

Company Registration No. NI070123 (Northern Ireland)

**THE MYRTLEFIELD TRUST
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023**

**IDS Chartered Accountants LLP
23/25 Queen Street
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BT52 1BG**

THE MYRTLEFIELD TRUST

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LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Daniel Crookes Kok Onn Lee Mr J Johnston Mr D J Watson	(Appointed 24 July 2023) (Appointed 13 February 2023)
Charity number	101940	
Company number	NI070123	
Registered office	5 Pine Hill LISBURN Co Antrim BT27 5PL	
Independent examiner	IDS Chartered Accountants LLP 23/25 Queen Street COLERAINE Co Londonderry BT52 1BG	
Bankers	Danske Bank 22 The Diamond COLERAINE Co Londonderry BT52 1DE	
Solicitors	Hewitt & Gilpin 8 High Street HOLYWOOD Co Down BT18 9AZ	

THE MYRTLEFIELD TRUST

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT)

FOR THE YEAR ENDED 31 DECEMBER 2023

The Trustees present their annual report and financial statements for the year ended 31 December 2023.

The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the Trust's Memorandum, 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 2015)"

Objectives and activities

The objectives of the Myrtlefield Trust, as stated in the Myrtlefield Trust Memorandum of Association, are:

- 1) The propagation and dissemination, in all parts of the world, of the truths and doctrines of the Christian Faith.
- 2) The furtherance and encouragement, in the United Kingdom and the Republic of Ireland and abroad, of Christian teaching and education and advancement of the Christian Faith.

Specifically, the Trust focuses on the truths and doctrines of the Christian Faith as explained and expounded in the archive of books, writings, audio and video recordings authored by the late Prof David Gooding, and in some cases co-authored with Prof John Lennox (known as the Myrtlefield Archive). Most of the resources in the Archive are in English, but it also contains an increasing number of translations of selected English books from the Archive into other languages.

In pursuit of these objectives, the Trustees have undertaken the following three main activities.

1) Propagation and dissemination of Myrtlefield Trust books

The Myrtlefield Trust undertakes the publishing of the Myrtlefield Archive as English Resources, in two main ways:

- (i) The printing and distribution of selected books from the Archive in various parts of the world. The Trust uses a range of publication and distribution models, including direct printing and delivery by Myrtlefield Trust, joint funding with other Trusts, and partnerships with third party publishing houses.
- (ii) Increasingly, publication is online, via the two websites. In some cases, we make use of direct to customer service of major print-on-demand providers.

2) Transcription of Myrtlefield Trust books

The Trust manages the translation of selected books from the Myrtlefield Archive into other languages. This is in keeping particularly with Objective 1 above: the propagation and dissemination, in all parts of the world, of the truths and doctrines of the Christian Faith. We aim to make these Translated Resources available in languages where we see a clear need and there exists a desire from readers in that language.

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FOR THE YEAR ENDED 31 DECEMBER 2023

3) Development of additional resources from the Myrtlefield Archive

Much of the Myrtlefield Archive is in the form of audio and video recordings of teaching on the Christian Faith by David Gooding, in English, and transcripts of the same. The Myrtlefield Trust has begun work to see this material converted into books of David Gooding's teaching targeted at three audiences: beginner, intermediate and advanced, with books of corresponding length.

All of these aspects of the work are in keeping particularly with Objective 2 above: the furtherance and encouragement, in the United Kingdom and the Republic of Ireland and abroad, of Christian teaching and education and advancement of the Christian Faith.

The Myrtlefield Trust operates three websites that make available the online publications from the Myrtlefield Archive:

www.myrtlefieldhouse.com This high bandwidth website has continued to reach new and existing audiences across the globe. It makes available a major part of the books, transcripts and audio recordings from the Myrtlefield Archive. Online resources are made available free of charge and traditional print books can be purchased through partner distributors and independent bookshops.

mh316.com The design of what was formerly keybibleconcepts.org is intended to serve those who have access only to a low bandwidth internet connection. Currently, it is also mainly through the site through which we distribute books in translation.

www.myrtlefieldespanol.com Currently, this site has four new editions of our Spanish books available.

Together, the three websites are intended to make available a significant portion of the resources from the Myrtlefield Archive, including: books (in various machine-readable formats, and in various languages), transcripts, and audio and video recordings, and translations of printed resources.

Website development, including occasional redesigns and re-hosting, is an ongoing process. The Trust has sought to develop in-house web design capability to deliver the material via its websites in a more cost effective manner while allowing for greater flexibility to accommodate new resources.

This activity contributes to both Objectives 1 and 2 above.

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

1) Propagation and dissemination of Myrtlefield Trust books in English

During 2022, the Myrtlefield Trust undertook the printing and/or distribution (whether directly or through print-licensing) of selected books in the Myrtlefield archive in:

- Africa
- South, Central and North America
- Asia
- Middle East
- Australia/Oceania
- Europe

Digital versions of three books: *Journeys with Jesus*, *Bringing Us to Glory* and *Windows on Paradise*, were prepared and made available for free download.

Editing work was completed on two large, published volumes: a collection of David Gooding's correspondence, and a daily devotional compiled from the Myrtlefield Archive. Editing work continued on a single volume containing all that he taught on John's Gospel.

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2) Translation of Myrtlefield Trust books

In 2023 significant progress was made in our Arabic translations. Publication work began on the six Quest books in Arabic, through partners in Lebanon. Three further Arabic books are now published in Arabic, with work continuing on a fourth. Translation work into Chinese continued, as did editing work in Spanish. Work was commenced on one book in Croatian, and one in Romanian.

3) Development of additional resources from the Myrtlefield Archive

Throughout the year, the websites continued to be updated with new material, and resources from all three were accessed worldwide.

Biblical Insights with David Gooding, a Myrtlefield podcast, was successfully launched. These are 15–20 minutes segments of sermons that are arranged consecutively to be uploaded on podcasting platforms. Each series is comprised of several episodes. There were 3,300 downloads in 2023.

In a joint project with a production company in the Middle East, a video project introducing the Gooding/Lennox series on Worldview was recorded and produced in both English and Arabic, with release planned for 2024.

Report on Public Benefit

(a) Benefit

A measure of the extent of the benefit received through the activities of the Myrtlefield Trust is the number of people who have received the teaching contained in the Myrtlefield Archive concerning the truths and doctrines of the Christian Faith propagated and disseminated by the Myrtlefield Trust, as stated in the Myrtlefield Trust Memorandum of Association.

This extent can largely be measured by the number of (printed) books distributed, and by the number of accesses to the digital material available on the two websites.

In 2023, 46,849 books were distributed either through sale or free, and approximately 21,000 free audio files were downloaded from around the world.

Our main website, myrtlefieldhouse.com, had 32,304 visitors, with 171,198 page views. The site mh316.com had 6,686 visitors with 15,605 page views.

We can now tell the total length of time people spent while using our resources online:

- Books: 20,406 minutes (340 hours)
- Sermons: 148,738 minutes (2479 hours)
- David Gooding Answers: 56,242 (937 hours)
- Videos: 623,880 minutes (10,398 hours)

There have been significant increases year on year, which may owe in part a different methodology used, and a change in how Google Analytics measures its stats. We are as confident as we can be in these figures; however, we do not take them for granted and regularly assess how we can best track usage, and improve the ways in which we measure personal interaction with our resources.

The fact that the material is beneficial, rather than harmful, is based on other qualitative data, including the fact that a number of training colleges around the world have requested (and received) the material and are using it in their education programmes.

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(b) Public

The reported distribution of books to many countries, and the fact that the online Myrtlefield Archive is available globally and freely via the two websites, is evidence that the benefit is public.

Printed copies of some of the books are available for sale via both online and traditional retailers. All royalties resulting from these sales are fed back into the Myrtlefield Trust to further its activities, rather than providing private benefit to any of the Trustees.

Designated reserves

The trustees have designated reserves with a view to purchasing new office premises for the work of Myrtlefield. Depending on what is available, the same building may also provide income, or a separate building purchased to generate income, in order to support this ongoing work.

Financial review

It is the policy of the Trust that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six month's expenditure. The Trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the Trust's current activities while consideration is given to ways in which additional funds may be raised. This level of reserves has been maintained throughout the year.

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

Structure, governance and management

The Trust is a company limited by guarantee.

The Trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements were:

Arthur P Williamson	(Resigned 11 September 2023)
Daniel Crookes	
Kok Onn Lee	
John C Lennox	(Resigned 13 February 2023)
Mr J Johnston	(Appointed 24 July 2023)
Mr D J Watson	(Appointed 13 February 2023)

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute £1 in the event of a winding up.

Trustees are appointed by the Board of Trustees and serve for an indefinite period, health permitting. Those Trustees who were serving at the end of the year are listed on page 1.

The Trustees meet twice per year.

No Trustee is remunerated for their services as a Trustee, but they are reimbursed for authorised payments they make in expediting the work of the Trust.

The Trustees' report was approved by the Board of Trustees.

Daniel Crookes

Dated: 30 September 2024