

Annual Report

2015



Details

The William Morris Society

Registered address:

Kelmscott House

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Hammersmith

London W6 9TA

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www.williammorrisociety.org.uk

Facebook: [TheWilliamMorrisSociety](https://www.facebook.com/TheWilliamMorrisSociety)

Twitter: [@WmMorrisSocUK](https://twitter.com/WmMorrisSocUK)

Registered Charity number 1159382

Trustees, staff and volunteers

PRESIDENT

Jan Marsh

TRUSTEES

Martin Stott, Chair

Martin Crick, Vice Chair

Penny McMahon, Treasurer

(to 16 May 2015)

Penny Lyndon, Secretary

(to 16 May 2015)

Natalia Martynenko-Hunt, Secretary

(from 16 May 2015)

Wendy Field, Membership Secretary

(to 16 May 2015)

Jane Cohen

Rebecca Estrada-Pintel

Michael Hall

Kathy Haslam

Simon Hawkins

The Trustee Board operate through five committees. These are:

Finance and General Purposes,

Publications,

Collections, Library and Display,

Communications, and

House and Garden.

WMS STAFF

Curator: Helen Elletson

Society Manager: Katharine Halstead

(to May 2015)

Finance Manager: Penny McMahon

(from June 2015)

Membership Manager: Penny McMahon

(from August 2015)

We are extremely fortunate to be able to draw on a wide range of expertise and skills from our volunteers. In 2015, more than 30 people gave their time to help the Society in many ways; delivering education sessions, giving printing demonstrations, welcoming visitors to the Society's premises, researching, cataloguing and caring for the collections, serving refreshments, answering enquiries, office administration and garden maintenance.

WMS VOLUNTEER ROLES

Journal Editor: Patrick O' Sullivan

(to June 2015)

Owen Holland

(from July 2015)

Newsletter Editor: Diana Andrews

(to June 2015)

Magazine Editor: Susan Warlow

(from November 2015)

Librarian: Penny Lyndon

We are grateful to all who give up their time to help with the work of the Society.

We record our thanks to the outgoing editors of the Society's publications, Diana Andrews (Newsletter Editor) and Patrick O'Sullivan (Journal Editor), and to Wendy Field as Membership Secretary.

After 24 years as Treasurer Penny McMahon stepped down at the AGM. The Society is extremely grateful for her dedication over so many years. The Society is working with the charity Arts & Business to recruit a replacement Treasurer.

Welcome



2015 marked the 60th anniversary of the William Morris Society. We celebrated with a symposium at the Birmingham and Midland Institute in Birmingham in September entitled *William Morris in the 21st Century* and with the distinguished artist David Gentleman giving the Kelmscott Lecture *On Morris* to a packed audience in November. We also relaunched the Society's visual identity and branding in a pro bono partnership with international design agency Pentagram - the results of which are here to see, as well as in our other publications and on our website.

The Society, having worked on its governance over the past couple of years, officially became a Charitable Incorporated Organization (CIO) on 1 January 2015. This is the first annual report of the new CIO. The charitable sector as a whole has been buffeted by scandal around the governance of one high profile charity in 2015. The Society's trustees had the foresight to put in place a full set of governing documents and policies suitable for contemporary circumstances.

The success of the partnership bid with the Emery Walker Trust, Arts and Crafts Hammersmith (A&CH), to the Heritage Lottery Fund, reported in 2014, led to a major change in gear in the way the Society operates. There is a fuller report on the partnership on page 9.

As the Society changes, the need to strengthen ties with our overseas members and their societies becomes more important. I was able to attend the AGM of the American Society, held at the MLA conference in Vancouver, and to meet the Canadian Society officers and speak to their members in Toronto, in January.

Finally I would like to pay tribute to the hard work of my fellow trustees, officers, and staff of the Society and the continuing support of the London Borough of Hammersmith & Fulham. The effectiveness of the Society in promoting the life and work of William Morris is enormously strengthened by the dedication of its staff, and of the Trustees and the numerous other volunteers who bring so much energy and insight to it.

Martin Stott
Chair, The William Morris Society

What we've been doing: some highlights of 2015

Rhythm 69, image 31
(2007) by David Mabb

The autumnal garden
awaiting inspiration...

Celebrating



In September Ruth Levitas, Tony Pinkney, Owen Holland and David Mabb examined various aspects of Morris's legacy at the Society's symposium *William Morris in the 21st Century*, at the Birmingham and Midland Institute, chaired by our President Jan Marsh.

An exhibition in the Coach House, *Fellowship Is Heaven: Sixty Years Of The William Morris Society*, highlighted some of the Society's key achievements over its 60 year history, as well as illustrating the most significant acquisitions made to the collection.

Our 60th Anniversary Kelmscott Lecture, *On Morris*, was given by David Gentleman, the renowned artist and designer best known for his books, watercolours, murals at Charing Cross Station and his *Blair* poster for the Stop the War Coalition. He looked back at his own career drawing on points of contact with Morris such as accessibility, interest in the craft of design, and radicalism.

Maintaining



Our focus this year has been on preparing for the refurbishment phase of the Arts and Crafts Hammersmith (A&CH) project at Kelmscott House while at the same time keeping an eye on the more routine but necessary maintenance tasks.

The garden: we canvassed for ideas for an update, and Malcolm Sinclair came forward with a structural design and scale drawing. With the knowledge in the Society of planting schemes that would reflect the designs of Morris, the budget available will be used primarily for carrying out wall repairs and improvements to the pathways, making some shade provision, and the installation of plinths that can be used to display examples of work by Society for the Protection of Ancient Buildings (SPAB) craft scholars.

The house: following a routine inspection of the coach house flat water was found to be penetrating the roof space. The repair included the addition of a hopper to prevent this and the ceiling was rebuilt, with decoration completed in 2015. The repair has been successful allowing the leaseholders to enjoy the flat.

Clearing out the cellar this year was a major milestone. This will enable necessary work to take place to turn this space in to a dry and usable storage area for the Society.

6,221 visitors came to Kelmscott House
16 items were loaned from our collections to 4 exhibitions
35 volunteers gave more than 1500 hours of their time

UCL publishing student
Alba Proko with our new
publication *Highlights from
the William Morris Society's
Collection*

A double-handed Gres de
Flandres vase, currently on
display in the Emberton
Room. This is a perfect
example of the type of
ceramics that William
Morris, Emery Walker and
D. G. Rossetti collected.

Collaborating



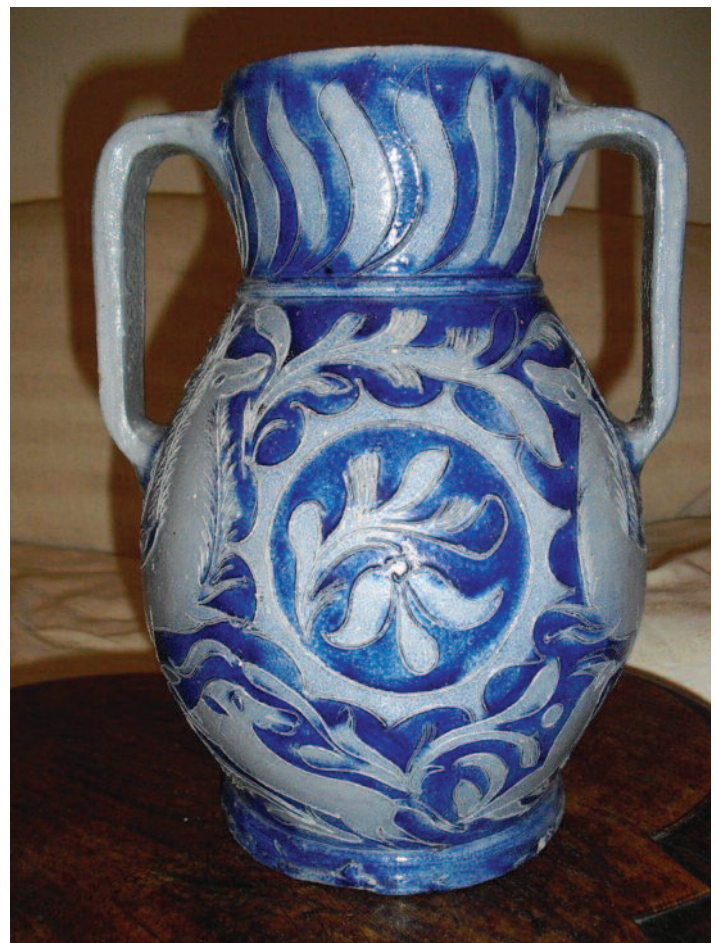
Our partnership project with students from the MA course in Publishing at UCL resulted in the publication of *Highlights from the William Morris Society's Collection*. To celebrate the Society's 60th anniversary, 60 key objects covering all areas were chosen by curator Helen Elletson to form an introduction to the collections held by the William Morris Society. This beautifully illustrated book is on sale in the shop at Kelmscott House and is proving very popular with visitors.

Items from our collections were loaned to the *Love is Enough* exhibition curated by Jeremy Deller at Modern Art Oxford and Birmingham Museum & Art Gallery, and to exhibitions on Philip Webb at Standen and Red House. Loans of our Socialist items, membership cards and pamphlets, were also made to the National Portrait Gallery's exhibition *Anarchy and Beauty*. We also collaborated with Jeremy Deller to create limited edition posters printed on our Albion Press.

We have been working with artists Clara Drummond and Kirsty Buchanan who were inspired by the Society's collection of fabrics, wallpapers and tapestries to create an exhibition on the women in the Morris circle, to be held at Kelmscott House in 2016.

We continued to forge and maintain links with other organisations, such as the Morris Network of houses; the London Small Historic Houses group; the Heritage Alliance; Hammersmith & Fulham Archives and Libraries; and the Art Workers' Guild. Articles by our curator were published in the Hammersmith Historic Buildings Group, and interviews provided for Radio Four and H&F Urban Studies Centre. The Society also took part in London and UK-wide events such as London Open House and Open Garden Squares Weekend, which drew new visitors in to discover our property and our collections.

Collecting



Our collections were enhanced this year by generous donations from Pamela and Elizabeth Rice, in memory of Patrick Rice, including William Morris tiles, William de Morgan ceramics, several Morris & Co textiles, salt-glazed Gres de Flandres ceramics and many books. Robert Coupe also donated two books from the original Morris library, and two letters written by Morris from Kelmscott House.

2,000+ followers on Twitter
600+ likes for our Facebook page
4 exhibitions were mounted at Kelmscott House

Paper conservator Philippa Norman working on a letter from our collections

Protecting



We have been fortunate to have the expert help of our volunteer paper conservator, Philippa Norman. She has completed several projects for us over the year, including repairing original Morris and Company wallpaper samples and archive material. Philippa has also been undertaking document cleaning of our recently acquired Mary Annie Sloane archive.

We also obtained funding from the Arts Council England Collections Care grant scheme for preventative conservation materials, and conservation work was carried out on several items of furniture including a gateleg table and two Sussex chairs.

Communicating

As part of our 60th anniversary celebrations the Society commissioned Pentagram, one of the world's best-known design agencies, to create a new visual identity for the Society. This is for use across all of our print and digital media. The new logo is drawn from Morris's Bird design, with the colour palette taking its inspiration from Morris's design for Jasmine and from his Kelmscott Press works. Whilst referencing Morris's rich heritage the new identity also reflects his contemporary influence, in keeping with the Society's purpose of communicating the relevance of Morris's life and works in the twenty-first century. This new identity has been rolled out over the last year to our website, e-bulletin, stationery, signage and print publications.

Angus Hyland, the Pentagram partner behind the Society's rebranding, gave a talk at the Society in September explaining the process, concept and execution of the new identity.

2015 has also seen significant changes in other ways. In June Newsletter editor Diana Andrews stepped down as Editor. The Newsletter has been wound up and will be relaunched early in 2016 as The William Morris Society Magazine; Susan Warlow took up the post of editor in November. Patrick Sullivan also stepped down as Editor of the Journal of William Morris Studies in June; Owen Holland took up the post from July. Three Newsletters and two Journals appeared during the course of the year; the reduced number of Newsletters allowing us time to bring the new design to fruition. In future years members will receive two Journals and three Magazines a year. The US Newsletter will from 2016 be distributed electronically rather than print form to interested UK Society members, and vice versa.

A regular e-bulletin has also been introduced, and five editions with details of events, exhibitions and Morris-related news were sent out during the year to over 800 subscribers.

Facebook, Twitter and our redesigned website were used to reach and inform both members and non-members. Our Twitter following increased over the course of the year and by November we had achieved over 2,000 followers.

If you would like to benefit from electronic updates about news and events, please ensure that the Society has your current contact details.

570 children from 19 classes came to learn about Morris 12 family workshops were held 6 talks were given in the Coach House

Making paper flowers
inspired by Morris's designs
at a family workshop

Trustee and volunteer
Rebecca Estrada-Pintel,
giving a demonstration of
printing on Morris's own
Albion Press

Learning



We offered many different ways in which members and visitors could find out about and appreciate aspects of William Morris's life and work. From organised school visits learning about Victorian life, designing stained glass or discovering wallpaper printing, to families taking part in our holiday workshops; from lectures on Morris's political activity to a new musical setting of his *Chants for Socialists* by musician Darren Hayman, we continued to bring knowledge of Morris to as wide an audience as possible.

570 children from nineteen classes attended learning sessions at Kelmscott House in 2015, and we received many positive comments from teachers and pupils.

Teacher: "Children love that they are able to take away with them their artwork... We really love this trip, always so interesting and the staff are very friendly and welcoming."

Welcoming



With the help of our dedicated volunteers we welcomed school groups and gave guided tours to groups from Britain and further afield. We took part in the annual Open Garden Squares and London Open House weekends; celebrated our riverside location by participating in the Totally Thames festival and Hammersmith & Fulham's ArtsFest; and ran popular family activity workshops during the school holidays. Our curator also went out to spread the word about William Morris, giving illustrated talks to over 600 people as part of our outreach programme. Some feedback from our visitors:

Tour group leader: "The visit was outstanding. The range of Morris materials in your collections is quite impressive and the students especially enjoyed printing on the Albion Press. Thank you for all your assistance!"

Open Garden visitor and WMS member: "Thank you for all your hard work and hospitality in opening Kelmscott House and its delightful gardens. My friend and I were captivated and transported... plus touched by the warmth of all whom we met – especially the kindness of the house's current inhabitants in having complete strangers in the home! A rare treat, fondly remembered."

Outreach lecture organiser: "Your enthusiasm and knowledge made for an excellent evening... I am enthused to make a visit to Kelmscott House at some point soon"; and after his visit: "It was a real thrill to be in the coach house where all the socialist meetings took place and to see the printing press. The riverside walk was also a delight."

More than 6,000 people visited our museum in 2015, and many more visited our website and Facebook page to learn about Morris and the work of the William Morris Society. We continue to explore ways of reaching new audiences.

1,207 members

22 countries with William Morris Society members

52 people attended the Society's symposium on *Morris in the 21st Century* at the Birmingham & Midland Institute

Membership

Membership of the Society continues to be healthy. The total number of members worldwide at 31 December 2015 was 1,207, with members in 22 countries including New Zealand, Iceland, Hungary and Russia. The greatest number of members outside the UK are in the USA, Canada and Japan.

On 1 January 2015 subscription rates were increased to reflect the high increases in printing and publication costs which the Society has incurred over the last few years, whilst still offering subscriptions at a level which are in line with other similar organisations such as the Victorian Society. A new position of membership manager was created in 2015 and Penny McMahon took up this key role in August.

We continue to review the methods of payment of subscriptions to simplify payment for existing members and also to enable new members to join easily.

Funding and donations

The William Morris Society received funding of £15,000 in 2015 from the London Borough of Hammersmith & Fulham, through the 3rd Sector Investment Fund scheme.

The Society was also fortunate to receive a number of donations in 2015, which are gratefully acknowledged.

Pamela and Elizabeth Rice, in memory of Patrick Rice: William Morris tiles; William de Morgan ceramics; Morris & Co textiles; salt-glazed Grès de Flandres ceramics; a number of books.

Robert Coupe: two letters from William Morris and two books from Morris's own library.

Chris Moore: further archive material relating to Mary Annie Sloane, containing correspondence and artwork of her fellow Women's Guild of Arts members as well as a May Morris collection.

Jeremy Deller: contemporary prints made on the Society's Albion press.

David Mabb: two contemporary prints.

An anonymous donation of £6,250.

The Society made the following donations and awards in 2015: £5,500 to The Society for the Protection of Ancient Building's annual William Morris Craft Fellowship award.

The Peter Floud prize of £500 was divided between three scholars: Stephen Williams (£300) Natalia Martynenko-Hunt (£100) and Andrew J. Wood (£100).

Arts & Crafts Hammersmith

Treasure trove from 7 Hammersmith Terrace: ephemera relating to Emery Walker's close friendship with Morris, including his spectacles and a lock of Morris's hair taken on his deathbed.

2015 marked a significant year for the Arts and Crafts Hammersmith project. Heritage Lottery funding of £631,100 secured, the Society's £1m partnership with the Emery Walker Trust moved into its active phases: final details of capital refurbishment works to Kelmscott House and 7 Hammersmith Terrace were finalised, and a main building contractor sought. Significantly, the entire contents of 7 Hammersmith Terrace – including over 4,000 collection items and over 55 boxes of paper archives – were sorted, recorded, packed and shipped into specialist storage in south London. A willing band of volunteers supported an expanded project team in this meticulous process: they will now be working with us in the next phase, cataloguing, digitising, and carrying out conservation and cleaning tasks on both these items, and the Society's own collections and archives.

We are delighted that Heritage Lottery Fund monies have been supported by just under £200,000 of matching funds from charitable trusts and private donations so far. The project has caught the imaginations of so many, inspired by a much improved visitor experience at both houses, and their collections and archives (and the stories they hold) brought centre stage. The final funds will be raised during 2016.

Looking ahead, refurbishment works will commence at Kelmscott House in summer 2016, and the relaunch of the refurbished houses in spring 2017. Up to date information on progress is shared through the project's Facebook page, or via Twitter @ArtsCraftsHamm.

Simon Daykin
Project Manager for Arts and Crafts Hammersmith



Arts & Crafts Hammersmith Staff (a partnership between the William Morris Society and the Emery Walker Trust)
Simon Daykin (Project Manager)
Nancy Lyons (Archivist from April 2015)
Alice Woodhouse (Collections Assistant from July 2015)

The following WMS trustees served during 2015 on the joint steering committee (JSC) for the project:

Martin Stott
Penny Lyndon
Penny McMahon (to May)
Michael Hall
Sonia Crutchlow (volunteer representative)
Natalia Martynenko-Hunt (from October)

The tradition of volunteer support at WMS also applies heavily to the project, with a dedicated band of over 25 people assisting across a variety of activities. During 2015 this has focused on the packing and decant of 7 Hammersmith Terrace – a huge undertaking – and initial work on updating the WMS library catalogue; during the new year this will include the Kelmscott House collections, and cataloguing, digitising and collections care at our temporary store in south London. We are extremely grateful to everyone who gives their time, expertise and commitment so willingly.

Financial Report

Reflecting the changing nature of the Society and its activities, 2015 was the first year that the Society operated to a Business Plan agreed by Trustees.

During 2015 the Society's income totalled £112,303. The major sources of this income were members' subscriptions of £27,580, rental income from the Coach House Flat of £18,568 and a grant of £15,000 from Hammersmith and Fulham Borough Council towards the cost of employing the Society's Curator Helen Elletson.

The Society also received a number of additional grants during the year totalling £30,240. The largest of these grants totalled £26,051 and related to the Arts & Crafts Hammersmith project in partnership with the Emery Walker Trust. This project has a total budget of £1,020,500 and is predominantly funded by the Heritage Lottery Fund. The duration of the project is from February 2015 to December 2018. The Society is acting as payroll agent for the project and £26,051 relating to these payroll costs appears as both grant income and expenditure in the Society's Accounts.

The four other grants received during 2015 were £3,089 from University College London, £500 from the Art Scholars Charitable Trust, £300 from the Bank of England and £300 from the Museum of London.

During 2015 the Society's expenditure totalled £170,699 which related to a number of ongoing activities including the production of the Newsletter and Journal, totalling £26,990, the upkeep of Kelmscott House totalling £14,907 and the administration of the Society which totalled £52,295. In addition the Society incurred expenditure on a number of one-off projects including £12,627 on the rebranding of the Society and updating of the Society's website. This expenditure was funded by a donation of £1,250 which was received in 2014 together with earmarked funds from the Crockart Bequest.

The Society also made a donation of £5,500 to The Society for the Protection of Ancient Buildings towards the funding of its William Morris Craft Fellowship. Finally, the 2014 Peter Floud prize winners received their awards in 2015 totalling £500.

At 31 December 2015 the Society's Funds totalled £231,732. In 2016 the Society Trustees will be further developing a strategy to increase the funds generated from external sources through the Society's shop at Kelmscott House and through its website.

The financial information in this report has been extracted from the Society's audited accounts. These full audited accounts can be obtained on request from the Society. Minutes of the last AGM will also be available on our website.

Martin Stott, Chair

BANKERS
COIF Charity Funds
London EC2V 6DZ

Santander
Bootle, Merseyside, GIR OAA

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196 Oxford Street, London W1A 1EZ

INDEPENDENT EXAMINER
Grays Accountants
King's Road
Teddington TW11 0QB

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDING 31 DECEMBER 2015

	Unrestricted funds (£)	Restricted funds (£)	2015 Total (£)	2014 Total (£)
INCOMING RESOURCES				
From generated funds				
Voluntary income				
Subscriptions	26,792	788	27,580	26,407
Grant from Hammersmith & Fulham Borough Council	15,000		15,000	18,750
Arts & Grants Hammersmith		26,051	26,051	
Other Grants		4,189	4,189	47,871
Legacies				
Guided Tours	2,218		2,218	3,942
School Visits	489		489	1,167
Coach House Hire	1,465		1,465	1,719
Other Donations	7,979		7,979	1,563
Activities for generating funds				
Surplus from sale of books, cards etc	7,067		7,067	5,613
Surplus from meetings and events	1,195		1,195	1,747
Investment income	19,070		19,070	18,844
Total incoming resources	81,275	31,028	112,303	127,623
EXPENDED RESOURCES				
Cost of charitable activities				
Newsletter and Journals	26,990		26,990	38,540
Grants	6,000	15,000	21,000	5,500
Support Costs	52,295		52,295	38,659
Kelmscott House Upkeep	9,486	5,421	14,907	15,741
Arts & Crafts Hammersmith		26,051	26,051	23,648
Website & Rebranding	12,627		12,627	
Conservation & Education	2,229		2,229	98
Governance costs				
Trustees Expenses	3,130		3,130	3,598
Professional Fees	10,795		10,795	6,604
Other resources expended		675	675	675
Total resources expended	123,552	47,147	170,699	133,063
Net incoming resources	(42,277)	(16,119)	(58,396)	(5,440)
Profit on revaluation of investments	5,825		5,825	7,163
Net movement of funds	(36,452)	(16,119)	(52,571)	1,723
RECONCILIATION OF FUNDS				
Total funds brought forward at 1 January 2015	251,081	33,222	284,303	282,580
Total funds carried forward at 31 December 2015	214,629	17,103	231,732	284,303

BALANCE SHEET AT 31 DECEMBER 2015

FIXED ASSETS				
Tangible Fixed Assets	14,003		14,003	14,371
Investments	112,540		112,540	106,715
	126,543		126,543	121,086
CURRENT ASSETS				
Stocks	11,682		11,682	11,198
Debtors	12,592		12,592	20,285
Cash in bank and in hand	68,407	17,103	85,510	134,977
	92,681	17,103	109,784	166,460
CURRENT LIABILITIES				
Amounts falling due within one year	(4,595)		(4,595)	(3,243)
NET CURRENT ASSETS	88,086	17,103	105,189	163,217
NET ASSETS	214,629	17,103	231,732	284,303
FUNDS				
Unrestricted Funds				
General Fund	200,260		200,260	221,856
Emberton Fund	4,286		4,286	6,515
John Kay Memorial Fund	1,425		1,425	1,425
Syer Bequest	1,723		1,723	1,723
News from Nowhere	1,000		1,000	1,000
Crockart Bequest	935		935	13,562
Peter Preston Bequest	5,000		5,000	5,000
Restricted Funds				
Life Members Fund		1,869	1,869	1,756
Restricted Grants		15,234	15,234	31,466
TOTAL FUNDS	214,629	17,103	231,732	284,303

The William Morris Society exists to promote greater knowledge and understanding of the life and work of one of the greatest men of the Victorian, or any, age.

Designer, craftsman, poet, and socialist: his ideas on how we live and how we might live, on creative work, leisure and machinery, on ecology and conservation, on politics and the place of arts in our lives remain as stimulating now as they were over a century ago.

We need your support to help us continue our mission of bringing knowledge of Morris to as wide an audience as possible.

Please join us if you are not already a member, and consider making a donation or leaving a legacy to The William Morris Society.

For more information about how to support The William Morris Society, please contact the Society office or visit our website.

www.williammorrisociety.org.uk
