchess of Cornwall

Area Vice Patrons

England	Diana Graves, Sara Jones CBE, The Earl Nelson
Northern Ireland	The Lord Molyneux of Killead KBE PC
Scotland	Rear Admiral Roger Lockwood
Wales	Maj-Gen the Reverend R M Llewellyn CB OBE, Simon Weston OBE

President Winston S Churchill (deceased March 2010)

Trustees

J G Cluff, Chairman	The Lord Cope of Berkeley	John Peat
Colin Amery	Jane Furlong	David Seymour
Roger Bardell	Meg Hillier, MP	Gavin Stamp (appointed March 2010)
Winston S Churchill (deceased March 2010)	Peter McCormick, OBE	Juliette Woolley

Treasurer Roger Bardell

Trust Director Frances Moreton

Registered Charity Number 1062255

Registered Office 42a Buckingham Palace Road London SW1W 0RE
Telephone 020 7834 0200 / 0300 123 0764
Fax 020 7834 0202 / 0300 123 0765
Email info@warmemorials.org
Website www.warmemorials.org

Bankers

CAF Bank Ltd	Royal Bank of Scotland plc
25 Kings Hill Avenue	2 Elgin Avenue
Kings Hill, West Malling	Harrow Road
Kent ME19 4JQ	London W9 3QR

Solicitors

McCormicks
Wharfdale House
37 East Parade
Harrogate HG1 5LQ

Auditors

H. W. Fisher & Company
Acre House
11/15 William Road
London NW1 3ER

Investment Advisors

Royal Bank of Scotland Independent
Financial Services
3rd Floor, 19 Shaftesbury Avenue
Piccadilly Circus
London W1V 6DP

WAR MEMORIALS TRUST

CONTENTS

	Page
Trustees' report	1 - 9
Statement of Trustees' responsibilities	10
Independent auditors' report	11
Statement of financial activities	12
Balance sheet	13
Notes to the accounts	14 - 21

WAR MEMORIALS TRUST

TRUSTEES' REPORT AND ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2009

Trustees report

The Trustees of War Memorials Trust present their report and accounts for the period 1st January 2009 to 31st December 2009.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with applicable law and the requirements of the Statement of Recommended Practice, "Accounting and Reporting by Charities" issued in March 2005.

Structure, governance and management

War Memorials Trust is governed by a Trust Deed, dated 7 May 1997. The Board of Trustees is responsible for strategic decision making and the implementation of decisions to achieve the charity's aims and objectives.

The Trustees who served during the year were J G Cluff DL (Chairman), Colin Amery, Roger Bardell, Winston S Churchill, The Lord Cope of Berkeley, Jane Furlong, Meg Hillier MP, Peter McCormick OBE, John Peat, David Seymour and Juliette Woolley.

During 2009, no new Trustees were appointed to the Board. However, in March 2010 Dr Gavin Stamp was invited to join the Board of Trustees. Trustees are appointed by the current Board through the power invested in them in the Trust Deed. War Memorials Trust uses a combination of invitation and advertisement to recruit new Trustees depending on the requirements identified by the Board. New Trustees receive a welcome pack containing relevant information and are invited to spend time in the office to learn about the charity as part of the induction process.

We are sad to record that since the end of the year Winston S Churchill has died. He was our President and a Trustee almost since the charity was founded and contributed greatly to our work. We will miss his counsel and encouragement.

We have benefited during the year from the patronage of HRH The Duchess of Cornwall. Alongside the Trustees the charity has a number of honorary Area Vice-Patron posts. The holders of these positions are supporters of the Trust's work who represent the Trust or support its work in their area. During 2009, The Earl Nelson ceased to be a patron.

Trustees delegate day to day running of the charity to staff. Trustees are briefed regularly and hold quarterly meetings. The Trust Manager's job title changed during the year to Director. The Director, Frances Moreton, is responsible for the management and administration of the charity, governance and fundraising. The Conservation Officer, Joanna Sanderson, oversees the grant programmes and conservation work of the Trust. In January 2009, an Assistant Conservation Officer, Amy Davidson, joined the team to support this work. The post was initially for a period of twelve months but during 2009 Trustees determined the workload sufficient to make it a permanent position. The Trust's Administrator, Nancy Treves, relinquished to the Assistant Conservation Officer the conservation work she had been responsible for and focussed on providing greater support to the Trust's Regional Volunteers and attended two major events to promote the charity. For three months, from mid September to mid December 2009, a part-time Administrative Assistant was employed for four days a week to work on the Grants Showcase on the website writing up outstanding grant cases. In addition, the charity benefited from the commitment of volunteers who generously provided their time and expertise to assist in the office.

How our objectives deliver public benefit

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 how planned activities will contribute to the aims and objectives they have set. Our main objectives and activities and who we try to help are described below.

War Memorials Trust works to protect and conserve all war memorials within the UK. The charity promotes the importance of war memorials ensuring they continue to be an understood and cherished part of our local and national heritage. War Memorials Trust achieves this by providing financial assistance for conservation projects, advisory and advocacy services and by acting as a key referral point for war memorial issues. The aims and objectives provide public benefit in the advancement of the arts, culture, heritage or science and the advancement of citizenship or community development as outlined in the Charities Act 2006.

WAR MEMORIALS TRUST

TRUSTEES' REPORT AND ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2009

In 2009, the aims and objectives of the Trust continued to be to protect and conserve war memorials. The Trustees identified key performance indicators for the year in the fields of charity development, learning, IT, PR, events and information provision to fulfil the aims and objectives. These are reviewed in detail in the achievements and performance section of this report. In seeking to achieve its objectives the Trust continued to focus on its core activities discussed below. Staffing levels were increased to ensure the charity's commitments could be met and a high level of expert service delivered. Fundraising activities were maintained and monitored to secure funds adequate for the Trust to deliver both its grants programme and its advisory service.

In December 2009, the Trustees reviewed the strategic five year plan for the charity. First introduced at the end of 2005 the document is regularly reviewed and has now been prepared for 2010 – 2015 to provide a clear strategic direction for the organisation. Looking ahead, 2010 will see the Trust maintain its focus on the conservation and protection of war memorials. The issue of war memorials has been receiving attention in Parliament and the media so the Trust will be seeking to capitalise on this and raise awareness of the importance of war memorial conservation. The charity will aim to respond to all enquiries and requests for assistance. War Memorials Trust will continue to help organisations and individuals through both its advice and grant-making services. It also has plans to continue the development of its educational remit through its conferences programme and planning a learning programme for young people. The Trust will also review its grant schemes to ensure they are operating as effectively as possible and improve its PR activities.

Strategic achievements and performance

War Memorials Trust seeks to protect and conserve war memorials across the UK. In 2009, the charity made significant progress in achieving these objectives with record grant spend through the Small Grants Scheme, continuing provision of advice to all those with a war memorial enquiry and the securing of funds to enable this work to continue. The performance of the Trust will be reviewed in this section below considering the key performance indicators and assessing operational activity.

Review of activities: Key performance indicators

War Memorials Trust Trustees identified six strategic key performance indicators and assessed them during the year. These are outlined below and details of the strategies and activities undertaken to achieve these objectives provided:

Indicator 1: Increase awareness, income and membership: Some of these targets were achieved through a variety of methods including a direct mail appeal, specific fundraising approaches and a number of awareness raising mailings to organisations that it was felt may have an interest in the Trust. Awareness of the Trust increased as did membership which rose by 1%. However, income fell by 5.5% compared with 2008, influenced by the recession and a reduction of time spent on fundraising due to an office move.

Indicator 2: Develop the educational activity of the Trust focussing on conferences for custodians and contractors: Two pairs of conferences, Aylesbury in July and Newcastle in December, were held with a morning session for custodians and an afternoon seminar for contractors. These were well received with the custodian's event being a greater success. The conferences provided attendees with information about the Trust, how it can help and its approach to conservation including types of work it will and will not fund. Over 100 people attended the 4 events demonstrating their effectiveness in enabling the Trust to reach large audiences and be more proactive.

Indicator 3: Develop the Trust's conservation database to ensure the Trust has the systems to manage its workload: Through 2009, staff participated in a series of discussions about the requirements for a new database and systematically tested versions of the in-house software to ensure it met the needs of the charity going forward. The new database was ready in December and work started on transferring data; the project will continue into 2010 with the help of volunteers being recruited for specific tasks.

Indicator 4: Develop PR work with a focus on promotion of Small Grants Scheme regionally: There was very limited progress on formal PR activity. The Trust continued to respond to all enquiries and requests for interviews and information but had insufficient time to focus on grant related promotion.

Indicator 5: Develop a stronger events programme with staff attending two events: The Trust was represented at the York Family History Fair in June and Duxford Air Show in October. The Administrator attended both events supported by Regional Volunteers. Bulletins and information were distributed and contacts identified – a number of talks have been given by Regional Volunteers to groups following these events.

WAR MEMORIALS TRUST

TRUSTEES' REPORT AND ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2009

Indicator 6: Develop the conservation advice with new helpsheets, better guidance and improved systems: All helpsheets were standardised at the beginning of the year with the addition of new ones including how to add a name and insuring a war memorial. Towards the end of the year a helpsheet advising how to prevent theft was published with English Heritage and Historic Scotland. Distribution of grant forms was reviewed and an 'Expression of interest' form introduced as the first step for anyone applying for a grant. They are asked to complete this form to enable the Conservation Team to assess which of the grant schemes administered by the charity is most appropriate for their project. It is designed to reduce the number of ineligible applications received for some schemes.

Review of activities: Conservation

War Memorials Trust continued to provide a unique service to anyone needing assistance with a war memorial issue. This service is provided free of charge to anyone who contacts the charity. It is a vital part of the Trust's work although it is difficult to quantify financially. By the end of 2009 casework stood at 3699 cases (2008: 3015). The increase was due not just to a growing number of cases but also an ongoing review of casework files which identified many cases which had been incorrectly recorded including examples of multiple memorials recorded under a single reference number. The current number more accurately reflects the Trust's casework over the years.

Through the year the charity dealt with 412 new cases and 510 enquiries (2008: 209 and 946). The Trust has been reviewing the way it records information and this explains the changing allocation between enquiries and cases. The new website has provided many people with answers to their enquiries and impacted upon the fall in these figures. This has enabled staff to focus on the more complex casework and the increasing number of grant applications.

2009 was another record year for the Small Grants Scheme with 78 offers being made to the value of £102,652 (2008: 70 offers, £92,954) including those supported with the funding from Historic Scotland. Details of grant offers made in 2009 are found in Appendix 1. Supporters of the scheme included The Simon Whitbread Charitable Trust, The H B Allen Charitable Trust, Belsize Charitable Trust 1, The Valentine Charitable Trust, The Mercers' Company, London Masonic Charitable Trust, The Leslie Mary Carter Charitable Trust, The Mrs C S Heber Percy Charitable Trust, The Tanner Trust and The Frances and Augustus Newman Foundation. In addition a direct mail campaign raised over £15,000 from members and supporters to be used directly to fund the Small Grants Scheme.

Through 2009, 84 applications were submitted. Of these 78 received offers, 3 withdrew their application and the remaining 3 applications are ongoing and a decision will be made in 2010. The success rate for obtaining a grant remained, as per 2008, at 93%. Small Grants Scheme offers are made by the Conservation Officer on the basis of the criteria outlined in the guidance notes for the scheme. Applicants have a year from the date a grant is offered to complete work and claim the grant although extensions can be offered if required. Payment is made on submission of a satisfactory completion report demonstrating that the agreed method statement, which forms part of the grant contract, has been followed. Offers are made to organisations or individuals who apply to the scheme. Offers can only be made by the Trust when sufficient financial resources are available. Trustees undertake a regular review of grants activity and a more detailed assessment of the grant scheme finances can be found in the financial review.

The funding arrangement with Historic Scotland, currently agreed to March 2011, continued with £30,000 available from April 2009 - March 2010 to support freestanding war memorials in Scotland through the Small Grants Scheme. In 2009, £12,939 was offered as part of the Trust's total grant spend of £102,652 discussed above compared to £18,006 in 2008.

The Grants for War Memorials scheme, funded by English Heritage and The Wolfson Foundation, had a budget of £100,000, for the financial year 2009/10, to fund conservation and repair work on freestanding war memorials in England (the financial year for this scheme is April to March as the funding is given by English Heritage and The Wolfson Foundation whose financial years reflect these dates). In 2009/10 £108,018 was offered to 23 projects (2008/9: £89,268 to 27 projects). The scheme was able to award more than the normal £100,000 maximum due to it being the final year of the scheme. The number of applications fell from 43 in 2008/9 to 31 in 2009/10. This led to a review of the scheme and proposals prepared for revisions from April 2010 to be agreed by the funding partners. The review identified reasons for the falling number of applications and sought to revise the scheme to ensure it operates most effectively in tandem with the Trust's other schemes. The value of grants made is dependent upon the cost of projects considered, as grants are given up to 50% rate of eligible costs, up to a maximum grant of £10,000. Grant awards are decided by a Grants Panel consisting of heritage specialists and representatives of the funding partners. The administration of the scheme is undertaken by War Memorials Trust.
