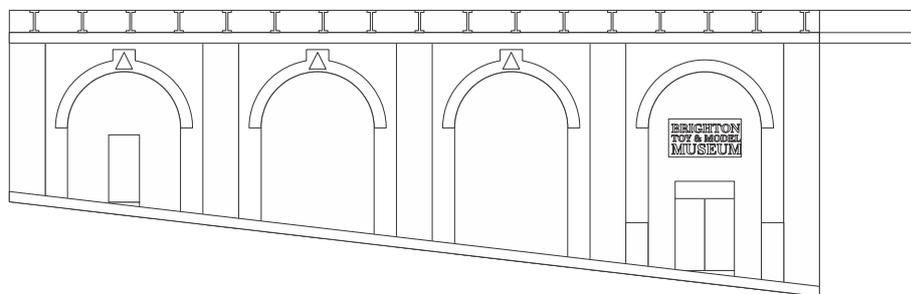


# BRIGHTON TOY *and* MODEL MUSEUM

Organisational profile



registered charity no. 1001560

March 2020

## Our people

Brighton Toy and Model Museum was founded in 1991 by Chris Littledale and a dedicated band of fellow toy and model experts, enthusiasts and authorities. Driven by a common passion to preserve, display, document, and explain, a programme of continuous improvement has steadily raised the museum's national and international profile to the point where it receives a steady stream of visitors from all over the world. The museum is recognised and accredited by the Arts Council, and is a registered charity.

The museum's workforce consists of a network of unpaid volunteers and a critical core of paid staff, supplemented by British students and their international counterparts via the ERASMUS scheme.

## Our mission

### **A toy is not just a toy**

The history of toys and models is the history of wider society: the toy and model record represents the curated mind-set of a generation: what was considered important enough to model or present to children as toys represents the belief systems and values of a generation. Meccano appeared when Britain's engineering prowess dominated the World, the rise of industrial chemistry saw the popularity of chemistry sets, every new record-breaking attempt generated a toy car or boat or aeroplane. This record does not just chart the advance of commercial mass-market industrial processes (such as the move from tinplated steel to plastics), it contains an imprint of history as seen through the minds of both model engineers and of talented toy designers, anticipating the decisions of parents who would want to use toys to familiarise their children with the world that they'd be entering as adults.

### **Preserving culture**

Brighton Toy and Model Museum exists to preserve and make available the cultural legacy of Britain in the early Twentieth Century (and late Nineteenth), as expressed through the medium of the toys and models that shaped contemporary minds, manufactured in Britain, Europe and the US (along with their advertising and packaging, and associated artworks).

We strive to record, preserve, archive, digitise, display and occasionally restore the artefacts that shaped the childhoods of children growing up between Victorian times and the mid-Twentieth Century, before the dominance of mass-market television and electronic media.

## Our building

The museum inhabits a set of historic Victorian cellars beneath Brighton Station, dating from the early 1840s. It is one hour's journey from London by rail from Victoria Station, and about half an hour by the express rail service from Gatwick Airport for international visitors. The museum's two-foot-thick walls ensure security, and the main display areas are a non-ultraviolet environment. Our entrance is ninety seconds away from the Brighton Station ticket barriers.

*Wheelchair access* via an alternative entrance is available on request.

## Our other work

*School visits* – In a world of electronic touchscreens, the museum introduces children to the joys of mechanics and engineering, and basic mechanical principles.

*Outreach sessions* – Our “Toys in the Community” programme involved creating a separate “handling collection” for visits to the sight-impaired, and also to groups with Alzheimer’s Disease and other forms of age-related neurological disability. The sight and feel of childhood toys is comforting and can trigger lucid recall in the memory-impaired.

*Restoration* – Chris Littledale (our Founder and Director) is a world expert on early European tinplate, and rescues and restores notable and historically important pieces from the late Nineteenth and very early Twentieth Century.

*Archival, Digitisation and Documentation* – The museum’s resource room, library and archives provide source material for identification and dating, and digitisation of advertising and product catalogues produces electronic images that we edit, tag with metadata, cross-reference and put online.

*The Brighton Toy and Model Index* – The world’s best online encyclopedia of toys and models for our target period, made available to the world via the internet, free of charge. The Index tells the story of early toys and models, and the designers and companies that made them, and is accessed by hobbyists, historians and experts from every part of the planet. So far, the Index has nine thousand articles and a media library of almost ten thousand images.

## How you can help

The museum receives no funding from local or national government, and survives through income from visitor tickets, school visits, shop sales, and donations and legacies.

The coronavirus pandemic is currently eliminating three of these four sources, making our continued survival dependent on donations and bequests.

While we appreciate that this is a time of national and international crisis, and that there will be a great number of worthy causes deserving support, we would greatly appreciate anything that you could do to help us continue our work, and to survive this crisis.

### Donations

Electronic donations can be made online via our “donations” page:

<https://www.paypal.com/gb/fundraiser/charity/162043>

### Legacies and bequests

Many people leave something in their wills to organisations that they feel reflect their values, or that will preserve and pass on the legacy of the world they grew up in to future generations. If you feel that we are such an organisation, we would be honoured to receive anything that you might set aside for us.

## **Wills and Legacies: Notes**

We understand that the process of writing a Will can be an emotional and difficult task. A Will is an expression of your legacy; of who you are and of what you value and cherish. The correct gift for you is one that balances what you wish to accomplish for yourself, your family and your charitable interests.

A bequest to Brighton Toy and Model Museum helps safeguard and communicate an important part of our cultural heritage, passing on knowledge of our social and industrial history to educate and inspire future generations. We would be humbled and honoured if you should decide to include us in your plans.

There are three main types of bequests:

### **A Residuary Legacy**

This is a gift based on what remains of your estate after expenses and other legacies have been paid – it either gives what's left to a single beneficiary, or divides it between two or more beneficiaries, either as a proportion or by percentage. The advantage of residuary bequests is that they adjust to the final value of the estate, so that the Will does not assign too much money or too little.

### **A Pecuniary Legacy**

This is a fixed gift of a specified sum of money.

### **A Specific Legacy**

This is an item of value, such as a house, a collection, or shares.

If you are intending to gift a collection with the instruction that it is to be displayed or added to the permanent collection, please contact us to discuss this first, as storage space limitations or collections policies may prevent us from accepting it.

### **Concerning Inheritance Taxes**

As a registered charity, legacy gifts to Brighton Toy and Model Museum are not subject to inheritance tax, and are received in full.

Additionally, the Government encourages people to leave money to charities: *if* your estate is going to be subject to inheritance tax (not all are), then if you leave at least 10% of the total value of the estate to a registered charity, the remaining portion (above the taxation threshold) will then be taxed at a lower rate than normal. \*

<https://www.gov.uk/inheritance-tax>

The threshold depends on a number of factors (for instance, money left to a spouse or civil partner is not subject to inheritance tax). For proper guidance, we advise speaking to your solicitor or financial advisor.