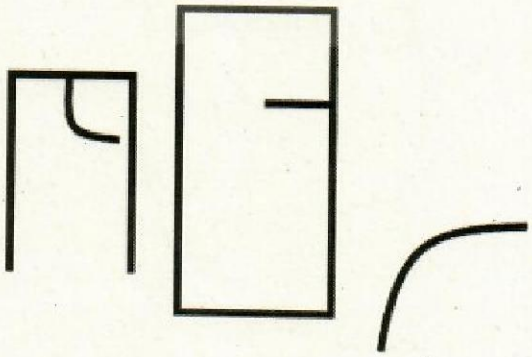
The Museum of Brexit

Charity number 1193259



Report and Financial Statements

for the reporting year

to 31 March 2022

The Museum of Brexit

Trustees' Annual Report & Financial Statements

for the Financial Period of the Reporting Year to 31 March 2022

Reference and Administration Details

Charity Details

Name: The Museum of Brexit

Number: 1193259

Address: 4, Lynton Mansions, McAuley Close, London SE1 7BW

Structure and governance

Names of the Trustees of the Charity (ie the listed trustees)

Dr Lee Rotherham	Appointed: 2021 as a first trustee, Chairman
Mr Alex Deane	Appointed: 2021 as a first trustee
Mr James Reynolds	Appointed: 2021 as a first trustee, acting Treasurer

Names of Trustees for the Charity (ie not listed trustees, but operating in support)

Name: Gawain Towler	Appointed: 2021	Press officer
Name: College Green Group	Appointed: 2021	Fundraising

Names and Addresses of Advisors

Over this period almost all banks suspended the process of opening new accounts during Covid, especially business accounts but particularly charity ones. Nevertheless, we were able to open a Charity Deposit Account at Virgin Money, which serves our current fundraising purposes.
Address: Virgin Money, Jubilee House, Gosforth, Newcastle upon Tyne NE3 4PL

Structure, Governance and Management

Type of Governing Document: Constitution, current dated 20 JAN 21

How the Charity is Constituted: Charitable Incorporated Organisation

Trustee selection methods:

Trustees of the Charity are recruited from subject matter experts with a known capacity for fairness and balance, on a recommendation by a Trustee of the Charity approved by an absolute majority of Trustees of the Charity. Trustees for the Charity are first subject to formal or informal interview by whichever trustees are available at the time but including the Chairman.

Until such time as the number of such Trustees is increased beyond five, appointment to posts is by the process of consent and common accord.

All new Trustees are provided with a copy of the Governing Document (Constitution) and the most recent Trustees' Annual Report and Financial Statements, accompanied by an oral briefing by the Chairman on recent developments and strategy.

Decision-making

Strategic-level decision making is taken by Trustees collectively. This may be done informally and remotely, provided that all Trustees consent to the arrangement. To simplify and accelerate decision-making Trustees have the authority to delegate oversight of particular staff to named Trustees, in particular over fundraising and media ops. The overseeing Trustee should refer to fellow Trustees on a matter that affects strategic policy. This process is to be formalised on the establishment of a regularly paid staff.

Volunteers

Policy on volunteers is similarly to be developed and codified in due course. Over this reporting period, volunteerism has taken two forms. Firstly, a number of individuals have supported the collection plan by acting as drop off points (dops). Secondly, Mr Gawain Towler has been operating as the voluntary press officer and has been of considerable service in this regard. His unpaid status will be reviewed by Trustees based on future fundraising and the demands of the post.

Committees and working groups

There were no committees and working groups. This is an area to be developed with respect to an academic advisory council once a site is secured.

Affiliation

There was no affiliation to an external group. There has been contact with the Museums Association and membership will be considered in due course. Trustees turned down an offer to chair/host an event at the 2021 MA annual conference, on the basis of focusing on establishing the museum.

Risk management

An informal assessment has been taken of the major risks to which the charity is transitionally exposed. At this stage these are predominantly reputational, in the absence of property. Foremost among these is the intent to be fair and balanced in our delivery, which remains a core message in media and social media output.

Funds are safeguarded by requiring two signatures on all payments and the separation of roles of Chairman and Treasurer. With elevated fundraising and property acquisition new risks emerge, and these will be considered accordingly in due course and set out in a document.

There were no "untoward incidents" or "serious incidents" occurring (as required by the Charity Commission to report).

Objectives and activities

Objects

The objects of the CIO are

The advancement of education and heritage for the public benefit by:

(a) establishing and operating a museum and associated library and archives; and

(b) public educational programmes in the topics of Sovereignty, Democracy, Good Governance, Trade, European Cooperation and the history of the UK's membership of the European Union.

Activities

The Museum of Brexit delivers the above through the following core mechanisms

- The establishment of a museum
- The establishment of an associated academic library
- The establishment of associated historic archives
- A future planned outreach programme, to be developed on the creation first of the above

Thematically, areas of key interest involve British and European History, with particular reference to post-war European integration; the history of British Euroscepticism, and its continental counterparts; and the topics raised during the 2016 referendum including models of free trade, sovereignty, territoriality, and the distinct traditions behind Common Law and Parliamentary governance. Selection and presentation of material will be fair and balanced.

The period of reporting for this document covers a period of ongoing, necessary precursor, preparation to deliver these objectives, by assembling artefacts and records as well as securing a site. We are closer to this objective on both grounds as a result of our activity over the year.

Statutory Declaration on Public Benefit

The trustees declare that they have complied with their duty to have due regard to the guidance on public benefit published by the Charity Commission in exercising their powers or duties.

Achievements and performance

Executive Summary

This report covers the period of the reporting year to 1 April 2022. A First Report and Financial Statements were produced for the partial year since establishment covering 26 JAN 2021 to 1 APR 2021, since there was contradictory instruction on whether anything covering this partial period should be produced. As an attempt to submit this electronically failed, it was instead placed online on the charity's website. This was done for due compliance and form only as no revenue, costs, or activity of reporting value had occurred during that period.

This year's activity has fallen into multiple tracks. We exceeded our expectations in setting up country drop off points; our site location has seen us narrow the focus on two optimal sites, leading to a shift (at time of writing this report) to focused fundraising after an initial generic approach which generated a stable financial setting. Our grassroots engagement sees a regular bulletin and rolling Social Media output, while our preparatory study work means we have a clear outline plan of what the museum will look like, framed in a scalable way that is adaptable to the space we will have available. This is despite the intense difficulties generated through the Covid Crisis continuing across most of the reporting period.

Activity Report

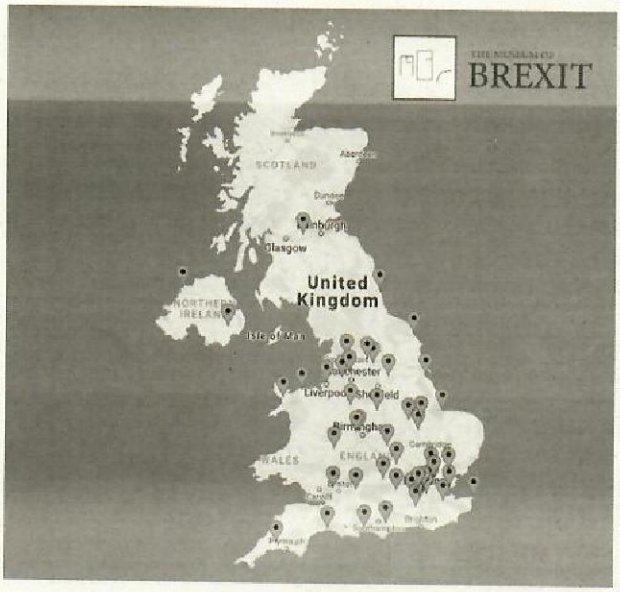
Setting up a museum from scratch, particularly one that is seeking to draw from as wide a range of national sources as possible, is not a simple task. This is made more difficult in the middle of an epidemic. Our ambition to have the site set up within this reporting period was repeatedly hit by difficulties as timelines for fundraising events, planning meetings, site visits and general activity were pushed back in response to new and rolling restrictions. Nevertheless, we have made major progress across the range of strands and targets.

(i) Drop off points

Recognising the difficulty of encouraging people to travel half way across the country to hand items over that may be too bulky to cheaply post, we came up with the idea of a network of drop off points set up across the country, to allow people the opportunity to donate items much closer to themselves.

We set ourselves a threshold target of 30 locations but in fact have been able to set up 50, considerably exceeding our initial baseline expectations. These will start to be collapsed at some point in the next twelve months as the collection begins to be centralised.

The following is a map showing the spread, which while not demonstrating Euclidean perfection and still with geographical gaps does nevertheless constitute a massive improvement on a one-stop drop off option, and increases the likelihood of capturing material from a decent county spread.



(ii) Design and concept

A very considerable amount of work has gone into the "through narrative focus", in other words working out what the 'storyline' of the museum will be in parallel to the information directly accompanying the display items.

This comprises a three circles concept, in fifteen blocks, with a headline list of 20 pages of issues we would like to cover both introduced through information boards, but also emerging as areas for further development in particular through subsequent subject matter pamphlets. The exact structure remains to be signed off by trustees and in any event is purposefully left elastic until we determine how big a site we can end up affording.

Meanwhile, we have developed a corporate logo. The design, made in-house, can be seen on the front cover. It has a dual meaning. It represents in abstract a map of the post-Brexit British Isles off the continent; and it also spells out the letters "MBr", representing the name of the Museum.

(iii) Site location

A very considerable amount of work went into creating a longlist of locations. First there was an assessment of key general criteria, which created a long list of towns/cities of interest which were then narrowed down by reviewing key criteria for potential sites within those locations.

From our initial analysis we ran a deep dive into 38 locations, of which several then stood out for also having interesting sites of particular merit potentially available. Field trips and detailed analysis of a range of factors narrowed this down to five locations and then two stand out sites.

We considered a broad range of property options, including surplus government stock, redundant churches, spare space in existing collections, bolting onto stately homes, disused airfields, new builds, and others as well as sites currently on the standard property market.

Discussions are ongoing and are currently interconnected with our fundraising activity. They are concentrated on two locations that tick the most boxes as both locations and sites. We have received significant backing from local politicians.

(iv) Fundraising



We applied to HMRC to formally secure charitable status in relation to donations and future fundraising. This has been obtained. Donation pledge cards include a tick box for claiming gift aid. No gift aid has been claimed as yet, which will begin to happen in the next reporting year, comfortably within the four year period of eligibility.

The trustees brought on board College Green Group to operate as charity fundraisers. Wider strategy has involved building up a Social Media format to encourage project awareness, which has been time consuming and requiring reformatting of the website for instance to accommodate online payments. Direct strategy has been twofold, based on potential donor event invites and targeted approaches. Both were substantially delayed by Covid.

Two social events were held in Central London to engage directly with possible medium range donors. Guest speakers were Lord Dobbs, the former minister and famous novelist, and the second was Lord Hannan. An introductory brochure explaining the Museum project was generated to help explain our ambitions (image, above right)



Having undertaken preliminary recces, subsequent site visits to the two primary locations then led to a recommendation by a potential donor to aim for a higher range fundraising target. This is because one of the sites is scalable, ie a building with multiple options allowing for part purchase or full occupancy, and which was considered to have exceptional advantages that might generate an above-anticipated positive response from high range donors. As a consequence a second brochure was generated (image, right) setting out what the different development options would look like in this instance depending on the amount of money raised. This has recently been printed and is now, taking us into the next reporting year, being used to make key approaches in what will be an important shaping period.

(v) Maintenance of Momentum

The project has received considerable media attention, particularly on launch. It featured in the *Guardian*, the *Art Newspaper*, *Daily Telegraph*, *Express*, a number of international newspapers including *Le Figaro* and the *Wall Street Journal*, and also prominent online sites such as the *Guido Fawkes* blog. We continue to receive requests for updates from journalists, which we shall support at the point of centralising the collection from the drop off points (and thus having a wider range of exhibits to showcase) but also in particular once the core site is secured. Talks around the two sites led to significant regional press and radio coverage.

Our launch website underwent a major overhaul, shifting from a focus on credibility (now established) to one of practicality - from emphasising the amount of very senior cross-party political support that we had gained, to making it easier for those willing to donate items or help collect them. We have an active twitter account, and a Facebook page for additional reach. Supporters are able to sign up to our regular bulletin. The bulletin reviews recent developments over the previous month or so, and has included video shorts, including contributions by Lord Owen on the importance of the project; a video by Mark Francois, MP on his book and the wider importance of recording

history across its many vantage points; and also some short clips by the Chairman highlighting some examples of the sort of objects that we are looking for in order to put on display.

STATEMENT OF FINANCIAL ACTIVITIES (SOFA)

1 April 2021 to 31 March 2022

	Unrestricted funds 2022 £	Restricted funds 2022 £	Total funds 2022 £	Total funds previous years £
Income				0 funds previously
Donations	£48,726.00	-	£48,726.00	
Charitable activities	-	-	-	
Total grants	-	-	-	
Total charitable activities	-	-	-	
Other trading activities	-	-	-	
Investments	£16.99	-	£16.99	
Total income	£48,742.99	-	£48,742.99	
Expenditure				
Raising funds and profile	- £7,368.20	-	- £7,368.20	
Site recces	- £365.15	-	- £365.15	
Total Expenditure	-£7,733.35	-	£7,733.35	
Net income/expenditure	£41,009.64	-	£41,009.64	
Transfers between funds	-	-	-	
Net movement in funds	-	-	-	
Reconciliation of funds	-	-	-	
Total funds brought forward	-	-	-	
Total funds carried forward	£41,009.64	-	£41,009.64	

BALANCE SHEET 31 March 2022

		Total Funds 1 APR 2022 £	Total Funds 1 APR 2021 £
Fixed assets:			
Tangible assets			
Net book value		-	-
	Total fixed assets	-	-
Current assets:			
Debtors		-	-
Cash at bank and in hand		£43,611.23	-
	Total current assets	£43,611.23	-
Liabilities:			
Creditors: Amounts falling due within one year		-£2,601.59	-
Prepaid Income		-	-
Total current liabilities		-	-
Net current assets		£41,009.64	-
Total assets less current liabilities		£41,009.64	-
Total net assets		£41,009.64	-
The funds of the charity:			
Restricted income funds		-	-
Unrestricted funds		£41,009.64	-
Total charity funds		£41,009.64	-

Financial review

As at the close of the reporting period, the charity held no assets, no investments, and no dedicated reserves – not having property or salary commitments during this year, a dedicated reserve was not necessary.

Outgoings fell into the following categories

- Costs of hosting fundraising events
- Website
- Production of brochures for donor approaches
- Agreed fees for CGG fundraisers
- Banking transfer payment charges
- Reimbursement of travel costs for site recces

No payments beyond the fundraising fees above were paid for work undertaken. However, this will need to be revisited in the next year as demands on time, already very substantial, are expected to become considerably higher once the museum itself is physically being set up. Any such decision will be made by trustees after reviewing the relevant guidance and directions.

Incomings over this period consist of donations, and marginal bank interest (listed under "investments").

One charge for this year naturally falls into the subsequent year and that covers costs arising from an independent examination of accounts. Beyond this, which is listed, it had no other potential outstanding liabilities, or outstanding charges for services, or creditors. "Debtors" as a listing simply relates to two pledges, one currently unpaid, the other relating to additional pledged payments over multiple years, here aggregated. No funds or assets are held as custodian trustee on behalf of others.

A policy will be developed in relation to long term loans of items for the museum; at present we have made note of offers but not accepted possession of items not provided as outright donations, in order to avoid liability issues in case of loss or damage during storage.

Developing the above first requires centralising the locally-donated items currently held at local drop off points, then recording and cataloguing them, for onward separation either into the library/archives area or for the displays holding area as exhibit spaces are being set up. This in turn demands an item registering system, a dedicated staff member employed to do this, and in tandem a computer archive at the point of centralising the collection. Establishing these is our priority before accepting temporary loans.

Individual items have already been donated to the museum via the drop off point system, with the strong encouragement to supply information on their provenance. None are presently identified as being of significant financial value. Insurance policy will be reviewed as donated items are centralised and building assets obtained. Several charity insurance entities have already speculatively offered their services.

A formal reserves policy will be developed as fundraising progresses, and will be tailored to match the level of end success and resulting activity.

Having now emerged from Covid, the next financial year sees the deployment of a fundraising plan targeting historic donors, on which a considerable amount of preparatory work has already been

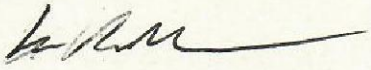
undertaken. Depending on the level of success that is achieved, we will scale our modular site ambitions accordingly.

We have committed to following best practice in fundraising and data protection.

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)	
Full name(s)	Dr Lee Stuart Rotherham
Position	Chairman
Date	21 July 2022

Independent examiner's report to the trustees of The Museum of Brexit

I report to the trustees on my examination of the accounts of The Museum of Brexit Trust (the Trust) for the year ended 31st March 2022

Responsibilities and basis of report

As the charity trustees of the Trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Trust as required by section 130 of the Act; or

2. the accounts do not accord with those records; or

3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed: J. Harrison

Name: John Harrison

Fellow of the Chartered Association of Certified Accountants

Address: 78 Carlton Road, Worksop, Nottinghamshire, S80 1PH

Date: 22 July 2022