Pollock's Toy Museum

Accounts for the year ended 31 December 2025

Registered Charity Number : 313622

Pollock's Toy Museum

Content of the Accounts

for the year ended 31 December 2025

	Page
Trustee report	1 - 5
Receipts and Payments Accounts	6
Statement of assets and liabilities	7
Independent Examiners Report	8

Pollock's Toy Museum Trust (Registered Charity 313622)

Chairman's Annual Report for 2025

Trustees for 2025

Alan Powers (Chairman)
Debby Brown
Edward Coulson
Emily Cross
Lettice Kemp Martin (resigned December 2025)
Panagiota Kotoula
Imogen Magnus
Mary Clare Martin (resigned March 2026)
Sarah Peasgood
David Powell
Liudmila Rastorgueva (appointed March 2026)

Christine Bellon managed the finances of the Trust and attended the Trustee meetings. Jack Fawdry Tatham also regularly attended the meetings. Susanna Powers took the Minutes. Rebecca Froley, a volunteer from the middle of 2025, played a significant part in managing the website and working on setting up the online shop. She also regularly attended the online trustee meetings.

Background

Pollock's Toy Museum was founded in 1956 by Marguerite Fawdry, following her purchase of Benjamin Pollock Ltd., a company set up ten years previously to promote Victorian toy theatre and safeguard the historic material removed from the shop of Benjamin Pollock in Hoxton Street in 1944.

The Museum was conceived as an adjunct to the toy theatre business and was one of several toy museums, focused on the nineteenth century, founded around the same time. In 1968, Mrs Fawdry established a charitable trust to hold the museum collection and pursue its educational purposes. In 1969, the museum and shop moved to new premises, No.1 Scala Street, W1 (later connected to No.41 Whitfield Street, an adjoining building.)

Recent history

As reported previously, the Museum is in a transitional position pending finding premises with longer-term prospects. During 2025, it continued to benefit from space at 49 Whitgift Centre, Croydon alongside other arts and social welfare charities, and commercial tenants. It has also been able to continue using Nos.32-33 Leadenhall Market to display historic items from the collection and trade in its own products and those of other suppliers.

Narrative of 2025

As in 2024, the Croydon site was open free to the public every Saturday through the year, with changing displays from the collection, live performances and other special events. The Leadenhall Market site was open on two days a week (increased over the pre-Christmas period), with a combination of sales of goods and exhibits from the collection.

Six meetings of the Trustees were held in the course of the year.

The Trust registered for GDPR compliance on 28 November for a one-year period.

Finances

During 2025, the Trust continued to fund its outgoings from a combination of grants for special events and exhibitions, ticket sales for events, and retail and wholesale trading.

The Trust holds two accounts with CAF Bank, a Current Account and a Gold Account. The majority of transactions are in the Current Account, but the proceeds from electronic sales of goods (using SumUp Point of Sale devices) are paid directly into the Gold Account. The accounts were managed by Christine Bellon on a voluntary basis, a position she has held since 2019. All banking activity is online. Two online authorisations are needed for all payments.

In addition to Ms Bellon, two trustees are registered with CAF Bank and authorised to make and confirm payments. Two trustees hold Bank Cards (Alan Powers and Lettice Kemp) for making purchases on the Current Account.

A relatively small proportion of the Trust's retail income is received in cash, and this is regularly banked, retaining a small reserve for petty cash purposes.

Collection management

The management of the collection is supervised by Debby Brown, a trustee since 2005 and formerly employed as curator at the Museum, prior to moving jobs. Her knowledge of the collection is unrivalled, and she has been active in updating and correcting the card catalogue of collection items, prior to the move from Scala Street and in the subsequent period.

In addition, Ms Brown has undertaken cleaning and conservation of items. This is a large task with a considerable backlog from years when there was no qualified curator at the Museum. Volunteer help has been given under her direction by trustees and other volunteers. The work on the collection will need to continue for some time ahead, and the arrival of new items adds to the workload.

New Accessions
The Museum continues to receive offers of items for the collection. When these are accepted, the donor is asked to provide as much detail as possible about the people who owned them and how they were used. All new accessions are logged and labelled. The catalogue is currently in analogue form on index cards, continuing the historic catalogue.

Museum activities

Exhibitions
The exhibition 'Playing Games' used collection items to show a range of historic board games at Croydon early in the year.

At the Leadenhall Market premises, an exhibition about Pearly Kings and Queens of London was held from May to November. This was based on dressed dolls from the collection, some original Pearly clothing and photographs of Pearlies from a previous Pearly exhibition in 1961. Debby Brown and Alan Powers visited Maria Wood and her husband John Stanley Clamp who were involved in the 1961 exhibition and lent items. The Museum arranged to print on calico

copies of a cut-out Pearly Queen doll designed by Maria in 1980, for sale at both outlets. One of these dolls was presented to the incoming Lady Mayor of London in November when she visited the Leadenhall shop/museum, since she is a Pearly supporter.

At Leadenhall, this exhibition was followed by one on Pantomime, represented by historic and modern playbills, toy theatre items and books.

The Museum held a special event in September for London Open House, focused on building and construction toys, titled *Bricks, Blocks, Rods and Fiddly Bits* with special displays of historic items and building blocks for handling. A folded A3 leaflet was produced illustrating box lids and related imagery.

Events

In association with the Open House exhibition, a special participatory event was held for the MAPL construction toy, developed at the University of Kent by Dr Ambrose Gillick for educational and therapeutic play. This was supported by a grant from Croydon Council.

Exhibition loans to other institutions in 2025
Sainsbury Centre for the Visual Arts, University of East Anglia. Autumn exhibition 'Playing Dead'. Loan of original toy theatre sheets from David Powell's collection, theatres and Punch and Judy and Sicilian puppets from the Museum collection.

Compton Verney House, Warwickshire. Toy and theatre loans to exhibition 'The Shelter of Stories – Ways of Telling, Ways of Dwelling', curated by Marina Warner, opened October 2025.

Discussions took place for a loan to the British Library of an antique toy theatre with set from *The Sleeping Beauty* during 2026.

Discussions also took place for the 2026 exhibition at Renishaw Hall, Derbyshire, 'Diaghilev, Sacheverell Sitwell and Benjamin Pollock'.

Performances
Regular toy theatre performances took place at the Museum in Croydon on Saturdays. In addition, trustees and others performed the John Redington version of *Oliver Twist* at the Dickens Museum on 27 July and 20 September and two children's shows during August and September. Performances were also held at Hackney Museum on two summer holiday weekdays (13 and 14 August), well attended by local children.

The Trust managed and promoted two performances by Robert Poulter's New Model Theatre 'Blood and Sap' on 13 April, and two performances by trustee Sarah Peasgood of *Puss in Boots* on 23 November at 49 Great Ormond Street on, all well attended, with refreshments.

Fairs, public events etc.
The Museum was represented at the annual Covent Garden May Fayre, which celebrates the tradition of Punch and Judy.

In late October, the Trust's merchandise was on display at the Pen Paper and Ink Fair at Falmouth, Cornwall and at the Bloomsbury Jamboree, London, in December.

School Visits
Early in 2025, Maddy Wood took over school visits from Jack Fawdry and continued to conduct them through the year. The Museum invoices the school, and the majority of the fee of £290 is passed to Maddy, with £50 retained by the Museum.

Allied organisations
The Toy Theatre Trust was formally established in 2025 with the objectives of advancing toy theatre through creation, performance and publications of its art and culture. Pollock's was a founder member with the particular involvement of three trustees, Alan Powers, David Powell and Sarah Peasgood.

New premises

In October 2024, the Museum was contacted by Bill Parry-Davies concerning the recently closed Colvestone School in Dalston, a listed building and a designated Asset of Community Value. By January, a group of arts organisations had come together to send an Expression of Interest to Hackney Council. A group of trustees visited the school building in May and filled in a questionnaire about space requirements. At this point, the Pollock's Trust began to discuss the relative merits of different parts of the building that might be available to us.

Discussions proceeded through the course of 2025, until a submission by interested parties on 17th October. There were over 100 submissions. No further news was received during 2025.

Retail Sales

The Trust has continued to sell the goods it produces and other stock bought from suppliers at its two sites, as noted under Finance. This was made possible by the regular involvement of dedicated volunteers staffing the museum/shop at Leadenhall Market on two days a week, with some additional weekend dates coinciding with Craft and Vintage markets held there. This source of income has been vital to building up funds and also to engaging a broad section of the public from the UK and a wide variety of overseas countries. The Trust is grateful to the City of London which manages the Market for their generous help in making this possible.

The Pearly Doll printed kit was the main new product of the year. Towards the end of the year, investigations were made to find a supplier of the wire slides traditionally used for toy theatre performance. These were delivered in November from AWB of Peterborough.

Online sales were deferred until 2026.

Alan Powers, Chairman
Trustee
Date:

CHARITY COMMISSION FOR ENGLAND AND WALES

Charity Name	No (if any)
Pollock's Toy Museum	313622

Receipts and payments accounts

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For the period from	Period start date: 1 January 2025	To	Period end date: 31 December 2025

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Grants	-	1,250	-	1,250	8,160
Donations	2,428	-	-	2,428	2,275
Event income	6,282	-	-	6,282	1,382
Retail and trade sales	31,967	-	-	31,967	24,002
Commissions	-	-	-	-	1,500
Interest	633	-	-	633	451
		-	-	-	-
	-	-	-	-	-
***Sub total** (Gross income for AR)*	41,310	1,250	-	42,560	37,770
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	41,310	1,250	-	42,560	37,770
A3 Payments					
Event and performer costs	1,962	300	-	2,262	5,605
Retail purchases	9,589	-	-	9,589	12,264
Wages	-	-	-	-	476
Toy repairs	1,328	-	-	1,328	2,109
Subscriptions	577	-	-	577	141
Insurance	978	-	-	978	939
Rent	-	-	-	-	1,716
Rates and Utilities	10,295	-	-	10,295	2,108
Administration and advertising	2,227	716	-	2,943	689
Bank charges	495	-	-	495	60
	-	-	-	-	-
	-	-	-	-	-
Sub total	27,451	1,016	-	28,467	26,107
A4 Asset and investment purchases					
Shelving and heater	-	-	-	-	458
	-	-	-	-	-
Sub total	-	-	-	-	458
Total payments	27,451	1,016	-	28,467	26,565
Net of receipts/(payments)	13,859	234	-	14,093	11,205
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	29,299	1,266	-	30,565	19,360
Cash funds this year end	43,158	1,500	-	44,658	30,565

Section B Statement of assets and liabilities at the end of the period

B1 Cash funds

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	Current account	1,150	1,500	-
	Gold Account	41,672	-	-
	Cash in hand	336	-	-
	Total cash funds	43,158	1,500	-
	(agree balances with receipts and payments account(s))	OK	OK	OK

B2 Other monetary assets

Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	-	-	-

B3 Investment assets

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-

B4 Assets retained for the charity's own use

Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
		-	-

B5 Liabilities

Details	Fund to which liability relates	Amount due (optional)	When due (optional)
		-	
		-	
		-	
		-	
		-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
Alan Powers	Alan Powers	29.09.26

Independent Examiner's Report to the Trustees of

Pollock's Toy Museum

Charity registration number: 313622

Independent examiner's report to the trustees of the Norwich Stroke Survivors' Club
I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 December 2025 as set out on pages 7 to 8

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 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 which gives 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 the accounting records

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.



Mark Johnstone FCA
Argents Chartered Accountants
15 Palace Street
NORWICH
Norfolk
NR3 1RT

Date: 30 Setember 2026