



---

# **The Stratford-upon-Avon Society**

---

## Trustee Report and Accounts for the Year ending 31st December 2025

MARCH 16, 2026

STRATFORD-UPON-AVON-SOCIETY

Registered Charity No: 251182

**THE STRATFORD-UPON-AVON SOCIETY  
REGISTERED CHARITY NO: 251182**

**CONTENTS**

<b>Charity Information</b>	<b>2-3</b>
<b>Trustees Reports</b>	<b>4-15</b>
<b>Independent Examiners Report</b>	<b>16</b>
<b>Treasurer's Report and Income &amp; Expenditure Account</b>	<b>17-20</b>
<b>Statement of Assets and Liabilities</b>	<b>19</b>

**THE STRATFORD-UPON-AVON SOCIETY  
REGISTERED CHARITY NO: 251182**

<b>President</b>	<b>Dr Kevin Bond</b>
<b>Vice Presidents</b>	<b>Professor Ian Heggie Dr Roger Pringle</b>
<b>Chair</b>	<b>Jann Tracy</b>
<b>Deputy Chair</b>	<b>Dr Lindsay MacDonald</b>
<b>General Committee (Trustees)</b>	<b>Jonathan Devereux (Treasurer) John Scampion CBE (Town Centre) Margaret Cund (Planning) Steve Turner (Transport) Helen Elliott (Publicity) Dr Robert Bearman MBE (Historian) John Freeland (Membership Communications) Ian Prosser (Governance) Ellie Stevenson (Stratford Heritage Exhibition Chair &amp; other Communications)</b>
<b>Note</b>	
<b>Charity Number</b>	<b>251182</b>
<b>Secretary</b>	<b><i>Vacant</i></b>
<b>Address</b>	<b>21 Farnell Drive Stratford-Upon-Avon Warwickshire CV37 9DJ</b>
<b>Bankers</b>	<b>Barclays Bank plc Market Cross Stratford-Upon-Avon Warwickshire CV37 0EA</b>
<b>Independent Examiner</b>	<b>Wende A Hubbard FCCA Burgis &amp; Bullock 8 Elm Court, Arden Street Stratford-upon-Avon CV37 6PA</b>

# THE STRATFORD-UPON-AVON SOCIETY

## REGISTERED CHARITY NO: 251182

### Trustees reports for the year ended 31<sup>st</sup> December 2025

The Trustees present their reports and financial statements for the year ended 31<sup>st</sup> December 2025.

### Constitution, Objects and Policies

The Society is constituted by Trust Deed dated 19<sup>th</sup> January 1966 and is registered with the Charity Commission, Registration Number 251182.

Appointment of Trustees is governed by the constitution of the Charity. The Board of Trustees to fill vacancies arising through resignation or death of an existing Trustee.

The Trustees comprise the officers of the Stratford-upon-Avon Society and are responsible for managing the business of the society according to Charity Law.

The Trustees have had regard to the Charity Commission guidance on public benefit. The Charity is established for the public benefit which through its objects and principal activity is within the area of Stratford-upon-Avon and its surroundings

- To promote high standards of planning and architecture
- To educate and stimulate public interest in the geography, history, natural history, and architecture of the area
- To encourage the preservation, protection, development, and improvement of features of historic or public interest in the area. The Society will through its general committee:
  - Consult and work with the local planning authority, planning committees and all other statutory authorities, educational institutions, voluntary organizations, charities and persons having similar aims to the society
  - Pursue these aims through meetings, exhibitions, lectures, publications, other forms of education, publicity, and promotion of schemes of a charitable nature
  - Raise funds for the furtherance of charitable objects through contributions from person or persons by way of subscription, donation, or other contribution.

# Annual Review

## Stratford-upon-Avon Society

### Chair's Report 2025

During the year we had a variety of speakers with topics as diverse as Stratford's Suffragists, Stratford's Foodbank, old maps of the town, and the Shakespeare Club as well as Venetian gondolas – including the gondola owned by Stratford's best selling author Marie Corelli. We also heard from The Royal Shakespeare Theatre and Stratford's Business Improvement District (BID). All the Talks were well attended and well received with many questions to be answered by the Speakers. We ended the year with a fiendish Quiz!

On the Civic side we had discussions with various members of the Town and District Councils and contributed to planning and transport issues and reports.

This year saw the Stratford Society start its call for a Heritage Centre for the town. We quickly convened a Steering Group for the project and, I'm glad to say, it was a great success. Running from June to September on Thursday to Sunday we were pleased to be able to liaise with the Shakespeare Birthplace Trust (SBT) who loaned us the use of Harvard House. The SBT also loaned us the use of display cases and the artefacts to go in them. A team of Volunteers was recruited, from within and without the Society, some of whom attended a course to become First Aiders. We also had the support of The Town Council, the District Council and the Town Trust.

The first Stratford Heritage Exhibition (SHE) attracted more than seven and a half thousand visitors from all over the world and many delighted expressions of praise were gathered in the visitor's book and exit cards, as well as in the donations box.

The Stratford Society is growing in membership and, with another diverse range of Speakers lined up for 2026, and another SHE to organise, we appear to be on course for another successful year.

Jann Tracy  
Chair, Stratford Society  
February 2026

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

**Publicity Officer's Report 2025**

During 2025 I attended the Society's meetings and prepared 11 reports on meetings and events for the Herald, and for the Facebook Page, via John Freeland, who is its administrator.

I do not have statistics about the effect of this publicity, but we have some evidence from people that they have been to meetings and joined the Society as a result of reading the articles. My reports of meetings are also sent by e-mail by John Freeland to the whole membership, which is helpful to those who did not come to the meetings or as a reminder for those who did.

January 2025 – The Shakespeare Club – the Last 200 years and the Next – Susan Brock and Sylvia Norris.

February 2025 – Stratford Foodbank – Cheryl Flavell.

March 2025 – A Passion for Stratford Life – Enid and Neville Usher – James Ranahan, SBT.

April 2025 – The Gondolas of Venice (and Marie Corelli) – Nick Birch.

May 2025 – What did you do in the war, Dad? – Alistair Price.

June 2025 – Mervyn Peake's Gormenghast – Paul Hiron.

July 2025 – Business Improvement Development – BID – Aaron Corsi.

August 2025 – Stratford through 400 years of Maps of Warwickshire – Lindsay MacDonald.

September 2025 – Suffragettes in Stratford – Nikki Pearson.

October 2025 - A Private War – The Diaries of Frederick George Draper 1939-45 - Carol Draper.

November 2025 – RSC Creative Learning and Engagement Dept. – Rachel Sharpe.

Helen Elliott, Publicity Officer, 5 February 2026

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

**Membership Report 2025**

The Society has a constant need to grow membership both for financial security but also so that we remain respected in the local community as a voice to be recognized – for instance as a consultee formally in planning applications.

**Membership trends**

Membership fell slightly during the year, from 201 in 2024 to 193 at the close of 2025. Of those who were members during 2024, 36 did not renew. Membership held up thanks to the activities during the year, particularly the Stratford Heritage Exhibition, but also due to the full programme of talks extending into 2026.

**Meeting Attendance**

We had 444 attendances at meetings during the year with 113 different members attending at least once and 21 guests, some of whom went on to join as members. We twice had more than 50 people attending popular talks.

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

**2025 Report of the Planning Sub-Committee**

2025 saw the emergence of two distinct, but markedly different, situations with regard to planning and development in Stratford-upon-Avon. In the town centre, little or no progress was evident. In July, it was announced that Hilton no longer planned to build a hotel on the former Debenhams site in the High Street. It is understood that the owners of Bell Court are now looking to convert the existing building, with retail and catering at the ground-floor level. In Bridge Street, the BHS building remained an eyesore, but the new owners were successful in claiming that minimal activity at the back of the building constituted ongoing work. Towards the end of the year, the erection of hoardings slightly improved its appearance. New proposals for the site are expected to be announced in the New Year, probably for retail and residential accommodation, but these are unlikely to include a hotel. Meanwhile, the Shakespeare Hotel remains closed while refurbishment, including the removal of asbestos, is underway, with a view to re-opening by Easter 2026. On the Green Dragon site at the corner of Arden and Greenhill Streets, there has been no movement since the granting of planning permission for apartments in 2024. On a positive note, the application for an over-large development of apartments on the former Picture House site in Windsor Street was withdrawn.

On the outskirts of Stratford-upon-Avon, the picture was very different. Last year, the Stratford-upon-Avon Society reported that Stratford District Council (SDC) had refused planning permission for 130 new dwellings on Bordon Hill on the grounds that this was beyond the Built-up Area Boundary. Unfortunately, the developers challenged this, and the subsequent Public Enquiry gave approval on the grounds that the SDC was unable to demonstrate that it had a five-year housing land supply. Little weight was placed on the proximity to Anne Hathaway's Cottage. This decision has opened the floodgates to further planning applications for housing estates across the District; by the end of the year, 20 had been received. As George Cowcher, the SDC's Deputy Leader and Portfolio Holder for Planning and Development, told the Stratford-upon-Avon Society at our annual meeting with him in December, it would be a costly waste of taxpayers' money for the Council to reject further such applications, since it would again lose on appeal.

This is relevant to the SDC's development of a new Local Plan, on which a public consultation, eliciting some 12,000 responses, was concluded early in 2025. The aim is to finalise this by the end of 2026. The Government's housing target requires Stratford District to build 1,000 new homes a year until 2029. The intention has long been for a large housing estate at Long Marston, but this can go ahead only if transport links are improved, requiring the construction of a south-west bypass around Stratford-upon-Avon. Without the road, there can be no further development south of the town but, to date, there is neither an agreed route nor the money for this. However, a Council-commissioned study into an alternative route is expected to report shortly. Long Marston is one of two possible sites for a "significant growth settlement"; if this cannot go ahead, attention turns to the other option – Bearley and Wilmcote – to which there is local opposition. There will be much to watch in 2026 regarding planning and development issues.

**Margaret Cund**

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

## **The Town Centre Report 2025**

### **Historic Spine**

Last year I reported on progress on the preparation of a further six plaques for our scheme of pavement plaques along the town's historic spine. This year I am pleased to report that the six are prepared and very soon to be delivered and laid in position. They are for: The Birthplace; Hornby Cottage (the Bithplace) bookshop; the County Library; Barclays bank; HSBC bank and Chaucer's Head Bookshop. The cost of preparation of the plaques is expected to be largely borne by the property owners with the Society paying half of the cost of one of them and the cost of laying some of them. The Society's outlay will be made from a specific financial reserve and is expected to be, in total, in the region of £1000 and well within that reserve.

I would like here to acknowledge the interest shown by the property owners in their support for the scheme as well the very considerable efforts of our member, Dr Bob Bearman in the design and preparation of the plaques. During the year the General Committee of the Society will consider whether there might be a further batch of six which would be the final stage of this whole scheme.

### **The Town Centre Strategic Partnership**

The principal activities of the partnership this year have related to High Street, a vision for the town and a culture strategy.

#### **High Street**

There have been two significant advances. The first is that the the proposed hotel on the former Debenhams store site has been cancelled. It will no longer be under consideration. It is now intended that the building will be retained and used for a combination of shopping and residential. We believe that some announcement on this is imminent.

The second is the future of the High Street pedestrianisation. Last year we were looking at the possibility of an experimental scheme which had not yet been confirmed. This year, the County have decided upon a permanent scheme of closure, starting to operate in some 18 months time subject to funding which has yet to be agreed, though the District Council are committing a significant sum to the preparation of the scheme. The details of the proposal are still being worked on by the County and the Partnership with the intention to shorten the lead in time if at all possible.

### **Vision and Strategies**

Over its five years, the Partnership has worked on a vision for the town and during the course of last year has carried out a public consultation. The results, which were on the whole supportive, are now being analysed and will be be the subject of proposals to put to the town in due time. However, a culture strategy outlined in the vision has been prepared and will be available shortly. As a separate exercise the partnership is working on a project to make a bid to establish Stratford-upon-Avon as a Town of a Culture - a Government supported initiative which, if agreed, could bring with it some significant funding. There will be publicity and consultation on this in the coming months.

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

And finally, following the resignation of its second Chair the Partnership is taking the opportunity to review its achievements, strengths and weaknesses over the first five years of its existence, which may give rise to proposals for change to enhance its effectiveness. And there will no doubt be more on this during the course of this year.

John Scampion

February 2026

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

### **Stratfire Project**

The Society was awarded a grant for a four-year project to date through dendrochronology selected buildings along the Historic Spine thought to have been affected by the fires of 1594/5 and 1614. Associated volunteer research led by Dr Robert Bearman into buildings and families in occupation at that time seeks to explore the impact of these fires on individuals and the economy of Stratford-upon-Avon. The grant awarded now totals £41,105, predominantly funding building archaeologists providing the detailed targeting for the Historic England-appointed dendrochronologist to undertake sampling. The £480 added in 2023 for public engagement was more than matched by contributions from the society to publicising the project.

### **Project income and expenditure.**

Grant spending is determined by availability of building archaeologists, access negotiated with multiple stakeholders, but also the feedback loop from Historic England's work funded from their budget for dendrochronological sampling and subsequent lab-based dating. There are inbuilt delays after field work given the competing demands for the time of the Historic England laboratory analysis. During 2025 for an extended period the Historic England Dendrochronologist was unavailable; sampling resumed in December 2025.

### **Dendrochronology Progress**

**1 High Street** – work completed in 2024. There remains a desire to review 2 High Street, but access could not be arranged during the year.

**17/8 High Street** – Interim results of the dendrochronology survey were shared in **March 2025**.

**19, 20 & 21 High Street** – the full dendrochronology report was published in **January 2025**.

**Tudor House, 23-24** - a final dating report published on 31 December 2024.

**25 High Street – Garrick Inn** Field work was completed in 2022. With interim dendrochronology results in February 2023. The final scientific dating report was published in **May 2025**.

**Harvard House, 26 High Street** was surveyed during 2023 and sampling in April 2024. The final dendrochronology report was published in **January 2025**.

**Hoorays 27/28 High Street** - field work was completed in September 2023. Highlights of the draft dating report were shared on 13<sup>th</sup> March 2024. The final report was in production at Historic England at the close of the year.

**30 High Street** Protracted access negotiations were successful in **October 2025** when a survey and dendrochronology strategy were completed.

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

**31 High Street** The survey was completed in October 2025, with sampling undertaken in December 2025.

**38/39 High Street** after protracted negotiations over access which could not extend to 37 High Street where access was refused, a survey took place in **February 2025** and sampling in **December 2025**, on the return of the Historic England dendrochronologist.

**20 Chapel Street** – survey work and a strategy for sampling were completed during **May 2025**.

**21 Chapel Street – Chaucer’s Head Bookshop** sampled in 2022, was one of a number of buildings which did not date, included in a list of potential buildings for more advanced isotope testing subject to Historic England’s budgetary constraints.

**22 Chapel Street – Nash’s House** - with field work completed in 2022 the final dating report was published on the 31<sup>st</sup> December 2024. This may prompt further review by the team.

**14-19 Chapel Street – Shakespeare Hotel** Sampling took place in January 2023. During **October 2025** return visits were made while the building was empty to aid completion of the building report. The final dendrochronology report was received in **June 2025**.

### **Documentary Histories**

Documentary Histories have been completed for all buildings with repeat versions as dates emerge and lead to review of support for dates found. Histories have also been completed for key buildings, interspersed with those being sampled but long since demolished – for example the site of Debenhams and HSBC Bank – six buildings and 22 High Street once the Corn Exchange now open space.

### **Review Process and updates**

The delay between completing field work and dating by Historic England together with the difficulty in accessing groups of buildings remains an issue. The unavailability of the dendrochronologist for most of 2025 did delay progress. The parallel project to actually date buildings not funded by the grant does impact on grant spend. The grant draw-down profile was renegotiated during the year with a revised end date for the project overall of February 2027 and an aim to complete fieldwork by 31<sup>st</sup> March 2026.

### **Communications**

Articles in the Stratford Herald and blogs have been produced during the year. A particular success was the Heritage Open Day on 19<sup>th</sup> September hosted by the Shakespeare Birthplace Trust at Halls Croft. Website:

<https://www.stratfordsociety.co.uk/stratfire>

[Houses in High Street \(stratfordsociety.co.uk\)](https://www.stratfordsociety.co.uk/houses-high-street)

[Houses in Chapel Street \(stratfordsociety.co.uk\)](https://www.stratfordsociety.co.uk/houses-chapel-street)

[StratFire News and Blogs](#)

**Steering Group**

Four steering group meetings have been held updating stakeholders. Challenges remain in negotiating access and availability of team members matching with access slots. Historic England are aware of the challenges and are used to the need to slip budget provision between financial years, given this is a project with multiple stakeholders to consider for each building who have no obligation to participate. At the close of the year an update report on progress to Historic England led to a further draw-down of £4,000 on 18<sup>th</sup> December 2025. That secured cash flow and recognised the slippage in the programme negotiated by the revised end date for the project. The desire to improve results through more advanced dating techniques is recognised, but comes from Historic England's budget outside the grant. Isotope testing comes with the complication of backlogs in the lab undertaking that research, this has meant a number of buildings have not yet exhausted the potential for dating – 21 Chapel Street in particular.

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

**Stratford Heritage Exhibition 2025**

In 2025, with the support of the Shakespeare Birthplace Trust (SBT), the Stratford-upon-Avon Society ran its first Stratford Heritage Exhibition (SHE) in Harvard House (HH). Earlier in the year, David Austin approached the Society, sharing his thoughts and ideas about a town museum or heritage centre. Many of us in the Society (as well as a group of people David had been working with) had long thought that the town had a lot of local history which needed to be shared. So, having discussed the idea with the Society's General Committee we took on the project in February 2025.

For our SHE Steering Group (made up of 10 people), this was an opportunity to test the concept of an exhibition. The results surpassed our expectations.

The exhibition was open from the start of July to the end of September, for four days per week (after the first two weeks) – Thursday to Sunday, and for five hours per day (10.30-3.30).

Over the 48 days we had 7,526 visitors, both local and from elsewhere. The exhibition was free to enter but included items for sale (artwork, cards, postcards and books), a percentage of the income from which went to the Stratford Society. Sales were £1,079 (£421.60 net). There was also a donation box to which visitors gave generously. Donations totalled £1,435.63, inclusive of Gift Aid.

We signed a Memorandum of Understanding with the SBT, and they also provided other support, apart from the use of HH, including building training for our volunteers, the loan of objects from their collections, and the use of their images on our interpretation posters. We also had support from Stratford District Council (funding for publicity related materials - £925.77), and we were provided with information and objects (on loan) relating to NC Joseph, one of the town's former industries.

We recruited 27 volunteers who worked in the exhibition, eight of whom we had trained in first aid, as a trained first aider was required for each shift. A ninth volunteer was already first aid trained. At the end of the exhibition, thanks to the SBT, there was a volunteer thank-you session at Hall's Croft.

Volunteers worked in pairs, either morning or afternoon and, later in the season, we also included a third, lunchtime, shift of two hours for when it was busiest. Volunteers signed up for shifts using the SignUp web-based system which was very effective.

**The exhibition's content**

- An original drawing by Ken Morgan of The History of a Bridge
- Nine interpretation posters: two giving a broad overview of Stratford's history and seven on specific themes: Stratford's river and bridge (board 4), Holy Trinity Church, the College of Priests and the Guild Chapel (5), the Tollhouse, the canal and the railways (6), local industry, e.g., NC Joseph, the Royal Label Factory (boards 7 and 8), local people, e.g., Marie Corelli, Annie Justins (9) and David Garrick and Stratford's theatres (10)

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

- Four SBT display cases containing related objects (from the SBT and private collections)
- Five maps relating to the town (three from the SBT collections, reproduced with permission)
- A video of Harry Cowan's canal basin model, plus supporting content. We were also given permission from the *Stratford Herald* to display their video about Harry and his model
- A children's colouring corner and quizzes for families

We also had 10 information leaflets on related themes that people could take away.

Because this was the first time we'd run the exhibition, we also had to source display boards to put the posters on along with furniture for the children's corner and the reception area.

As part of our publicity, we gave out 2,000 plus flyers and produced a banner and an A board.

#### **About our visitor numbers**

- The average number of visitors per day was 156 but obviously this varied
- Over the three months the most popular day of the week was Saturday (2,153 people overall)
- The most popular day altogether was Saturday 16 August, with 285 people
- Not surprisingly, the most popular weeks were in August: Thursday 14 August onwards, 21 August and 28 August (803, 801 and 726 visitors respectively) but the final week of the exhibition (25 September onwards) was our fourth most popular week with 696 visitors

**Visitor feedback** – we obtained feedback from visitors via a feedback form (completed by 528 people) and a visitor book (c1,400 entries in the book). The results of this are still being analysed but overall, feedback was very positive.

*'Lovely exhibition – it would be wonderful to have a permanent museum dedicated to Stratford's history and people.'*

From the visitor book we learnt that 30% of our visitors were from the CV37 area, 49% were from the rest of the UK and 18% were international visitors (3% not identified).

#### **What we learnt**

- We definitely had a viable project
- Going onto the street to draw visitors in worked well – many people were just passing by
- Many people loved the content but wanted more of it *and* more space
- A *permanent* space was also something people mentioned
- The objects in the cases were very popular including some of the early items e.g., beads, coins

Following the success of the exhibition, the SBT kindly agreed to us using the space

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

again in 2026. The exhibition will be run along the same lines but with different content. Themes will include the anniversaries of the Shakespeare Memorial Theatre fire and the opening of the Stratford and Moreton Tramway. Also, more on Tibor Reich and material on notable but rarely heard of women.

**Things to work on for the 2026 exhibition** (apart from the content)

- Providing more training for volunteers e.g., on the taking of payments, the use of the card reader and the iPad and how to make sales. The internet connection could be variable
- Developing the operational manual further.
- Providing more information for volunteers on who they'll be working with
- Better recording of group visits (as opposed to individuals)
- The development of more private tours e.g., from schools, industry
- Publicising and marketing the exhibition earlier

The eventual aim is to have a more permanent space to showcase the (non-Shakespeare related) history of Stratford-upon-Avon and to let the voices of past Stratfordians be heard. We also hope to raise awareness of the town's rich historical material held by the SBT and in private collections. This is a longer-term aim, but a very worthy one.

**Stratford Heritage Exhibition Steering Group Members**

Jann Tracy (Stratford Society, Chair); Ellie Stevenson (Stratford Society Committee Member and SHE Chair), Lindsay MacDonald (Stratford Society, Deputy Chair), Jonathan Devereux (Stratford Society, Treasurer), John Freeland (Stratford Society Committee Member), Carole Taylor, David Austin, Ken Morgan (aka *The Stratford Artist*), Yvonne Biggerstaff, Amanda Seadler (SBT), Paul Edmondson (SBT, co-opted later on)

Ellie Stevenson

Stratford Heritage Exhibition, Chair

February 2026

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

***Independent Examiner's report to the Trustees***

*I report to the Charity Trustees on my examination of the accounts of the charity for the year ended 31<sup>st</sup> December 2025.*

***Responsibilities and basis of report***

*As the Charity's Trustees you are responsible for the preparation of accounts in accordance with the Charities Act 2011 ('the Act').*

*I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.*

***Independent examiner's statement***

*I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:*

- 1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or*
- 2. The accounts did not accord with those records.*

*I have no concerns and have come across no other matter in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached*

*Wende A Hubbard FCCA  
Burgis & Bullock  
8 Elm Court  
Arden Street  
Stratford-upon-Avon  
CV37 6PA*

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

**Financial Report 31 December 2025**

**Bank** position at: 31 December 2025.

Deposit Account    £14,753.76    Current Account    £100.00    **£14,853.76**

**Receipts** for the year of £16,075 (2024 - £5,624) included £9,000 (2024 - £1,196) for restricted funds and £7,075 (2024 - £4,428) from general activities.

The major change in 2025 was a re-start of the draw-down of funding for **Stratfire** and the success of the Stratford Heritage Exhibition. **Membership** receipts and associated **gift aid** saw a slight decrease.

The **Stratfire** project reignited with Historic England progressing six building reports, and the return of their dendrochronologist in December to sample two buildings. Access was negotiated during the year to three buildings and the draw-down for the project was renegotiated.

Significant resources were put into the **Stratford Heritage Exhibition** hosted by the Shakespeare Birthplace Trust at Harvard House, managed and staffed entirely by Stratford Society Volunteers. Trustees agreed a £2,000 designation in support of the Exhibition aiming to show what a Town Museum might look like and gather support from locals and visitors to the town. In three months, 7,526 visitors were attracted, generating £1,169.86 in donations and £1,080 in sales of merchandise. A further £925.77 from Stratford District Council for publicity and £265.77 in gift aid meant income of £3440.40 almost covered the £3,486.94 cost of the first year's staging. A refreshed 2026 exhibition will be supported by the Society in partnership with the Shakespeare Birthplace Trust.

**Plaques** No plaques were installed during 2025, although a further six were negotiated with sponsors during the year and will be ready for installation in early 2026.

**Membership** receipts before gift aid were down 2.3% on 2024, totalling £2,655 (£2024 - 2,718) with Q4 renewals being chased with receipts at the January event for membership due in December matching the difference.

**Gift aid** received in 2025 - £485 (2024 - £513) is of course dependent on renewals, new members and their position as taxpayers.

**Reserves net** Trustees will further review the appropriate level of reserves in the year ahead. The amount for Plaques always presumes the Society may need to fund manufacture and installation in whole or in part. However, while further plaques beyond those due to be installed in early 2026 have been discussed, negotiations during the year suggest that that position is overly cautious. Only one of the five due to be installed is not fully funded. As highlighted the Stratford Heritage Exhibition second year costs will not repeat. Equipment and training costs will be lower, while some donated merchandise will not be available in year two. The Society is clear that stepping beyond a three-month summer exhibition to running an actual museum is beyond its capacity to deliver. This means unrestricted reserves compared to the general running costs of the Charity and its ambition for the future can be considered generous.

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

**Receipts and Payments Account for year ending - 31 December 2025**

	Restricted	Unrestricted	2025 Total	2024 Total
			£	£
<b>RECEIPTS</b>		£	£	£
Subscriptions		2,655	2,655	2,718
Stratfire	9,000		9,000	-
Stratford Heritage Exhibition		3,440	3,440	
Plaques	-		-	-
Corelli Fund	-	-	-	1,351
Gift Aid		485	485	513
Sales - misc		94	94	409
Visits & attendance		205	205	370
Bank Interest		196	196	263
<b>Total Receipts</b>	<b>9,000</b>	<b>7,075</b>	<b>16,075</b>	<b>5,624</b>
<b>PAYMENTS</b>		£	£	£
<b>Governance &amp; admin</b>				
Insurance		506	506	388
AGM		100	100	75
Inspection		360	360	348
Committee Meeting costs		250	250	275
commission and charges		16	16	43
	-	<b>1,232</b>	<b>1,232</b>	<b>1,130</b>
<b>Talks, Presentations and communications</b>				
Zoom Fees		156	156	156
Promotion		350	350	500
Website		300	300	300
Members meeting costs		1,170	1,170	1,039
	-	<b>1,976</b>	<b>1,976</b>	<b>1,996</b>
<b>Events and Visits</b>				
Heritage Open Day		51	51	
Christmas Party		409	409	443
	-	<b>460</b>	<b>460</b>	<b>443</b>
<b>Projects</b>				
Stratfire	5,174	925	6,099	6,469
Stratford Heritage Exhibition	-	3,487	3,487	-
Marie Corelli Centenary	-	-	-	2,161
Town Centre Partnership		300	300	-
Pavement plaques	-	-	-	1,186
	<b>5,174</b>	<b>4,712</b>	<b>9,886</b>	<b>9,816</b>
<b>Total Payments</b>	<b>5,174</b>	<b>8,380</b>	<b>13,554</b>	<b>13,385</b>
<b>Net of (Payments)/ Receipts</b>	<b>3,826</b>	<b>(1,305)</b>	<b>2,521</b>	<b>(7,761)</b>
<b>Funds at 31st Dec 2024</b>	<b>2,030</b>	<b>10,218</b>	<b>12,248</b>	<b>20,009</b>
<b>Funds at 31st December 2025</b>	<b>5,856</b>	<b>8,913</b>	<b>14,769</b>	<b>12,248</b>

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

**Statement of Assets and Liabilities as at 31st December 2025**

	<b>2025</b>	<b>2024</b>	
<b>ASSETS - Cash funds</b>	<b>£</b>	<b>£</b>	
Barclays Bank - Current Account	<b>100</b>	<b>100</b>	
Barclays Bank - Deposit Account	<b>14,754</b>	<b>12,148</b>	
Total Cash	<u><b>14,854</b></u>	<u><b>12,248</b></u>	
Debtors	-	<b>0</b>	
Creditors	- <u><b>(85)</b></u>	<b>0</b>	
Total assets	<u><u><b>14,769</b></u></u>	<u><u><b>12,248</b></u></u>	
<b>RESERVES</b>	<b><i>Restricted Unrestricted</i></b>	<b>2025</b>	<b>2024</b>
		<b>£</b>	<b>£</b>
<b>Stratfire</b>	<b>4,544</b>	<b>4,544</b>	<b>718</b>
Plaques Donations	820	<b>820</b>	<b>820</b>
Plaques Designated	5,050	<b>5,050</b>	<b>5,050</b>
Stratford Heritage Exhibition	- 1,953	<b>1,953</b>	
Marie Corelli Fund	491	<b>491</b>	<b>491</b>
General Reserve	1,911	<b>1,911</b>	<b>5,169</b>
<b>Reserves at 31st December 2025</b>	<u><b>5,855</b></u> <u><b>8,914</b></u>	<u><b>14,769</b></u>	<u><b>12,248</b></u>

Approved by the Board on 16 March 2026 and signed on their behalf by:

Jann Tracy

Jonathan Devereux

**Chair of Trustees**

**Honorary Treasurer and Trustee**

**16 March 2026**

**THE STRATFORD-UPON-AVON SOCIETY**  
**REGISTERED CHARITY NO: 251182**

**Notes**

	<i>£</i>	<i>2024</i>
<b>Cash Position @ 31st December 2025</b>	<b>14,769</b>	<b>12,248</b>
Held for Stratfire	4,544	718
Held for Corelli Fund	491	491
Held for Plaques	820	820
<b>Restricted reserves</b>	<b>5,855</b>	<b>2,029</b>
<b>Designated for Plaques</b>	<b>5,050</b>	<b>5,050</b>
<b>Designated for SHE</b>	<b>1,953</b>	
<i>General reserves</i>	<i>1,911</i>	<i>5,169</i>
<b>Total Reserves</b>	<b>14,769</b>	<b>12,248</b>

**Stratford Heritage Exhibition - Position @31st December 2025**

**Funding**

Designated Funds	£2,000	Committee agreed support
Donations	£1,435	From public during exhibition
Sales	£1,080	Sales of merchandise
<i>Stratford District Council</i>	<i>£926</i>	Support for promotion
<b>Total Resources secured to date</b>	<b>£5,440</b>	
 Expenditure on exhibition	 <b>£3,487</b>	
 <i>Balance remaining</i>	 <i>£1,953</i>	<i>Funding carried forward for 2026</i>
 2025 Visitors	 <b>7526</b>	