



THE MARY ROSE TRUST

Annual Review 2014







CLARENCE HOUSE

I can scarcely believe it is 35 years since I was invited to become President of the Mary Rose Trust at its inception in 1979. Diving on the wreck in those early days allowed me to see at first hand the extraordinary nature of this project, and I have remained fascinated by it ever since. The original committee dreamed of building a museum which would house both the ship and her wonderful artefacts. At the time, this seemed almost unattainable, given the enormity of the task and the huge costs involved.

So it was with great pleasure and pride that my wife and I visited the new museum in February this year. We were both enormously impressed by the scale of the museum and were full of admiration for what has been achieved.

The exhibition provides a most extraordinary insight into what the inside of the ship would have looked like when it sunk in 1545. The condition of so many of the artefacts is remarkable, and the painstaking conservation work that has been undertaken to bring them to their former glory is a great tribute to those involved.

We were delighted to have the opportunity to meet many of the wonderful staff and volunteers during our visit, together with the Trustees, and to recognize the essential part they have all played in making the museum such a great success. It was particularly pleasing to have the opportunity to be able to thank so many donors, personally, for the invaluable part they have played in this project, and to congratulate the Heritage Lottery Fund on the strong lead they have taken to ensure that this national treasure remains available for future generations to enjoy.

The museum stands among the very best in this country. I can only congratulate and thank all those whose contribution has made the creation of this important visitor attraction possible.

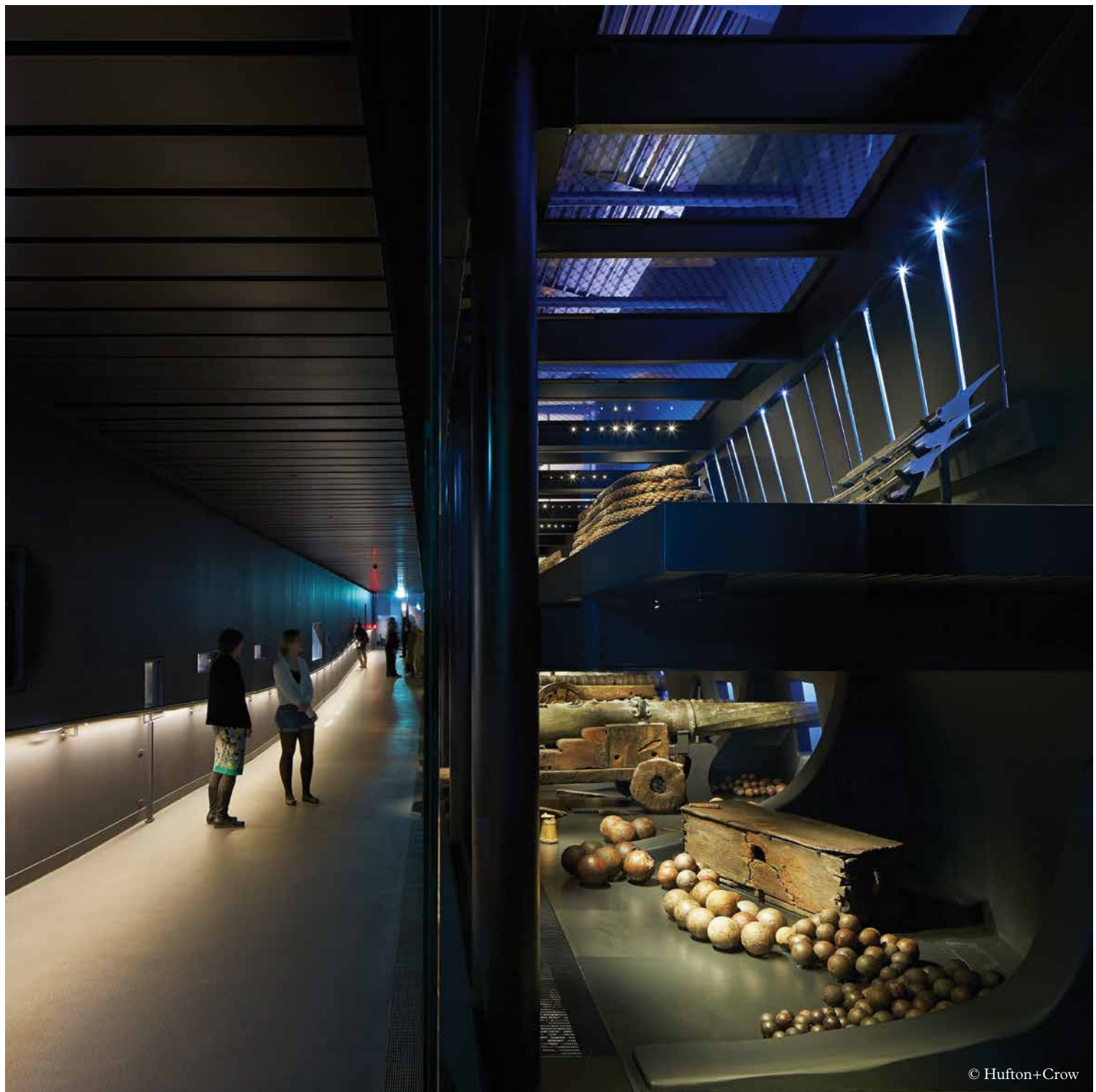
Foreword

Since opening our doors to the public at the end of May 2013, we have welcomed over 500,000 visitors and received outstanding reviews. The media coverage of the launch was deemed to have reached a billion people, and certainly we are seeing a considerable upturn in overseas visitors who are fulfilling their ambition to visit the museum. Even more impressively, since we opened, Portsmouth Historic Dockyard has seen a doubling of the overall visitor numbers, which have now reached record levels.

Our Learning and Outreach programme has gained a huge boost from our new facilities, with over 36,000 schoolchildren coming with their schools. New workshops have been developed to utilise our state-of-the-art classrooms, combining history and the sciences in very exciting ways.

Our biggest challenge now is to raise public awareness that we need to continue to raise funds beyond our visitor income in order to maintain our activities in the community and with the disadvantaged, together with our vital research and conservation programmes. Our fundraising campaign for a Permanent Endowment is now gaining momentum. As it attracts pound-for-pound match funding from the Heritage Lottery Fund we are putting increased emphasis on legacies as a means of ensuring this national icon remains secure and accessible in the years ahead.

All of the achievements would not have been made possible without the superb professionalism, determination, and enthusiasm of the Trust's staff and volunteers. They have given their all to the creation of this museum and to the successful running of it as one of the world's great museums.





“The Mary Rose Museum is a world class exhibit not to be missed”

Recent TripAdvisor review

“This is an absolutely breathtaking achievement”

Recent TripAdvisor review

“Jaw droppingly amazing - the most amazing collection of historic objects anywhere”

Recent TripAdvisor review

“I am well travelled and have not seen its equal anywhere”

Recent TripAdvisor review

Learning & Outreach

The first year in our new home has been extraordinary! The facilities in the state-of-the-art Stavros Niarchos Foundation Learning Centre have transformed the experience for education visitors. Our major focus was the launch of a new schools programme principally based on Tudor History and STEM (Science, Technology, Engineering and Maths). Other subjects include Literacy, Leisure and Tourism, A Level Archaeology, and GCSE History of Medicine. Workshops cater for all ages and abilities: mainstream, gifted and talented and special needs. Careers sessions are a new area of business, utilising the science and engineering story behind the building of the museum. In our first year, over 36,000 children and young people have visited with their schools, of whom 20,000 have taken part in workshops. Schools have travelled from as far afield as Devon, South Wales, Hertfordshire and Kent. Feedback from teachers and pupils has been very enthusiastic. We are also involved in a partnership providing continuing professional development for primary and secondary science teachers.

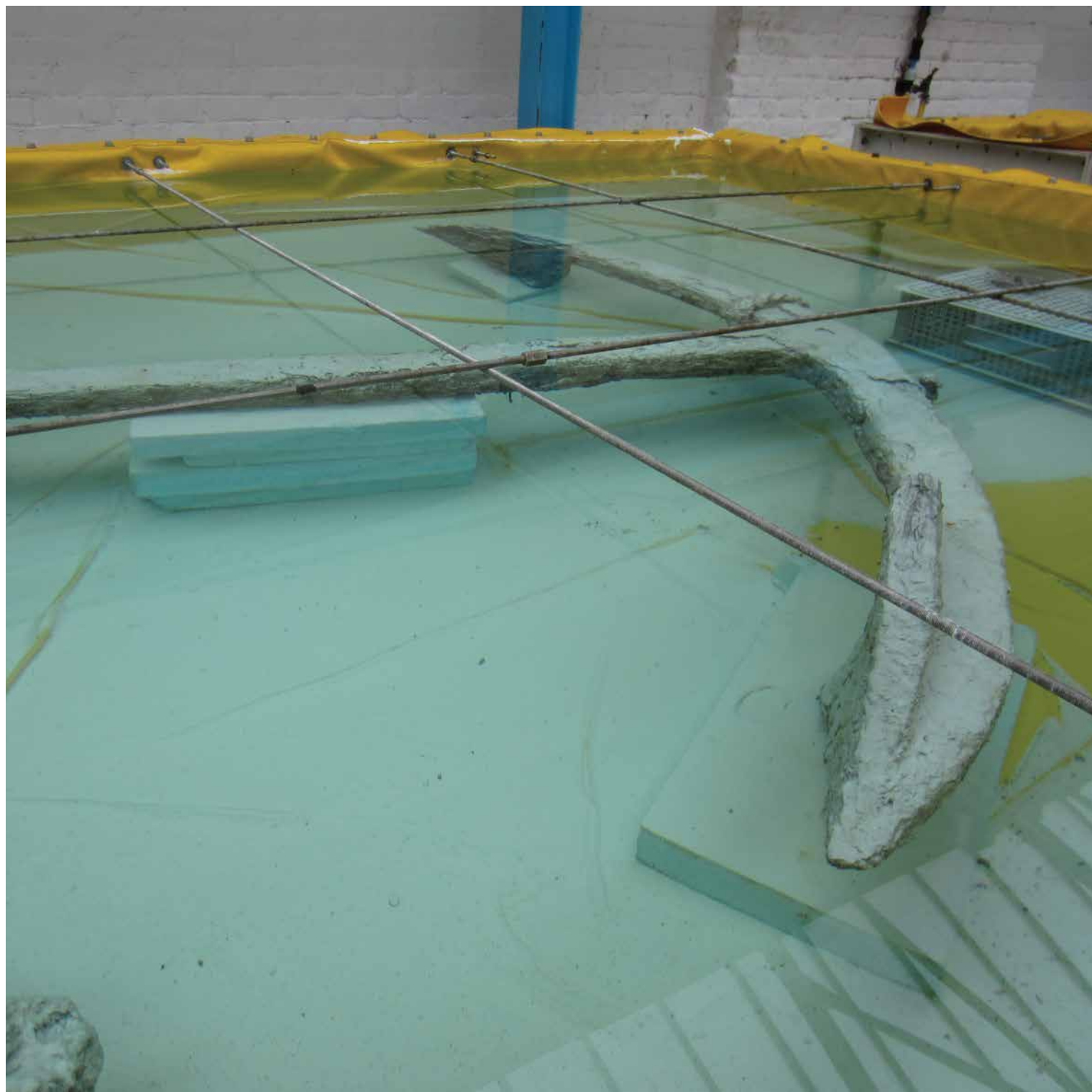
The outreach programme continues to bring the Mary Rose story to a wide variety of people across the country. Highlights include:

- Visits to groups with special needs across the South of England including the visually-impaired, stroke associations, hospices and dementia support
- The Big Bang Science Fair in Birmingham
- Family learning events in Portsmouth and Hampshire
- Re-launch of nationwide school loan box service

New technology has transformed the work of the Department with a class set of tablet computers which allow pupils to send work direct to home and school, enable teachers to evaluate sessions quickly and allow web chats with schools further afield. Opening our own Twitter account @MaryRoseLearn is another exciting development.

The Department is recognised as a centre of excellence for museum education. We regularly host visits by learning teams from other organisations and museums. We are deeply involved with museum networks across the region contributing expertise in particular areas, for example, working with special needs visitors and volunteers.



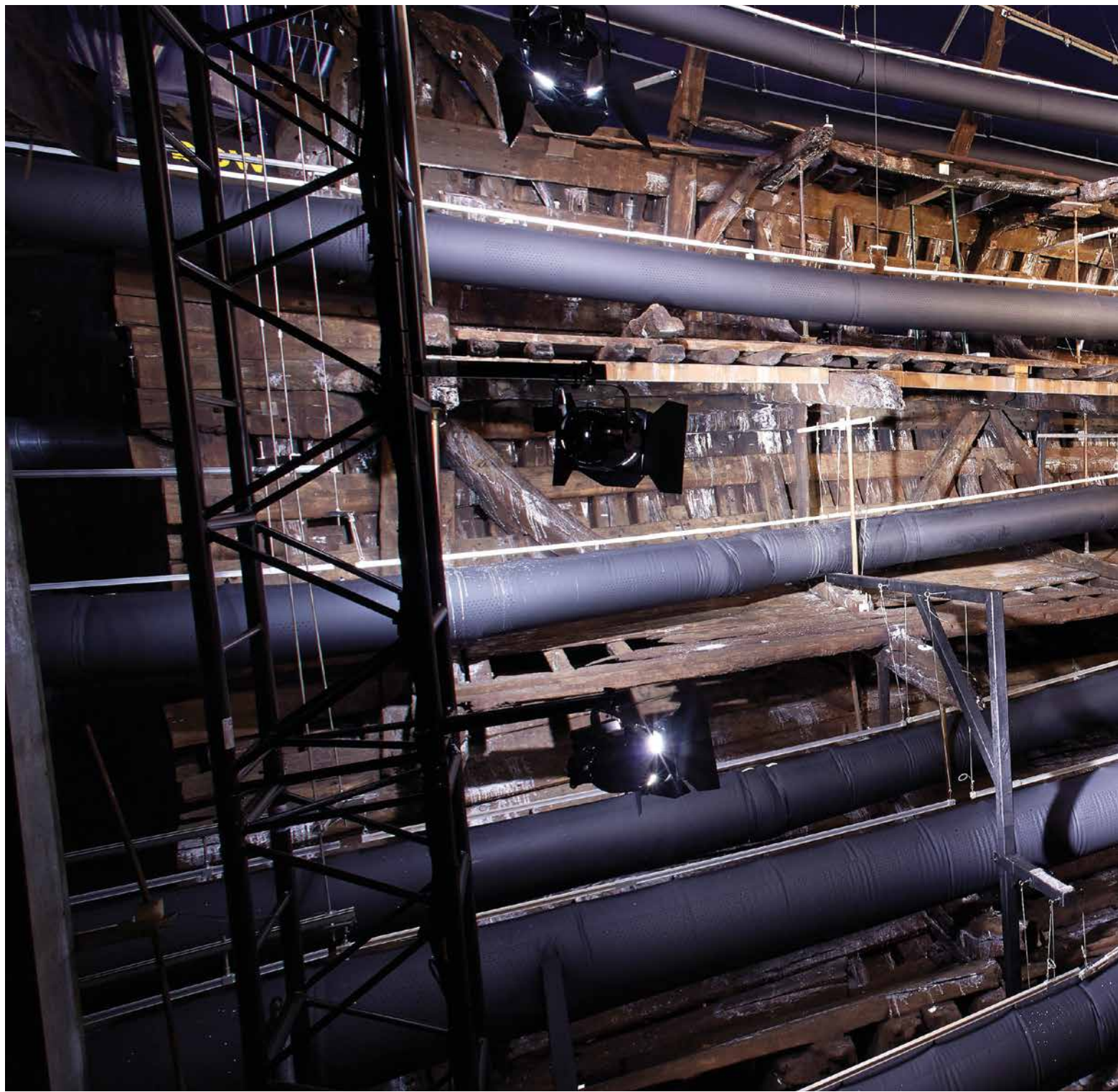


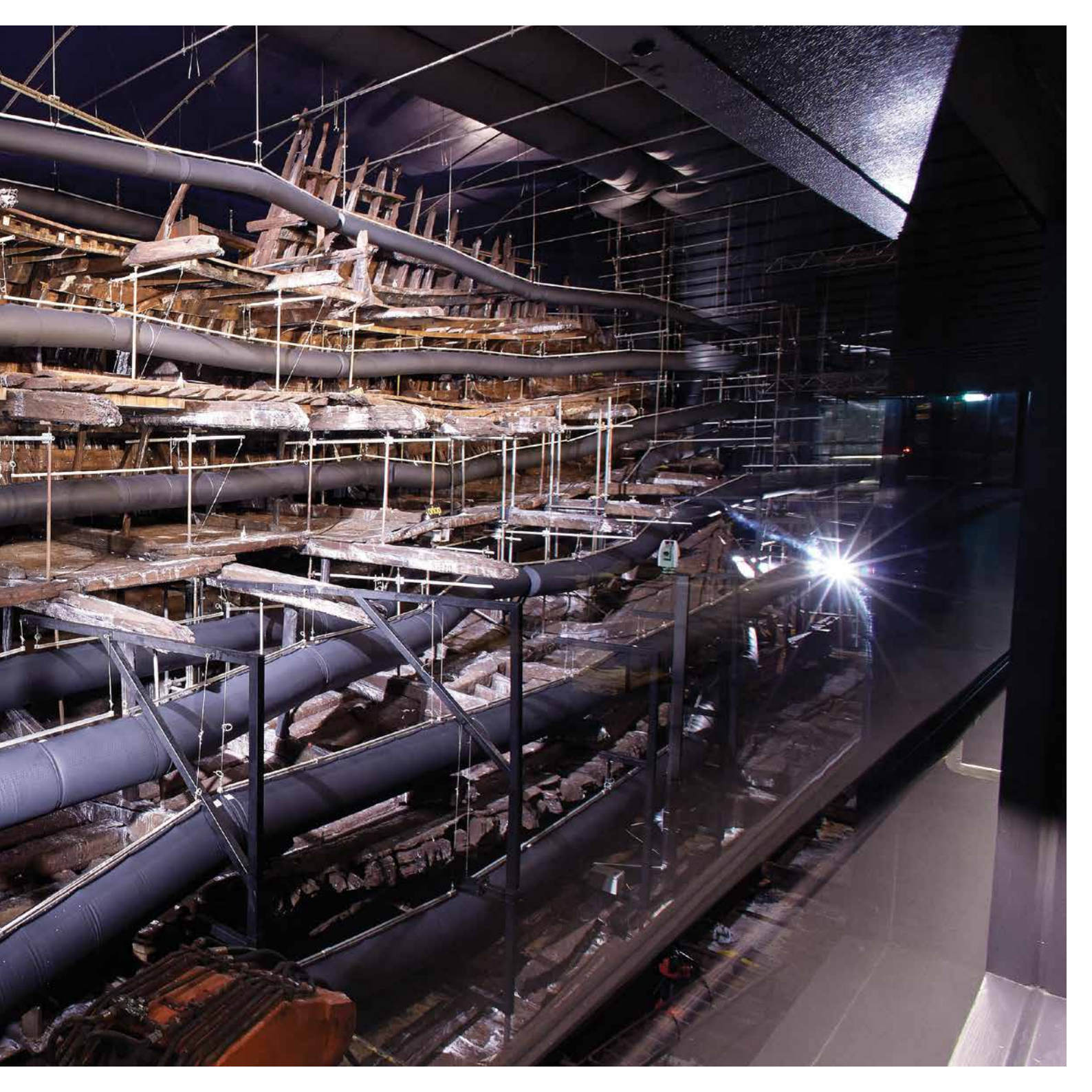
Conservation & Archaeological Services

This year has been one of the most rewarding and hectic. The transition from PEG spraying of the ship timbers to air-drying has presented new challenges. All the old spray pipework within the ship have been removed and the hotbox air-drying controls mastered. Theoretical models and extrapolations are reassuring but the practical problem of managing the process of removing of up to 100 tonnes of water from a structure nearly 500 years old, is a unique engineering challenge. Great care has been taken to monitor the structure of the ship by measuring movement or distortion; everything so far is within anticipated parameters. At the same time the team have been managing and maintaining the display cases all of which are individually environmentally controlled.

In the workshops more Mary Rose artefacts are being conserved in preparation for the next stage of museum development after the hotbox is removed in 2016.

Mary Rose Archaeological Services (MRAS) is now back to full capacity and fresh commercial opportunities are developing as a result of the magnificent reaction to the new museum and the surrounding publicity. MRAS can make available new technology, based on advanced research conducted by the Mary Rose technical team, covering a range of specialised skills from management of environmentally controlled displays to wood conservation technology. MRAS has available the largest conservation workshop and archaeological wood conservation facilities in Europe, if not the world.







“The Mary Rose Museum is extraordinary - a museum to set the pulse racing. Step into 1545 and experience a moment of history – the drama of a single day and the lens it provides on the everyday lives of our Tudor ancestors. It does what the very best museums do – connect us directly to our past and leave us richer for the experience.”

John Orna-Ornstein
Arts Council Director of Museums

Shop & Café

Mary Rose Museum Shop

We are delighted with the success of our new museum shop, and in the first year of trading we have generated an income of over £½ million.

Our focus has been developing exclusive high quality gifts to reflect the amazing museum. However, we have gifts to suit all pockets.

One of our best sellers has been our souvenir guide which has sold over 20,000 copies. Products designed exclusively for us such as Mary Rose ale which was launched in September, Emma Bridgewater mugs, tea caddies and biscuit tins, Henry VIII ducks and our new book charting the story of the new museum have all sold very well.

In December we launched Mary Rose versions of three popular games: Monopoly; Cluedo; and Top Trumps; all of which are exclusive to us. The fact that we were approached to develop these products is a real mark of the high regard in which our museum is held nationally.

We have continued to develop our online shop and orders are now received and dispatched daily to destinations around the world.

Looking ahead, we are introducing a new range of replicas and 'inspired by' lines with a number of new clothing lines for summer 2014.

We're proud that we have a museum shop that complements our world class museum.

Mary Rose Museum Café

The museum café has been very popular during our first year of opening, working with our partners, Ampersand.

The café is designed to be a destination with high quality premium products: our coffee is from Paddy and Scott's a small independent English company; our handmade cakes and freshly baked bread comes from a small bakery in Portsmouth; our tea is blended especially for the Mary Rose by the Portsmouth Tea Company; and our Mary Rose ale is brewed exclusively by a family run brewery in Devon.

The café has proved to be a perfect place in which our guests can relax either before, after or even during a break in their tour.

New signage and point of sale information will be launched this summer.





Corporate Hospitality

As our museum passes its first birthday it is an exciting opportunity to celebrate the considerable success that we have had as a unique and exciting venue for both corporate and private events.

The possibilities afforded by the museum as a luxurious and exclusive venue are endless.

Since opening, the museum has hosted more than fifty events. These include grand dinners in the Admiral's Gallery, cocktail parties, exclusive tours and many more.

Our clients have included many major UK companies, and we feel extremely privileged to have hosted several fantastic charities such as The Haven and bereavement charity, Winston's Wish. We have also worked with local government, major tour operators and even hosted an exciting theatrical premiere!

However, events at the museum are by no means limited to the evenings. Our range of specialist talks have proved extremely popular, and our superb Wardroom has hosted major companies for meetings, lunches and conferences. The stunning views of HMS Victory and the Dockyard provided by our Bridge Balcony are a significant draw.

We are now licensed for weddings, and couples can choose from four locations within the museum to tie the knot. The Stavros Niarchos Foundation Learning Centre, Wardroom and Admiral's Gallery, and the Upper Deck context gallery make a spectacular setting for the ceremony. Our first wedding reception was held in the museum in December 2013, and it was a magical occasion for the couple, their guests and the museum staff and volunteers involved. It is tremendously exciting to be moving into the wedding market.

We hope that we have fully embraced the opportunity to be able to host first class events surrounded by wonderful artefacts from King Henry VIII's historic flagship. This is a truly unique venue steeped in Tudor history and maritime heritage.

Thank you

A massive thank you to everyone who has helped to make our museum possible

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HRH The Prince of Wales

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With Grateful Thanks

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BBC National
BBC South Today
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Molly Borthwic
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David Austin Roses
Dr Paul Garside (British
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HMS Duncan -
Ship's Company
HMS Victory
HMS Warrior 1860
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Dr Eric Kentley
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- Health Safety and
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Philip Wise
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Companies & Organisations

American Friends of
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Ampersand
B&Q plc
Barclays
Bouygues UK
Chemring Group
Curzon Partnership
Danebury Vineyard
DHL International
Diamond Light Source
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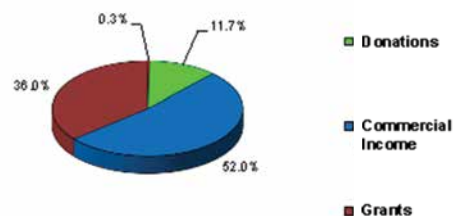
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Trusts, Foundations & Liveries Heritage Lottery Fund The Band Trust The John Coates Charitable Trust Coles-Medlock Foundation John Ellerman Foundation Eranda Rothschild The Allan and Nesta Ferguson Charitable Trust Sir John Fisher Foundation The Foyle Foundation J Paul Getty Jr Charitable Trust The Goldsmiths' Company Charity The Peter Harrison Heritage Foundation The Hartnett Conservation Trust The Charles Hayward Foundation The Headley Trust The Hobson Charity	Volunteers Jane Anderson Laurie Arnell Stewart Aughey John Bagnall Jan Bagnall Dan Bailey Danny Banting Rachael Barnes Janet Blair Peggy Bourne Diane Budden		

Financial summary

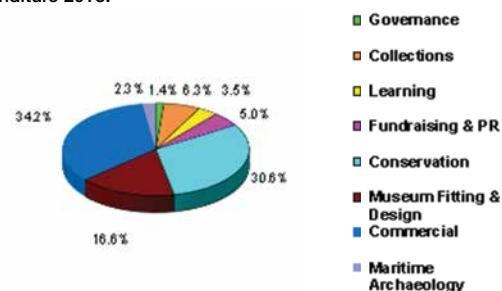
Statement of financial activities for the year ended 31st December 2013.

Income & Expenditure	Total 2013 (£)	Total 2012 (£)
Incoming Resources		
Visitor related	156,130	76,569
Commercial Trading Income	2,025,869	943,792
Grants receivable	1,511,482	5,076,112
Donations	488,975	991,617
Invested Income	11,932	20,389
Miscellaneous	837	2,283
Total Incoming Resources	4,195,225	7,110,762
Charitable Activities Expenditure		
Commercial Trading	1,420,717	959,355
Learning	143,947	167,672
Conservation	1,270,970	270,415
Collections	262,794	133,605
Maritime Archaeology	95,103	0
Museum Fitting & Design	689,443	411,094
	3,882,974	1,942,141
Other expenditure		
Fundraising and public relations	209,511	268,362
Governance Costs	56,859	53,001
	266,370	321,363
Total Resources Expended	4,149,344	2,263,504
Net incoming/(outgoing) resources	45,881	4,847,258
Total funds brought forward	31,986,415	27,139,157
Total funds carried forward	32,032,296	31,986,415

Income 2013:



Expenditure 2013:



Note:

1. The fundraising drive which commenced in 2007 was closed in March 2013 having raised £13.1 million, of which £400k is pledged as at December 2013 and is due to be received over the next 5 years
2. The accounts have been compiled in accordance with the latest SORP
3. The grants receivable from the Heritage Lottery Fund are significantly lower than the prior year as building the new museum was largely completed during 2012.
4. The capital expenditure of £1,664k during 2013 is additional to the figures shown on the Statement of Financial Activities above.
5. The conservation costs are increasing on the Statement of Financial Activities, as these costs can no longer be capitalised now the new museum is operational.
6. Expenditure includes depreciation of £945k (2012 £259k) the increase resulting from the opening of the new museum

These summarised accounts are extracted from the Trustees' report and Financial Statements for year ended December 2013, which received an unqualified auditor's report. They were approved on 27 June 2014 and submitted to the Charity Commissioners and Registrar of Companies. These summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the charity.

A complete set of the report and accounts is available from The Mary Rose Trust on request.

Michael Aiken MBE
Chairman



Image © Marc Atkins, commissioned for the Art Fund Prize for Museum of the Year 2014

Awards

Awards Won

- UK Top Tourism Project 2013 - British Guild of Travel Writers
- Image Winner for the greatest contribution to improving Portsmouth's image - Shaping the future of Portsmouth
- Silver award for the Best Educational Product - British Youth Travel Awards
- Large Visitor Attraction gold medal winner for the Portsmouth Historical Dockyard - The Beautiful South Awards for Excellence 2013 – 2014
- Civic Trust Award winner 2014
- Michael Middleton Special Award winner 2014
- Lighting Design Awards (DHA) for best public building
- Building Magazine Project of the Year 2014
- RICS South East Awards 2014: Design Through Innovation
- RICS South East Awards: Tourism and Leisure 2014
- RIBA South Regional Award 2014
- RIBA Client of the Year Award 2014
- Museums + Heritage Award 2014 (Permanent Exhibition)
- Museums + Heritage Award 2014 (Restoration or Conservation)

Finalist Art Fund Prize 2014 - Museum of the Year.
Winner to be announced 9th July 2014.



Image © Marc Atkins, commissioned for the Art Fund Prize for Museum of the Year 2014

The Mary Rose Trust

Legal and administrative information

Status

Company Limited by Guarantee

Charity Number

277503

Company Registration Number

1415654

President

HRH The Prince of Wales KG KT GCB OM
AK QSO PC ADC

Vice Presidents

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Hampshire (ex-officio)
The Right Worshipful, The Lord Mayor
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The Lord Brabourne
Admiral Sir Kenneth Eaton GBE KCB

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The Mary Rose Trust

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