TRUSTEES
Venetia Abergavenny (appointed 7 March 2014)
Anne Olivier Bell
Dinah Casson
Mark Harwood (appointed 7 March 2014)
Hilary Newiss
Nigel Newton (Chairman)
Virginia Nicholson (Deputy Chairman)
Charles Saumarez Smith
Simon Watney
Gillian Wolfe

COMMITTEES
FINANCE
Mark Harwood (Chair)
Hilary Newiss

BUILDING (Centenary Project)
Dinah Casson (Chair)
Nick Cragg (Project Manager)
Kevin Heaton (HLF Monitor)
Nigel Newton
Virginia Nicholson
Jonathan Prichard
Charles Saumarez Smith

APPEAL (Centenary Project)
Venetia Abergavenny
Charles Anson
Deborah Gage
Pippa Harris
Alison McLean
Gaynor Moyihan
Nigel Newton
Hilary Newiss (Chair)
Virginia Nicholson
Cate Olson
Nash Robbins
Sara Stonor
Gillian Wolfe

ENTERPRISES
Directors of Enterprises are:
Dinah Casson
Nigel Newton
Virginia Nicholson
Jonathan Prichard

HOUSE
Anne Olivier Bell
Giles Waterfield
Richard Stone

EXHIBITIONS
Anne Olivier Bell
John Gill
Hilary Lane
Simon Martin

RETAIL
Hilary Newiss (Chair)
Virginia Nicholson
Sarah Sevier

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www.twitter.com/charlestontrust • www.facebook.com/charlestontrust

CHARLESTON
ANNUAL
REVIEW
For the financial year
January - December 2013
INTRODUCTION
FROM THE CHAIRMAN

“The centenary of the opening of the Omega Workshops has been a significant year for The Charleston Trust. Charleston's new Director, Alistair Burtenshaw, took up post on 1st March 2013 and I am pleased to say that he and his team have made great strides to improve Charleston's long term sustainability. These included the important steps of significantly reducing our unrestricted deficit, agreeing our Forward Plan to 2017, receiving Arts Council England Museum Accreditation status and formally commencing the Charleston Centenary Project with great efforts to raise the final £2.5m needed.

It is particularly pleasing that Her Royal Highness The Duchess of Cornwall, a lover of the arts and native of East Sussex, became Charleston’s Patron in May. We also celebrated the 10th anniversary of Charleston’s ground-breaking short story festival, Small Wonder, with a new international award for a Lifetime’s Excellence in Short Fiction, had our largest ever May Festival and worked to further enhance our delightful shop and café. Taken together these welcome initiatives form the backbone of our drive to safeguard Charleston for future generations, vital work that I hope you will support in any way you can.”

Nigel Newton, Chairman of the Trustees, The Charleston Trust

A MESSAGE FROM THE DIRECTOR

“I am delighted to have been invited to join Charleston at such an important time in its history. In the autumn we appointed Cragg Management as our Project Managers for the Centenary Project – an important step forward when combined with the vital groundwork during 2013 to progress our centenary plans.

I am pleased to say that we were able to make two important internal appointments – Dr Darren Clarke, as Head of Curatorial Services and Belinda Da Silva, as Retail Manager. These perfectly complement the excellent cohort of guides and other staff who work so effectively alongside our Trustees to support Charleston’s development. With your support I feel confident we can secure the future of the House and its collection and welcome new audiences to Charleston.”

Alistair Burtenshaw, Director, The Charleston Trust
HOUSE, GARDEN AND COLLECTION

- Charleston loaned three works to the Complesso Del Vittoriano exhibition on Cubism in Rome.
- Charleston accepted an offer of a loan of Duncan Grant’s *Juggler and Tightrope Walker* (c.1919), which was installed in Maynard Keynes’ Room.
- Charleston was given a generous donation of a 40-piece tea set designed by Duncan Grant and produced by Foley in 1934; it has undergone remedial conservation work before it went on display in the House in 2014.
- Charleston marked the 100th anniversary of the Omega workshops with a display of furniture, paintings, textiles and ceramics in the House. The table was set with soup bowls, side plates, a tureen, an Omega vase and original cutlery from the House. Omega workshop curtains originally from Raymond Mortimer’s collection were identified and installed, as were paintings by Roger Fry and Edward Wolfe. Roger Fry’s dining chairs were also on display.
- To celebrate the centenary of the Omega workshops, Charleston took part in the London Design Festival in partnership with The Courtauld Institute, The New Craftsmen and *Hole & Corner* magazine.

VISITORS

- Charleston welcomed 20,096 visitors to the House and Garden between April and October 2013.
- Following extensive assessment by Visit England, Charleston continued to be a ‘Quality Assured Visitor Attraction’ receiving praise in numerous areas including the guided tours, which were rated outstanding.
- Charleston was awarded Accredited Museum status by Arts Council England in December 2013.
- Social media continued to grow well in 2013. Charleston’s Facebook ‘likes’ saw a steady increase from the beginning of September through to early November, growing from 961 to 1,070.
- Charleston’s Twitter followers numbered 2,342 and this has developed into a strong community following.

“Absolutely outstanding Guide. Totally immersed in the subject and witty.”

“A beautiful, imaginative and playful house. Thoroughly enjoyed my visit and all staff were very helpful.”

“Fabulous, as usual.”

Visitor Feedback from 2013
The short story world is small and wonderful, and in England, Charleston is its capital.”

Adam Marek, award winning author of ‘Instruction Manual for Swallowing’ and ‘The Stone Thrower’ and speaker at Small Wonder 2013
The Queen Mary fabric designed by Duncan Grant in 1935 for the fitting out of the Queen Mary first class lounge was reintroduced to the shop and proves ever popular.

- A Retail Committee was formed. Members include the Director, Retail Manager, a Trustee and the Director of Brand Development, Design and Buying at V&A Enterprises.

- Although the House closed at the end of October, the shop and a ‘pop-up’ café remained open together from Wednesdays to Sundays from 30th October until 22nd December in the shop and gallery space.

- The shop held book launches for *The Angel of Charleston* by Stewart MacKay and *Virginia Woolf’s Garden* by Caroline Zoob. Book launches are an area that the Trust will be developing further.

- The shop provided ‘pop-up’ stalls at talks related to Charleston at various venues around Sussex. This helped to promote Charleston to the local community and provided a platform for later online and telephone sales.

- The Charleston Café received a 4-Star Food Hygiene rating from Lewes District Council, this is up from a 3-Star rating given in 2012.

- The Charleston Shop has been voted one of the ‘100 Best Shops Outside of London’ by Vogue UK and was also selected by the British Craft Council for the high quality and breadth of its range.

"The shop stocks the whole range of my work including cards, cushions, ties, lamps, lampshades and scarves. In 2013 we started trying out a new smaller size of silk scarf, which worked extremely well. I particularly like the book section – and the pottery – and the staff are great. There is always something to be found there which you would be hard pressed to find elsewhere - long may that continue!"  

Cressida Bell, Designer
FUNDRAISING

CORE COSTS, FESTIVALS, SPONSORSHIP AND MEMBERSHIP

■ A new Fundraising Manager was appointed in July 2013 with a focus on raising much needed funds for Charleston’s core costs. The Development Manager was promoted to Head of Development to focus solely on raising the remaining funds for the Centenary Project.

■ The Big Give Christmas Challenge replaced Charleston’s Annual Fund request. This new scheme allowed any pledge or online donation to be match-funded by our Charity Champion, The Reed Foundation. The scheme raised a total of £6,302 through donations by many individual supporters of Charleston, above that usually raised by our Annual Fund campaign.

■ Other successful fundraising applications for core costs included Alan Evans Memorial Trust, Royal Oak Foundation and Garfield Weston Foundation.

■ The Omega Group, Charleston’s patrons scheme, increased by 17 members during 2013.

■ Charleston received sponsorship and support for its 24th Festival through EFG Private Bank, Gorrings, Nexus Group, Folkington’s Juices, Prudence and Kevan Watts, Hurstpierpoint College, The Ondaatje Foundation, University of Sussex, Sir Hugh and Lady Catherine Stevenson, Sussex Country Gardener, City Books Hove, Pelham House, Tilton House, Caffyns Land Rover, Harvey & Son, Cole & Son, Martin D. Johnson Antiques and Interiors, and Sshh...

■ The Charleston Trust was awarded a grant over three years from Arts Council England for Charleston’s short story festival, Small Wonder.

■ The Booker Prize Foundation awarded a grant over three years for the creative writing element of Small Wonder.

■ Charleston also received sponsorship and support for the 10th anniversary of Small Wonder from EFG Private Bank, University of Chichester, University of Sussex, The Folio Society, Pelham House, City Books Hove, Booktrust, Harvey & Son, Rattle Tales, Collected Works CIC, Prudence and Kevan Watts, Lewes New School and Caffyns Land Rover.

The Centenary Project architects, Julian Harrap Architects and Jamie Fobert Architects, developed options to complete the project in phases. Charleston trustees and Heritage Lottery Fund agreed that a phased approach, which will start at the end of 2014, was the best way forward.

- Two successful fundraising events were held in London to raise awareness and funds for the project.
- The Charleston Trust tendered for a Project Manager in July 2013. Cragg Management Services were appointed. They have provided project management services to a number of local organisations’ capital projects including Towner in Eastbourne and the De La Warr Pavilion in Bexhill, in addition to working with The Photographers’ Gallery in London, Turner Contemporary in Margate and The Holburne Museum in Bath.

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Charleston is a magical place; an epoch of art, literature and gardening all captured in a single house. But it is also fragile and at risk through over-exposure. Through its years as a home the neighbouring barns provided an idyllic backdrop, but through partial demolition and fire damage they have been sadly diminished.”
Jamie Fobert, Architect, Charleston Centenary Project
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INCOME AND EXPENDITURE

Summary consolidated statement of financial activities - unrestricted and restricted funds

<table>
<thead>
<tr>
<th></th>
<th>Total Funds</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2013 £'000</td>
<td>2012 £'000</td>
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<tr>
<td><strong>Income</strong></td>
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<tr>
<td>Donations and legacies</td>
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<tr>
<td>Grants</td>
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<tr>
<td>Friends membership</td>
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<td>Festivals</td>
<td>284</td>
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<tr>
<td>Shop and café</td>
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<tr>
<td>Visitors</td>
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<tr>
<td>Venue hire</td>
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<tr>
<td>Public programmes and learning</td>
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<tr>
<td>Centenary project</td>
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<td>275</td>
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<tr>
<td><strong>Total income</strong></td>
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<td><strong>1,016</strong></td>
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<tr>
<td>Investment income</td>
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<tr>
<td><strong>Total income</strong></td>
<td><strong>1,224</strong></td>
<td><strong>1,024</strong></td>
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<tr>
<td><strong>Expenditure</strong></td>
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<td>Fundraising</td>
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<tr>
<td>Friends</td>
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<tr>
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<td>Shop and café</td>
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<tr>
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<tr>
<td>House and garden</td>
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<tr>
<td>Governance</td>
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<td><strong>Total expenditure</strong></td>
<td><strong>989</strong></td>
<td><strong>969</strong></td>
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<tr>
<td><strong>Net incoming resources for the year</strong></td>
<td><strong>235</strong></td>
<td><strong>55</strong></td>
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<tr>
<td>Gains on investment assets</td>
<td>24</td>
<td>12</td>
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<tr>
<td><strong>Net movement in funds</strong></td>
<td><strong>259</strong></td>
<td><strong>67</strong></td>
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<tr>
<td>Funds brought forward</td>
<td>1,160</td>
<td>1,093</td>
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<tr>
<td><strong>Total surplus funds carried forward</strong></td>
<td><strong>1,419</strong></td>
<td><strong>1,160</strong></td>
</tr>
</tbody>
</table>

Net incoming resources are made up of an unrestricted deficit of £5,838 (2012 - £11,830 deficit), a restricted surplus of £240,992 (2012 - £167,154 surplus) and an endowment surplus of £23,660 (2012 - £11,784 surplus).

The above figures were extracted from the full financial statements of The Charleston Trust (Bloomsbury in Sussex). The audit opinion on the financial statements for the year ended 31st December 2013 was unqualified. The financial statements should be consulted for a full understanding of the results of The Charleston Trust (Bloomsbury in Sussex) and its financial position.