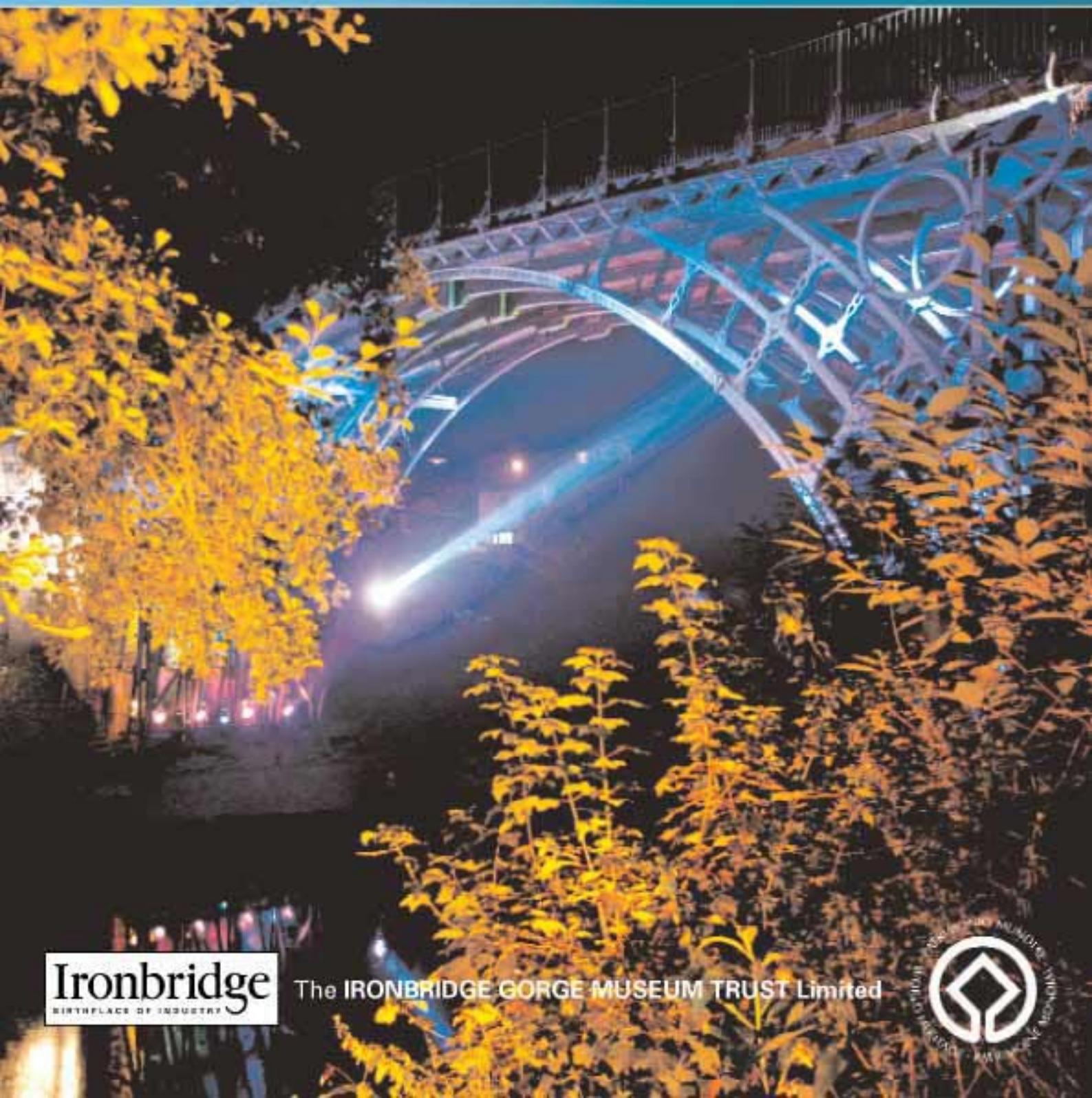


Annual Review 2008



Ironbridge
BIRTHPLACE OF INDUSTRY

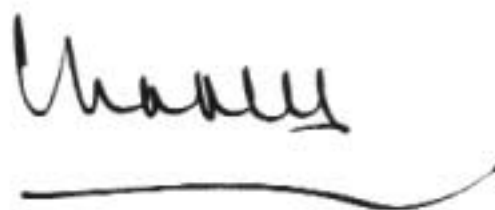
The IRONBRIDGE GORGE MUSEUM TRUST Limited



Looking back over the successes of 2008, it is plain to see that the spirit of the Ironbridge Gorge Museum Trust is as strong as ever. Taking forward its twin charitable aims of conservation and education, this remarkable Trust continues to care for the monuments and buildings of one of Britain's most remarkable and important World Heritage Sites.

2009 marks 30 years since I became Patron of The Ironbridge Gorge Museum Trust. It also marks the 300th anniversary of Abraham Darby's first successful commercial smelting of iron using coke – the technological breakthrough which gave rise to the Industrial Revolution and, unfortunately, as we are now discovering, to the onset of what has now become rapidly increasing climate change.

If I may, I would like to congratulate all those whose endeavours continue to make such an impact and I am delighted to be able to support the work of the Trust in securing our collective heritage for future generations.



Charles

President's FORWARD

We can reflect on 2008 as another year of great achievement, often in the face of significant obstacles. The combined efforts of trustees, staff, volunteers and Friends have once again engaged and inspired many thousands of visitors, students and schoolchildren to learn about the events of the past which have made Ironbridge one of the country's leading World Heritage Sites and the Birthplace of Industry. I would like to thank those who have committed so much effort into the achievement of the Trust's Vision as we look forward to an even brighter future.

Mike Lowe CBE DL

President of The IRONBRIDGE GORGE MUSEUM TRUST



HIGH Princess Alexandra at Coalport CHINA MUSEUM, July 2008.



The Trust's President, Mr Mike Lowe and Tina Hickman, Ticket and Retail Managers at Coalport CHINA MUSEUM, present a vase made at Coalport by Rachel Frost to HIGH Princess Alexandra.

Chairman's REVIEW

During the year construction work progressed well on the Trust's ambitious Blists Hill Development Project. Significant funding from Advantage West Midlands and Government Office West Midlands together with additional project support from Renaissance in the Regions provided the resources needed to complete a ground-breaking development of the Trust's largest site by 2009. During 2009, the Trust will complete the £12m Blists Hill Development. The first phase of the development will include a post office, draper's shop, photographers, sweetshop and fried fish dealer and will open at Easter 2009, whilst the new landmark Visitor Centre and World Heritage Site exhibition remains on target for completion by the summer of 2009, as does the narrow gauge mine railway and inclined lift.

The Museum played an active role as one of the Renaissance in the Region's West Midlands' Hub of museums, delivering all targets laid out in the 2008/9 Business Plan and contributing a keynote address at the Renaissance Conference in May. Ironbridge also showcased its Renaissance-funded Costume Project, which in the year secured major commissions for the Museum of Costume in Bath and the National Museum of Ireland.

In terms of trading activity, overall visitor numbers were static although income from visits declined due to a marked decrease in secondary spend. In particular retail activity across the Museum's sites and at the central Ironbridge shops was lower than expected. Whilst on-site weddings remained buoyant in the period, corporate income overall was down on budget. The introduction of car parking charges across all sites, however, proved a valuable income stream from June onwards.

Following the opening of the New Building at Jackfield Tile Museum in 2007, the year saw the ongoing establishment of Fusion, a new Creative Industries centre for the region, with tenants including glass artists, a monumental mason and a fine art printer. This new facility continued to develop during the year, offering links with the creative tenants at Coalport China Museum and nearby Maws Craft Centre in a 'Ribbon of Creativity' along the River Severn.

The 'Fifty in the Footprint' exhibition in May, featuring work from a number of local artists, proved popular. Following substantial geological stability work on the south side of the Gorge by Telford & Wrekin Council, the Lloyd's Head Road reopened in autumn.

At Coalport China Museum, the Trust was honoured to receive a visit in July from HRH Princess Alexandra. The visit from Her Royal Highness followed that of her grandmother, Queen Mary, who made a visit to the Coalport China factory in 1900.

High Street and the junction of Canal Street, Blists Hill VICTORIAN TOWN.



Ironbridge continued its excellent progress as a centre for the promotion of the key curriculum subjects of science, technology, engineering and mathematics, securing a three year contract for the delivery of the STEM offer for the Shropshire area and expanding its network of SEAs - Science and Engineering Ambassadors.

The launch of the West Midlands' Cultural Olympiad at Ironbridge, September 2008.



Chairman's REVIEW...continued

The Museum's education and learning teams were recognised during the year by two prestigious Sandford Awards for Excellence in Heritage Education, for the quality of the schools' services at Jackfield Tile Museum and Enginuity, Coalbrookdale.

The Ironbridge Institute, the Museum's long-standing partnership with the University of Birmingham, saw another record number of full-time equivalent students for the 2008/9 academic year and a significant rise in the number of Historic Environment Conservation students.

With the help of European funding, the Museum created a series of new TV adverts, which ran throughout the year, receiving popular acclaim and helping the Museum secure its best ever daily visitor numbers for Enginuity during the October half-term. Also with the assistance of European funding, the Museum worked with partners to complete an exciting interpretation and branding strategy for the Ironbridge Gorge World Heritage Site.

The Museum worked with key partners including Advantage West Midlands, Culture West Midlands, Telford & Wrekin Council, Transforming Telford and the Arts Council to host the launch of the West Midlands' Cultural Olympiad in September. Following the theme set by LOCOG (London Organising Committee of the Olympic Games) of 'Light Up', the Museum illuminated the key monuments of the World Heritage Site including the Iron Bridge, Bedlam Furnaces and the Old Furnace at Coalbrookdale with a spectacular son et lumiere show. A wide range of the region's cultural talent was on show for an audience of over 1,000 people on the main events stage at Coalbrookdale including 100 young dancers performing as part of the 'Big Dance' project, MOBO-award-winning Soweto Kitch and Stratford's Orchestra of the Swan. The Museum also hosted the V&A's travelling exhibition 'A Century of Olympic Posters' which was open free of charge to all visitors in the Coalbrookdale Gallery until January 2009.

Families involved in the archaeological investigations of the Old Furnace in preparation for the Coalbrookdale 300 celebrations, supported by the Edward Gullsey Charitable Trust.



FUTURE PLANS

The Ironbridge Gorge Museum Trust will continue to innovate in the way in which we engage our visitors in the story of the world-changing events which made Ironbridge the birthplace of the Industrial Revolution. We will respond to the unique opportunity presented in 2009 by the 300th anniversary of Abraham Darby's technological break-through and the generational investment in Blists Hill Victorian Town to significantly raise the profile of the work of our charitable trust and to further increase our regional, national and international audiences. Our sincere thanks go to all the organisations and individuals who continue to support us in the pursuit of our Vision and to the executive, staff and all our volunteers for their continuing endeavours.

Barrie Williams

Chairman of
The **IRONBRIDGE GORGE MUSEUM TRUST** Limited



Renaissance also supported a vast number of family-friendly events, activities and hands-on workshops throughout the year.

Renaissance in the Regions



Award winning education work



The Coalport kiln

Ironbridge Gorge Museum Trust received substantial funding during 2008 through Renaissance in the Regions, MLA's ground-breaking programme to transform regional museums. Ironbridge, along with Birmingham, Stoke, Coventry and Wolverhampton, form part of the West Midlands' Regional Hub of Museums, helping to raise standards, develop new partnerships and deliver an inspirational programme of learning, community development and economic regeneration.

Once again, Renaissance funding has helped Ironbridge secure capital investment to develop the buildings and monuments of the World Heritage Site for visitors of all ages to enjoy and learn from. Renaissance investment has been critical in supporting the multi-million pound package of funding to develop Blisb Hill Victorian Town as a key tourism Gateway to the Region, particularly in the areas of learning and interpretation.

The Museum's award-winning education work continues to be developed through Renaissance support, with many new projects being introduced during the year. In 2008, Ironbridge secured a three year contract to deliver on the STEM agenda, operating a regional centre helping schools to teach the key curriculum subjects of science, technology, engineering and mathematics. Through the Hub's 'Interactive Museum' work package, investment was made in hands-on facilities at many of Ironbridge's museums, including Ingenuity and Jackfield Tile Museum.



Building on previous successes, Renaissance funding helped Coalport China Museum to further develop as Ironbridge's access flagship. Following the installation of a disabled access lift in 2007, Renaissance support enabled the creation of a new, multi-media interpretation of one of the Museum's bottle kilns.

The Renaissance funded Costume Project had another successful year working in partnership with museums across the UK; delivering bespoke, accessible and engaging costume interpretation that meets individual museums' diverse needs. Clients this year included the Fashion Museum, Bath; Kew Palace, London; Bantock House, Wolverhampton; and Bewdley Museum, Worcestershire.

Museum staff worked with Telford & Wrekin Council's Unit 10 initiative supporting adults with learning disabilities to create a number of exciting new loans boxes for community groups.

Over the last year the number of students on the Hub-funded Historic Environment Conservation postgraduate course has risen to over 40, from a start of 8 students in 2005. In addition, over 150 staff from museums in the West Midlands attended free Renaissance training courses in topics ranging from Canal Vessels, to Oral history, Managing Volunteers to 'making the web work for your museum'. In all, the Renaissance in the Regions Centre of Excellence programme provided 842 people days of training over the year - swelling the knowledge and competencies of professionals, volunteers and students within the region.

Renaissance also supported a vast number of family-friendly events, activities and hands-on workshops throughout the year. Overall, the Renaissance in the Regions programme continues to help museums across the United Kingdom to develop museums fit for the 21st century and to change people's lives for the better.

Over the last year the number of students on the Hub-funded Historic Environment Conservation post graduate course has risen to over 40.



Building at Bliss Hill VICTORIAN TOWN makes headway with the moving of the Decorative Plasterer's Shop.

2008 Development REVIEW

As a result of the generosity of many donors, 2008 saw further capital development and Museum-wide improvements. It remained the case that the major opportunities to fund Museum development were through the large grants available to the Ironbridge Gorge Museum Trust Limited from organisations such as the Regional Development Agency, Government Office West Midlands together with additional support from DCMS (Renaissance in the Regions).

The focus for the Ironbridge Gorge Museum Development Trust continued to be on raising the money which must be found to match these grants from a much wider base among individuals, trusts, foundations and companies, together with fundraising events and appeals.

Throughout 2008 development work continued to be dominated by the Blists Hill Victorian Town redevelopment. The grants received during the year from the Regional Development Agency, Government Office West Midlands and Renaissance in the Regions coupled with support from the Worshipful Company of Cooks and Worshipful Company of Engineers have provided the resources needed to complete the ambitious development of the Museum's largest site.

The annual Livery Weekend in June organised by the London Committee of the Development Trust, together with Development Trust staff and volunteers was, once again, very successful with the majority of Masters from the City of London Livery Companies attending. The Development Trust remains fortunate in enjoying the commitment of so many hard working volunteers and Trustees, who contribute so much to the ongoing success of the Museums.

During 2008 the Development Trust benefited from legacy donations totalling £50,000 and through the generosity of the Museum's supporters, the purchase of a Coalport service was enabled together with the purchase of a John Piper painting of Jackfield that is now on display in the Jackfield Tile Museum.

Due to the generosity of the Edward Cadbury Charitable Trust (Inc) funding was secured for the first stage of the ambitious refurbishment programme outlined for the Coalbrookdale site.

After extensive discussion with the Trustees of the Ironbridge Gorge Museum Trust Limited, the Trustees have agreed in principle to merge the two Trusts with the intention of strengthening the Museum's ability to raise funds and to improve the effectiveness and the efficiency of its governance.

Over the next 12 months, the Museum will complete the Blists Hill Project. The first phase of the development, the expansion of trades on Canal Street to include a Post Office, draper's shop, photographers, sweetshop and fried fish dealer, will open to the public in time for Easter 2009 whilst the new landmark Visitor Centre remains on target for completion by mid summer 2009, as does the narrow gauge mine railway and inclined lift.

2009 will also see the start of the Museum's ambitious Coalbrookdale 2009 development project which offers the Museum an unparalleled opportunity to refocus the world's attention on the reasons behind Ironbridge's World Heritage Site designation. The 300th anniversary of Abraham Darby's first successful commercial smelting of iron using coke will be the catalyst for the delivery of a phased series of exciting capital works centred primarily on the Coalbrookdale site with a concentration in the first phase on the Museum of Iron and the Old Furnace. It is envisaged that over £3m of capital will be required if our ambition for all phases of the development is to be achieved.

Whilst there has been organisational support for events, including the annual Livery Weekend, fundraising dinners, etc., Gifts in Kind identified through collaborative work with the Museum staff and the capital developments mentioned above, there remains the need to secure the revenue funds required for the Museum to sustain itself for the coming years. The Museum has been extremely fortunate in the support which it has received from individuals and organisations. It is grateful to them all and looks forward to working with partners both old and new over the coming years.

Staff, Volunteers & Friends

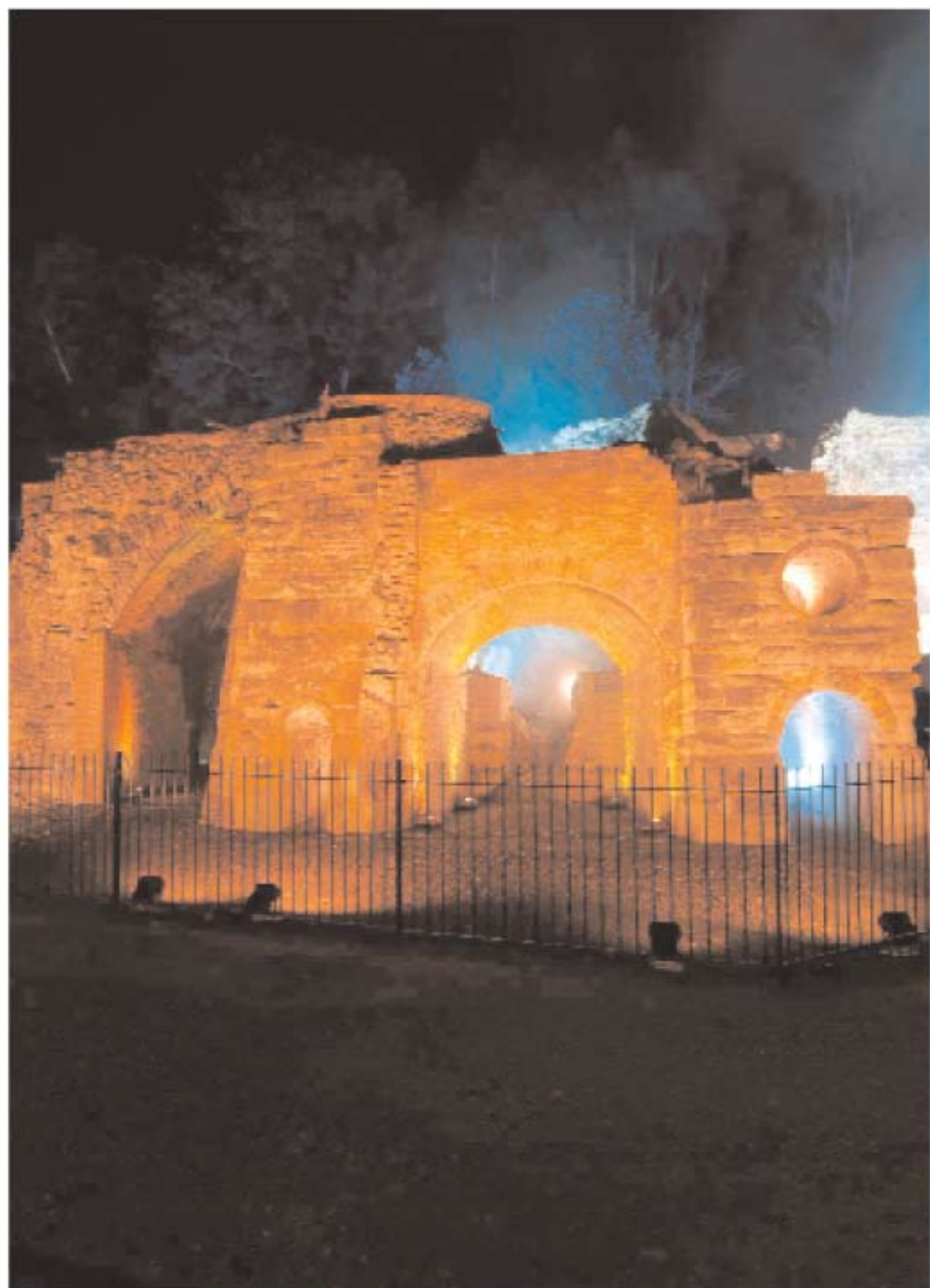
The year saw a number of awards for the Museum including the Shropshire Business Award for Excellence in Customer Service and the Best Cultural Experience award in the Heart of England Excellence in Tourism Awards. The Museum was also pleased to receive a prestigious silver award in the Green Tourism Business Scheme in August 2008, the recognition of two years of hard work on behalf of the staff and trustees.

The Trust volunteers continued to perform a tremendous number of roles throughout the year, including guiding duties across the ten museum sites, fundraising and assisting with special events. Staff from implementation-focused management consulting and Information Technology services group Caggemini helped museum curators to relocate the Trust's historic costume collection.

Under the leadership of Chair Wendy Waterson and later in the year Geoff Wallinger, The Friends of the Ironbridge Gorge Museum Trust continued to make a major contribution to the life of the Museum during 2008. As well as creating and distributing the Ironbridge Quarterly, the Friends raised vital funds in the period, staffed a stall during the World Heritage Site Festival and assisted at key events including the launch of the West Midlands' Cultural Olympiad in September. The widely popular Friends' programme of talks ran during 2008 with many highlights including the Coalbrookdale Archives Lecture in April given by David de Haan on the topic "Richard Trevithick and the Bridgnorth Connection".

Staff from Information Technology services group Caggemini helped museum curators to relocate the Trust's historic costume collection.





The launch of the West Midlands' Cultural Olympiad - Bedlam Furnaces.



The Trust's aim continues to be to present world-class museums which give excellent in-sights and memorable experiences to interpret 'the birthplace of industry'. Access to our collections through a varied exhibitions and events programme remains at the heart of what we do, along with the care of the nationally designated historic buildings and monuments across the World Heritage Site.

The Trust's major exhibition of the year was "Blood, Sweat and Imagination: artists' responses to industry in the nineteenth century" in the Coalbrookdale Gallery, the exhibition receiving positive feedback from both visitors and critics. New exhibition material was also created for the Darby Houses.

In the last quarter of the year, the Museum hosted the V&A travelling exhibition, 'A Century of Olympic Posters', supported by the Wenlock Olympian Society and the Much Wenlock Museum.

The continuation of Hub funding allowed the Museum Library & Archives to make considerable progress during the year with its ongoing transferral of data from card and paper-based catalogues to a computer catalogue (the Museum's Adlib database). Library staff worked on the provision of detailed information for the Public Catalogue Foundation volume for Shropshire, due to be published in 2009.

The Archaeology department undertook a number of family events, delivering hands-on 'learning digs' as part of the research needed to develop the Old Furnace in 2009. A finds exhibition was created in the Museum of Iron showcasing the most important discoveries. The Head of Archaeology & Monuments delivered a paper at the European Association of Industrial Archaeologists in Malta on industrial landscapes and the role of Coalbrookdale in world history.

In preparation for the development of the new, landmark Visitor Centre at Blists Hill, a number of large objects from the Trust's industrial collections were restored and painted ahead of their move to the site in 2009 where they will be installed in a special 'gallery' atrium above the main entrance.

The major acquisition of the year was a John Piper framed gouache, pen and ink painting entitled "Coalport, Salop" (which actually depicts Jackfield, as seen from Coalport). This was purchased thanks to a generous donation from Robert Holden Ltd., which in turn released money from the Art Fund's "Enriching the Regions" scheme. This painting is now on permanent display at Jackfield Tile Museum. Through the generous support of the Development Trust, the Museum acquired an important Coalport tea service for the permanent collection.

More material from the Rolt Papers was transferred from the family home in Stanley Pontlarge to the Museum Library & Archives during the year, though this task is not yet complete. Another useful addition to the collections was the research notes on the life and work of John Wilkinson, collected over many years by John Dell in Canada, and deposited in the Museum Library & Archives thanks to David Lake, of the Broseley Local History Society.



The major acquisition of the year was a John Piper framed gouache, pen and ink painting entitled "Coalport, Salop" (which actually depicts Jackfield, as seen from Coalport).



The Darby Houses.

Financial Performance

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2008

	Unrestricted Funds £	Restricted Funds £	Total Funds 2008 £	Total Funds 2007 £
Incoming resources				
Incoming resources from generated funds:				
Voluntary income	1,936,299	9,629,960	11,566,259	4,063,458
Activities for generating funds	1,050,350	-	1,050,350	1,208,697
Investment income: rents	141,558	-	141,558	87,473
Investment income: interest	513	-	513	12,199
Activities in the furtherance of the charities objectives:				
Incoming resources from charitable activities	2,100,661	-	2,100,661	1,933,498
Total incoming resources	<u>5,229,381</u>	<u>9,629,960</u>	<u>14,859,341</u>	<u>7,305,325</u>
Resources expended				
Costs of generating voluntary income	273,009	-	273,009	233,759
Fundraising trading costs	1,049,423	-	1,049,423	1,151,217
Charitable activity: Museum and Visitor Operations	3,828,779	229,257	4,058,036	3,670,580
Governance	24,070	-	24,070	22,270
Total resources expended	<u>5,175,281</u>	<u>229,257</u>	<u>5,404,538</u>	<u>5,077,826</u>
Net incoming resources for the year and surplus of income over expenditure	<u>54,100</u>	<u>9,400,703</u>	<u>9,454,803</u>	<u>2,227,499</u>

CONSOLIDATED STATEMENT AS AT 31 DECEMBER 2008

	2008 £	2007 £
NET CASH FLOW FROM OPERATING ACTIVITIES	6,023,363	2,022,481
CAPITAL EXPENDITURE AND FINANCIAL INVESTMENT		
Purchase of tangible fixed assets	(6,934,836)	(2,137,761)
FINANCING		
(Repayments) of borrowing	22,979	(9,768)
DECREASE IN CASH	<u>(888,494)</u>	<u>(125,048)</u>

Financial Performance

CONSOLIDATED BALANCE SHEET AS AT
31st DECEMBER 2008

	£	2008 £	£	2007 £
FIXED ASSETS				
Tangible assets		33,738,913		26,882,326
CURRENT ASSETS				
Stocks	245,715		269,045	
Debtors	4,743,457		1,116,935	
Cash at bank and in hand	9,231		35,853	
		<u>4,998,403</u>		<u>1,421,833</u>
Creditors: amounts falling due within one year	(2,621,136)		(1,453,622)	
NET CURRENT (LIABILITIES)/ASSETS		<u>2,377,267</u>		<u>(31,789)</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>36,116,180</u>		<u>26,850,537</u>
Creditors: amounts falling due after more than one year		(274,339)		(492,499)
Defined benefit pension scheme liability		(731,000)		(555,000)
		<u>35,110,841</u>		<u>25,803,038</u>
REPRESENTED BY				
Restricted funds		34,718,971		25,318,268
Unrestricted funds				
Revaluation reserve		197,459		196,926
Other Charitable funds		194,411		287,844
		<u>35,110,841</u>		<u>25,803,038</u>

Significant Gifts in 2008

During 2008 the following donors have supported the Museum with gifts in excess of £500. Excluded from this list are those who wish to remain anonymous. We are extremely grateful to them all and to the many others who have helped.

Advantage West Midlands
Arts & Business
The Art Fund
A&S Metallurgical Resources Limited
Ashworth Charitable Trust
Worshipful Company of Basket Makers
Birmingham Museums & Art Gallery
Estate of Fred Bishop
Blockleys Bricks Limited
Estate of Charles Herbert Bottoms
British Council
Bruce Ball Charitable Trust
Mr J Bruce Ball
Capgemini
Cultural Leadership Programme
Edward Cadbury Charitable Trust (Incorporated)
Worshipful Company of Constructors
Worshipful Company of Cooks
Worshipful Company of Curriers
Worshipful Company of Dyers
Michael Darby
P B Dumbell Charitable Trust
Worshipful Company of Engineers
European Regional Development Fund
Friends of the Ironbridge Gorge Museum
German Foundry Association
Estate of Pauline Harrison
Heritage Lottery Fund
The Ironbridge (Telford) Heritage Foundation Ltd

Inchcape Motors
Ironbridge Institute
Mr M J Lowe
Lowe & Fletcher Limited
Bright King
Mr DB Knox
Lady Moore Charitable Trust
MLA (Museums, Libraries & Archives Council)
MLA – Renaissance in the Regions
NACF
Patternmakers Charitable Trust
Worshipful Company of Paviers
Rathbone Investment Charity Fund
The Salters' Company
Mrs I Sidaway
Mr Derek Spencer
STEMNET
Worshipful Company of Tallow Chandlers
Worshipful Company of Tax Advisors
Telford & Wrekin Council
Torfaen CBC
Transforming Telford
Mrs A Trevor-Jones
RD Turner Charitable Trust
Worshipful Company of Turners
Worshipful Company of Tylers & Bricklayers
Worshipful Company of Wax Chandlers
Miss SM Williams
Worshipful Company of World Traders



The IRONBRIDGE GORGE MUSEUM TRUST Limited

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Mr T. Biggins

Telford & Wrekin Council Representative

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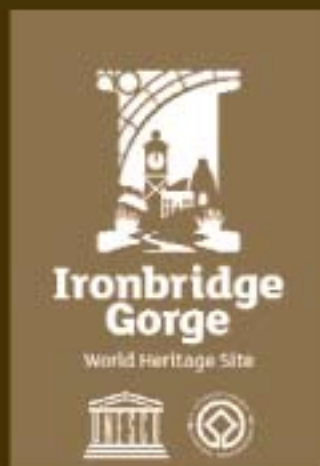
Mr G. Wallinger

Chief Executive of The IRONBRIDGE GORGE MUSEUM TRUST Limited

Mr S. R. Miller

Honorary Secretary

Mr A. Adair



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