

1107809  
31-MAY-09

**THE STORY MUSEUM**  
**ACCOUNTS FOR THE YEAR ENDED**  
**31 MAY 2009**

**INDEX**

Page	1-4	Trustees' report
	5-6	Auditors' report
	7	Statement of financial activities
	8	Balance sheet
	9-12	Notes to the accounts

Company number: 4780380  
Charity number: 1107809

APPROVED AND FORWARDED  
- 6 APR 2010

## THE STORY MUSEUM

### TRUSTEES' REPORT

#### **1 Legal and Administration information**

- 1.1 The full name of the company is The Story Museum.
- 1.2 The company number is 4780380. The registered charity number is 1107809.
- 1.3 The trustees that served during the year were as follows:

Mr David Fickling  
Ms Maureen Freed  
Ms Pamela Hartigan  
Mr Edward Knighton  
Mr John Lange  
Mr David Wood

- 1.4 The registered address is The Story Museum, Laytons, 50 Victoria Embankment, London, EC4Y 0LS.
- 1.5 The company's auditors are Crichtleys, Greyfriars Court, Paradise Square, Oxford, OX1 1BE.
- 1.6 The company's solicitors are Laytons, 50 Victoria Embankment, London, EC4Y 0LS.
- 1.7 The company's bankers are Barclays Bank plc of Cornmarket Street, Oxford, OX1 3HS.

#### **2 Structure, Governance and Management**

- 2.1 The charity is governed by its Memorandum and Articles of Association.
- 2.2 The procedures for the appointment of Trustees are set out in the Articles of Association. At each AGM, one third of the trustees shall retire from office but are eligible for reappointment.

#### **3 Objects and Activities for the Public Benefit**

The objects of The Story Museum are to advance the education of the public in relation to children's literature and the history of the City of Oxford, in particular by:

- a) establishing and maintaining a museum dedicated to these subjects;
- b) conserving, interpreting and developing collections and heritage assets relevant to children's literature and the City of Oxford;
- c) providing learning opportunities for and promoting literacy and creativity among children, young people and families.

The Trustees have complied with the duty in section 4 of the Charities Act 2006 to have due regard to public benefit guidance published by the Charity Commission.

## THE STORY MUSEUM

### TRUSTEES' REPORT (CONTINUED)

#### 4 Achievements and Performance

This was a year of significant growth and progress for the Story Museum project with regard to income, levels of activity and public benefit. Our achievements and performance are reviewed with respect to our charitable activities.

#### **Establishing and maintaining a museum dedicated to these subjects [children's literature and the history of the City of Oxford]**

##### Consultation and winning support

The Story Museum continued to collaborate and consult with a broad spectrum of local and national partners and potential stakeholders. A Grants for the Arts award from Arts Council England South East enabled us to consult arts, heritage and education organisations across the South East region and develop our strategy for engaging children and young people with literature and develop a new website. We also enlisted the services of a local PR advisor and, pro bono, a leading national PR firm to develop our communications strategy.

##### Fundraising

Despite the onset of the recession, donations increased significantly. This was partly due to a large unrestricted donation from a charitable foundation and partly to an increase in individual donations following the establishment of a fundraising panel and a series of fundraising and 'friend-raising' events. To manage our growing list of contacts we installed a networked contact management system.

##### Property

We continued to monitor potential sites in Oxford city centre and to explore the potential impact of the recession on the local property market. During spring 2009 we partnered with a property developer to bid for Macclesfield House in New Road, Oxford but were unsuccessful. In May 2009 Tish Francis, former director of Oxford Playhouse, joined the team to intensify our search for a site. We were fortunate to gain a commitment from a private donor, who would prefer to remain anonymous, to help us buy our own site and, since the year end, to acquire a 130-year lease on Rochester House, ideally situated in central Oxford.

#### **Conserving, interpreting and developing collections and heritage assets relevant to children's literature and the City of Oxford**

We continued to research and make contacts in this area but decided neither to finalise our collections strategy nor to acquire any heritage assets until we had purchased a property. However, thanks to a grant from The Barcapel Foundation we started work on a 'virtual' collection of audio recordings of traditional world tales as a free educational resource for children and their adults. These were made available on CD and will become available online.

#### **Providing learning opportunities for and promoting literacy and creativity among children, young people and families**

##### Outreach programme

The main focus of our outreach activity was to develop long term partnerships with 20 state primary schools in Oxfordshire, particularly in areas of multiple disadvantage, such as Blackbird Leys. The aim of each of these partnerships was to work with teachers, children and parents to transform the schools into 'storytelling schools' where stories and storytelling are at the heart of the curriculum. To embed this new educational approach, our outreach team, led by Chris Smith, provided a mix of training, consultancy, 'inspiration days' and learning resources. These resources range from touring exhibitions, classroom learning materials and our new 'story hopscotch' for school playgrounds, to story CDs, reading lists and curriculum plans.

## THE STORY MUSEUM

### TRUSTEES' REPORT (CONTINUED)

The schools largely covered the direct delivery costs of storyteller time either from their own budgets or by obtaining grants. The costs of supporting research, the development of learning resources, administration and management were met by the Story Museum's fundraising. Our one-year evaluation identified clear benefits for both teachers and pupils in terms of motivation and confidence, and improvements in children's spoken and written language and creativity. Between 4,000 and 5,000 pupils benefited from this programme. Since the year end a generous grant from the Transformation Fund has enabled us to pilot ways of extend this learning to parents and to create a range of learning resources.

Our outreach programme also extended into other areas: with visits to secondary schools in Oxfordshire, and projects in Berkshire and Devon, where we trained the local authority's primary literacy coordinators to implement a storytelling schools approach across the entire county. Feedback was very positive and we were heartened to read, in April 2009, Sir Jim Rose's *Independent Review of the Primary Curriculum* advocating greater use of storytelling and children's literature in primary teaching.

#### Family events programme

We continued to use our family programme to pilot different kinds of public event. During autumn 2008 we set out to enhance the impact of our work in the schools in Blackbird Leys by offering free storytelling performances on Saturdays in the local shopping centre. Our story tent attracted many passers-by as well as the children who recognised us from their school and wanted their families to share the experience. Funded by The Woodward Foundation, this project ran for 5 weeks, attracting some 500 people including many repeat visitors. Comments were enthusiastic and we were delighted to be joined by families who said they would not normally visit cultural venues.

#### Administration and financial management

During the year we enlarged our team to include Tish Francis, to advance our capital development programme, and Maria Quantrill, a qualified accountant, to develop our accounting and reporting systems. In December 2008 our lease of a small office in Oxford Town Hall came to an end and we decided to operate as a 'virtual' organisation from our various homes, so as to keep core costs to a minimum.

The fact that the Story Museum continues from strength to strength in such straitened times is a testament to its purpose, to the contribution of our dedicated team, our board, advisors, and volunteers, and the increasing number of funders and supporters eager to see us fulfil our founding aims. We are very grateful to them all.

## **5 Financial Review**

The increased cash balance at the end of the financial year was the result of an unrestricted donation of £150,000 received from The Kathleen Hannay Foundation in December 2008. Pending the confirmation of a formal reserves policy, it was decided that the balance should go towards sustaining the organisation while we sought to acquire a building, develop a capital fundraising plan, and evaluate and refine our outreach programme.

## THE STORY MUSEUM

## TRUSTEES REPORT (CONTINUED)

**6 Statement of Trustees' Responsibilities**

The Trustees are responsible for preparing the Annual Report and accounts in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.


Company law requires the Trustees 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 results of the charity for that year. In preparing those financial statements, the Trustees are required to select suitable accounting policies and then apply them consistently; 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 business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to 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.

So far as the Trustees are aware, there is no relevant audit information (information needed by the company's auditors in connection with preparing their report) of which the company's auditors are unaware; and

Each Trustee has taken all steps that he ought to have taken as a director in order to make himself aware of relevant audit information and to establish that the company's auditors are aware of that information.

This report was approved by the Trustees on 24 March 2010.



Trustee

## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE STORY MUSEUM

We have audited the accounts of The Story Museum for the year ended 31 May 2009 which comprise the statement of Financial Activities, the Balance Sheet and the related notes. These accounts have been prepared under the accounting policies set out therein.

This report is made solely to the charity's members, as a body, in accordance with Section 495 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members 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 members as a body, for our audit work, for this report, or for the opinions we have formed.

### **Respective responsibilities of trustees and auditors**

The trustees' (who are also the directors of the company for the purposes of company law) responsibilities for preparing the Annual Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and for being satisfied that the charity's accounts give a true and fair view are set out in the Statement of Trustees' Responsibilities.

Our responsibility is to audit the accounts in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the accounts give a true and fair view, have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and have been prepared in accordance with the Companies Act 2006.

We also report to you whether in our opinion the information given in the Trustees' Report is consistent with the accounts.

In addition we report to you if, in our opinion, the charity has not kept adequate accounting records, if the charity's accounts are not in agreement with the accounting records and returns, if we have not received all the information and explanations we require for our audit, or if disclosures of trustees' remuneration specified by law are not made.

We read the Trustees' Report and consider the implications for our report if we become aware of any apparent misstatements within it.

### **Basis of audit opinion**

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the accounts. It also includes an assessment of the significant estimates and judgments made by the trustees in the preparation of the accounts, and of whether the accounting policies are appropriate to the charity's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the accounts are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the accounts.

We have undertaken the audit in accordance with the requirements of APB Ethical Standards including APB Ethical Standard - Provisions Available for Small Entities, in the circumstances set out in Note 1 to the accounts.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE STORY MUSEUM (CONTINUED)****Opinion**

In our opinion:

- the accounts give a true and fair view of the state of the charity's affairs as at 31 May 2009 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- the accounts have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- the accounts have been prepared in accordance with the Companies Act 2006; and
- the information given in the Trustees' Annual Report is consistent with the accounts.



Robert Kirtland (Senior Statutory Auditor)  
for and on behalf of Critchleys, Statutory Auditor

Oxford

30 March 2010

## THE STORY MUSEUM

STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 31 MAY 2009

	Note	Unrestricted Funds £	Restricted Funds £	Total 2009 £	Total 2008 £
<b>Incoming resources</b>					
Incoming resources from generated funds:					
Voluntary income		256,973	48,056	305,029	124,654
Interest receivable		553	-	553	600
Incoming resources from charitable activities	2	<u>65,149</u>	<u>-</u>	<u>65,149</u>	<u>12,166</u>
<b>Total incoming resources</b>		<b>322,675</b>	<b>48,056</b>	<b>370,731</b>	<b>137,420</b>
<b>Resources expended</b>					
Costs of generating funds:					
Costs of generating voluntary income	3	28,540	-	28,540	28,164
Charitable activities:					
Development of children's literature museum	4	89,818	-	89,818	52,681
Outreach	4	53,227	38,877	92,104	30,211
Family events	4	<u>5,988</u>	<u>1,308</u>	<u>7,296</u>	<u>18,769</u>
		149,033	40,185	189,218	101,661
Governance costs	6	<u>1,265</u>	<u>-</u>	<u>1,265</u>	<u>1,265</u>
<b>Total resources expended</b>		<b>178,838</b>	<b>40,185</b>	<b>219,023</b>	<b>131,090</b>
<b>Net incoming resources</b>		<b>143,837</b>	<b>7,871</b>	<b>151,708</b>	<b>6,330</b>
Fund balances brought forward		<u>14,611</u>	<u>14,303</u>	<u>28,914</u>	<u>22,584</u>
Fund balances carried forward		<u>158,448</u>	<u>22,174</u>	<u>180,622</u>	<u>28,914</u>

The notes on pages 9 to 12 form part of these accounts.




## THE STORY MUSEUM

BALANCE SHEET  
AS AT 31 MAY 2009

	Note	2009 £	2008 £
FIXED ASSETS			
Tangible assets	8	1,942	415
CURRENT ASSETS			
Stocks		-	335
Debtors	9	22,675	2,532
Cash at bank and in hand		<u>179,172</u>	<u>32,604</u>
		201,847	35,471
CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	10	<u>(23,167)</u>	<u>(6,972)</u>
NET CURRENT ASSETS		<u>178,680</u>	<u>28,499</u>
NET ASSETS		<u>180,622</u>	<u>28,914</u>
FUNDS			
Restricted	11	22,174	14,303
Unrestricted		<u>158,448</u>	<u>14,611</u>
		<u>180,622</u>	<u>28,914</u>

The notes on pages 9 to 12 form part of these accounts.

These accounts were approved and authorised for issue by the trustees on 24 March 2010

 (Trustee)

**THE STORY MUSEUM**

**NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 MAY 2009**

**1 ACCOUNTING POLICIES**

In common with many other charities of our size and nature we use our auditors to assist with the preparation of the accounts.

- a) Basis of accounting**  
The accounts have been prepared under the historical cost convention. The accounts have been prepared in accordance with all applicable accounting standards.
- b) Presentation of the accounts**  
The accounts have been prepared in accordance with the Statement of Recommended Practice Accounting and Reporting by Charities (Revised 2005) and the Companies Act.
- c) Incoming resources**  
Voluntary income is included when received. Other incoming resources are included in the SOFA on an accruals basis.
- d) Resources expended**  
All expenditure is accounted for on an accruals basis and includes irrecoverable VAT. Direct costs are allocated to the particular activity. All other costs that cannot be immediately allocated to a specific activity (including salaries and office costs) are allocated across the activities using the Trustees' estimate of the percentage of costs incurred on each activity.
- e) Tangible fixed assets**  
Tangible fixed assets are capitalised and depreciated over their useful life as follows:  
  
Equipment 33% straight line.
- f) Fund accounting**  
Restricted funds are funds which are to be used in accordance with specific restrictions imposed by the donor or which have been raised by the charity for particular purposes. The aim and use of each restricted fund is set out in the notes to the accounts. Unrestricted funds are available for use at the discretion of the Trustees in furtherance of the general objects of the charity.

<b>2 INCOMING RESOURCES FROM CHARITABLE ACTIVITIES</b>	<b>2009</b>	<b>2008</b>
	£	£
Outreach	63,768	8,350
Family events	556	3,556
Other	<u>825</u>	<u>260</u>
	<u>65,149</u>	<u>12,166</u>
<b>3 COSTS OF GENERATING VOLUNTARY INCOME</b>	<b>2009</b>	<b>2008</b>
	£	£
Fundraising services	7,516	21,150
Staff costs	<u>21,024</u>	<u>7,014</u>
	<u>28,540</u>	<u>28,164</u>

## THE STORY MUSEUM

NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 MAY 2009 (CONTINUED)

4	CHARITABLE ACTIVITIES	Activities undertaken directly £	Support costs (note 5) £	Total 2009 £	Total 2008 £
	Development of children's literature museum	-	89,818	89,818	52,681
	Outreach	68,152	23,952	92,104	30,211
	Family events	<u>1,308</u>	<u>5,988</u>	<u>7,296</u>	<u>18,769</u>
		<u>69,460</u>	<u>119,758</u>	<u>189,218</u>	<u>101,661</u>

5	SUPPORT COSTS	2009 £	2008 £
	Salaries	28,038	21,738
	Depreciation	640	240
	Office, marketing and professional costs	<u>91,180</u>	<u>48,263</u>
		<u>119,758</u>	<u>70,241</u>

Support costs are allocated to the three activities in the ratio 75:20:5 (2008: 75:20:5) across the three charitable activities.

6	GOVERNANCE COSTS	2009 £	2008 £
	Auditor's remuneration	<u>1,265</u>	<u>1,265</u>

No Trustees received any remuneration or reimbursement of expenses during either year (2008: £nil).

7	STAFF COSTS	2009 £	2008 £
	Salaries	45,136	26,270
	National Insurance	<u>3,926</u>	<u>2,482</u>
		<u>49,062</u>	<u>28,752</u>

The average number of employees was 2 (2008: 1). No employees' emoluments exceeded £60,000 in the year.

## THE STORY MUSEUM

NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 MAY 2009 (CONTINUED)

<b>8</b>	<b>TANGIBLE ASSETS</b>			Equipment £	
	<b>Cost</b>				
	At 1 June 2008			6,749	
	Additions			<u>2,067</u>	
	At 31 May 2009			<u>8,816</u>	
	<b>Depreciation</b>				
	At 1 June 2008			6,334	
	Charge for Year			<u>540</u>	
	At 31 May 2009			<u>6,874</u>	
	<b>Net Book Value</b>				
	At 31 May 2009			<u>1,942</u>	
	At 31 May 2008			<u>415</u>	
<b>9</b>	<b>DEBTORS</b>		<b>2009</b> £	<b>2008</b> £	
	Trade debtors		5,906	2,036	
	Prepayments		509	496	
	Gift aid		<u>16,260</u>	<u>-</u>	
			<u>22,675</u>	<u>2,532</u>	
<b>10</b>	<b>CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>		<b>2009</b> £	<b>2008</b> £	
	Trade creditors		18,848	5,707	
	Accruals		2,915	1,265	
	Other creditors		<u>1,404</u>	<u>-</u>	
			<u>23,167</u>	<u>6,972</u>	
<b>11</b>	<b>RESTRICTED FUNDS</b>	<b>At 1 June</b> <b>2008</b> £	<b>Incoming</b> <b>resources</b> £	<b>Resources</b> <b>expended</b> £	<b>At 31 May</b> <b>2009</b> £
	Outreach	9,303	47,500	38,877	17,926
	Family events	-	556	1,308	(752)
	Salary funding	-	-	-	-
	Architecture model project	<u>5,000</u>	<u>-</u>	<u>-</u>	<u>5,000</u>
		<u>14,303</u>	<u>48,056</u>	<u>40,185</u>	<u>22,174</u>

These all represent voluntary income provided for a specific purpose with the closing balance being the unexpended amount at the year end.

**THE STORY MUSEUM**

**NOTES TO THE ACCOUNTS  
FOR THE YEAR ENDED 31 MAY 2009 (CONTINUED)**

<b>12 ANALYSIS OF NET ASSETS BY FUND</b>	<b>Unrestricted Funds £</b>	<b>Restricted Funds £</b>	<b>Total £</b>
Fixed assets	1,942	-	1,942
Net current assets	<u>156,506</u>	<u>22,174</u>	<u>178,680</u>
	<u>158,448</u>	<u>22,174</u>	<u>180,622</u>

**13 SUBSIDIARY UNDERTAKING**

The charity owns 100% of the Story Museum Trading Limited, a company incorporated in England & Wales. This company has been dormant since incorporation and has no reserves.

**14 SUBSEQUENT EVENTS**

Since the year end the company has purchased a leasehold building for £2.5m. This was funded by an anonymous donation.