



HISTORIC SWALE

**FAVERSHAM - ISLE OF SHEPPEY - SITTINGBOURNE
MUSEUMS & HERITAGE GROUPS**

Registered Charity No: 1177323

Annual General Meeting Report for

Historic Swale CIO 1177323

**Reporting period 1st October 2018 to 30th
September 2019**

Prepared by

Richard Emmett MSc, GCGI, PGDip-arch

Trustee and Acting Chair, Secretary, Treasurer, Web Liaison, Fundraiser & Membership.

Dated on 24th September 2019.

Contents:

1. Governance.....	3
---------------------------	----------

2. Public Benefit Statement, Aims and Objectives for 2019	3
3. The AGM and Agenda	4
4. Chairman’s Annual Report	5
5. Financial Report - Ken Ingleton (apologies) presented by Richard Emmett..	10
6. Membership Secretary’s Report (vacant) presented by Richard Emmett....	11
7. Fundraising (vacant) presented by Richard Emmett.....	11
8. The Future and objectives for 2020	12

1. Governance

1.1. Trustees (during the period)

Jenny Hurkett - Chair resigned 27/03/2019 – Blue Town Heritage Centre
Richard Emmett - Acting Chair since 27/03/2019 - Historical Research Group of Sittingbourne
Ken Ingleton - Treasurer – Sheppey Minster Gatehouse
Harold Goodwin - Faversham Society
Liz Fuller - appointed 28/05/2019 - Sittingbourne & Kemsley Light Railway

1.2. Voting Members and Management Committee (paid up as at end of August 2019)

- a) Blue Town Heritage Centre and Criterion Music Hall
- b) Dolphin Barge Museum
- c) Eastchurch Aviation Museum
- d) Faversham Society
- e) Historical Research Group Sittingbourne
- f) Milton Regis Court Hall, Friends of
- g) Minster Abbey Gatehouse Museum
- h) Raybel Charters Community Interest Company
- i) Rose Street Cottage of Curiosities
- j) Sittingbourne & Kemsley Light Railway
- k) Sittingbourne Heritage Museum

Registered address: Heritage Hub, The Forum, Sittingbourne, Kent ME10 3DL, as at 17th June 2018.

During this period the following documents were prepared; my thanks to Paul David*.

- A membership form
- Historic Swale Aims Poster
- Historic Swale Privacy Statement
- Historic Swale Complaints Policy
- Data collection form*
- Historic Swale AGM Notice Forms*

2. Public Benefit Statement, Aims and Objectives for 2019

The Trustees of Historic Swale present the annual report and accounts for the year ended 30th September 2019 at their Annual General Meeting (“AGM”) to be held on Tuesday 1st October 2019 in the Artisan Room, Swale CVS, Central House, Central Avenue, Sittingbourne, ME10 4NU, and confirm they comply with the requirements of the various Charity Acts.

Historic Swale operate under a Constitution of a Charitable Incorporated Organisation (CIO) with voting members other than its charity trustees using an Association Model Constitution approved and registered by the Charity

Commissioners for England and Wales on 26th Feb 2018 which included the regulations for appointment of trustees.

2.1 Aims and Objectives for 2019

2.1.1. Historic Swale aims are: The promotion of the efficiency and effective use of charitable resources of museums, archives, the arts and heritage organisations in the Swale area of Kent whose collections are open to the public and are operated on a not-for-profit basis with the aim of advancing education, the arts and local heritage for the benefit of the public by: a) promoting the highest professional standards of work and public service of such organisations; b) encouraging public education through the promotion and maintenance of, and access to high quality museums, arts and heritage organisations; c) supporting the education, training and development of the staff and volunteers of such organisations and delivering other services to support the charitable work of such organisations; d) actively seeking partnership opportunities with heritage groups with similar interests; e) acting as a representative to other bodies; and f) to further such other purposes which may be charitable according to the law of England and Wales as the trustees see fit from time to time.

2.1.2. Objectives:

- 1.** Establish a Board of Trustees
- 2.** Open a bank account and collect membership fees
- 3.** Establish regular meetings for the trustees and membership
- 4.** Set up and maintain a website promoting the various members
- 5.** Hold a Heritage Fair and find networking opportunities
- 6.** To obtain an administrator to manage the group
- 7.** Identify all other interested groups for membership.
- 8.** Launch associate membership.
- 9.** Produce a marketing strategy
- 10.** Engage with Visit Kent
- 11.** Become self-sustainable
- 12.** Promotion of heritage across Swale

3. The AGM and Agenda

The holding of an Annual General Meeting (AGM) is a legal requirement at which a board of Trustees is elected. It is an opportunity for members to ask questions about the direction the organisation will take in the future. Copies of the Annual Report and Accounts are available at the AGM and on request to the secretary after the meeting.

The constitution states that a quorum for general meetings shall be the greater of 5% or three members. Every member has one vote.

3.1. The Agenda:

- 1.** Welcome and Apologies
- 2.** Retirement of all the Trustees
- 3.** Election of Chairman for the meeting

4. Election of Trustees
5. The Annual Reports and Accounts.
6. Guest Speaker Lyn Newton, from Swale Borough Council, on the topic of 'Heritage Tourism'
7. 2020 Objectives
8. Any Other Business
9. Close of the meeting.

4. Chairman's Annual Report



the first Annual General Meeting of Historic Swale; this marks the nineteen-month period of Historic Swale activities, beginning with its inception in February 2018. It has been a particularly difficult period in managing the transition of administration from Swale Borough Council, who previously provided the administrative support to the Swale Museums Group, to the Historic Swale CIO. There were several

These challenges included -

1. Historic Swale experienced difficulties in recruiting a person to fill the role of administrator. (as each member also has to run its own group)
2. Establishing a members list, as the migration of the membership contact details of the Swale Museums Group held by Swale Borough Council was impeded due to new Data Protection Regulations. So, a new list for Historic Swale had to be created, which was time consuming.
3. The resignation due to health issues by the elected chair Jenny Hurkett in March 2019.
4. Difficulties in opening a bank account which needed to be completed on-line, and also required the Charity Commissioners website to be updated.
5. The web administrator liaison officer stood down May 2018.
6. The Treasurer became the Mayor of Swale in May 2019.

4.1. Our Objectives - reviewed:

1. Establish a Board of Trustees

The initial four trustees were elected and have worked hard to resolve many of those difficulties and have worked for the benefit of Historic Swale. Nevertheless, additional support from across the membership is required going forward. To ensure balance, additional representatives from the areas of Faversham and the Isle of Sheppey would be ideal. This would enable the workload to be shared. The group would benefit from a volunteer to perform the role of Membership Secretary to maintain the contact register of members; and to collate and produce a quarterly on-line newsletter based on members updates.

Our thanks to Jenny Hurkett for the work she initiated in the setting up of Historic Swale and guiding its first year.

2. Open a bank account and collect membership fees

With the change of trustees, which needed to be updated on the Charity Commissioners website and with Ken Ingleton taking up his Swale Mayoralty duties in May 2019, it has meant that the role of Treasurer has in effect been taken on by Richard Emmett as 'caretaker'. Ken hopes to return to his Treasurer duties at the conclusion of his tenure in May 2020. The group's bank account was opened at NatWest bank in Sittingbourne on 12th July 2019. Any of you who have recently completed an on-line bank application, on behalf a group, will know that it is not straight forward and is very time consuming. It was agreed that all payments must be signed for by two trustees.

3. Establish regular meetings for the Trustees and membership

Since being formed in February 2018, Historic Swale has held -

4 Trustee meetings

5 Members meetings

4. Set up and maintain a website promoting the various members

Our thanks to Jo Eden for her hard work in overseeing the establishment of the Historic Swale website, however, she needed to stand down in May 2018. The site continues to be maintained on behalf of Historic Swale by Faversham Designs. The website should be continually reviewed, and any updates passed to the nominated web administrator, which is currently held by Richard Emmett. <https://historicswale.org.uk/>

5. Hold a Heritage Fair and find networking opportunities

During this report period there have been two Heritage Fairs, one on 3rd February 2018, and one on 2nd March 2019; organised by Harold Goodwin at the Alexander centre in Faversham. These were very well attended by Historic Swale members and were an opportunity to display and promote their own individual heritage groups. The day attracted many visitors and a meeting was held at the end of the fair in 2018 specifically for Historic Swale members.

6. To obtain an administrator to manage the group

An organisation representing the interests of a membership of 16 (and potentially more) separate museums and heritage sites was always going to be a challenge.

The Historic Swale Trustees wrote to Swale Borough Council (SBC) in July 2018 outlining the difficulties regarding the recruitment of an administrator to manage the group and the handover. Trustees met with officers from SBC on two occasions to discuss various topics that the group believed needed to be resolved, namely:

a) Admin support

b) A local heritage leaflet stand in SBC's offices in the Swale House foyer

- c) The Heritage award category to be re-instated for the Annual Swale Volunteers Awards
- d) A named councillor to be a Heritage Champion at SBC

It was the intervention of the then Mayor Cllr Samuel Koffie-Williams, that enabled the administrative support to be arranged by SBC. This led to Swale CVS being tasked to provide administrative support for Historic Swale that would be funded for 1 year by SBC commencing February 2019.

We will need however, to address the question of the provision of administration support from the end of January 2020.

More progress needs to be made on the submission of data returns which will aid our forward planning and marketing.

On behalf of Historic Swale CIO, the trustees would like to thank both Swale Borough Council and Swale CVS for the provision of that support and particularly to Martin Goodhew for his work in supporting the Swale Museums Group.

7. Identify all other interested groups for membership.

A list of potential associate member organisations has been compiled, mostly from enquiries from the Heritage Fairs and making contact with them, and can now form part of our suggested objectives for 2020.

8. Launch associate membership.

The initial difficulties experienced by the group have caused a delay in the launch of this task and should now form part of our suggested objectives for 2020.

9. Produce marketing strategy

The initial difficulties experienced by the group have caused a delay in the launch of this task and should now form part of our suggested objectives for 2020.

The production of a brochure/ leaflet has not been possible yet, because we have been unable to confirm the complete list of organisations that wish to be a part of Historic Swale. Once there is a definitive fully paid-up list of members we can then proceed with this.

However, a potential graphic design company has been identified – the same one as used by Wheels of Time, who could be approached once the membership of Historic Swale has been agreed. Printing could be carried out by the Print Room at Swale Borough Council.

10. Engage with Visit Kent

Whilst engagement with Visit Kent has yet to take place, Richard Emmett has had dialogue with Martin Goodhew from Visit Swale. Please note that under the 'History and Heritage' section of Visit Swale website there is the following promotion –

You can go '**Walking with History in Faversham**', with regular guided walks provided by the Faversham Society at the Fleur de Lis Heritage Centre (Arts Council Accredited). On Sheppey, **Blue Town**

Heritage Centre can arrange walks and a tour guide with advance notice. The volunteers at **Rose Street Cottage, Minster Gatehouse Museum, The Guildhall Museum in Queenborough** and **Eastchurch Aviation Museum** can also provide a wealth of history with events and some talks if pre-arranged. In Sittingbourne, volunteers at the **Heritage Hub, Sittingbourne Heritage Museum, Milton Regis Court Hall Museum** and the **Old Forge Wartime House** regularly open to bring the town's history to life.

<https://www.visit-swale.co.uk/see-and-do/history-and-heritage/>

Additionally, Visit Swale has produced a map brochure identifying key attractions around the borough, which has been widely circulated, and is welcomed.

11. Become self-sustainable

Working with Swale CVS who are providing the group with the necessary part-time administrative support, it will be possible to calculate the number of tasks involved for this post and the number of hours required to complete them. This has been suggested to be currently calculated at £18 per hour. Hours of support are still being calculated.

The administrator could, going forward, apply for grants and look at opportunities to produce merchandising and publications to generate funds.

12. Promotion of heritage across Swale

Wheels of Time

Eleven of our members are also part of the Wheels of Time scheme. The purpose of the scheme is to promote education in history and heritage among young children and encourage young people between the ages of 5 and 11, to visit museums and heritage sites in Kent; encourage families into our heritage attractions and promote small to medium size heritage attractions within Kent.

South East Museums Development Officer

The South East Museums Development Officer – Joanna Low, has been working with Historic Swale to develop the scheme.

Borough Councils World War One steering committee

An engagement activity that took place during the reporting period was the Swale Borough Council's World War One steering committee. In 2013, Richard Emmett had been invited to sit as a lay member on the steering committee, representing the interests of the Swale Museums Group. This continued until November 2018 (after the formation of Historic Swale CIO), when the centenary commemorations finished and the committee was stood down. The committee had met bi-monthly throughout the period of the centenary. During this time, Richard Emmett had submitted a number of reports to the committee for their consideration, this led to three notable achievements, 1.

Donald Dean VC commemorative stone in Sittingbourne; 2. Three WW1 commemorative benches being placed around the Borough in Sittingbourne, Faversham and Sheerness; 3. New road signage for The Avenue of Remembrance in Sittingbourne.

Many of the Historic Swale membership benefited from the grants (up to £750) to hold events or exhibitions. Richard Emmett's comments were reported upon in the 2018 winter edition of 'Inside Swale' under the title 'Heritage had delivered' which commented on the numerous WW1 themed activities that had been produced around the Borough, principally by history and heritage groups, throughout the centenary.

This collaboration has enabled over 3000 men and ladies from across the Borough who died as a result of WW1 to have been researched and remembered.

Newsletter to SBC

In July 2018 Historic Swale produced a collective newsletter to advise SBC of our activities. It is hoped that a quarterly update newsletter could be re-instated in 2020.

4.2. Summary

So, whilst it has been a challenging start for the group, there have been many positive achievements to report upon. Most of the Swale Museum Group members are now members of Historic Swale. Various of the necessary governance forms are available and more importantly, Historic Swale now has a bank account.

Certainly, the Wheels of Time initiative and the WW1 centenary commemorations have shown the value that can be experienced through collaborative working. It should also be acknowledged that the members of Historic Swale provide a valuable resource in terms of the heritage tourism for the borough. This is for the majority of the positions with the museums and heritage sites being run by volunteers.

The Historic Swale website provides us with an outward 'window to the world' and meetings such as the Faversham and Swale Heritage Fair have promoted Swale's history and heritage offering. To ensure the full benefit of the Historic Swale website, members should review the content for their group / venue and check it is still relevant. It is important to keep the site updated and vibrant.

Historic Swale is at the start of a what will be a rewarding journey in the promotion of the unique history and heritage that Swale has on offer. Having this confederation will enable us to promote the heritage story across the Borough and to tell of its combined history and give us

a voice in the wider community. Thank you for your support and hope that you are very much looking forward to a fruitful 2019/20.



5.

5. Financial Report - Ken Ingleton (apologies) presented by Richard Emmett.

Accounts

Receipts	difference on last year	£.p	Payments	difference on last year	£.p
Donations		£ -	Bank Charges		£ -
Events		£ -	Courses, Trips, Lectures		£235.00
Fund raising/ Interest		£ -	Equipment		£ -
Sponsorship		£ -	Insurance		£ -
Membership		£ 275.00	Postage		£ -
			Printing & Stationery		£ -
			Subscriptions		£ -
			Sundry		£ -
			Travel		£ -
			Website maintenance		£ -
Total		£ 275.00	Total		£235.00
Summary		£ p	Account Balances at:	#####	£ p
Balance from previous years		0.00			
Receipts less Payments for 2018/2019		40.00	Current Account (subject to Cheques being cleared		569.51
Balance (excluding specific funds) to date		40.00			
Grants balances to date		529.51			
Grand Total		£ 569.51	Grand Total		£ 569.51

Ring Fenced Monies

Sponsor	Ref	Used for	Open	Closed	Date	In	Out	£529.51	Total
Swale Borough Council via SHM open									
	2	Remaining monies from SHM from Swale Museum Group				£243.50			
		Balance of Grant			16/07/2019	£243.50	£0.00	£243.50	
Swale Borough Council - Award open									
		for Historic Swale heritage promotion							
	1	Remaining grant from SBC for pr			12/07/2019	£466.01			
	14	Faversham Designs			27/08/2019		£180.00		
		Balance of Grant				£466.01	£180.00	£286.01	
						In	Out		
					Grand Totals	£709.51	£180.00		

Our income over the reporting period has been made up from two sources – monies held by member organisations on behalf of Swale Museums Group (previous grants); and membership fees - £275 from members as at end of August. £75 promised and a potential £50 outstanding from previous Swale Museum Group members.

Of this £235 has been used to reserve the hall booking for the March 2020 conference.

Previous grant money received from HRGS = £ 466.01

Previous money from SHM = £ 243.50

Total £709.51 paid out £180 for the Historic Swale website = £529.51.
Additionally, there will be a further £2200 from Blue Town Heritage Centre held on behalf of Historic Swale.

6. Membership Secretary's Report (vacant) presented by Richard Emmett.

Currently Historic Swale has the following members, at £25 membership fee per organisation:

Paid up: (paid as at end of August 2019)

1. Blue Town Heritage Centre and Criterion Music Hall
2. Dolphin Barge Museum
3. Eastchurch Aviation Museum
4. Fleur de Lis Museum / Faversham Society
5. Historical Research Group Sittingbourne
6. Milton Regis Court Hall, Friends of
7. Minster Abbey Gatehouse Museum
8. Raybel Charters Community Interest Company
9. Rose Street Cottage of Curiosities
10. Sittingbourne & Kemsley Light Railway
11. Sittingbourne Heritage Museum

Outstanding: (as at end of August 2019)

1. Chart Gunpowder Mills (advised paid)
2. Kent Police Museum (advised this is on its way)
3. Maison Dieu (advised this is on its way)
4. Queenborough Guildhall Museum
5. Sittingbourne Society

Although this may of course be partly due to the delay in opening the Historic Swale bank account, it is hoped that all previous Swale Museum Group members will join as Historic Swale members.

7. Fundraising (vacant) presented by Richard Emmett.

An application is to be made to Swale Borough Council for financial assistance in holding the conference in March 2020. Once the full costs and benefits have been outlined, this can be actioned.

Ken Ingleton – Mayor of Swale has intimated that he may be able to make a small sum of money available through his member's grant.

8. The Future and objectives for 2020

With many of the difficulties now resolved, it is hoped that Historic Swale can move forward and focus on our aims. To that end, the trustees are proposing to hold a conference for and on behalf of the membership on Saturday 21st March 2020 at the Appleyard, Sittingbourne (formally the UK Paper Social Club in Remembrance Avenue). The theme of the conference will be 'Putting Swale's heritage on the map' and a full day programme with guest speakers is planned.

Efforts are being made by the trustees to identify potential projects that could involve the Historic Swale membership, where funding could support a paid administrator.

Historic Swale has been approached by Justin Aggett, of Sheppey Matters, to be a partner in a Heritage Lottery Funded project 'Swale Migration'. The project has passed the first round and is awaiting a full application. Trustees have had a discussion with Justin, and it is hoped that this project will include a part-time funded administrator whose role would additionally act for Historic Swale.

It is essential that Historic Swale collates quarterly visitor numbers to our various member sites, as this will provide evidence of the impact that the group is having overall, and guide our forward planning and marketing strategy.

It is hoped that stronger links will be made with both Visit Swale and Visit Kent.

8.1. Suggested objectives for 2020

- 1.** Obtain funding for an administrator to manage the group data returns and manage the meetings.
- 2.** Increase the members on the Board of Trustees...2 from each area.
At present - Sittingbourne (2), Sheppey (1) & Faversham (1)
- 3.** Maintain regular meetings for the trustees and membership
- 4.** Maintain and develop a website promoting the various members
- 5.** Find networking opportunities
- 6.** By the second quarter of 2020 all members to be submitting data returns.
- 7.** Increase membership to include associate membership at £10.
- 8.** To provide a heritage conference open to the public
- 9.** Promote Historic Swale (through merchandizing, publications, calendars brochures) and groups such as Visit Kent, Visit Swale etc.
- 10.** Develop a Swale wide 'Heritage Trail' passport
- 11.** Hold a Historic Swale Forum
- 12.** Become self-sustainable

