

Charity registration number 509022

Company registration number 01388313 (England and Wales)

**BETH SHALOM LIMITED**  
**ANNUAL REPORT AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2024**

# BETH SHALOM LIMITED

## LEGAL AND ADMINISTRATIVE INFORMATION

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<b>Directors</b>	Dr J Smith CBE - Life President Mr H Grunwald OBE KC (Chairman) Mr R Kleiner Ms A Levitt Mrs L Weller Mr R Thompson Ms S C Raikes (Appointed 2 August 2023) Rev B D Thompson (Appointed 2 August 2023) Dr M A Stern (Appointed 31 August 2023) Mr J B McLaren (Appointed 5 December 2023)
<b>Secretary</b>	Mrs. J Mills
<b>Charity number</b>	509022
<b>Company number</b>	01388313
<b>Registered office</b>	The National Holocaust Centre & Museum Laxton Newark Nottinghamshire NG22 OPA
<b>Auditor</b>	Azets Audit Services Westpoint Lynch Wood Peterborough Cambridgeshire United Kingdom PE2 6FZ
<b>Bankers</b>	Lloyds Bank PLC 202 High Street Lincoln United Kingdom LN5 7AP
<b>Solicitors</b>	Freeth Cartwright LLP Cumberland Court 80 Mount Street Nottingham NG1 6HH

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# BETH SHALOM LIMITED

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# BETH SHALOM LIMITED

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 MARCH 2024

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The directors present their annual report and financial statements for the year ended 31 March 2024.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

### Objectives and activities

We communicate the memory of the Holocaust for a contemporary purpose: to grow a community of critical thinkers right across society, able to question the misinformation, stereotypes and conspiracy theories which drive racism not least anti-Jewish racism.

Critical thinking about the Holocaust and the 2,000 year continuum of anti-Jewish 'othering' at its roots, and which persists today, is a transferrable citizenship skill. We believe it can and should be used to deconstruct all types of misinformation-based racism. Our purpose is urgent. We will soon lose our greatest educators - living Holocaust survivors - at a time when power structures of mass misinformation are spreading abuse and violence. This includes the use of Holocaust distortion by individual, organisational and State actors. The spread is global, at internet speed and algorithmic. We need bold, creative solutions to create a counterculture, making the warnings of the Holocaust resonate to generations born long after it.

### We do three things to deliver our Purpose:

- 1. Witness:** we collect the personal testimonies and artefacts of a wide range of Holocaust survivors, including a loyal core for whom we have been a home from home for 25 years. We supplement this with artefacts from perpetrator and other Jewish sources.
- 2. Create:** we base exhibitions and learning programmes on these collections. They are experiential not didactic, created to provoke questions about not only victims and survivors but also perpetrators.
- 3. Engage:** we distribute these learning experiences through an ecosystem of physical & digital channels, partnerships and discussion spaces. This is designed to continually reach new & diverse audiences while re-engaging existing ones, to nurture a community of critical thinkers. Our culture supports this engagement: the friendly family ethos of our founders, our interfaith heritage and peaceful environment. We are a safe space for difficult questions.

### Values

Our organisational values are expressed under the following three headings:

#### Community

- Family warmth
- The personal touch and community reconciliation (as inspired by the Smith family)

#### Curiosity

- Intellectual enquiry
- Personal growth
- No easy answers

#### Creativity

- Emotional impact
- Technological innovation
- Contemporary relevance
- Making a difference

# BETH SHALOM LIMITED

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### The Centre's key aims are:

1. To enhance the visitor experience
2. To expand our reach and diversify our audience base
3. To develop wider partnerships and expand networks
4. To drive innovation and manage risk
5. To improve our sustainability and financial well-being
6. To ensure quality and target excellence
7. To become a Learning Organisation

The annual report contains an overview (below) followed by a summary statement for each of the seven aims. Key outcomes achieved in 2023/24 appear under 'Achievements and Performance'.

### Overview

The National Holocaust Centre and Museum (NHCM) is a unique place of learning, founded in 1995 by a Christian family, Marina and Eddie Smith and their two sons, Stephen and James, following a visit to Yad Vashem, Jerusalem. Deeply touched by the experience of Jewish people, especially through the Holocaust, they created Beth Shalom (House of Peace), as a dedicated memorial and place of education from a converted farmhouse.

The Centre has an inspiring history which confirms the relevance of the Holocaust to communities of all faiths, and those with none, across the UK. The purpose of the Centre is to understand and learn the lessons from the past, to be better equipped to prevent or address the many challenges faced by communities today.

The NHCM is an Arts Council England accredited museum with collections of national and international significance that relate to pre-war Jewish life, the Holocaust, refugee experiences, and Holocaust survivors' lives in England. Items within its collection originate from across Europe and include many artefacts from ghettos and concentration camps. The collection's widespread representation and connection to the UK makes it unique, significant in helping to demonstrate the lead up to the Holocaust and the indoctrination methods that were used by the Third Reich. The National Holocaust Centre and Museum was assigned as an Arts Council England National Portfolio Organisation for the period 2018 - 2023 and 2023 - 2026, which provides vital funding support.

In May 2023 the National Lottery Heritage Fund gave full permission to start on the site re-development project "Reaching new and diverse audiences with stories of survival and safe refuge in the UK." The National Lottery Heritage Fund awarded Beth Shalom Ltd 17% of the total project cost of the £4,135,910 project. Beth Shalom Ltd works closely with Project Managers at Greenwood Projects.

### Contribution made by volunteers

The charity is grateful for the support it receives from volunteers who assist in the delivery of the education programs and the visitor experience. We applaud the contribution of the dedicated team of Holocaust survivors who undertake the physically and mentally demanding experience, sharing their personal experience of the Holocaust with students and other visitors. They have made the National Holocaust Centre and Museum what it is today through their courage, strength, and commitment. They speak onsite at the Museum and online; this enables their testimony to reach as many students as possible. It also allows us to offer a balance to speakers wherein an option for giving testimony that excludes travel can be offered; the mixture of delivery is working well and during the 2023-24 period, the total number of hours of testimony shared by our Holocaust survivor family was 535.5.

A dedicated team of Operations volunteers join us throughout the week and offer their time on Front of House. This team are key to day-to-day site operations and are often responsible for greeting visitors and seeing to their admission into the museum, Their enthusiasm for the museum and their positive first impressions afforded to visitors are key factors in visitor experiences, and this team of volunteers have gifted us 1,193.5 hours of volunteer time.

Our education activity has been delivered in London supported by a dedicated team of volunteers who deliver our outreach program giving us a combined total of 96 hours time during this period.

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## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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Four dedicated curatorial volunteers have worked with us throughout the year supporting the collections work through their translation, research, and digitization efforts and they gave a total of 167 hours time.

For 2023-24, we valued our volunteer hour contribution to 1,992 hours. We are immensely grateful for the time and commitment given to us by our volunteer team without whom the museum would not run as effectively as it does.

The directors have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

### **Fundraising standards information**

Beth Shalom relies on fundraising to support its charitable activities. Fundraising activities are carried out by the Development team and the Museum Director Marc Cave. Beth Shalom does not employ other organisations or individuals to carry our fund-raising activities. Whilst the Museum does not have an undertaking to be bound by any schemes or standards for fundraising, all fundraising activities conform to published standards.

The Museum does not carry out any street or telephone fundraising with the public. There have been no complaints about any of the Museums' fundraising activities.

### **Staff Bereavements**

During this time period we marked the sad and shocking passing of two beloved colleagues.

Our long-standing colleague, Senior Educator and friend, Karen Becher, passed away suddenly on 3rd January 2024. With us for nearly a decade, Karen was a pillar of the staff team and at the education team's core. She was sincere, passionate, and kind. Notably, Karen set up our groundbreaking 'Breaking the Cycle' programme with the Nottinghamshire Police, turning hate into hope. Her work on hate crime is among the many legacies she has left.

Aneesa Riffat passed away in March and left Beth Shalom 2 years ago. She had been with us for 16 years, began with us as an educator, and moved into acquiring, archiving, preserving & curating the items entrusted to our care by our family of Holocaust survivors and overseeing our transition to a nationally styled museum. Her dedication to Holocaust survivors was unmatched; her hard work with survivors is the foundation upon which our museum is built.

The loss of Karen and Aneesa was felt strongly throughout all those who were lucky enough to have known them and we acknowledge the contribution that these employees made to Beth Shalom over the years and note that the start of 2024 was a significantly difficult period for staff.

### **Achievements and performance**

#### Aim 1: To enhance the visitor experience

We aim to significantly improve the estate and the visitor experience it provides.

At the heart of our work lies historical truth. The success in communicating this to learners and visitors depends upon the quality of our exhibitions, our collections, our staff and our ability to reflect on and learn from the current visitor experience, using ideas from partners, users and non-users to help improve the service provided and enhance the use of collections.

Most significantly during this period, we were working to satisfy our commitments to two integral funders whose support is crucial to the charity's future direction.

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## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### Arts Council England (ACE) - National Portfolio Organisation (NPO)

We were an ACE NPO 2018 - 2023 and applied to be a part of their 2023 – 2026 portfolio. Our application was guided by the Art Council's 10 year 'Let's Create' strategy with particular focus on supporting the Government's Levelling Up and Priority Place initiatives.

We submitted the application May 2023 and in November received news we had been successful. Our funding agreement is for a total of £400,000 each year (£1.2m total). This is £305,520 of core funding and an additional £94,480 additional funding we requested largely for works to be completed within our local area focusing on Levelling Up areas and Priority Places.

During the last funding period we received £75,000 a quarter, this is now £100,000 making Arts Council England our biggest funder. Their contribution to our core activities is crucial funding in allowing our day- to-day activities with schools and members of the public to continue

Following a successful application process 2023 – 2024 was the first year of this new reporting period.

Satisfying these reporting requirements involves adhering to the following:

- Quarterly reporting to the Board of Trustees is overseen by our ACE Relationship Manager and is to include:

- Agenda
- Minutes of previous meeting
- Financial reporting
- Risk Register
- ACE Risk rating discussion
- NPO Quarterly progress updates on:
  - (1) Investment Principles,
  - (2) Activity Plan,
  - (3) Visitor Insights Reporting & Illuminate Submission
- Any other business

• Annual Review to take place with ACE Relationship Manager

• Participation in the Annual Survey

• Board papers to include ongoing scrutiny of governance throughout the entire organisation for instance, sight and sight off of policies and Business Plan.

During this period, we completed the Activity Plan and Investment Principal targets for Year 2 of funding (2024 – 2025) and ensured the threads of spanned the museum's purpose with targets including bigger reach and better organisational resilience.

### National Lottery Heritage Fund (NLHF)

- In May 2023 the National Lottery Heritage Fund gave The National Holocaust Centre and Museum full permission to start on the site re-development project "Reaching new and diverse audiences with stories of survival and safe refuge in the UK." National Lottery Heritage Fund awarded Beth Shalom Ltd 17% of the total project cost of the £4,135,910 project. Beth Shalom Ltd works closely with Project Managers Greenwood Projects and attends quarterly meetings with NLHF.

The works completed under this project form Stage 1 of our sitewide re-development masterplan. In summary the project's completion will afford us with several improvements including:

- Four new job posts contracted for the duration of the project; Garden Volunteer Manager, Project Curator, Learning Officer – Families and Schools, Schools Outreach Officer. Plus funding for casual welcome hosts and part-time educators.
  - Extension to The Journey exhibition will expand in space and scope by encompassing our existing meeting room. Updates to The Journey's interior will be made. Some rooms e.g. school room are expected to remain largely unchanged, but others will be redesigned. New interpretation will feature throughout that will better serve different audiences.
  - Main building ground floor amendments will provide new spaces for flexible use giving us more space for school groups. The bookshop will be amalgamated into the coffeeshop.
  - New collections store.
  - Environmental improvements including rainwater harvesting.
  - New toilet facilities to be added to the Ronson Learning Centre.
  - Roofing repairs to staff cottages allowing original buildings to be preserved and used.
  - Drainage improvements
  - Activity plan to be followed for the duration of the project.
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## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### Summary of completed works during this time period:

- Successful resolution of Land Charge issue
  - Full permission to start secured May 2023
  - Quantity Surveyors appointed
  - Pears Auditorium AV works
    - AV team appointed
    - Several packages of work to be contracted locally including cable runs and new blinds.
    - Tenders submitted for electrical contractors and internal fit out teams,
    - Equipment orders placed, fit out variations agreed,
    - Lead times on equipment pushed project back to October half-term to work around existing school bookings.
    - AV electrical work completed pre-Christmas with staff training in January.
    - Joinery and curtain packages to be completed after March 2023,
  - Interpretation
    - Interpretation team appointed and program developed following meetings with site team and onsite visits.
    - Team requested a further two surveys be undertaken 1) Internal elevation drawings and 2) Equipment assessment.
    - Completion of RIBA three scheme signed off by NHCM. interpretation tender package approved and live
  - Catering Consultant gave independent advice on future service delivery options for coffeeshop post re-development
  - Completion of Digital Policy following meeting with NLHF Head of Digital
  - Design Team
    - Immediate focus was toward the project areas requiring immediate focus e.g. Memorial Hall AV works
    - Full project team meeting scheduled for June 2023.
    - Completed drainage survey
  - Main contractor
    - Design team readied full tender documentation for main site contractor to be issued w/c October 30th tender period was extended to offer interested parties more time and a preferred supplier was identified with certain cost aspects to be resolved before Project Managers could recommend progression
  - Garden tree works undertaken by local supplier
  - Recruitment
- We are lucky to have welcomed four new staff members to the team during this time period with thanks to NLHF's generous funding. These staff members will help us grow our work and further our reach and their roles are as follows:

#### **Garden Volunteer Manager**

- Appointed to "take the lead in maintaining and developing our unique memorial gardens to maximise their potential to support community volunteering and wellbeing"
- Start date 27<sup>th</sup> November 2023
- Garden Volunteer Manager has undergone a considerable induction programme allowing them time to familiarise themselves with our work, with the gardens and everything required for their upkeep and with our re-development plans (which include significant amendments to the landscape of the memorial gardens. They have attended volunteer network events, contributed towards our Environmental Action Plan, and have played a significant role within our garden maintenance work throughout the site.

#### **Families and Inclusive Learning Officer**

- Appointed to "to take the lead on inclusion within the learning programmes to ensure our provision works for families and young people with disabilities and additional needs as well as young people who do not attend mainstream educational provision."
- Start date 16<sup>th</sup> October 2023

# BETH SHALOM LIMITED

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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- The Families and Inclusive Learning Officer has developed Special Educational Needs resources for the museum including social stories and visual timetables. Taken ownership of organising the Primary and Secondary SENCo audits and are working with our auditors to create educational resources specifically for use of SEN students. They have also made connections with families through Home Education Groups and local charities and have taken over leadership of our Breaking theCycle programme. They have designed and piloted the new Family Days programme during February half-term 2023.

### **Schools Outreach Officer**

- Appointed to “expand our work with schools and develop innovative new products and learning experiences for primary and secondary schools.
- Start date 17<sup>th</sup> April 2023
- Since coming into post the Schools Outreach Officer has developed a number of Secondary Outreach programmes. These can be delivered to both KS3 and KS4 and for bigger reach, delivered either remotely online, or in person. They have also continued to regularly deliver the Primary school programmes online and in person. Secondary programmes have been delivered into the following areas: Manchester, Barrow in Furness, Middlesbrough, London, Cleethorpes and Luton. These areas are too far from our geographical reach and would be unable to visit the museum on a traditional school trip.

### **Project Curator (former title, Digital Collections Officer)**

- Appointed to “take the lead on managing, preserving and making accessible our significant digital collection of Holocaust survivor testimony”
- Start date 5<sup>th</sup> July 2023
- Project Curator has been working to catalogue and index a collection of more than 300 testimony recordings creating a system that allows these testimonies to be identified through a keyword search system based on main themes, like ‘Children in the Holocaust’, or smaller items like ‘toys’, and locations, like ‘Auschwitz. This system allows for searches within testimony based on specifics which will see us increase our integration of the collection into our wider activities. 86 testimonies were catalogued by year end March 2023

### **Welcome Path – Scope change to National Lottery Heritage Fund project (NLHF)**

Additional funding has been identified which opens the opportunity to reinstate the welcome path as part of the phase one programme of redevelopment works. This is particularly important to the charity as the area is designated to share the story of the Smiths. We will continue to implement the Welcome Path alongside this phase of redevelopment works. Completing these works parallel to one another will minimise onsite disruption as the welcome path plans can be amalgamated into the NLHF works.

### **Acknowledgement**

There is large amount of recognition and respect that comes with being funded by two organisations with such significant national cultural importance as Arts Council England and The National Lottery Heritage Fund. We are incredibly grateful for their support and the charity must work hard to satisfy all reporting requirements and deliver all promised aims so our work and relationships with these organisations may continue.

Using money raised by National Lottery players, The National Lottery Heritage Fund supports projects that connect people and communities with the UK’s heritage. Our redevelopment work is made possible with thanks to National Lottery players.

We are extremely grateful for the support offered by both Arts Council England and The National Lottery Heritage Fund.

# BETH SHALOM LIMITED

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### Aim 2: To expand our reach and diversify our audience base

The Museum is generally 'undersold', both locally and nationally. We aim to increase the number, range and diversity of people who engage with the Museum, especially those from communities with a less strong tradition of arts and culture activity. We will achieve this through a combination of targeted marketing, a varied educational offer and strong program of events for adults, and the improvements to the estate and facilities described in the previous section.

### **Educational Activity**

In 2023 - 2024 we delivered our education programmes to 25,973 students and delivered online programming to an additional 5,64 students.

We have continued to expand our reach by maintaining our three-pronged approach to education where schools can visit the museum in person or we can deliver our programmes online or via outreach.

Our education programmes have been sharpened to move further away from a didactic approach and to increase student engagement and critical thinking. At secondary level, students consider: (i) the core history; (ii) the underlying anti-Jewish prejudices which led to the Holocaust (including the long English history of anti-Jewish racism); (iii) the nature of Jewish identity; (iv) the responses and choices of individuals; and (v) how students can recognise anti-Jewish racism when they encounter it today. The new programme was produced in collaboration with our Curatorial team, an outcome of which is that students now have access to handling boxes which are used to stimulate discussions.

### **Overview of activity**

- £150,000 of AJR funding won to support our outreach programme to disadvantaged secondary schools. This offer was promoted to over 50,000 educators across multiple social channels.
- Two grants totaling £22,000 won from the Nottinghamshire Police & Crime Commissioner and the Home Office Prevent programme, to run schools programmes countering extremism.
- We are using the learning from these programmes to write a chapter in a forthcoming volume on Hate Crime, covering how far we can use lessons from the past to counter extremism in the present.
- Two donations secured totaling £7,500 to buy new tablets for use in onsite programmes
- Internal technology upgrade of the learning environments in our classrooms
- 140 free family tickets have been given to participating school students in the autumn term to support local families in Levelling Up areas. We hope to increase community engagement and see families of visiting students join us.
- Additionally, over £1,400 worth of pupil tickets have been subsidised for disadvantaged local schools
- Late 2023 work was ongoing in completing our revised learning programmes for primary and secondary schools. This includes producing videos for schools to use pre and post-visit, alongside preview videos for students' families and the teachers accompanying them on their trips.
- We have engaged two consultants in Special Educational Needs to ensure our programmes are as accessible as possible for all children
- We have designed and run an Anti-Jewish racism programme for staff and students at a large school and College in London. This work ties in with the Racism Response Unit
- Working in collaboration with Outwood Grange Academies Trust and Lord Mann as we write learning links for all subjects for Years 7-11 which will be used in all Outwood secondary schools. We established this cross curricular way of learning about antisemitism across art, history, RS etc established in 27 Outward schools impacting 800 pupils. We hope to work towards further rollouts and mirror this work with other academies dependent on additional funding.
- Marketing engagement: we have received approximately 2,000 visits to our online advertisements across two platforms since the beginning of the 2023 summer term.
- Launched our half-termly school's newsletter reaching over 2,000 educators
- 10 Head of History departments from the East Midlands Education Trust are taking part in an onsite training day 28<sup>th</sup> Feb 2024 and the trust lead school is forming a long-term partnership with us.
- Funding now obtained to provide online and in school outreach for free to 160 secondary schools serving disadvantaged areas.
- We have engaged two SEND specialists to review educational programmes and advise on inclusivity within education but expect impact with wider audiences.

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## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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Schools Relationship Manager role continues to widen our offering by boosting school advertising (now advertising school visits in multiple formats) and building relations with education sector professionals. School's Relationship Manager also has oversight over initiatives and their impact with and has overseen the education evaluation processes.

February 2023 The Education team internally promoted two talented educators to new roles.

- **Schools Programme Lead.** Will take responsibility for increasing our school numbers and income whilst maintaining & improving the quality of schools programme content and delivery. This also means taking over the day-to-day management of the Learning team.

**Integrated Learning Lead.** This role is about integrating more of our museum collections, including survivor testimonies, into our Learning programmes, both for children and adults. They will closely work with Curatorial colleagues, and the Partnership Manager for events.

Through our efforts to better the visitor experience and increase partnerships we are striving to see visitor numbers grow year on year and are encouraged by our progress thus far.

### Reach: Members of the Public

2023 – 6,461 visitors

2022 – 4,949 visitors

2021 – 2,896 visitors

2020 – 3,235 visitors

2019 – 6,043 visitors

Financial year 2023 - 2024 – 6,373 visitors

Financial year 2022 - 2023 – 5,353 visitors

- We have welcomed our highest visitor numbers since 2019.
- These figures show both our visitor numbers for the calendar years and for the last two financial years. Both show a rise. We have surpassed 2022-2023 financial year numbers in 2023-2024 by 1,020 visitors.
- We find that looking at the calendar visitor year data is also particularly useful.
- 2019 was our last year of high and steady visitor numbers pre-pandemic. Although Covid-19 is now a part of our history it is clear to see the affect that it had on the museum.
- 2022 showed a good recovery - 4,949 total against 2021's 2,896 but neither reaching 2019's 6,043.
- In 2023 we surpassed this level and reached 6,461 total numbers
- We are thrilled with this increase of numbers both in light of the Heritage sector's slow recovery but also considering the current cost of living crisis which we believe to be one of our biggest concerns.
- 439 people returned free of charge which is especially positive when compared to 2022 where 267 people were repeat visitors – this increase shows we are engaging to a good number of people even on a second visit.
- We have now recorded the number of carers, showing 113 this financial year - this admission intelligence illustrates how important our continued commitment to improving accessibility and increasing inclusivity is.
- To try and increase our reach and increase local access to heritage we run a number of 2 for 1 admission offers (English Heritage Associated Attractions, Blue Peter, National Lottery Open Week, Lincolnshire Co-Op, Network Rail employees). Additionally, we had a significant increase in people visiting us for the Heritage Open Days – free admission. These events are run each year and are an important way of increasing our local advertising and reach, we know from talking to visitors onsite some people were able to visit us that have not previously been able to afford it. It removes a barrier for people coming to visit us and we hope they will enjoy their visit and tell others about us when they leave.

### Increasing our reach

#### Social media and our digital engagement

It is important that we increase our online presence to increase awareness of our work and boost our relationships with supporters and members of the public.

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## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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- Facebook followers increased from 500 to 7,600. Twitter fell 100 followers to 20,900, Instagram followers rose significantly to 6,000 from 4,300.
- We're pleased with this increase in Instagram followers and have curated our page to focus on our museum collection. The page is designed to be aesthetically pleasing and steers away from posts of a generic nature.
- Facebook continues to be our best social means of communicating with our local audience. We know that people who visit us in person tend to follow us on Facebook and we consistently use it to market our onsite events.
- Our Trip Advisor reviews remain positive and showcase visitor satisfaction. We have 335 reviews and 306 are 5 stars.

### Online Events

With the completion of the AV installation in the Pears Auditorium, we can look to a future where key events in our schedule will be livestreamed and tickets sold for both onsite visits and online viewing. We have been using technology with schools to offer them survivor testimony when travel to the museum has not been possible. However, there is more work required to translate this success across to our adult audiences. Livestreaming our special events and Sunday programming requires an additional staffing commitment and technical expertise beyond our day-to-day staffing team mainly to produce events in the high-quality manner we would wish to execute. Once this new area of delivery is embedded into our activities our reach will be significantly expanded and special events no longer limited by auditorium seating capacity or by geography and travel distance. We are very excited to develop this area of events planning.

### Aim 3: To develop wider partnerships and expand networks

We aim to build strong national partnerships. Our partnership working has developed well over the past 4 years. Over the next 3 years we aim to develop stronger collaboration within the field of Holocaust education and to establish delivery partners for a range of programmes and projects including outreach programmes and museum and testimony projects.

During 2023/24 we have achieved the following:

### Counter Extremism work

- In total we have delivered counter extremism work to 1,660 students.
- **Breaking the Cycle:** Exploring new referral pathways to work with Nottinghamshire Police on new content for this programme.
- **Nottinghamshire Police and Crime Commissioner:** have funded us to deliver a hybrid Holocaust education and Breaking the Cycle programme to schools in Nottinghamshire which are experiencing issues with intolerance, prejudice etc.
- **Home Office Prevent programme:** a new programme in 10 Nottinghamshire schools starts in March, funded by Prevent. Combines Holocaust education and small group sessions with targeted students on site and the creation of a workpack for teachers to use in their own teachings.
- **Nottingham City Council Prevent:** Families and Inclusive Learning Officer delivered sessions in two out of four schools as part of our Make Nottinghamshire Safe: Community Chest project. (Further two schools pending.) Schools received an assembly ("The Holocaust and its relevance today") and Holocaust survivor testimony including discussion linking to the relevance of their experiences today. A small group of students participated in a more bespoke 'behavioural change' session, based upon our Breaking the Cycle (BTC) programme. Across these two schools we have so far delivered this programme to 650 students.

### Partnership Manager

The work of our Partnership Manager continues to grow from strength to strength. Their work broadly fits across three areas:

#### 1. Engaging with other local businesses and professionals

The Partnership Manager works to forge new and maintain current relationships throughout our local community. This improves our collegiate working with others and creates opportunities that would otherwise not be available to us. We are very proud to have worked with so many people from our surrounding communities and look forward to stronger growth in this area.

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Partnership Manager has engaged with a wide variety of partners including (for example but not limited to) Retford Business Forum, Eden Project Community, Nottinghamshire Heritage Forum, Nottinghamshire Fire Service, Sherwood Forest Trust, Newark and Sherwood CVS, Destination Lincoln, Chris Miggles (local pianist), Broken Instruments, RAF Croughton, NHS Jewish Network, Newark Book Festival, local Tourism Network Meeting, Visit Peak District, Nottinghamshire County Council Visitor economic forum. Partnership Manager has discussed possible future events with Southwell Minster (to strengthen local Christian and Jewish relationships) and with the Sight Loss Council. They have completed training and hosted their first Wellbeing Walk within the local community and have orchestrated the museum participating in two community Christmas Tree Festivals.

Our Partnership Manager has shown consistent pride and care for our local community and has taken huge strides in leading us to become more active participants of our own community.

### 2. Encouraging engagement and awareness from local community members

We strive to welcome members of the public from our local communities through our doors. We know people have often not heard of us before and that our beautiful but isolated location can also be a barrier for us to overcome. We also understand that without knowledge of who we are or any pre-existing trust, it can be hard for visitors to choose to visit us. Our Partnership Manager has put great care into finding ways to target marketing and welcome new groups of people who we may not have previously engaged with.

Our events programme has been key to this goal. Our Partnership Manager has curated a programme that does not repeat and appeals to a variety of different audiences.

One example is our Partnership Manager hosted Community Day to bring together local businesses and invite members of the local community the chance to visit us for free – removing a barrier of accessibility and welcoming people to come and learn about us. 130 visitors – a very successful day.

### 3. Maintain a varied programme of events for members of the public

The Partnership Manager saw to fruition a varied events programme full of collaboration and creativity. 20 events in total welcomed 1,112 attendees. (Average of 53 attendees per event.) We also opened our doors for the National Lottery Open Week and Heritage Open Days giving people free or discounted entry and increasing access to heritage. Some events were smaller e.g. writing workshops and some aimed to fill our auditorium with visitors. We held events at quiet times of the year to keep our audience engagement ongoing and to try and increase numbers. Additionally, we are working on increasing our reach to family audiences. We used our onsite special events programme to explore events linking to the Holocaust timeline and our museum collection e.g. events featuring our museum collections were linked to Remembrance Day. We hosted plays, singers, musicians, and authors in efforts to captivate a wider audience base. The Partnership Manager has particularly focused on working with groups from the local community and finding links to our own ethos. Wherever possible links to the Museum's collection are made and we have hosted several dedicated events throughout the year. Example: The joint project 'Coal, Community, and Change' saw author, historian, and ex-miner Dr David Amos talk about our local community history, and we were able to weave in John Fieldsend BEM's testimony as he stayed with a coal mining family after arriving in the UK on the Kindertransport.

#### Aim 4: To drive innovation and manage risk

The Museum has understood the need to embrace change and to utilise new technologies to better engage audiences and extend our reach.

Our plans are ambitious but realistic and we assume that our willingness to drive innovation will continue in the next decade and beyond. Innovation and growth both bring risk. Central to our plans is the identification, mitigation, and monitoring of risk with full involvement of the Trustees.

There are several ways that we monitor risk throughout the organisation:

# BETH SHALOM LIMITED

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### **Risk Register**

Risk management is considered a key responsibility for both Trustees and senior staff. The Risk Register is regularly updated and formally reviewed annually by Trustees. At each quarterly board meeting the Trustees scrutinise and review any identified red or amber risks and examine in depth a quarter of the content of the risk register. The risk assessment includes actions to be taken to mitigate each identified risk. During the annual review, mitigation levels are approved so that risk runs at an acceptable level.

### **External risk monitoring from ACE**

When monitoring our organisation, ACE considers various factors to determine the degree of risk to the delivery of our NPO funding agreement. In doing so, we also consider the overall resilience of your organisation, including in relation to issues caused by the Covid-19 pandemic as well as other external factors.

The risk monitoring feedback is considered by the Finance sub-committee, lead trustee for NPO and the Board of Trustees.

Additionally, we have an annual review with our ACE Relationship Manager to discuss progress and any areas for concern.

### **External risk monitoring from NLHF**

Project Manager reports summarises the project's progress and reports against four key overview areas of the project (programme, risk, finance, quality) against the following overview system ([1] on target, [2] issues apparent and matters in hand to minimise effect on target, [3] issues apparent and target effected)

In addition, we have a quarterly meeting with our Project Manager and our two key relationship managers from NLHF. This meeting includes a full project update concerning all aspects of the project.

A risk register specifically focused on the site redevelopment project is maintained by the Project Manager and submitted quarterly to the Board of Trustees for their scrutiny and attention.

### Aim 5: To improve our sustainability and financial well-being

We aim for financial stability and sustainable growth.

The Museum needs to develop a strong income base in difficult economic times if it is to achieve its ambitions. We continue to develop new ideas and strengthen our work to better our offering and increase our reach. It is important for our longevity to adapt to changes in audiences and programming and to remain relevant. We are proud of our offerings and understand how consistent quality and change is related directly to the future sustainability of our activities.

Whilst growth in activity is planned, there is recognition that this must be achieved within tight financial parameters and prudent expenditure levels.

During 2023/24 we have achieved the following:

### **Development**

- Director of Development continues to lead fundraising initiatives and donor recognition.
- Development Manager joined the team March 2024 to offer fundraising support to the Director of Development
- Philanthropy: White Rose Appeal event on 13th December held at South Hampstead Synagogue in London. The focus of the evening was the launch of the Racism Response Unit focusing on anti- Jewish racism in the UK which echoes Holocaust era tropes.
- Friends of the National Holocaust Museum: membership scheme relaunched November 2023. We believe the long-standing loyalty of our members can secure an uplift and that the strength of our museum community proposition can additionally bring in new Friends
- Event planning for a summer 2024 Friends event is in progress.
- Social media agency hired for a 6-month trial period.

# BETH SHALOM LIMITED

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### Curatorial and Collections Engagement

Our curatorial team's research, translation, digitisation, and collections care is the foundation on which all our work is built. We are an Arts Council England accredited museum and we are constantly looking at ways to bring the Museum's collections to the forefront of the work we do both in an education and public setting.

This year the curatorial team have focused on the following activity:

- Developed the touring exhibition 'I say British, you say Jewish' for our Holocaust Memorial Day 2024 activity
  - Delivered events using artefacts and testimony for the public. We have focused on topics such as Bergen-Belsen, the Kindertransport and the Fragility of Freedom (Holocaust Memorial Day theme 2024). These were interactive Q&A sessions where audience members could get close to the artefacts and hear testimony that had not been previously made available.
  - 'Ordinary Objects, Extraordinary Journeys' is an ongoing online exhibition, in partnership with HMDT and the Jewish Museum of Greece. The project is designed to reach new audiences with an immersive and innovative website which maps previously unknown journeys of individuals affected during Holocaust. This project is now complete, and use of its resources is in place. 360° artefact images from this project have now been incorporated into our new secondary education programme. Holocaust survivor, Ellen Rawson is the fourth person to be added to the website at the beginning of December. This is to commemorate the 85th anniversary of the Kindertransport.
  - In August 2023 we also worked with HMDT to provide content for Roma-Sinti Genocide Memorial Day and produced a film that was played at the NHCM.
  - The team is continuing to develop a searchable database for our testimony collection using our current collection system (Modes). This will make the testimony collection searchable and accessible for the first time.
  - We struck a loan agreement with Jewish Museum London to display and conserve a number of key artefacts pertaining to the story of Leon Greenman which we have used to enhance the Leon Greenman Determination Gallery of our main exhibition.
  - We struck an additional archival storage agreement with JML and the University of Nottingham to take the entire Lewin Greenman archive which we aim to make accessible to PhD students and the wider public at the University.
  - Started to build a regular audience for Curator-led events that now generate additional income as well as creating a reason to repeat visits. Future events will become more sophisticated and programmed by genre e.g. Holocaust art/music/literature/film to reach a wider and more diverse audience, as well as building repeat visitation.
  - New survivor testimony collated from three new Holocaust survivors.
  - Article published in Holocaust Studies, the UK's leading academic journal in the field, by our interim Curatorial Co-Lead Dr Claudia Reese: '*New Approaches to photography in Holocaust Exhibitions*'.
  - Director of Collections Engagement post advertised February 2024 with closing date of February 29<sup>th</sup>. Interviews held early March and recruitment was unsuccessful during the 2023-2024 period.
  - Enhanced use of survivor testimony within the main exhibition creating golden threads of survivor testimony where key dates in their history will be integrated into the main Holocaust chronology of the exhibition.
  - Closely worked with Education team to better integrate our museum collections into our educational activity:
    - Filming completed for iPad resources for secondary school visitors to use within the exhibition comprising survivor testimony and expert curatorial guidance to the exhibits and artefacts.
    - New use of testimony within all education programming. Snippets of different survivor testimony woven throughout delivery to illustrate individual educational points. This means testimony is more pointed and varied instead of hanging on one session at the end of the programme. Pupils then also get survivor testimony either onsite or online from a Holocaust survivor. Survivor testimony is included in both secondary and primary programmes.
- Research with international partners: 15/16 August 2023 and 5 March 2024 What? Our Chief Academic Advisor and Innovation Officer Professor Maiken Umbach delivered a training event on how our museum work contributes to fighting antisemitism, to the 'ISGAP-Oxford summer institute for curriculum development in critical contemporary antisemitism studies', with over 100 international participants, as well as a lecture on the same topic to ISGAP fellows in Germany (ISGAP Institute for the Study of Global Antisemitism and Policy, Florida, USA).
- Eye as Witness exhibition in Germany. A touring re-creation of our ACE funded exhibition "The Eye as Witness: Recording the Holocaust".

# BETH SHALOM LIMITED

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### **Racism Response Unit**

We have built on the pedagogy developed over the last two years in our 'Stand Up to Antisemitism on Campus' programme at the University of Nottingham wherein a total of around 500 staff at Nottingham University were trained in recognising and responding to antisemitism. Over the year this University programme has evolved, and the work is continuing under the title of our 'Racism Response Unit'.

### **What is the Racism Response Unit?**

A new education service from the National Holocaust Centre and Museum. It responds with educational tools to the epidemic of anti-Jewish hate crime in the UK, accelerated by the Hamas-Israel war. Antisemitism is not widely understood; even less than racism. The Unit helps civic institutions recognise and act on it. It decodes racist images and social media memes; busts myths; and provides mechanisms for education, deterrence and the improved reporting of hate crimes.

The Racism Response Unit is for universities, schools, police forces and local councils who are struggling to ensure a safe environment in which the right to free speech about Hamas, Palestinians or Israel does not cross the line into abuse, intimidation, Holocaust trivialisation, hate crime, incitement to violence and actual violence.

The training covers:

1. Similarities and differences between antisemitism and other racisms
2. History of antisemitism and how historic anti-Jewish tropes appear today
3. Antisemitic codes and how to spot them
4. Consideration of context-specific scenarios which allow participants to understand how antisemitism might manifest, and be dealt with, in their institution.

The Racism Response Unit is being led by our Director of Learning (Mark Rusling) and Chief Academic Advisor and Innovation Officer (Professor Maiken Umbach).

We are currently focusing on three targets for the Unit:

1. Building a client base in our target sectors
2. Fundraising
3. Raising awareness of the unit among key influencers in our target sectors and public life.

We have recruited educators for the Unit. These will be senior people from one of the sectors we are targeting with the Unit who have existing knowledge about contemporary and historic antisemitism. They will commit to delivering sessions for the Unit alongside their existing work following training from Professor Maiken Umbach and Mark Rusling.

### **Holocaust Memorial Day events, January 2024**

We marked Holocaust Memorial Day 2024 with a programme of activities for school and public audiences and held activities both at the museum and across the UK:

### **'I say British, you say Jewish' touring exhibition**

We developed a new touring exhibition "I say British, you say Jewish" in partnership with Jewish Museum London, based on University of Nottingham research, and funded by University of Nottingham and Hebrew University of Jerusalem. The exhibition was readied to be showcased for Holocaust Memorial Day 2024 across the UK to various audiences. The exhibition discusses Jewish identity as an integral part of British society and addresses aspects of Anti-Jewish hate in England.

Locations:

- London (Swiss Cottage Farmers' Market, Outside Hampstead Theatre) (14<sup>th</sup> – 19<sup>th</sup> January 2024) – 702 visitors
- Manchester (Manchester Jewish Museum) (22<sup>nd</sup> January to 28<sup>th</sup> January 2024) – 375 visitors
- Nottingham City Centre (Sun 3<sup>rd</sup> - Fri 8<sup>th</sup> March) – 527 visitors
- Birmingham University campus (Greenheart) (Mon 11<sup>th</sup> – Thurs 14<sup>th</sup> March) – 486 visitors
- Outwood Academy City Fields, (Wakefield) (500 students from neighbouring academies in the same trust (Outwood Grange Academies) visited the exhibition and partook in the associated learning programme delivered by our education team) 18<sup>th</sup> and 19<sup>th</sup> march

### **Outreach events**

We co-ordinated a series of outreach events across the UK to over 2,500 attendees:

- Birmingham University: Director of Learning and Holocaust survivor Janine Webber BEM (210 attendees)

# BETH SHALOM LIMITED

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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- Manchester City Council: Museum Director, Director of Learning, and Holocaust survivor John Fieldsend BEM (70 attendees)
- Sheffield City Council: Director of Learning (110 attendees)
- Waltham Forest: Director of Learning
- St Pauls School: Museum Director and Holocaust survivor Joan Salter MBE, (1,500 attendees)
- South Hampstead Synagogue: Museum Director and Holocaust survivors Ivor Perl BEM and Miriam Freedman (200 attendees)
- Hampstead Garden Suburb Synagogue: Museum Director, (150 youth attendees)
- Formal Schools Outreach - Our outreach Educator, delivered 20+ sessions in schools in Nottingham, London, Manchester and Sheffield.

### **Free Holocaust survivor testimony for schools**

For Holocaust Memorial Day 2024 we provided schools with the opportunity to listen to Holocaust Survivor Hedi Argent MBE free of charge. We livestreamed her testimony as she spoke onsite and this gave schools the ability to provide survivor testimony to students for Holocaust Memorial Day. (Took place Friday 26<sup>th</sup> February to approximate audience of 200 schools and 5000 students)

*"Hedi's story, like so many of the stories shared by your visiting speakers, was incredibly tragic yet positively framed. Hedi's reference throughout to 'ordinary people' and the plight of refugees today really struck a chord and is such a powerful message that should be shared with a much wider audience. What an exceptional lady. Thank you Hedi for sharing your remarkable story." - Deputy Headteacher*

### **Public: National Holocaust Centre and Museum events**

Weekend opening of the museum with special events program including talks by the Curatorial team and afternoon Holocaust survivor testimony –

- Saturday 26<sup>th</sup> January - Fragility of Freedom Curatorial Talk (65 attendees), Testimony from Dr Martin Stern, (83 attendees) 'Strength in Friendship' candle lighting ceremony. Free family crafts and Journey tours available throughout the day.
- Sunday 27<sup>th</sup> January - 'Who is This Little Boy?' curatorial talk (65 attendees), Testimony from Arek Hersh MBE (80 attendees). Free family crafts and Journey tours available throughout the day.

### **Environmental Sustainability**

- We have made good progress with improvements towards our environmental sustainability.
- We have taken the opportunity to understand our current environmental practices to enable future planned projects to be properly understood, documented and coordinated to ensure positive progress is achieved. In the long term, it will assist in resource and financial planning.
- Throughout 2024 we are embarking on a period of site redevelopment that will require careful management to ensure the site is looked after both now and in the future. It is the perfect opportunity for us to introduce new environmental opportunities we have not had before.
- We are fully committed to examining our own environmental responsibility and to doing everything possible within our reach to reduce our negative impact on the world in which we live. We are committed to improving our environmental efforts and weaving such practices into our daily operations.
- Our stunning memorial gardens are a true treasure in our offering. We owe the environment a lot and are committed to preserving it for the future.
- In addition to our personal environmental responsibility, we are also committed to environmental change by two of our biggest funders and supporters; ACE and NLHF.
- We are pleased with the progress we have made toward our environmental sustainability over the last five years since 2019. In 2023-2024, we made progress with our recycling efforts with paper cardboard, aluminum, plastic, glass, toner cartridges in place including in staff, public, and school areas.
- We are committed to continuously improving our environmental commitments each year.
- Our Environmental Action Plan was updated January 2024.

### Aim 6: To ensure quality and target excellence

As a nationally styled museum we aim for excellence, and this is evidenced in a systematic approach to evaluation, appraisal and development. We are looking to continuously improve and strengthen our assets and always ensure a quality level of excellence.

# BETH SHALOM LIMITED

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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As illustrated, we are consistently growing, updating, and strengthening the work that we do. Our programme of activity is strong and under consistent development.

To continue to target excellence we are evaluating the work that we do and finding new ways to implement feedback. Studying evaluation responses for our schools and adult audiences will demonstrate our commitment to continual improvement of our programmes.

### **Learning evaluation**

Our School's Relationship Manager has worked closely with schools throughout the year to design an evaluation system for collecting feedback from schools from 2024 onwards which commits to qualitative evaluations being carried out with all visiting schools, teacher consultations, and commitments to quality wherein we hope evaluations will show the following results: 90% of school/college groups rate their visit good or excellent, 80% of students and 90% of teachers report increased understanding of anti-Jewish racism.

This new system was finalised at the end of 23-24 with staff still to be trained. The system is designed for feedback to be taken on tablets, and we will collect a sample of data every day during education delivery measuring understanding pre and post programmes. The School Relationship Manager will review data over time.

Family Learning Days include an evaluation survey completed by the children themselves which gives us valuable insight into how the programmes are viewed by participants of all ages.

Racism Response Unit work to be evaluated to ensure that the work is effective across different groups as a tool toward battling the current rise in Anti-Jewish Racism. Evaluation targets: 90% of staff report increased understanding of Anti-Jewish Racism.

### **Visitor Evaluation**

We are committed to obtaining and acting upon evaluations from members of the public so that we can continue to improve their visitor experience.

To satisfy our ACE reporting we are committed to collating at least 300 surveys each year and inputting that data into the Illuminate platform. The platform gives us both detailed visual analysis of the data and the raw data itself and the insights we have gathered from our data collection have proved to be incredibly valuable. We attempt to survey as many visitors as possible. 2023-2024 saw us collect 805 surveys – our biggest dataset to date.

From December 2023 we have also committed to asking for survey evaluations for all of our special events and 120 evaluation surveys from 5 events were gathered. This allows us to consider the success and limitations of individual events while also identifying trends across all events. We also added the evaluation question "How did you hear about this event?" In order to aid how we target marketing for events.

### **Visitor Insights Reporting**

When considering visitor numbers, events evaluations, and the qualitative and quantitative feedback gained from our visitor surveys we have a wealth of information available to us which informs us of visitor trends. In order to make use of this feedback we have presented a 'Visitor Insights Report' at each quarterly Board of Trustees meeting culminating in an annual summary at the end of each financial year.

The annual report for 23-24 gave valuable insight into the demographics (age, gender, ethnicity, postcode, etc) of our audiences illustrating which visitor bases we are successful in reach and which groups we need to work to attract.

Summary of visitor feedback from the report:

- Consistent positive events feedback "Thank you for keeping the memory alive and relevant in today's world."
- 91% of visitors said they are 8 or higher on a scale of 1-10 likely to recommend us to a friend
- 99.5% of people rated the overall quality of the experience as good or very good
- Written feedback from visitors gives us valuable insights into the visitor base.
- Most requested area of visitor feedback is more seating throughout Main Exhibition

We have used detailed open feedback from visitor surveys to inform a number of changes to the visitor experience that will be put into effect early 24-25.

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# BETH SHALOM LIMITED

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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Throughout the year we have identified trends in feedback and have made ongoing changes wherever possible. Examples of visitor feedback acted upon include a more varied coffee-shop menu for dietary restrictions, better exhibition lighting, and accessibility improvements. This pro-active approach better our offering to all visitors.

### External Evaluation

For our NLHF re-development project we are working with a team of external evaluators from Bearwood Associates Ltd who work with us to gather evaluations about our activity and present an independent report to NLHF each year.

### Aim 7: To become a learning organisation

We aim to foster both personal and organisational development.

A learning organisation is skilled at creating, acquiring, and transferring knowledge, and at modifying its thinking and behaviour to reflect new knowledge and insights. Staff members have been given a series of learning opportunities throughout the year to encourage personal and professional learning

These staff development sessions include sessions run by the Senior Management Team and the Education Team focusing on updating staff on new exhibitions and the history and pedagogy around them, or our new programmes. We have hosted sessions discussing literature and documentaries relevant to our work. We have also welcomed a series of external professionals who have given talks on various topics including extreme right-wing ideology/organisations and how it/they intersect with our work on anti-Jewish racism and a difficult conversations workshop. Additionally in October we hosted a staff trip to the Slavery Museum in Liverpool which encouraged further learning and team bonding throughout the staff team.

6<sup>th</sup> March 2023 a staff Wellbeing Team was agreed by SMT. The Wellbeing Team is a staff led initiative and the group intends to connect staff members by organising events throughout the year, to help people learn new skills via events and team building, and to give to each other with a system of wellbeing that offers support and advice.

### Financial review

#### Significant Events and Principal Funding

The accounts for the year show that the National Holocaust Centre and Museum showed a surplus (before transfers) of £243,192 for unrestricted fund balances (2023: deficit of £141,066), a surplus of £54,473 for designated funds (2023: £530) and a surplus (before transfers) of £205,943 for restricted funds (2023: £924,467), resulting in an overall surplus for the year of £503,608 (2023: £783,931).

The level of cash held at the year-end is artificially high due to the receipt of redevelopment funds.

The principal funding sources were donations and legacies of £1,900,412 and income from charitable activities of £397,402. Total income was £2,407,054 compared with £2,307,213 in 2023.

At the year end the total reserves were £4,342,697. Of this figure, £272,032 relates to a capital reserve on the revaluation of the freehold property, £1,465,319 relates to restricted funds and £54,473 relates to designated funds. This leaves general unrestricted funds of £2,053,367. At the year-end an expendable endowment of £393,720 is also held.

After allowing for unrestricted funds that are represented by fixed assets, the charity has £433,727 of available funds at the end of the year. The Trustees policy is to build free reserves up to a maximum of 6 months core expenditure (£753,298 based on the current core spend of £1,506,595 per annum) At the last year-end (March 2023) there was a free reserves balance of £182,321.

The free reserves target is £123k per month with the aim to hold a minimum of 4 months reserves, £492k by March 2025. Although the reserves policy forecasts 5 months reserves by March 2025 and 6 months reserves by March 2026, this seems unrealistic and more reasonable to maintain 4½ - 5½ months regular level of reserve with an absolute minimum of 3 months.

We are aware that with our capital project and inflationary pressures we may need to draw on surpluses.

# BETH SHALOM LIMITED

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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Income from donations and legacies showed an increase of £44,973 compared with 2023. Income from charitable activities decreased slightly by £384 compared with 2023. Income from other trading activities and investments increased by £21,714 compared with 2023.

Donations, grants and legacies above £35,000 included:

Arts Council England  
Beaverbrooks Charitable Trust  
The Davis Foundation  
The Gerald and Gail Ronson Family Foundation  
Leon Greenman Charitable Trust  
Pears Foundation  
F RosenKrantz  
The University of Nottingham

The Trustees investment powers are governed by the Memorandum and Articles of Association, which permits the charity's funds to be invested in such investments, securities or property as thought fit.

The directors have assessed the major risks to which the charity is exposed and are satisfied that systems are in place to mitigate exposure to the major risks.

### Plans for future periods

We will continue to move forward in our three-pronged approach designed to allow us to maximise our reach wherever possible by delivering activities onsite, online, and via outreach. We have refreshed our core education programmes in both content and delivery and widened our reach to an adult audience with the Racism Response Unit.

Our Partnership Manager has significantly lifted the breadth and quality of our adult events offering. They have created quality programming that encourages repeat visits and have nurtured a network of local professionals who we have now worked with in some capacity. They have reintegrated the museum into the community and have worked to grow our reach significantly. Their foundations are a significant base on which we will continue to build in order to maintain and grow the growth with our adult audiences.

We are awaiting the announcement of the ACE's Museum accreditation scheme. We are a nationally styled accredited museum and will be due to complete the re-accreditation process at some point during 2024-2025. This will be a significant piece of work in both volume and importance; as a nationally styled museum we must meet the expectations placed on us in terms of scope and public offer.

2024-2025 will show significant improvements with the site following our period of redevelopment. The physical changes will be built, and the updated Journey exhibition will be in place. We hope this work will be finished by early 2025. We will continue to work with NLHF after all physical site re-development is completed, working against our activity plan which ends January 2026.

We are working as part of ACE's 2023-2026 portfolio. We will be applying to the extension year which extends the portfolio a further year to include 2026-2027. We hope to continue to work with ACE closely, to remain in the portfolio working to contribute a strong programme that add to the creativity and culture of this country.

### Structure, governance and management

Beth Shalom Limited is a company limited by guarantee (company registration no. 1388313) and is governed by its Memorandum and Articles of Association as amended by special resolutions passed on 12 June 1979, 8 June 1981, 14 July 2010 and 17 November 2014. It is registered as a charity (registration no. 509022) with the Charity Commission. Beth Shalom Limited changed its trading name to the National Holocaust Centre and Museum in 2014. Its registered office is the National Holocaust Centre and Museum, Laxton, Nr Newark. Any person can become a member of the company subject to approval by the trustees. Members undertake to contribute up to £1 in the event of a winding up of the charity.

The directors who served during the year and up to the date of signature of the financial statements were:  
Dr J Smith CBE - Life President

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# BETH SHALOM LIMITED

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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Mr H Grunwald OBE KC (Chairman)	
Dame H Hyde DBE	(Resigned 16 October 2023)
Mr R Kleiner	
Ms A Levitt	
Mrs L Weller	
Mr R Thompson	
Mr F Mughal	(Resigned 26 June 2023)
Ms S C Raikes	(Appointed 2 August 2023)
Rev B D Thompson	(Appointed 2 August 2023)
Dr M A Stern	(Appointed 31 August 2023)
Mr J B McLaren	(Appointed 5 December 2023)

The Chief Executive Officer during the period was Mr M N Cave.

### Appointment of trustees

Trustees may be appointed by the members by ordinary resolution. Existing trustees may also appoint a member of the company as an additional trustee at any time, but the appointment must be confirmed by the members at the next annual general meeting.

### Induction and training of trustees

Potential new Trustees are invariably familiar with the objects and operation of the charity, but steps are taken to ensure they are fully briefed by the Trustees, Museum Director and other key employees on legal obligations, constitutional matters, the past and current financial position and future plans, before their appointment is confirmed. All Trustees are encouraged to attend appropriate external training events where this will help them to carry out their role more efficiently.

### Organisational structure

The Board of Trustees is responsible for the overall organisation under the chairmanship of Mr Henry Grunwald OBE QC.

The Board meets quarterly and includes Richard Kleiner who takes lead responsibility for finance. Copies of minutes from the Finance Sub-Committee Meetings are circulated and discussed at each Trustee Meeting.

Dr Rob Thompson is the lead trustee for ACE NPO funding relationship.

Ms. Abbie Levitt is the lead trustee for HR matters.

### Pay policy for senior staff

The Trustees consider the Museum Director (in liaison with the Trustees) to be in charge of controlling, running and operating the charity on a day-to-day basis. The Trustees set the remuneration packages for the Museum Director so that they attract, motivate and retain the right calibre of individual. The Trustees consider the packages of equivalent senior employees in similar organisations when determining the remuneration package.

### Risk management

Risk management is considered a key responsibility for both Trustees and senior staff. The Risk Register is regularly updated and formally reviewed annually by Trustees, in its entirety. At each quarterly board meeting the Trustees scrutinise and review any identified red or amber risks and examine in depth a quarter of the content of the risk register. The risk assessment includes actions to be taken to mitigate each identified risk. During the annual review levels of mitigation are approved such that risk runs at an acceptable level.

# BETH SHALOM LIMITED

## TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### Related parties

The charity does not have any close relationships with other organisations.

### Auditor

In accordance with the company's articles, a resolution proposing that Azets Audit Services be reappointed as auditor of the company will be put at a General Meeting.

### Disclosure of information to auditor

Each of the directors has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The trustees' report was approved by the Board of Directors.

### Mr R Kleiner

Trustee

Dated: 29 November 2024

*Richard Kleiner*  
Richard Kleiner (Jan 10, 2025 10:44 GMT)

# **BETH SHALOM LIMITED**

## **STATEMENT OF TRUSTEES' RESPONSIBILITIES**

***FOR THE YEAR ENDED 31 MARCH 2024***

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The directors, who also act as trustees for the charitable activities of Beth Shalom Limited, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company Law requires the directors to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that year.

In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The directors are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

# BETH SHALOM LIMITED

## INDEPENDENT AUDITOR'S REPORT TO THE DIRECTORS OF BETH SHALOM LIMITED

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### Opinion

We have audited the financial statements of Beth Shalom Limited (the 'charity') for the year ended 31 March 2024 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the directors with respect to going concern are described in the relevant sections of this report.

### Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The directors are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

### Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

# BETH SHALOM LIMITED

## INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE DIRECTORS OF BETH SHALOM LIMITED

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### **Responsibilities of directors**

As explained more fully in the statement of trustees' responsibilities, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the directors are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

### **Auditor's responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

### **Extent to which the audit was considered capable of detecting irregularities, including fraud**

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above and on the Financial Reporting Council's website, to detect material misstatements in respect of irregularities, including fraud.

We obtain and update our understanding of the entity, its activities, its control environment, and likely future developments, including in relation to the legal and regulatory framework applicable and how the entity is complying with that framework. Based on this understanding, we identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. This includes consideration of the risk of acts by the entity that were contrary to applicable laws and regulations, including fraud.

In response to the risk of irregularities and non-compliance with laws and regulations, including fraud, we designed procedures which included:

- Enquiry of management and those charged with governance around actual and potential litigation and claims as well as actual, suspected and alleged fraud;
- Reviewing minutes of meetings of those charged with governance;
- Assessing the extent of compliance with the laws and regulations considered to have a direct material effect on the financial statements or the operations of the entity through enquiry and inspection;
- Reviewing financial statement disclosures and testing to supporting documentation to assess compliance with applicable laws and regulations;
- Performing audit work over the risk of management bias and override of controls, including testing of journal entries and other adjustments for appropriateness, evaluating the business rationale of significant transactions outside the normal course of business and reviewing accounting estimates for indicators of potential bias.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

# BETH SHALOM LIMITED

## INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE DIRECTORS OF BETH SHALOM LIMITED

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### Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's 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 charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

**Mr Mark Jackson FCA DChA (Senior Statutory Auditor)**  
for and on behalf of Azets Audit Services

4 December 2024

**Chartered Accountants**  
**Statutory Auditor**

Westpoint  
Lynch Wood  
Peterborough  
Cambridgeshire  
United Kingdom  
PE2 6FZ

Azets Audit Services is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

# BETH SHALOM LIMITED

## STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

*FOR THE YEAR ENDED 31 MARCH 2024*

		Unrestricted funds 2024 £	Designated funds 2024 £	Restricted funds 2024 £	Endowment funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Designated funds 2023 £	Restricted funds 2023 £	Endowment funds 2023 £	Total 2023 £
<b><u>Income from:</u></b>											
Donations and legacies	3	1,107,595	54,473	738,344	-	1,900,412	732,671	530	1,122,238	-	1,855,439
Charitable activities	4	259,102	-	138,300	-	397,402	345,056	-	52,730	-	397,786
Other trading activities	5	63,706	-	-	-	63,706	41,992	-	-	-	41,992
Investments	6	45,534	-	-	-	45,534	11,996	-	-	-	11,996
<b>Total income</b>		<b>1,475,937</b>	<b>54,473</b>	<b>876,644</b>	<b>-</b>	<b>2,407,054</b>	<b>1,131,715</b>	<b>530</b>	<b>1,174,968</b>	<b>-</b>	<b>2,307,213</b>
<b><u>Expenditure on:</u></b>											
Raising funds	7	239,695	-	-	-	239,695	91,559	-	-	-	91,559
Charitable activities	8	993,050	-	670,701	-	1,663,751	1,181,222	-	250,501	-	1,431,723
<b>Total expenditure</b>		<b>1,232,745</b>	<b>-</b>	<b>670,701</b>	<b>-</b>	<b>1,903,446</b>	<b>1,272,781</b>	<b>-</b>	<b>250,501</b>	<b>-</b>	<b>1,523,282</b>
<b>Net incoming resources before transfers</b>		<b>243,192</b>	<b>54,473</b>	<b>205,943</b>	<b>-</b>	<b>503,608</b>	<b>(141,066)</b>	<b>530</b>	<b>924,467</b>	<b>-</b>	<b>783,931</b>

# BETH SHALOM LIMITED

## STATEMENT OF FINANCIAL ACTIVITIES (CONTINUED) INCLUDING INCOME AND EXPENDITURE ACCOUNT

**FOR THE YEAR ENDED 31 MARCH 2024**

	Unrestricted funds 2024 £	Designated funds 2024 £	Restricted funds 2024 £	Endowment funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Designated funds 2023 £	Restricted funds 2023 £	Endowment funds 2023 £	Total 2023 £
Notes										
<b>Net incoming resources before transfers</b>	243,192	54,473	205,943	-	503,608	(141,066)	530	924,467	-	783,931
Gross transfers between funds	103,786	(103,786)	-	-	-	46,296	(55,872)	9,576	-	-
<b>Net income for the year/ Net movement in funds</b>	346,978	(49,313)	205,943	-	503,608	(94,770)	(55,342)	934,043	-	783,931
Fund balances at 1 April 2023	2,082,207	103,786	1,259,376	393,720	3,839,089	2,176,977	159,128	325,333	393,720	3,055,158
<b>Fund balances at 31 March 2024</b>	<u>2,429,185</u>	<u>54,473</u>	<u>1,465,319</u>	<u>393,720</u>	<u>4,342,697</u>	<u>2,082,207</u>	<u>103,786</u>	<u>1,259,376</u>	<u>393,720</u>	<u>3,839,089</u>

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

The statement of financial activities also complies with the requirements for an income and expenditure account under the Companies Act 2006.

# BETH SHALOM LIMITED

## BALANCE SHEET

AS AT 31 MARCH 2024

	Notes	2024		2023	
		£	£	£	£
<b>Fixed assets</b>					
Intangible assets	13		168,470		203,392
Tangible assets	14		1,458,859		1,328,365
Heritage assets	15		368,124		368,124
Investments	16		5		5
			<u>1,995,458</u>		<u>1,899,886</u>
<b>Current assets</b>					
Stocks	17	47,285		66,511	
Debtors	18	250,880		71,402	
Cash at bank and in hand		2,225,883		1,981,055	
		<u>2,524,048</u>		<u>2,118,968</u>	
<b>Creditors: amounts falling due within one year</b>	20	<u>(160,694)</u>		<u>(154,014)</u>	
Net current assets			<u>2,363,354</u>		<u>1,964,954</u>
<b>Total assets less current liabilities</b>			4,358,812		3,864,840
<b>Creditors: amounts falling due after more than one year</b>	21		(16,115)		(25,751)
<b>Net assets</b>			<u>4,342,697</u>		<u>3,839,089</u>
<b>Capital funds</b>					
<u>Endowment funds - general</u>					
Expendable endowment		393,720		393,720	
	24		393,720		393,720
<b>Income funds</b>					
Restricted funds	25		1,465,319		1,259,376
Designated funds			54,473		103,786
General unrestricted funds		2,157,153		1,810,175	
Revaluation reserve		272,032		272,032	
		<u>2,429,185</u>		<u>2,082,207</u>	
			<u>4,342,697</u>		<u>3,839,089</u>

# BETH SHALOM LIMITED

## BALANCE SHEET (CONTINUED)

**AS AT 31 MARCH 2024**

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The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 March 2024, although an audit has been carried out under section 144 of the Charities Act 2011.

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 members have not required the company to obtain an audit of its financial statements under the requirements of the Companies Act 2006, for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements were approved by the Directors on 29 November 2024

*Richard Kleiner*

Richard Kleiner (Jan 10, 2025 10:44 GMT)

Mr R Kleiner

**Trustee**

**Company registration number 01388313**

# BETH SHALOM LIMITED

## STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 MARCH 2024

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	Notes	2024 £	£	2023 £	£
<b>Cash flows from operating activities</b>					
Cash generated from operations	30		441,032		892,438
<b>Investing activities</b>					
Purchase of intangible assets		(204)		-	
Purchase of tangible fixed assets		(216,732)		(9,613)	
Proceeds from disposal of tangible fixed assets		428		-	
Purchase of heritage assets		-		(44,731)	
Investment income received		45,534		11,996	
<b>Net cash used in investing activities</b>			(170,974)		(42,348)
<b>Financing activities</b>					
Repayment of borrowings		(15,344)		(60,438)	
Repayment of bank loans		(9,886)		(10,114)	
<b>Net cash used in financing activities</b>			(25,230)		(70,552)
<b>Net increase in cash and cash equivalents</b>			244,828		779,538
Cash and cash equivalents at beginning of year			1,981,055		1,201,517
<b>Cash and cash equivalents at end of year</b>			2,225,883		1,981,055

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# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS

### FOR THE YEAR ENDED 31 MARCH 2024

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#### 1 Accounting policies

##### Charity information

Beth Shalom Limited is a private company limited by guarantee incorporated in England and Wales. The registered office is The National Holocaust Centre & Museum, Laxton, Newark, Nottinghamshire, NG22 OPA.

#### 1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019). The charity is a Public Benefit Entity as defined by FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

#### 1.2 Going concern

At the time of approving the financial statements, the directors have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. Thus the directors continue to adopt the going concern basis of accounting in preparing the financial statements.

#### 1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the directors in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

Endowment funds are subject to specific conditions by donors that the capital must be maintained by the charity. Income arising from the endowment fund is unrestricted.

#### 1.4 Income

All incoming resources are included in the SOFA when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy. For legacies, entitlement is the earlier of the charity being notified of an impending distribution or the legacy being received. All income is shown gross.

Gifts in kind have been included at market value of gifts received and in assets acquired. No amounts are included in the financial statements for services donated by volunteers, except where restricted income includes a separately identifiable contribution towards volunteers.

Revenue grants are included in the SOFA when receivable, except when the donors specify that they must be used in future accounting periods, in which case they are deferred. Capital grants in relation to specific fixed asset acquisitions are credited to the SOFA when receivable and shown as restricted funds.

Investment income is credited to the SOFA when received. Unrealised and realised gains and losses are included in the SOFA in the period in which the gain or loss is made.

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 MARCH 2024

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### 1 Accounting policies

(Continued)

#### 1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Costs not directly attributed to particular headings have been allocated to activities on a basis consistent with use of the resources. The allocation of these support costs has been made on the basis of full time equivalent staff numbers. Governance costs are those incurred in connection with the charity's compliance with constitutional and statutory requirements.

Irrecoverable VAT is treated as a cost and allocated in the manner stated above.

#### 1.6 Intangible fixed assets other than goodwill

Intangible assets acquired separately from a business are recognised at cost and are subsequently measured at cost less accumulated amortisation and accumulated impairment losses.

Intangible assets acquired on business combinations are recognised separately from goodwill at the acquisition date where it is probable that the expected future economic benefits that are attributable to the asset will flow to the entity and the fair value of the asset can be measured reliably; the intangible asset arises from contractual or other legal rights; and the intangible asset is separable from the entity.

Amortisation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Software development	20% reducing balance
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#### 1.7 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Land and buildings	2% straight line
Plant and machinery	25% reducing balance

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the statement of financial activities.

#### 1.8 Heritage assets

These comprise the cost of capturing holocaust survivor testimony. No depreciation is charged on these costs as all such data is held in perpetuity for the purpose of education.

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2024

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#### 1 Accounting policies

(Continued)

##### 1.9 Fixed asset investments

Fixed asset investments are initially measured at transaction price excluding transaction costs, and are subsequently measured at fair value at each reporting date. Changes in fair value are recognised in net income/(expenditure) for the year. Transaction costs are expensed as incurred.

An associate is an entity, being neither a subsidiary nor a joint venture, in which the charity holds a long-term interest and where the charity has significant influence. The charity considers that it has significant influence where it has the power to participate in the financial and operating decisions of the associate.

##### 1.10 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

##### 1.11 Stocks

Stocks consist of purchased goods for resale, together with library books. Resale stocks are valued at the lower of cost and net realisable value. Items donated for resale are not included in the financial statements until they are sold. Library books were valued in 2004 using insurance valuation methods.

##### 1.12 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

##### 1.13 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2024

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#### 1 Accounting policies

(Continued)

##### **Basic financial liabilities**

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

##### **Derecognition of financial liabilities**

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

#### 1.14 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Capital Gains Act 1992 to the extent that these are applied to its charitable objects.

#### 1.15 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

#### 1.16 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

#### 2 Critical accounting estimates and judgements

In the application of the charity's accounting policies, the directors are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2024

#### 3 Donations and legacies

	Unrestricted funds 2024 £	Designated funds 2024 £	Restricted funds 2024 £	Total Unrestricted funds 2024 £	Designated funds 2023 £	Restricted funds 2023 £	Total 2023 £	
Donations and gifts	1,107,595	54,473	738,344	1,900,412	732,671	530	1,122,238	1,855,439
<b>Donations and gifts</b>								
Government organisations	400,000	-	75,187	475,187	305,520	-	67,188	372,708
Charitable organisations	517,204	-	488,613	1,005,817	328,507	-	1,027,550	1,356,057
Individuals	131,013	-	89,770	220,783	91,483	-	27,500	118,983
Legacies	-	54,473	-	54,473	-	530	-	530
Gift aid	59,378	-	-	59,378	7,161	-	-	7,161
Other	-	-	84,774	84,774	-	-	-	-
	1,107,595	54,473	738,344	1,900,412	732,671	530	1,122,238	1,855,439

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

### 4 Charitable activities

	2024 £	2023 £
Admission fees and conferences	235,185	216,190
Grants for charitable activities	138,300	157,730
Sale of educational material	23,917	23,866
	<u>397,402</u>	<u>397,786</u>
Analysis by fund		
Unrestricted funds	259,102	345,056
Restricted funds	138,300	52,730
	<u>397,402</u>	<u>397,786</u>

### 5 Other trading activities

	Unrestricted funds	Unrestricted funds
	2024 £	2023 £
Non-charitable trading activities	<u>63,706</u>	<u>41,992</u>

### 6 Investments

	Unrestricted funds	Unrestricted funds
	2024 £	2023 £
Interest receivable	<u>45,534</u>	<u>11,996</u>

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### 7 Raising funds

	Unrestricted funds	Unrestricted funds
	2024	2023
	£	£
<u>Fundraising and publicity</u>		
Staging fundraising events	15,315	6,497
Other fundraising costs	27,432	29,302
Staff costs	75,480	12,299
	<hr/>	<hr/>
Fundraising and publicity	118,227	48,098
	<hr/>	<hr/>
<u>Trading costs</u>		
Coffee shop and merchandise	81,662	21,333
Staff costs	39,806	22,128
	<hr/>	<hr/>
Trading costs	121,468	43,461
	<hr/>	<hr/>
	239,695	91,559
	<hr/> <hr/>	<hr/> <hr/>

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

### 8 Charitable activities

	2024 £	2023 £
Staff costs	787,150	693,172
Depreciation and impairment	120,936	130,761
Professional fees	162,297	59,730
Consultancy fees	138,840	118,819
Rent and utility costs	(13,123)	46,290
Repairs and maintenance	181,854	107,718
Printing, postage, stationery and telephone	11,826	28,624
Travel, training and recruitment	61,901	48,169
Cleaning	27,744	24,506
Garden repairs and development	31,346	20,638
Film production	2,068	7,445
Loss on disposal of fixed assets	428	-
Bank charges	7,483	6,788
Other costs	14,230	14,954
Irrecoverable VAT	32,812	68,004
Curatorial exhibition costs	35,816	-
Advertising, PR and website costs	46,115	27,466
	<u>1,649,723</u>	<u>1,403,084</u>
Share of governance costs (see note 9)	14,028	28,639
	<u>1,663,751</u>	<u>1,431,723</u>
<b>Analysis by fund</b>		
Unrestricted funds	993,050	1,181,222
Restricted funds	670,701	250,501
	<u>1,663,751</u>	<u>1,431,723</u>

### 9 Support costs

	Support costs £	Governance costs £	2024 £	Support costs £	Governance costs £	2023 £
Audit fees	-	13,292	13,292	-	28,034	28,034
Travel costs	-	736	736	-	605	605
	<u>-</u>	<u>14,028</u>	<u>14,028</u>	<u>-</u>	<u>28,639</u>	<u>28,639</u>
Analysed between						
Charitable activities	<u>-</u>	<u>14,028</u>	<u>14,028</u>	<u>-</u>	<u>28,639</u>	<u>28,639</u>

Governance costs includes payments to the auditors of £7,400 (2023 - £7,200) for audit fees.

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### 10 Directors

During the year eight trustees (2023: three) were reimbursed for out of pocket expenses totalling £456 (2023: £545).

The key management personnel of the charity comprise the trustees and the Chief Executive Officer. Amounts paid to the Chief Executive Officer are detailed in note 29.

No other trustee was paid or received any other benefits from employment with the charity.

### 11 Employees

The average monthly number of employees during the year was:

	<b>2024</b>	<b>2023</b>
	<b>Number</b>	<b>Number</b>
Trading and fundraising	3	2
Direct charitable activities	32	30
	<hr/>	<hr/>
Total	35	32
	<hr/> <hr/>	<hr/> <hr/>

#### Employment costs

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Wages and salaries	824,134	657,607
Social security costs	63,743	59,516
Other pension costs	14,559	10,476
	<hr/>	<hr/>
	902,436	727,599
	<hr/> <hr/>	<hr/> <hr/>

The number of employees whose annual remuneration was more than £60,000 is as follows:

	<b>2024</b>	<b>2023</b>
	<b>Number</b>	<b>Number</b>
£60,001 - £70,000	1	-
£70,001 - £80,000	-	1
£80,001 - £90,000	1	-
	<hr/>	<hr/>

### 12 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

### 13 Intangible fixed assets

	Software development £
<b>Cost</b>	
At 1 April 2023	581,497
Additions - separately acquired	204
	<hr/>
At 31 March 2024	581,701
	<hr/>
<b>Amortisation and impairment</b>	
At 1 April 2023	378,105
Amortisation charged for the year	35,126
	<hr/>
At 31 March 2024	413,231
	<hr/>
<b>Carrying amount</b>	
At 31 March 2024	168,470
	<hr/> <hr/>
At 31 March 2023	203,392
	<hr/> <hr/>

These costs represent expenditure incurred in the development of software to facilitate the charity's interactive testimony presentation and virtualisation of the "Journey".

### 14 Tangible fixed assets

	Land and buildings £	Plant and machinery £	Total £
<b>Cost</b>			
At 1 April 2023	1,550,855	823,204	2,374,059
Additions	-	216,732	216,732
Disposals	-	(2,227)	(2,227)
	<hr/>	<hr/>	<hr/>
At 31 March 2024	1,550,855	1,037,709	2,588,564
	<hr/>	<hr/>	<hr/>
<b>Depreciation and impairment</b>			
At 1 April 2023	385,688	660,006	1,045,694
Depreciation charged in the year	27,017	58,793	85,810
Eliminated in respect of disposals	-	(1,799)	(1,799)
	<hr/>	<hr/>	<hr/>
At 31 March 2024	412,705	717,000	1,129,705
	<hr/>	<hr/>	<hr/>
<b>Carrying amount</b>			
At 31 March 2024	1,138,150	320,709	1,458,859
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>
At 31 March 2023	1,165,167	163,198	1,328,365
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

On 10 October 2008 the company's freehold property was revalued at £1,500,000 by Musson Liggins, an external firm of Chartered Surveyors using current annual market rent, and a discount factor of 8 % in perpetuity. Under the transitional exemptions available under FRS102, the charity has treated the previous GAAP valuation as deemed cost. Included in the cost of freehold property is £200,000 relating to land that is not being depreciated.

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### 15 Heritage assets

Testimony data  
capture &  
Library stock  
£

At 1 April 2023 and at 31 March 2024

368,124

The above is made up of the cost of library stocks of £44,718 and costs incurred in capturing testimonies from holocaust survivors in a digital format of £323,406. This data will be used for the education of the general public, including in the charity's interactive testimony presentations.

The library stock and testimony data are held by the charity in perpetuity and the trustees do not consider that they will suffer any impairment in value. Consequently, no depreciation is charged in the accounts.

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

### 16 Fixed asset investments

	<b>Other investments</b>
<b>Cost or valuation</b>	
At 1 April 2023 & 31 March 2024	5
	<u>          </u>
<b>Carrying amount</b>	
At 31 March 2024	5
	<u>          </u>
At 31 March 2023	5
	<u>          </u>

	<b>Notes</b>	<b>2024</b>	<b>2023</b>
		<b>£</b>	<b>£</b>
Other investments comprise:			
Investments in associates		5	5
		<u>          </u>	<u>          </u>

### 17 Stocks

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Goods for resale	47,285	66,511
	<u>          </u>	<u>          </u>

### 18 Debtors

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
<b>Amounts falling due within one year:</b>		
Trade debtors	49,861	26,219
Other debtors	32,846	-
Prepayments and accrued income	168,173	45,183
	<u>          </u>	<u>          </u>
	250,880	71,402
	<u>          </u>	<u>          </u>

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

### 19 Loans and overdrafts

	2024 £	2023 £
Bank loans	26,667	36,553
Other loans	-	15,344
	<u>26,667</u>	<u>51,897</u>
Payable within one year	10,552	26,146
Payable after one year	<u>16,115</u>	<u>25,751</u>

Other loans comprised an unsecured loan from NESTA Arts Impact LLP which was at 2.5% interest repayable by instalments. These repayments ended in June 2023.

### 20 Creditors: amounts falling due within one year

	Notes	2024 £	2023 £
Bank loans	19	10,552	10,802
Other borrowings		-	15,344
Other taxation and social security		18,854	18,729
Deferred income	22	26,630	26,314
Trade creditors		67,257	51,533
Other creditors		5,755	2,665
Accruals		31,646	28,627
		<u>160,694</u>	<u>154,014</u>

### 21 Creditors: amounts falling due after more than one year

	Notes	2024 £	2023 £
Bank loans	19	<u>16,115</u>	<u>25,751</u>

### 22 Deferred income

	2024 £	2023 £
Other deferred income	<u>26,630</u>	<u>26,314</u>

Deferred income is included in the financial statements as follows:

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

22 Deferred income	(Continued)	
	2024	2023
	£	£
Deferred income is included within:		
Current liabilities	26,630	26,314
	<u>26,630</u>	<u>26,314</u>
Movements in the year:		
Deferred income at 1 April 2023	26,314	28,574
Released from previous periods	(26,314)	(28,574)
Resources deferred in the year	26,630	26,314
	<u>26,630</u>	<u>26,314</u>
Deferred income at 31 March 2024	<u>26,630</u>	<u>26,314</u>

Deferred income relates to deposits made for admission to the Holocaust Museum.

### 23 Retirement benefit schemes

#### Defined contribution schemes

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £14,559 (2023 - £10,476).

### 24 Endowment funds

Endowment funds represent assets which must be held permanently by the charity. Income arising on the endowment funds can be used in accordance with the objects of the charity and is included as unrestricted income. Any capital gains or losses arising on the assets form part of the fund.

	Movement in funds		Movement in funds		
	Balance at 1 April 2022	Incoming resources	Balance at 1 April 2023	Incoming resources	Balance at 31 March 2024
	£	£	£	£	£
<b>Expendable endowments</b>					
Heritage Lottery Fund - Catalyst Endowments Fund	393,720	-	393,720	-	393,720
	<u>393,720</u>	<u>-</u>	<u>393,720</u>	<u>-</u>	<u>393,720</u>
	<u>393,720</u>	<u>-</u>	<u>393,720</u>	<u>-</u>	<u>393,720</u>

The Heritage Lottery Fund - Catalyst Endowments Fund is an expendable endowment fund, subject to permission from The HLF, aimed at fundraising to provide investment capital whose income will be used to finance the running of the Holocaust Centre. Whilst classified as an expendable endowment fund it is anticipated that the capital raised will be invested for a period of 20 years.

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2024

#### 25 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds				Movement in funds			
	Balance at 1 April 2022	Incoming resources	Resources expended	Transfers	Balance at 1 April 2023	Incoming resources	Resources expended	Balance at 31 March 2024
	£	£	£	£	£	£	£	£
ACE Capital Investment Programme	-	8,138	(8,138)	-	-	59,308	(59,308)	-
HF Redevelopment Fund	-	-	-	-	-	176,527	(176,527)	-
Redevelopment Fund	17,500	1,078,280	(42,660)	62,500	1,115,620	272,367	(287,635)	1,100,352
Welcome Walkway	-	-	-	-	-	150,000	(8,363)	141,637
AJR Learning Programme	-	-	-	-	-	31,000	(31,000)	-
AJR Learning Programme 2023-26	-	-	-	-	-	25,000	-	25,000
Antisemitism on University Campuses	-	17,000	17,000	-	-	11,800	-	11,800
Break Out of Your Bubble	-	49,750	(49,750)	-	-	-	-	-
Garfield Weston Foundation: Weston Culture Fund	114,979	-	(64,807)	(50,172)	-	-	-	-
Headley Trust	-	-	-	-	-	34,000	(14,838)	19,162
Home Office Building a Stronger Britain	6,814	-	(6,814)	-	-	-	-	-
Impact of Stories About Refugees	122	-	(122)	-	-	-	-	-
I say British, you say Jewish	-	-	-	-	-	70,500	(48,465)	22,035
In Conversation With...	-	-	-	-	-	15,000	(15,000)	-
MDEM - New Narratives	-	-	-	-	-	1,952	(1,934)	18
Nottinghamshire PCC - Breaking the Cycle	3,819	3,300	(962)	(3,223)	2,934	7,290	(9,224)	1,000
Nottinghamshire PCC - Breaking the Cycle - Adult	-	6,000	(5,011)	-	989	-	(989)	-
Peltz Trust	-	-	-	-	-	5,000	(5,000)	-
Pogrom Exhibition	138,000	-	(16)	-	137,984	-	-	137,984
Poor Prevent Project	-	-	-	-	-	12,900	(7,156)	5,744
Second World War and Holocaust Partnership Programme	24,325	-	(22,947)	471	1,849	-	(1,262)	587
The Holocaust and Our World Today	-	-	-	-	-	4,000	(4,000)	-
The Journey - Leo's Story	19,774	12,500	(32,274)	-	-	-	-	-
	<u>325,333</u>	<u>1,174,968</u>	<u>(250,501)</u>	<u>9,576</u>	<u>1,259,376</u>	<u>876,644</u>	<u>(670,701)</u>	<u>1,465,319</u>

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2024

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#### 25 Restricted funds

(Continued)

**Home Office Building a Stronger Britain:** Our project Unite was delivered in partnership with Stop Hate UK and worked with schools between Leicester and Leeds, supporting young people to counter extremism in their schools and communities.

**Second World War and Holocaust Partnership Programme:** A project in partnership with the Imperial War Museum.

**Garfield Weston Foundation: Weston Culture Fund:** Funding to support a response to Covid-19 enabling us to recruit new staff, create new content and market our programmes.

**The Journey - Leo's Story:** Funding from The Big Give to support our primary outreach programme using the Journey App.

**Nottinghamshire PCC – Breaking the Cycle, Adult & Youth:** Funding from Nottinghamshire Police & Crime Commissioner, Making Notts safe thematic fund. Ongoing project working with perpetrators of hate crime / incidents.

**Pogrom Exhibition:** Funded by the Department of Levelling up, Housing and Communities.

**National Lottery Heritage Fund Redevelopment Fund:** Supporting the planning phase for future redevelopment. Also funded by AJR, Bloom Foundation and Esmee Fairbairn Foundation as well as other charitable trusts and individual donations.

**Reaching new and diverse audiences with stories of survival and safe refuge in the UK** - Funded by ACE capital investment programme. This project is part of the larger site redevelopment project.

**Break Out of Your Bubble:** Funding from ACE working with University of Nottingham Mixed Reality Lab's Bubbles platform using survivor testimony.

**ACE Capital Investment Programme:** Supporting the planning phase for future redevelopment.

**Antisemitism on University Campuses:** Funded by AJA to combat anti-Jewish hate in UK universities.

**Prism - Peltz Trust:** Funding to purchase iPads for education programme.

**AJR Learning Programme:** The Association of Jewish Refugees ongoing project supporting the Journey learning programme.

**Prevent:** Funding from Nottingham City Council, Nottingham Preventing Violent Extremism Delivery Plan 2023-24.

**The Holocaust and Our World Today:** Funding from Nottinghamshire Police & Crime Commissioner, Make Notts Safe Community Chest.

**Headley Trust** - Funding from the Headley Trust to support curatorial work in making the collections more accessible to audiences.

**I say British, You say Jewish:** Funded by University of Nottingham and Hebrew University of Jerusalem. A touring exhibition showing Jewish elements of popular British culture but also exposes anti-Jewish prejudices.

**MDEM - New Narratives:** Funded by the MDEM to support transcribing survivor stories.

**In Conversation With...:** This project designed and created our touring exhibition Eye as a Witness and supported engagement with audiences across the country.

**Welcome Walkway:** Funded by Leon Greenman and future funding bids in place. This project is part of the larger site redevelopment project.

#### Commentary on transfers

Transfers from general funds to the various restricted funds represent the contribution to those projects from core funds. Transfers to general funds from restricted funds represent transfers of funds which are no longer deemed to be restricted.

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### 26 Designated funds

The income funds of the charity include the following designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes:

	Movement in funds			Movement in funds			
	Balance at 1 April 2022 £	Incoming resources £	Transfers £	Balance at 1 April 2023 £	Incoming resources £	Transfers £	Balance at 31 March 2024 £
Designated Legacy Fund	159,128	530	(55,872)	103,786	54,473	(103,786)	54,473
	<u>159,128</u>	<u>530</u>	<u>(55,872)</u>	<u>103,786</u>	<u>54,473</u>	<u>(103,786)</u>	<u>54,473</u>

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

### FOR THE YEAR ENDED 31 MARCH 2024

#### 27 Analysis of net assets between funds

	Unrestricted funds	Designated funds	Restricted funds	Endowment funds	Total Unrestricted funds	Designated funds	Restricted funds	Endowment funds	Total
	2024	2024	2024	2024	2024	2023	2023	2023	2023
	£	£	£	£	£	£	£	£	£
Fund balances at 31 March 2024 are represented by:									
Intangible fixed assets	168,470	-	-	-	168,470	203,392	-	-	203,392
Tangible assets	1,458,859	-	-	-	1,458,859	1,328,365	-	-	1,328,365
Heritage assets	368,124	-	-	-	368,124	368,124	-	-	368,124
Investments	5	-	-	-	5	5	-	-	5
Current assets/(liabilities)	534,616	54,473	1,380,545	393,720	2,363,354	208,072	103,786	1,259,376	1,964,954
Long term liabilities	(16,115)	-	-	-	(16,115)	(25,751)	-	-	(25,751)
	<u>2,513,959</u>	<u>54,473</u>	<u>1,380,545</u>	<u>393,720</u>	<u>4,342,697</u>	<u>2,082,207</u>	<u>103,786</u>	<u>1,259,376</u>	<u>3,839,089</u>

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

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### 28 Operating lease commitments

At the reporting end date the charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2024 £	2023 £
Within one year	818	818
Between two and five years	619	1,440
	<u>1,437</u>	<u>2,258</u>

### 29 Related party transactions

#### Remuneration of key management personnel

The remuneration of key management personnel is as follows.

	2024 £	2023 £
Aggregate compensation	<u>81,659</u>	<u>79,737</u>

#### Transactions with related parties

During the year the charity entered into the following transactions with related parties:

Services in the amount of £600 (2023: £53,677) were procured from In The Room Global Ltd, a company in which certain trustees hold a financial interest.

Services in the amount of £3,300 (2023: £4,200) were procured from Gerald Edelman LLP, a company in which a trustee holds an interest.

# BETH SHALOM LIMITED

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 MARCH 2024

30 Cash generated from operations	2024 £	2023 £
Surplus for the year	503,608	783,931
Adjustments for:		
Investment income recognised in statement of financial activities	(45,534)	(11,996)
Depreciation and impairment of tangible fixed assets	120,936	130,761
Movements in working capital:		
Decrease/(increase) in stocks	19,226	(13,756)
(Increase)/decrease in debtors	(179,478)	46,097
Increase/(decrease) in creditors	21,958	(40,339)
Increase/(decrease) in deferred income	316	(2,260)
<b>Cash generated from operations</b>	<b>441,032</b>	<b>892,438</b>
<b>31 Analysis of changes in net funds</b>		
	<b>At 1 April 2023</b>	<b>Cash flows At 31 March 2024</b>
	<b>£</b>	<b>£                      £</b>
Cash at bank and in hand	1,981,055	244,828      2,225,883
Loans falling due within one year	(26,146)	15,594      (10,552)
Loans falling due after more than one year	(25,751)	9,636      (16,115)
	<u>1,929,158</u>	<u>270,058      2,199,216</u>


# Beth Shalom Final Accounts - Updated

Final Audit Report


2025-01-10

Created:	2025-01-10
By:	Emma Draycott (emma.draycott@nationalholocaustcentre.net)
Status:	Signed
Transaction ID:	CBJCHBCAABAAP6x0tADWymSBzTYw8G3NcnDZVGimh7uZ


## "Beth Shalom Final Accounts - Updated" History

 Document created by Emma Draycott (emma.draycott@nationalholocaustcentre.net)


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 Email viewed by rkleiner@geraldedelman.com

2025-01-10 - 10:38:21 AM GMT- IP address: 20.254.26.207

 Signer rkleiner@geraldedelman.com entered name at signing as Richard Kleiner

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 Document e-signed by Richard Kleiner (rkleiner@geraldedelman.com)

Signature Date: 2025-01-10 - 10:44:11 AM GMT - Time Source: server- IP address: 51.132.136.253

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