

BRIGHTON TOY & MODEL MUSEUM

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Newsletter



Winter 2009/10
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Charity No. 100560

Opening Times:
Tuesday to Friday 10am-5pm
Saturday 11am-5pm

PROGRESS TO A SECURE FUTURE!

Step by step we are closer to achieving our dream of securing the Littledale-Brough collection of toys, trains and models in perpetuity for the public benefit...

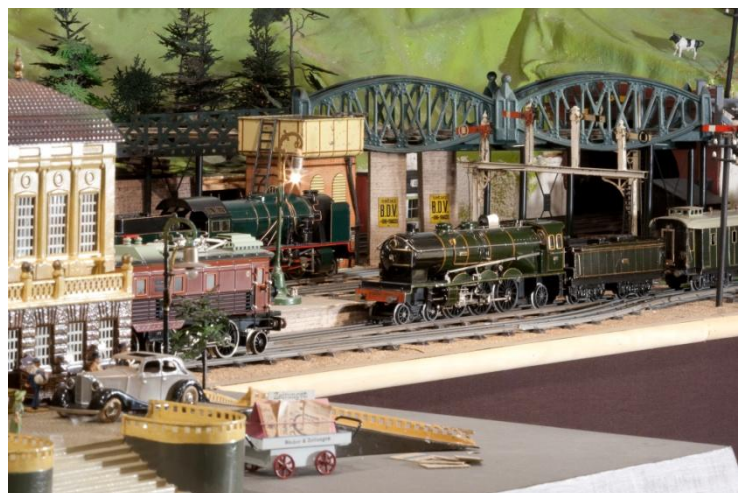
What a year for the museum! As many of you may know the Brighton Toy and Model Museum commenced 19 years ago in 1991 backed entirely by volunteers. The collections have expanded over the years by donations and loans of additional quality treasures. Two years ago things were very fragile; we were struggling to pay the rent, could not afford a much needed paid manager, ran on an overdraft and had no financial reserves and had a relatively low profile in Brighton hidden under the run down undercroft of the station without being a significant part of the Brighton tourist scene. However, 2009 saw the start of the beginning of some dramatic improvements and we are excited to be able to tell you of some of our recent successes!

SO, WHAT IS ALL THE EXCITEMENT ABOUT?

Having secured funding, the Brighton Toy and Model Museum is actively progressing with a much needed improvement programme. A six month work development programme started in October last year and includes; improving signage and the entrance from the City's Visitor Information Point into the museum, improving the museum entrance, creating a much needed resource room/archive/learning centre, upgrading the lighting throughout the museum, improving showcases to enhance the display of current and newly acquired collections and finally to advance the learning experience for our many educational group visitors. *(Continues on page 5)*

INSIDE THIS ISSUE

Changing Faces.....	2
Museum Developments.....	5
Pictures.....	10
How Can You Help?.....	12
Museum Shop.....	18
We Express Our Thanks.....	19
Our Sponsors.....	20



Changing Faces



From left to right: Cecilia Kendall, Hugo Marsh, Milan Simek, and Barry Potter

Firstly, we would like to say a huge thank you to all of our current trustees and volunteers who regularly dedicate their time to a cause which without their valued assistance would not exist. Secondly, we take this opportunity to introduce and welcome additional trustees, staff and volunteers whose varied experiences, knowledge and backgrounds strengthen the existing team's ability to secure the long term future of the museum.

TRUSTEES

Museum Trust – *Chairman:* A. Pett. *Director:* C. Littledale. *Trustees:* M. Gilkes, C. Kendall, H. Marsh, K. Mathews, M. Simek. *Secretary:* K. Mathews
Collections Trust – *Chairman:* A. Capo-Bianco. *Trustees:* M. Foster, E.A. Manthos, V. Michel, B. Potter, C. Littledale. *Secretary:* C. Littledale

The Museum Trust welcomes Cecilia Kendall, Hugo Marsh and Milan Simek,

- ❖ Cecilia joins the team with a background in chartered accounting and has recently used her experience in museum curatorship at the National Army Museum to progress our application for formal museum accreditation by MLA to a successful conclusion.
- ❖ Hugo brings over 20 years experience with auctioneers Christies of South Kensington, the last 10 as a Director and head of the toy and train department. Today he continues his passion as Director of SAS auctions. He is well respected internationally for his expertise in the world of toys.
- ❖ Milan's business skills as founder of the TCS Media group combined with his background in marketing and passion for train collecting is helping raise the museum profile, especially in specialised circles.

To the Collections Trust we welcome Vic Michel and Barry Potter.

- ❖ Vic is a well respected chartered surveyor, project leader and manager. He is a collector and fellow enthusiast currently Chairman of the Tyseley Locomotive Works and Vice Chairman of the Birmingham Railway Museum Trust. He is also a Director of Chiltern Railways responsible for the delivery of major capital projects including the recently publicised 'Evergreen 3'. A one time resident of Brighton, now living in Edinburgh and currently working in London; Vic's involvement gives a national reach to the museum.
- ❖ Barry is a national figure in the collecting world. He founded the auction company in his name and has a depth of detailed knowledge second to none.

Why two Trusts? The Collections Trust is the custodian of the collections. The Museum Trust provides the facilities and public access to the exhibits. The Museum Trust is neither owner nor beneficial owner of any of the collections housed at the museum.

Changing Faces Continued...

MANAGER



Stacey Nielsen

In addition, to cope with all the recent museum developments and the museums raised profile, the trustees decided to take the plunge and ask Stacey Nielsen, who carried out her placement year as part of her degree in International Tourism Management, to rejoin us as manager on an employed basis. Stacey is enabling us to pursue funding initiatives following our museum accreditation, increase visitor numbers through publicity and promotions, manage day to day operations and deal with the attraction and management of additional volunteers.

Following targeted fundraising and the support given by Network Rail to fund Stacey, Founding Museum Trustee, Michael Gilkes, initiated the idea of a management fund whereby the museum's supporters, trustees and patrons could contribute between £5 and £10 per week. We are delighted to report that the Museum and Collections Trust Chairmen, as well as our Director and six of the trustees in addition to five of our museum patrons and supporters have enabled us to fully fund Stacey up to the end of January 2010. For this year we are already over 25% towards our target of contributors.

We take this opportunity to encourage anyone who could contribute between £5 and £10 per week to this fund, to please fill in the form on page 12 and return to us here at the museum.

VOLUNTEERS



Madeleine Doyle

We would like to welcome Madeleine Doyle to our dedicated band of volunteers who, as well as her assistance with the museum inventory and front of house, has added another aspect to our already successful education programme in the form of a traditional fairytale puppet show. Madeleine has been making puppets and performing puppet shows for about 10 years and was inspired by performances at her own daughter's school craft markets in Forest Row.

Also, we would like to inform you all that our former manager and education officer has returned in a volunteer capacity! Andrew Woodfield is kindly lending a helping hand with our friends and patrons scheme and shop commission sales. All of you who know Andrew will doubtless be pleased to see his face around the museum again!

Lastly, we welcome our five newest volunteers who have proven flexible in their contribution to the museum tasks and have positively opted to help the museum towards the lengthy task of researching and cataloguing the museum's vast collection.



Andrew Woodfield

WANT TO VOLUNTEER?

We are constantly looking for new volunteers; do you have time to spare? See page 16 to see how you can help.

Changing Faces Continued...

OBITUARY

Wulf Never
(1936 ~ 2009)



Wulf was born in Hamburg, North Germany on the 23rd November 1936 and came to England in 1966. Much of his career was in the pharmaceutical business. One of his great interests was railways and in particular he developed a great knowledge and skill with the HO gauge model trains from Märklin. These were all German prototypes of very high quality. This interest brought him in contact with the Brighton Toy and Model Museum where in the later part of 2004 he became a regular volunteer serving customers and talking at great length with any interested visitors.

Wulf soon became very attached to the museum, helping whenever he could, taking ticket money at special event evenings and progressing after the retirement of our Manager, Andrew Woodfield, onto the museum accounts and finances. During 2005, the museum trustees invited Wulf to join the Museum Trust in which his reliability became a valuable asset supporting the museum in any way he could. He was a great character who managed to give volunteers encouragement and confidence both in the shop, office and restoration workshop where he would frequently appear with some miniature engine of the Deutsche Bundesbahn (German State Railways).

In the latter years, Wulf was seen to be walking with an increasing awkwardness indicative of great discomfort in his knees. He never complained but it was obvious he was in pain and in early 2009 he had both knees operated on. All seemed a great success until he had an unfortunate fall and was admitted to Sussex County Hospital where on the 11th of May he sadly passed away during a secondary operation. He leaves behind his wife Angela and their two children. Wulf is greatly missed by all who knew him.

Museum Developments

MUSEUM UPDATES

Collections Trust Achieved Charity Status

The importance of our collections was recognised by HM Revenue and Customs who confirmed in November 2007 that gifts and donations to the Collections Trust are exempt under 'gifts for national purposes' and 'gifts for public benefit'. In February 2009 they confirmed that the Collection Trust is a charity for tax purposes.

Museum Accreditation Status Achieved

In August 2009, after many months of preparation and perseverance, the Brighton Toy and Model Museum was finally given full accreditation status by MLA as an 'Accredited Museum'. This achievement opens the way for public funding and further support.

New Lease granted by Network Rail in support of the Brighton Toy and Model Museum

In recognition of our worth to the Railway and Brighton generally, the Brighton Toy and Model Museum has been granted a new 15 year lease with rent fixed for the first 5 years at a substantial reduction to accord with what the museum can afford. The securing of the lease at a rent we could afford was a prerequisite of private funding which was confirmed in September 2009.

Through the good offices of the Chief Executive of the Railway Heritage Trust it was agreed that the landlord would bear their own legal costs. The Chairman of the Museum Trust, Alan Pett, arranged for the museum's own costs to be covered. This meant that a normally expensive exercise in relation to fee costs did not bear on the museum's finances and we are all very grateful for this substantial contribution in kind.

Financing and Financial Control

With so much happening it is vitally important that the museum budgets professionally and protects and enhances its income flows. With the generous help of Museum Trustee, Cecilia Kendall, working closely with the Chairman of the Collections Trust and the Museum Manager, strict accounting and budgetary control is in place. Due to the enormous contribution in kind (not reflected in the accounts) of the sponsors, trustees and volunteers the budgeted revenue expenditure of the museum is relatively small. Nonetheless these costs cannot be met solely from visitors. Whilst the new financial controls ensure that we stretch every pound we spend to the maximum effect we need your help with all the additional sources referred to in this newsletter to sustain our long term future. This year we need to raise around £20,000 from these sources. In addition we need to attract bequests and similar to the Collections Trust to give a secure cushion and fund our capital programme in terms of ongoing improvements and purchases of additional exhibits.

Museum Developments Continued...

The Museum is now the Brighton and Hove City Council's official Visitor Information Point at the Station

The museum has long wanted to be recognised as an integral part of the cultural life of the City rather than be peripheral and with the help and support of the Director of Museums and the Royal Pavilion, Janita Bagshawe, this was achieved in 2009. Acknowledging our importance to the City, we were also approached by Suzanne Mantell from VisitBrighton, the tourist board for the City. Along with her staff, VisitBrighton has helped immensely to raise our profile by appointing us as the City Council's first official Visitor Information Point. Since the initiative began, the museum has benefited from increased publicity, shop sales, and well over 200 new visitors who decided to visit the museum only after coming in for directions or information. The museum is now positively contributing to the Brighton tourism industry by acting as the north anchor to the new VisitBrighton North Laine route to the Royal Pavilion, Cultural Centre and the sea.

Lighting Up Ceremony

Back in July, the museum played host to the 'Lighting Up Ceremony' commemorating the 'Station Undercroft Improvements' outstanding new bridge lighting and pavement improvements outside the museum and the Lewes Road viaduct. At this friendly and social event, guests included senior councillors from Brighton and Hove City Council and the Chairmen of both the Museum and Collections Trusts, Alan Pett and Anthony Capo-Bianco. Councillor Theobald officiated and formally switched on the lights, assisted by senior officers including the Director of Tourism and Director of Museums, who along with other council members, officers and museum guests enjoyed a glass of champagne, a chance to mingle and witness Museum Director Christopher Littledale's remarkable transport noises.

New Brighton Showcase on Station Concourse

Thanks to funding from Brighton and Hove City Council, input from VisitBrighton, sponsorship by Brighton and Hove Buses and volunteer time from Museum Director Christopher Littledale, volunteers Bob Moore and Peter Bryant, 1 Stop Travel in Brighton Railway Station now houses a wonderful showcase exhibiting a 2 ½" gauge model of Flying Scotsman, a gauge 1 model of a Pullman car 'Joan' and eight small scale Brighton and Hove model buses. The showcase guides visitors to the new North Laine route to the Royal Pavilion, the Cultural Centre and the sea.

Museum Lighting

When one of our funders commented on the dull nature of the lighting, it set us thinking! The first job was the long overdue need to clean all the existing showcase lights and re-bulb. Gordon Hall undertook this and hit upon the idea of removing the tops of some showcases so the lighting we were already paying for could reach the roof space. This alone has given a new lease of life and added just the right touch to the roof voids, so now we can all appreciate the aeroplanes that previously were hardly noticed. These will be enhanced by the addition of colourful posters and point of sale material recently acquired by the Collections Trust.

We have enlisted the support of lighting expert Richard Ludlow of Lighting Services of Bristol. Richard is sourcing the latest high output dimmable LED technology. LED has no UV or infra red output and results in a saving of 80% in energy consumption. Availability of lighting with a warm colour temperature of 2700K makes all the difference and the museum will gradually introduce these lights to feature particular exhibits and provide a degree of modelling, contrast and 'punch'. Also, new technology LED strip lighting is to be trialled in the new showcases.

Museum Developments Continued...

Resource Room / Archive / Learning Centre

For years the museum had the ambition to create and fit out a resource room/archive/learning centre to house our wonderful collection of archive and resource material for toys and commercial models, as well as toy makers and the history of toys and railways. Thanks to generous private funding, the renovations were completed in November 2009. Museum Director Christopher Littledale, Collections Trust Chairman Anthony Capo-Bianco and Museum Trustee Milan Simek are currently organising the material. Exciting additions include original patents from the Meccano Company. These include the US patent for Meccano itself signed by Frank Hornby. Also to be added are company scrapbooks from the Bassette-Lowke Company and the research material from our Collections Trustee, Michael Foster, famed Hornby Dublo story and much more. Once finished, the room will hold a collection of international educational importance of value to collectors, enthusiasts, students and researchers.

International collector and supporter, Pierce Carlson, has generously donated some very useful reference books to the collections trust. If you have any books or catalogues you can donate for use in the resource room, please contact Stacey at the museum.

ACQUISITIONS

New

If you have not been to the Brighton Toy and Model Museum for a while, do not fail to pay special attention to some of the museum's newest exhibits. 2009 was a wonderful year for acquisitions to the museum's already varied and unique collection of toys and models. Throughout the year, the Collections Trust has acquired some fantastic new treasures including; a very rare Bond's 0 gauge Brighton Belle set, the Gordon Hall Collection, a Meccano block setting crane, various Meccano models including a traction engine, ferris wheel and large crane lorry and last but not least many vibrant colourful posters and point of sale signs which are already adding 'sparkle' to the exhibits. In addition, the museum has also secured access to many toys and models from an important collection. New showcases are being constructed in the top arch to accommodate these exciting star additions to the displays. The arch also now has a new floor.

In addition to the Savory double cylinder ploughing engine with its accompanying Fowler balance plough, which we emphasised in our last newsletter, Founding Museum Trustee, Michael Gilkes, has further acquired and loaned to the museum yet another superb piece of detailed model engineering, a 'Fowler cultivator'. This unique set of ploughing equipment is not just of great historical interest but includes objects of delight in themselves. If you want to see model engineering of the highest class, this is it. It is of course, a working model and has been steamed.

Old

At a meeting between the Chairman of our Collections Trust, Anthony Capo-Bianco, and Baron Bernard Snoy we learnt of the plans in Belgium to celebrate the bicentenary of the Battle of Waterloo in 2015. As a result the five Dioramas currently located in the entrance to the museum celebrating the rise and fall of Napoleon are being loaned to the Belgian organising committee. The accompanying credits in Belgium will give our museum an international presence. It is the superb quality of our exhibit that appealed to our new found Belgian friends. The area currently occupied will be taken up by the 'Brighton Showcase' (see page 9) celebrating the 'Glamour of Brighton'.

Museum Developments Continued...

THE BRIGHTON BELLE IS RETURNING HOME!

The museum has made a successful link with the newly formed public body '5BEL Trust' which has resulted in our acting as 'front of house' for their plans to bring a 5 car set of the world's only all electric Pullman train back into service in time for the Olympics in 2012. This has initiated two new wonderful projects which will draw awareness to the iconic Brighton Belle and its resurrection to main line operation.

Brighton Belle Wall Mural

75 years after the first Lady Mayor of Brighton inaugurated the Brighton Belle at the Station in 1934, the 5BEL Trust, train operator Southern, station owner Network Rail, Brighton and Hove City Council, Brighton and Hove Bus Company, the Railway Heritage Trust, the Brighton Toy and Model Museum, the Littledale-Brough Trust (Collections Trust), local businesses and private individuals are planning to enhance the visual excitement of Trafalgar Street and the entrance to the City's official Visitor Information Point by creating a spectacular full-sized wall mural painting of a Pullman Car. This initiative came from our Founder/Director, Christopher Littledale, who created a wonderful illustration of how it would look. This is to be created on graffiti-protected demountable boards sitting behind the arches as though at a station platform, painted such that the coach ends at the entrance to the museum. The painting will feature the station roof and the front cover of the 1939-40 official Brighton Corporation guidebook. A finger post on the brick arch at the western end points 'To the Station' and at the eastern end, 'To the VisitBrighton Information Point, Toy Museum, Royal Pavilion, Cultural Centre and the Sea' adding visual excitement to the streetscape at the commencement of the City Council's important new North Laine route.



Museum Director, Christopher Littledale's, impression of the project

A minimum fundraising target of £6,000 is needed now to cover supplemental costs and expenses incurred in employing additional resources to those already available within the museum. The museum is bearing the cost of arranging funding, design, acquiring planning and listed building consent, organising and managing the project. We are well on our way to meeting this target, but there is still time for anyone passionate about the Belle to contribute and have their name publicly acknowledged as a sponsor.

So how can you help? Individual sponsorship of between £200 and £750 will see your name as a sponsor to the project on a plaque placed strategically by agreement both externally and within the area of the VisitBrighton Information Point. Furthermore any personal sponsorship contributions can be gift aided due to the tax status of both the Museum and Collections Trusts. This will give us an extra 28p for every £1 you donate, making your donation go much further!

Museum Developments Continued...

Brighton Showcase in Museum Entrance

Situated within the museum entrance/shop adjacent to the Visitor Information Point will be a wonderful showcase celebrating the 'Glamour of Brighton' and the return of the iconic Brighton Belle. It will be enhanced by exhibits from and secured by the Brighton Toy and Model Museum and the Collections Trust including; the Royal Pavilion, Volk's Railway, the Brighton veteran car run, the pier, bathing and many other examples of 'Classic Brighton' along with the exciting plans for the restoration and return of the iconic Brighton Belle and railway and transport related items. Items currently in discussion include photographs from the Jack Gilbert collection (the last General Manager of the Pullman Car Company), a gauge 1 Pullman car from the 5 BEL Trust and a miniature replica of the dedicated Brighton Belle arch used at Victoria Station and other memorabilia and lastly news about the 5BEL Trust and the restoration of the operational 5 car set. There is also the scope for anyone to lend items to enhance the displays.



Two of many exhibits to go in the new showcase

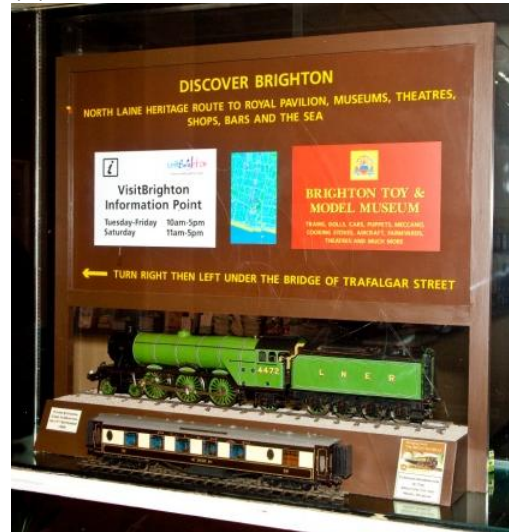
A minimum fundraising target of £6,000 is needed now to get the whole showcase area built, equipped, lit and for signage. This is currently partially funded through the generous support from those involved in the Brighton Belle Wall Mural Project. This target will cover supplemental costs and expenses incurred in employing additional resources to those already available within the museum. At this figure the museum would bear its own internal costs.

So how can you help? Individual sponsorship of between £200 and £750 for the year with an option to renew annually will see your name as a sponsor to the project on a plaque placed in the specific area of the exhibit most relevant to your interest. Renewal funds will help maintain and refresh the exhibits and assist with the running of the information point and the museum. Furthermore, like above, any personal sponsorship contributions can be gift aided giving us an extra 28p for every £1 you donate. If you are able to contribute to either the Brighton Belle Wall Mural Project or the Brighton Showcase, please fill in the form on page 13 and return to us here at the museum.

Whilst aiming to bridge an historical memory into a current marvel we hope that both projects will greatly boost the tourist and visitor experience to the City Council's Visitor Information Point, the museum itself, and increase pedestrian traffic down the North Laine heritage route to the Royal Pavilion, theatres and the sea.

Pictures

All pictures © Anthony Bianco 2008/9/10



Above: Councillor Theobald hosting the 'Lighting Up' ceremony, Chairman of the Museum Alan Pett and Collections Trustee Vic Michel at the 'Lighting Up' ceremony, and the new Brighton showcase on the station concourse



Above: Collections Trustee, Vic Michel, discussing museum progress with the Director of Museums, Janita Bagshawe, and the Trafalgar Street lighting and pavement improvements



Above: Museum Director, Christopher Littledale's, colourful representation of the Brighton Belle Wall Mural



Above: Museum Director, Christopher Littledale, performing his 'Train Noises' show at Steyning Grammar School, and the newly fitted resource room/archive/learning centre



Above: The Gordon Hall collection recently acquired by the Collections Trust, and the Meccano display newly sponsored by the Chairman of the Collections Trust Anthony Capo-Bianco



Above: Representation of the Walkham Viaduct in Devon, and shot of the museum depicting the new lighting and showcase improvements

How Can You Help?

Now that the Brighton Toy and Model Museum is finally becoming recognised for what it truly is – a unique treasure with its nationally important collections, please will you help secure our future by supporting any of the following?

SPONSORSHIP

You've read about the progress of our project initiatives, so how about getting involved and joining the list of sponsors contributing to our Brighton Belle Wall Mural, Brighton Showcase, Management Fund and/or the museum running costs? With a one off payment for a year's sponsorship, we can provide you with a number of benefits dependant on which you choose to support. In addition, by personally gift aiding your donation your money will go much further.

As well as funding all these exciting initiatives we are constantly looking for extra monetary donations to supplement the huge contribution in kind of our loyal team of volunteers to help meet the substantial running costs of the museum including the restoration and maintenance of the toys, running and improving the education programme, improving the exterior of the building, exhibits, lighting and signage etc, acquiring new exhibits and normal revenue items like rent, insurance, heating and lighting. These running costs and many more all build the bigger picture in safeguarding our internationally important collections for the public enjoyment and education of present and future generations.

So, here's a reminder of how you can help...

Management Fund: £5 to £10 per week = £250/500 pa.

Brighton Belle Wall Mural Project: Between £250-£750

Brighton Showcase: Between £250-£1000

Museum running costs: Sponsoring an exhibit (£70 +) or showcase with name attributed (£500 +)

Your support will provide you with:-

- ❖ Public recognition of your name as a sponsor to the project, strategically placed externally and internally within the area of the official VisitBrighton Information Point (Brighton Belle Wall Mural Project), on a plaque placed in the specific area of the exhibit most relevant to your interest (Brighton Showcase), or on a plaque placed in the museum entrance/information point (Management Fund). Sponsored showcases can have a dedication and name publicly attached to the showcase
- ❖ Additionally for the Brighton showcase sponsors will have the opportunity for exhibits/material to be placed in the showcase
- ❖ Your name as a sponsor to the appropriate project listed in the seasonal museum newsletter and on the website
- ❖ 1 years free entrance for yourself and between one and three others depending on the level of sponsorship
- ❖ Free entrance for one to our museum day events
- ❖ Quarterly newsletter with museum and event updates
- ❖ Use of our archive/resource room by appointment only (conditions apply)

There are limited opportunities to see your name attributed to a showcase. This is a very new initiative and already the giant Meccano case has been taken so contact us while stocks last. Interested? Please complete the application form overleaf.

I WOULD LIKE TO HELP TOWARDS THE...

- ... **Brighton Belle Wall Mural** by sponsoring for a year and donating the sum of £.....
- ... **Brighton Showcase** by sponsoring for a year and donating the sum of £.....
- ... **Management Fund** by sponsoring for a year and donating the sum of £.....
- ... **Museum** generally by sponsoring an exhibit/showcase and donating the sum of £.....

Please make cheques payable to **The Brighton Toy and Model Museum** and send along with this form to the address on the front page

My Details

Title..... Forename(s) or initials..... Surname.....

Company (if applicable).....

Address.....

.....

..... Post Code.....

Email..... Phone No.....

- I would **like** to be 'green' and receive applicable correspondence by email

Gift Aid Declaration

Do you pay tax? For every £1 you gift aid, the Museum currently receives an additional 28p. Please enable us to take advantage of the Gift Aid Scheme that allows us to reclaim the tax on every gift, so long as you have paid income tax or capital gains tax equal to the tax we will reclaim. Plus if you pay at the higher rate, you can claim back for yourself the difference between the standard rate and the higher rate of tax. For every £1 you give, you can reclaim 12p for yourself.

- I am a UK tax payer, and I want the charity to treat all donations I have made since the 6th April 2002, and all donations I make from the date of this declaration until I notify you otherwise, as Gift Aid donations.

Signature..... Date.....

- I am not a UK tax payer

⌘

Notes for your retention

1. If your declaration covers donations you may make in the future: please notify the charity if you change your name or address while the declaration is still in force. You can cancel the declaration at any time; by notifying the charity it will then not apply to donations you make on or after the date of cancellation, or such later date as you specify
2. You must pay an amount of income tax and/or capital gains tax at least equal to the tax that the charity reclaims on your donations in the tax year
3. If in the future your circumstances change, and you no longer pay tax on your income and capital gains, equal to the tax that the charity reclaims, you can cancel your declaration
4. If you pay tax at the higher rate, you can claim further tax relief in your Self Assessment tax return. If you are unsure whether your donations qualify for Gift Aid tax relief, ask the charity. Or you can ask your local tax office for an explanatory leaflet
5. To conform to Inland Revenue requirements for Gift Aid the benefit of free entrance is restricted to Friends and Patrons

How Can You Help? Continued...

BECOME A FRIEND OR PATRON

For a reduced price up until the 31st December 2010...

Junior / Student Friend	£20 £10	For up to 16 years or students with valid ID
Adult Friend	£30 £15	
Adult Friend + 1	£45 £22.50	For 2 living at the same address
Senior Friend	£20 £10	For the over 60s
Senior Friend + 1	£30 £15	For 2 over 60s living at the same address
Family Friends	£60 £30	For a family of 2 adults & 2 children

By becoming a friend we can provide you with the following:-

- ❖ 1 years free entrance (excluding special events)
- ❖ Half price entrance to our museum day events
- ❖ Seasonal newsletter with museum and event updates
- ❖ Use of our archive/resource room by appointment only (conditions apply)

For those able and willing to give added support please become a...

Patron - £70

- ❖ 1 years free entrance for yourself and one other
- ❖ Free entrance to all museum day events
- ❖ Your name will be included in a list to be publicly situated in the area of the shop and entrance
- ❖ Seasonal newsletter with museum and event updates
- ❖ Use of our archive/resource room by appointment only (conditions apply)

Life Patron - £300

- ❖ One off payment entitles free entrance for yourself and one other for life
- ❖ Free entrance to all museum day events
- ❖ Your name will be included in a list to be publicly situated in the area of the shop and entrance
- ❖ Your name to be included in the periodic newsletters and the website
- ❖ Invitation to special private running evenings
- ❖ Discounted rates for the private use of the museum for private functions
- ❖ Seasonal newsletter with museum and event updates
- ❖ Use of our archive/resource room by appointment only (conditions apply)

Interested? Please complete the application form overleaf.

MEMBERSHIP APPLICATION FORM

I wish to enrol as (please tick)...

- | | | | |
|---|-----|--|------|
| <input type="checkbox"/> Junior / Student Friend | £20 | <input type="checkbox"/> Adult Friend + 1 | £45 |
| <input type="checkbox"/> Adult Friend | £30 | <input type="checkbox"/> Senior Friend + 1 | £30 |
| <input type="checkbox"/> Senior Friend | £20 | <input type="checkbox"/> Life Patron | £300 |
| <input type="checkbox"/> Family (2 adults & 2 children) | £60 | | |
| <input type="checkbox"/> Patron | £70 | | |

Please make cheques payable to **The Brighton Toy and Model Museum** and send along with this form to the address on the front page

My Details

Title..... Forename(s) or initials..... Surname.....

Company (if applicable).....

Address.....

.....

..... Post Code.....

Email..... Phone No.....

- I would **like** to be 'green' and receive applicable correspondence by email

Gift Aid Declaration

Do you pay tax? For every £1 you gift aid, the Museum currently receives an additional 28p. Please enable us to take advantage of the Gift Aid Scheme that allows us to reclaim the tax on every gift, so long as you have paid income tax or capital gains tax equal to the tax we will reclaim. Plus if you pay at the higher rate, you can claim back for yourself the difference between the standard rate and the higher rate of tax. For every £1 you give, you can reclaim 12p for yourself.

- I am a UK tax payer, and I want the charity to treat all donations I have made since the 6th April 2002, and all donations I make from the date of this declaration until I notify you otherwise, as Gift Aid donations.

Signature..... Date.....

- I am not a UK tax payer

✂

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2. You must pay an amount of income tax and/or capital gains tax at least equal to the tax that the charity reclaims on your donations in the tax year
3. If in the future your circumstances change, and you no longer pay tax on your income and capital gains, equal to the tax that the charity reclaims, you can cancel your declaration
4. If you pay tax at the higher rate, you can claim further tax relief in your Self Assessment tax return. If you are unsure whether your donations qualify for Gift Aid tax relief, ask the charity. Or you can ask your local tax office for an explanatory leaflet
5. To conform to Inland Revenue requirements for Gift Aid the benefit of free entrance is restricted to Friends and Patrons

How Can You Help? Continued...

DONATIONS

There are several ways to donate to the museum, all of which hold fundamental importance to our main aim of safeguarding our heritage for our present and future generations. So, what can you donate?

Collector's items

The gift of an object to the Collections Trust will be used to improve the museum's collections; it will be catalogued and added to the inventory, and so adding to an already superb variety of toys and models.

Legacies

Leaving a legacy to the Littledale-Brough Trust (Collections Trust) is one way that you could help secure the museum's future existence. Your contribution, no matter what size, can be used in different ways such as to help fund the running of the museum, to acquire further major items for the collections, to fund any restoration projects or to help fund and improve our education programme. This of course is dependent on the legatee's specific wishes. Furthermore, the Brighton Toy and Model Museum is a registered charity and the Collections Trust has charitable tax status therefore any bequests made under a Will can be made free of Inheritance Tax. If you wish to bequeath a toy or model, or collection to our collection, we urge you to contact us to ensure it is appropriate to the collection.

CORPORATE

Corporate Membership – New for 2010 – The museum is offering companies:-

- ❖ Public recognition as a supporting company in the area of the museum's official Visitor Information Point, in the museum's seasonal newsletter and on the museum's website
- ❖ Public recognition as an annual benefactor of the museum by supporting a local charitable museum and furthermore increasing your contribution towards your corporate social responsibility policy
- ❖ A way of rewarding and motivating your employees with free entrance to the museum for employees and their family members
- ❖ Reduced rates for corporate entertainment at the museum. Benefits include out of hours opening and possible running of the trains for clients and staff, making it a memorable evening
- ❖ A chance to physically display items/publicity within the area of the Brighton Showcase

Interested? Be amongst the first to join up now! Call Stacey at the museum for more information on prices and benefits.

Corporate Entertainment

Looking for somewhere different and intriguing to hold your corporate events? Why not impress your clients and/or staff with a memorable time here at the museum. We can cater to the needs of your event, to find out more give Stacey a call at the museum.

How Can You Help? Continued...

BECOME A VOLUNTEER

Want to play with your spare time? Why not help look after some treasured toys? We are always looking for regular volunteers to fill a range of job roles, from manning the shop, general maintenance and administrative tasks to accountancy, legal and marketing, publicity, newsletters, promotion, graphic design and artwork. We can find you the perfect job role in relation to your skills and expertise. Interested? If you know of anybody or you yourself would like to volunteer please contact Stacey at the museum. After all, it is the huge support of our loyal volunteers that keep the museum open and its wonderful collection on show for the benefit of current and future generations.

Haven't got the time? You don't have to be a regular volunteer to support the museum but you can still help us to encourage and entice visitors through our doors. So how can YOU help? How about encouraging your friends and/or relatives to visit us? Or furthermore introduce them to our friends, patrons and corporate schemes? Easy... All the encouragement they need is in this newsletter!

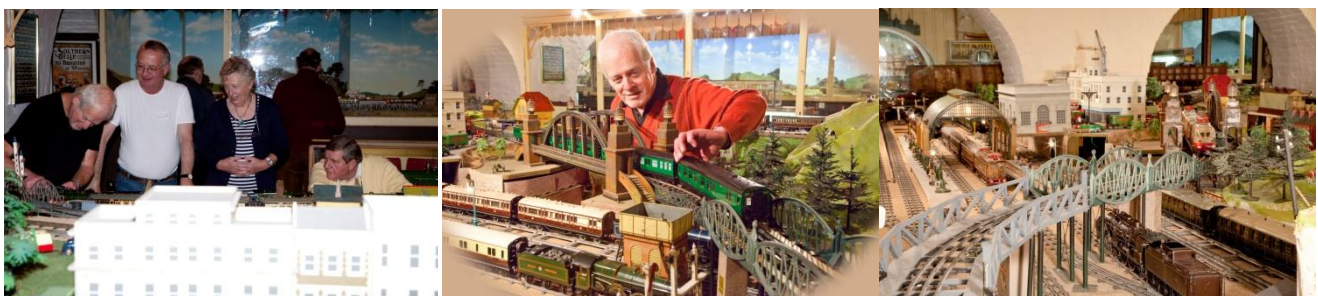
Maybe you have children or grandchildren? Why not let their teacher know about us? Last year we provided a fun and educational session to over 60 schools in and around Sussex. With interactive learning, we provide the opportunity for children to move away from the classroom to a safe environment where history comes to life. Covering a range of topics, from toys and movement, comparing new and old, mechanics and materials, our sessions are consistent with the national curriculum and more importantly we make toys FUN!

Or how about advertising locally for us? From distributing our brochure around your area to finding and befriending us on facebook, you'd be raising our profile and giving people the opportunity to come see and learn about our heritage. Maybe you are a collector? Are you regularly attending collectors' events? How about taking some of our brochures and spreading the word?

If you require additional application forms, museum brochures or you simply want a copy of our education brochure, please contact Stacey at the museum and she'll get those sent out to you.

MUSEUMS AT NIGHT - TRAIN RUNNING EVENING

This year the museum has decided to take part in the national campaign 'Museums at Night' led by culture24 and funded by MLA. The museum will stay open after hours on Friday the 14th May where visitors will be able to experience one of our much enjoyed train running events starring out famous 0 and 00 gauge layouts. The event is currently being planned and more information will soon be available on our website so keep an eye out!



Visitors and volunteers enjoying our past train running days

Museum Shop

Collectables

Do you share our passion in collecting? Then tell your friends to come and visit our museum shop; we may have what you've been looking for. We currently have a wide range of collectable items for sale including, Hornby Dublo, Hornby O gauge, Märklin, Dinky, Meccano, Britains and many more! Alternatively, if we haven't got what you're looking for we can take your details and contact you if by chance they come in.

Have you any collectable items you wish to sell? We can sell then for you on a commission sale basis. Interested? Contact Andrew at the museum for more information.

Train Noises CD

Ever been to one of our events and had the pleasure of hearing Christopher Littledale, our Museum Director, give his unique performance of train noises? If not, soon you'll understand what you've missed! Supporter and long time Hove resident, Keith Upton of TSP Professional, Burgess Hill has made a recording of the 'Train Noises' and the first two copies have been given to HRH Duke of Gloucester and to Sir William McAlpine. Soon Keith will be making a commercial version which will go on sale so those of you who enjoyed it can relive it, and those of you that haven't can experience it.

Postcards

Coming soon! Anthony Capo-Bianco, our Collections Trust Chairman and talented photographer, has donated his time in producing some wonderful photographs in aim of fundraising for general museum running costs. The varied shots of the museum artefacts including our superb trains and layouts will be suitably made into postcards and sold in the museum shop making the perfect gift to enlighten your memories.

Children's Toys

Looking for party bag fillers or pocket money toys? Then pop into our old curiosity shop and pick up a small selection at competitive prices.

Collectors Gazette

Do you buy the Collectors Gazette? Why not show your support and buy your copy from us.

YOUR ACTION PLAN...

Tell 10 friends about our achievements and encourage them to visit and share in the substantial progress and feeling of optimism throughout the museum. Remember, WE NEED PEOPLE THROUGH THE DOOR to help secure the collections in perpetuity for the public benefit.

We Express Our Thanks to...

Wessex Networks

Many thanks to the team at Wessex Networks who have not only generously sponsored two computers but donated their professional time to come down to the museum and facilitate the installation of software upgrades and a computer network. Also thanks to Collections Trust Chairman, Anthony Capobianco, for arranging sponsorship with Wessex Networks and for also donating a wireless broadband hub. These improvements have greatly helped in reducing the bottleneck with competing users for the office computer and will help with managing the new resource room and help support the volunteer initiative led by our Museum Trustee, Cecilia Kendall, to computerise the museum inventory.

SECURITY 201

With all the vast improvements here at the museum, anticipated public access to our new resource room and the substantial additions to our collections, we have realised the greater need for a more sophisticated security system. This has been achieved thanks to the generous sponsorship of the top local security firm 'SECURITY 201'. Our wonderful collections are much more secure as the system is now in place.

Network Rail

The facilitation of all these works has been made possible through the much appreciated generosity of Network Rail by providing in kind, a workshop, parking and skip location for the duration of the improvements. This is in addition to the grant of a new lease (see page 5).

Individuals

Firstly, we would like to thank Gordon Hall, who has been heavily involved in the museum throughout its 19 year life. Gordon has proved flexible and filled many job roles in the past including manager. Today, in relation to all the museum works, he is especially appreciated for his eye for improvement and ability to adapt his skills to the problems at hand. His latest visual spectacular is a representation in the style of Brunel of the Walkham Viaduct in Devon built over one of the arches to improve the visitors' first impressions as they look up into the museum. Longstanding Founding Trustee, Michael Gilkes, has donated the 5 inch gauge wagons that grace the viaduct which is to be named after him.

In addition, we would like to thank Chris Booty and Tony Brennan for their hard work and dedication to the many projects they have been working on, including the creation of the new resource room/archive and new cabinets for the top arch renovations and the reorganisation of the shop/visitor information point area and much more besides.

We also thank Peter Bryant, a Meccano and train enthusiast himself and highly skilled electronics engineer and electrical wizard, who has recently volunteered to help with the much needed electrical and lighting works to the layouts and exhibits and bringing working models back to dynamic life. Much to our appreciation, Peter is also helping improve the standards of our popular featured '00' gauge layout, a project which has long been in need of a lot of attention and likewise enthusiasm.

Lastly, we thank the Chairman of the Collections Trust Anthony Capobianco, for without his enthusiasm, dedication and tireless determination and above all his belief in the value and importance of the museum's potential the many projects and developments discussed throughout this newsletter would not have been kick started. An avid collector himself, Anthony's Hornby Dublo reference collection was once described by Christie's auctioneers as 'the most comprehensive known, and accepted as perhaps the finest in quality and condition'. We consider ourselves lucky to have on board such a specialist in this field who shares the same vision as the museum itself.

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