

BRIGHTON TOY & MODEL MUSEUM

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www.brightontoymuseum.co.uk / info@brightontoymuseum.co.uk



Newsletter



Winter 2010/1
Volume 2, Issue 1
Charity No. 100560

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

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

Life Patrons – Dr. Michael Gilkes (Founding Museum Trustee), Anthony Capo-Bianco (Chairman of the Museums Collections Trust), Vic Michel (Museum Collections Trust Trustee), John Morgan (of Toyique), Pat Hammond (Editor of the TCS News), Andrew Campbell (0 gauge collector), Graham Andrews (Owner of the Museums' ambulance display) and Dr James Dunlop.



Picture courtesy of
Special Auction Services
www.specialauctionservices.com

OLIVER CROMWELL HAS ARRIVED!

...the loco and tender that is! Oliver Cromwell (no. 70013) is one of the famous Britannia class 7 4-6-2 locomotive, and once a suitable display cabinet is built it will be a marvellous addition to our newly revamped gallery in the top arch of the Museum. Painted in the characteristic Brunswick green, Oliver is a working coal fired 1in:1ft (5in gauge) scale steam model built by J. W. Airton. This "engineering jewel" is of exceptional quality and accuracy built to the very highest exhibition standard.

DATES FOR YOUR DIARY

Model World 2011 – Friday 18th, Saturday 19th and Sunday 20th February 2011:

Museum Trustee, Milan Simek has joined forces with the 5Bel Trust to organise our presence at Model World 2011. This year be sure to look out for a real Pullman car on the pavement outside the Brighton Centre. Hope to see you there!

Train Running Day & Collectors Shop Sale – Saturday 23rd April 2011:

To celebrate the Museums 20th anniversary, the Museum will be hosting a variety of events, and how better to start it off than with one of our much enjoyed themed train running days. Starring our famous 0 and 00 gauge layouts, the theme of the day will be 'Edinburgh to Venice' incorporating a host of European favourites. There will be something for everyone, young and old alike!

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A Few Words from the...

MUSEUM MANAGER, STACEY NIELSEN

'Tell ten friends and spread the word about the renaissance at the museum'...

Working at the Museum, it feels as if I am constantly on hand as a talking advertisement. It's unbelievable that when somebody asks me 'where I work' or 'how work is going', a short definitive answer can turn into a marathon of a conversation. What with all the new developments this year, not to mention last year, it seems that the more items on the agenda, the longer the conversation gets. Our sole aim this last year has been to increase awareness about the Museum's 'renaissance' and also the return of the iconic Brighton Belle to Brighton through the 'Tell ten friends and spread the word' strategy, and it's worked! Since our last bumper packed newsletter and with the help of our sponsors and supporters, the museum has gained further sponsors, supporters, volunteers, acquisitions and furthermore we have seen an increase of visitors through the door. Approaching its 20 year anniversary in 2011, I can honestly say that the museum has achieved its status as being home to one of the 'finest collections of toys and models in the world' and for that, I thank all of you involved with the Museum for your continued support.

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.

MUSEUM DIRECTOR, CHRIS LITTLEDALE

Our Corporate Sponsors are very important to the Museum. In the 18 months preceding the last newsletter we secured 12. We are delighted to have 'signed up' a further 8, making a current total of 20 (See page 10). It is heartening in these austere times to welcome 3 international companies who are not specifically 'Toy and Model' related.

OO Gauge Layout Refurbishment – Sponsor, Hornby Hobbies, have provided the Museum with stock to run on the OO layout which is currently undergoing an operational overhaul by electrical genius, train and Meccano collector and Volunteer Peter Bryant. Peter is also introducing more push buttons and interactive displays to enhance the visitor experience for both adults and children.

A New Museum Leaflet is urgently needed to reflect our "renaissance". I am working closely with Trustee Milan Simek and Collections Trust Chairman Anthony Capo-Bianco. Milan and I produced a layout and specific photographic brief. Anthony has taken some excellent shots to meet this brief which are being used in the leaflet and for other publicity such as Model World and a possible display in London. Sponsors Wessex Networks have very kindly introduced us to a local professional Graphic Designer Mat Keller (www.mathewkeller.com). Mat has been beavering away to produce a quality leaflet which will shortly be going to print. Mat's enthusiasm, creative input and hard work is greatly appreciated. As Mat is working as a volunteer he is hoping that the quality of his work leads to future commissions through the exposure he will have from our major "leafleting" which will hit the streets in time for Easter.

Acquisitions – The Collections Trust occasionally has the opportunity to acquire significant treasures to enhance our collections. As always the problem is raising financial support to facilitate these purchases. The opportunity of adding the Bassett Lowke ship referred to on page 7 was not to be missed. Thanks to the continuing generosity of founding Trustee Michael Gilkes, this wonderful model has been purchased and is now centre stage in the 'ships' showcase.

Changing Faces

A HUGE THANK YOU TO ALL OF OUR TRUSTEES, STAFF AND VOLUNTEERS

We would like to bid farewell and good luck to those moving onto pastures new...

From our team we say goodbye to Donna, Alex, Alice and Emma. Having run the education programme for the past three years, Donna has certainly made an impression on the many schools who visit the museum and is now moving on to support her family business 'Big Art Canvas' located just down the road from the museum. Alex and Alice have been successful in their employment prospects. Alex has taken a job in London teaching the subject he loves—history. Alice has joined the library services in Lewes. Finally, Emma has moved to London in pursue of alternative career prospects.

...and welcome to the newest additions to our team...



Adrian (*pictured right*) joins us to help with our growing inventory, taking on the mammoth task of cataloguing the vast train collection. Eric has a flair for the social networking scene and website design and is helping Stacey to further raise the Museum's profile through sites such as Twitter, Facebook and YouTube. Terry (*pictured left*) completed a week of work experience with us from City College to aid his quest in job seeking. Between now and successfully entering work, Terry has agreed to continue volunteering as the museum shop stock controller. Lastly, Nim joins us a couple of times a week



each to run the Museum shop. We rely on the support and time generously contributed by our dedicated volunteers so thanks to all for your selfless contribution without which the Museum could not operate.



A big welcome back to Tigger (*pictured right*)! Many of you may remember Tigger from the early days of the Museum. Tigger and friend Andrea (*pictured left*) join the team, replacing Donna as job share Education Officers. Both have backgrounds working with children and young adults. Tigger and Andrea are working to build on the work of Donna to raise the profile of the Museum's education programme. New ideas include education sessions based on the Victorians and the seaside.



OBITUARY

Alan Cooper

(21st December 1926 to 19th January 2011)



After his retirement from a professional life in the motor industry, Alan took a great deal of interest in the newly formed Sussex Toy and Model Museum (later the Brighton Toy and Model Museum). After several visits, he asked whether he could be of any help, and with a great interest in railways, both real and small, he got started on various projects at the museum and in later years became a regular weekly supporter. He was one of those people that made friends with everybody with his infectious laugh and sense of humour. Alan has not been around for the last few years due to failing health and all those that knew him were saddened by his loss.

Museum Achievements

VISITOR NUMBERS ARE UP!

32% and counting...

Clearly, the Museum's "renaissance", commenced in August 2009, has significantly increased our visitor numbers. Our raised profile and increased publicity coverage helped boost visitor admissions by 32% over 2009 and our educational visits by 15%. Long may this continue!

New Initiative... Gift Aid Admission

The Museum is hoping to further increase the income from our visitors in 2011 with the introduction of Gift Aided Admission, an initiative the National Trust and Portsmouth Dockyards regularly take advantage of. The initiative allows every visitor to the museum, who is a UK tax payer, a chance to support us further by donating as little as 40p extra on top of their £4 admission, which will in turn allow us to claim back 28% of the total £4.40. A visitor contributing just 40p becomes an extra £1.23 in the hands of the Museum which goes towards our overheads and improvement projects. Please help next time you visit.

GRANT SUCCESS

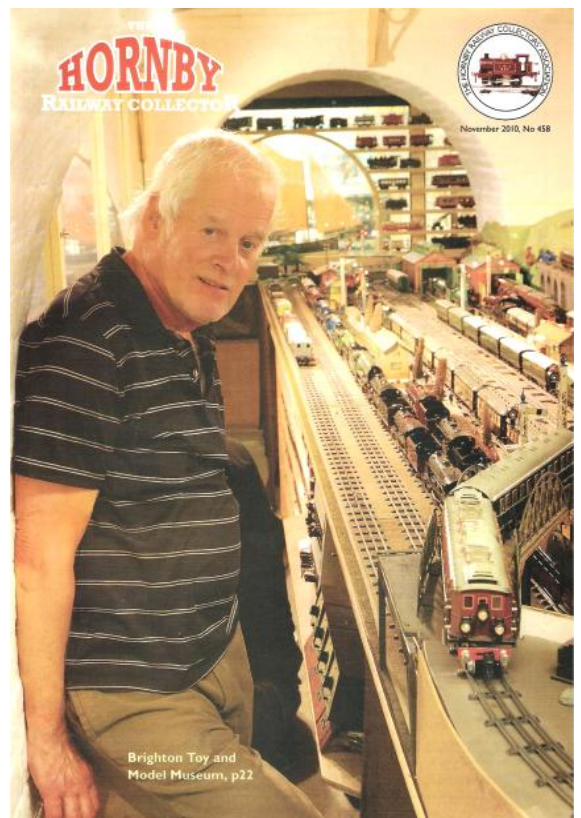
Museum Development Fund (MDF) supports museum documentation and inventory project

Well done to Museum Trustee Cecilia, who was successful in her grant application to the MDF. The received grant of just under £3,000 has been successful in aiding the Museum in its lengthy but essential documentation and inventory project. Since receiving the grant early last year the Museum has purchased two powerful laptops, an external harddrive, two additional MODES screen licences and a networked printer as well as labelling materials. The project is progressing well with the much appreciated contribution of volunteer time and a donated camera from Collections Trust Chairman Anthony Capo-Bianco. Cecilia also obtained £130 from the Bob Harding Training Grant which allowed volunteer Michelle to attend a MODES Training course. Michelle is now training the other volunteers, further assisting our documentation and inventory work.

SPOT THE MUSEUM

What a year for publicity!

Maybe you've seen one of the many articles written about the Museum during the last year. With so many improvements and news to share, the Museum has had countless free publicity; we really have been spoilt for choice. Thanks to Eric, you can now review our latest publicity features, including the spectacular four page article written by author and prominent collector Chris Graebe in the Hornby Railway Collectors Association Magazine, and the marvellous article in the Train Collectors Society Magazine written by Pat Hammond. See our new museum blog at www.brightontoyandmodelmuseum.blogspot.com/. There are many new developments to entice and enthrall returning visitors.



Museum Achievements

Museum takes advantage of social media networking

Are you online? Do you want to keep up to date on the Museums progress? Then add us as a friend and share with anyone you know that has an interest in the renaissance at the Brighton Toy and Model Museum, the Brighton Belle, trains, transport and toys. Follow any of the links below to become a friend or regularly check our progress. If in turn you have your own site or you know someone who is interested, please add our link.

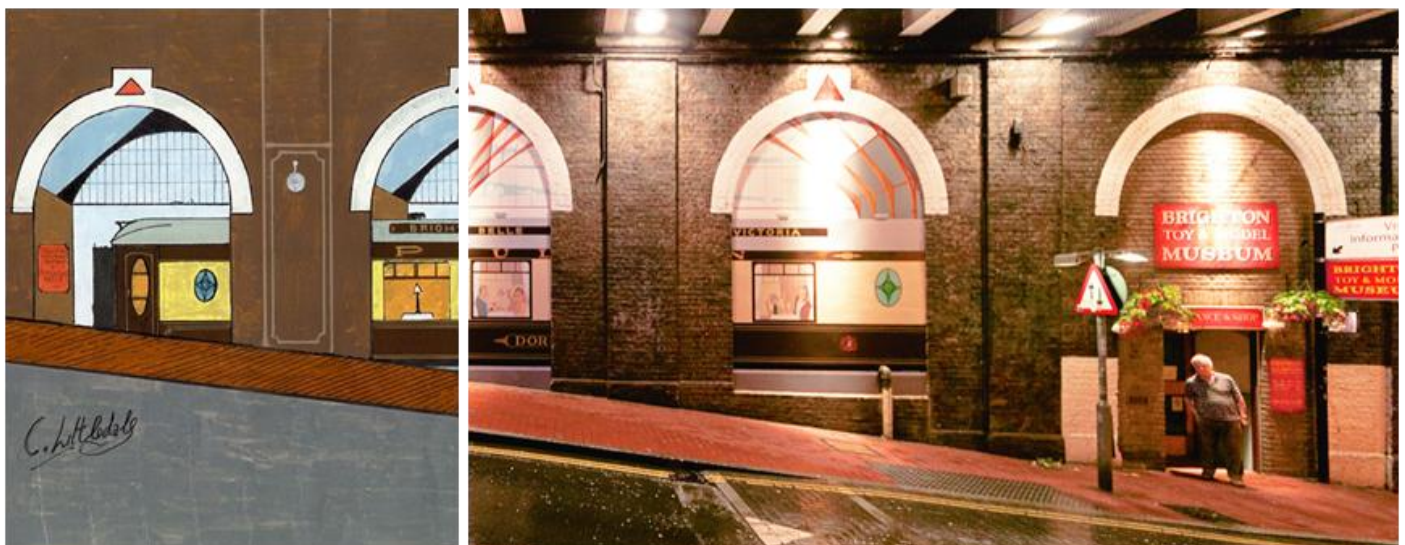
Facebook	www.facebook.com/pages/Brighton-Toy-and-Model-Museum#!/pages/Brighton-Toy-and-Model-Museum/7300061370
Twitter	www.twitter.com/thetoymuseum
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Flickr	www.flickr.com/photos/brightontoymuseum/
Wessex Networks	www.wessexnetworks.com/news/news_stories/brighton_toy_and_model_museum.html
Wikipedia	http://en.wikipedia.org/wiki/Brighton_Toy_and_Model_Museum

A SUCCESSFUL NIGHT OF NEW BEGINNINGS

On Thursday 23rd September 2010, the Brighton Toy and Model Museum hosted a street party to celebrate a new milestone in its renaissance programme. The planned return of the iconic Brighton Belle all electric Pullman train was celebrated in style with the unveiling of a spectacular mural depicting a full-sized Pullman Car by the Chairman of the Railway Heritage Trust and Museum Patron Sir William McAlpine, and the new 'Glamour of Brighton' exhibition within the entrance/shop area of the Museum by the Mayor of Brighton and Hove, Councillor Geoffrey Wells. Throughout the evening refreshments were served, a local jazz band entertained us, and the Museum was packed. The scattering of stardust was provided by Museum Director and Founder Christopher Littledale performing his magnificent LIVE special sound effects of many forms of transport including a Lancaster Bomber which sounded scarily realistic thanks to the acoustics under the bridge. With an attendance of over two hundred and fifty people, the event proved a successful night with everyone leaving with an experience they'll never forget.

From this...

...to this realisation...



Museum Director, Christopher Littledale's, design of the Brighton Belle Wall Mural as submitted for planning permission to the Real Deal completed Brighton Belle Wall Mural

Old Exhibitions - Revamped

ACQUISITIONS

The “renaissance” at the Brighton Toy and Model Museum continues to attract a number of exciting new exhibits. These additions are drawn from major collections and are notable for their condition and rarity so do come and see for yourself.

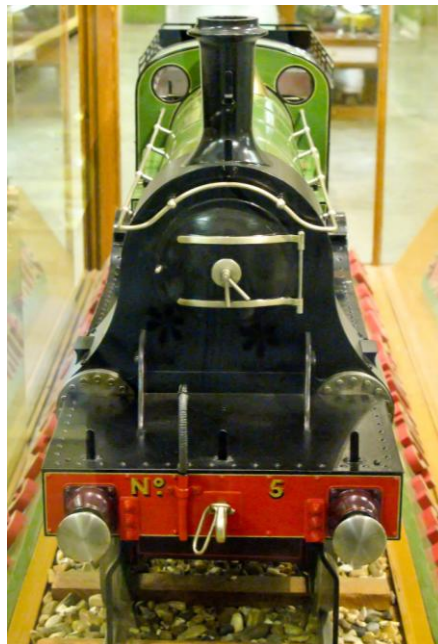
Ship Showcase – The Tri-Ang Minic Ships display has been revamped and includes a rare representation of the white cliffs of Dover which was only available as a shop display. Underneath this display is a radio controlled, steam powered 44 inch representation of a Thames steam launch of the Victorian and Edwardian period and two well built scale model sailing ships of the 1850s.



Bing Table Top – This clockwork driven tinsplate railway system made by Bing Brothers of Nuremberg is one of the first 00 gauge railways to be commercially produced. The Museum display boasts examples of the liveries produced for the British market.



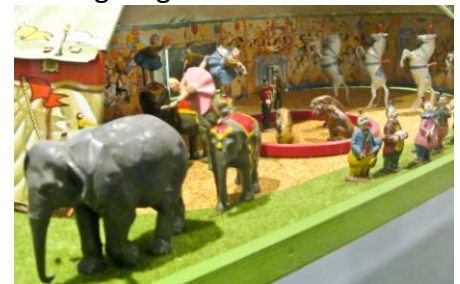
Patrick Stirling's 4.2.2. – Now occupying the Meccano arch, the Stirling Single has not been revamped as such but its new location provides a subtle draw of visitors from the shop area into the Museum.



Britain's Farm Display – Having moved into a new cabinet and revamped, underneath this colourful and pictorial display now accommodates new farming related toys.



Britain's Circus Display – With its rare and colourful tinsplate big top, this splendid display now occupies a new showcase in the area previously occupied by the Sterling Single.



Kamov Ka25K Helicopter – Gordon Hall, has successfully portrayed the Museums' unique Kamov helicopter flying over the Russian landscape within a representation of Kazan Airports' air control tower. This is a radio controlled operational model built by Gordon Bowd, of model helicopter fame, of a soviet twin counter-rotating rotor helicopter, designed in the 1970s in the Soviet Union.



New Acquisitions

Aeroplane Collection – We have added a unique engineer's model of the strike aircraft the TSR2 made by the engineers in the early 1960's. The first test flight of the prototype was 27 Sept 1964.



Bassett-Lowke Cargo Ship – Fantastic support from Founding Trustee Michael Gilkes assisting with funding has enabled the Museum to purchase the rare and beautiful Bassett Lowke ship now centre stage in the Ships showcase.



Loco Nameplates

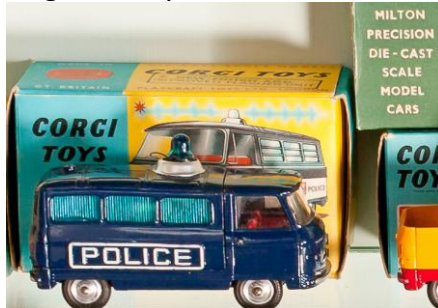
Maybe the names will ring a bell, or maybe you've experienced a ride but Lord St Vincent, St Catherine's Point, Budleigh Salterton and Sevenoaks locomotive original nameplates are now complimenting some of our arches here at the Museum along with an iconic original Golden Arrow boiler front roundel with 8 foot arrow.



Spectacular Hornby and Hornby Dublo Collections – Jam packed with glittering treasures illuminated by state of the art lighting – the Museum is now home to two large showcases filled with both pre-war and post war examples in superb condition including significant rarities.



Corgi Toys – Glenn Butler of Wallis and Wallis owns one of the most significant collections of Corgi, which is now on show in the same area as the Dinky and Spot on collections and compliments these two magnificently.



German General Store – This wonderful Edwardian period play shop with its many fascinating accessories is now displayed in the Toy Variety Cabinet which has been revamped with many more items added including the Victorian French School.



Meccano Power Control Unit A3 – One of only two demonstration units, probably made for the British Industries Fair in 1954.



Rare Meccano Lantern – The extremely rare Meccano Lantern No8 of 1930, only produced for shop displays. Only two are known to exist and this one is now gracing the Meccano showcase area.



Budgie Toys – Collections Trustee, Anthony Capo-Bianco, has loaned his superb collection of Budgie Toys which is now displayed with a short history in its own dedicated showcase.



How You Can Help?

SPONSORSHIP

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

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 cause, strategically placed in the specific area of the exhibit/showcase most relevant to your interest (Sponsoring an exhibit/showcase), or on a plaque placed in the museum entrance/information point (Management Fund). Your name as a sponsor to the appropriate project listed in the 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
- ❖ Periodic newsletters with Museum and event updates

BECOME A FRIEND OR PATRON

Junior / Student Friend	£20	For up to 16 years or students with valid ID
Adult Friend	£30	
Adult Friend + 1	£45	For 2 living at the same address
Senior Friend	£20	For the over 60s
Senior Friend + 1	£30	For 2 over 60s living at the same address
Family Friends	£60	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
- ❖ Periodic newsletters with museum and event updates

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
- ❖ Periodic newsletters 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
- ❖ Periodic newsletters with Museum and event updates
- ❖ Use of our archive/resource room by appointment only (conditions apply)

Interested? Please complete the application form(s) at the back of the newsletter.

How You Can Help?

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.

MUSEUM SHOP

New for 2011 – Hornby and Games Workshop

As well as our party bag fillers and pocket money toys, the Museum now stocks a small range of Hornby train sets and accessories and Games Workshop war gaming sets and figures. So if you're interested in getting your children or grandchildren into an enjoyable hobby, come down to the Museum and get some advice from our knowledgeable team and start a past-time they'll take pleasure in for years to come!



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. Don't forget collectors, show your support and buy your copy of the Collectors Gazette from us!



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Sponsorship Form

I would like to help towards (please tick)...

- ... **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

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 | | |

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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
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