

For yer actual figures, see Treasurer's Report

Turnover was doubled compared with 1972, and that ranks as a major achievement in some ways. We must have a friend up there!

### 1. Shop

Due to the increased passenger traffic and the larger display and stock, sales were over £600. Clive Hirst needs cheering for putting us on the map. Lacking 'Mr. Brandling's Railway', a rush Fifth Edition of the History was produced, and sold 150 copies in two months. Professionalism pays, it was almost twice the price of the Fourth Edition!

More than half the sales were edible again, and I must thank all the people who transported £300 worth of food from the warehouse to the open mouths at Middleton.

On the debit side, the container is rapidly disintegrating from dry rot, and mice have started attacking food. It would be a major disaster if sales at the line stopped, consequently as a stop-gap measure only, all food is stored in plastic bins, and a complete redecoration will be attempted during the closed season. I must emphasise this is only smothering the problem in paint. Permanent quarters are urgently needed for passenger facilities as well as the locomotives, particularly as we expect ever-increasing numbers of paying public, I hope.

### 2. Model Railway Exhibitions

The large indoor stand was rebuilt in the spring, eliminating the defunct model railway set-up. This was no loss, since all the stock was either u/s or privately owned in any case, the track was mainly mine, and Middleton's contribution appears still as the major wood work. Side panels and a super name board were built, curtains added, and a very presentable unit manufactured. It is more cunning than appears at first sight, since the main structure has secondary legs, and can be used without the side panels at Harrogate. This, with a somewhat improved stock, led to some spectacular sales, culminating in the present record of £119 - 44½p at Sheffield. All exhibitions showed some increase in takings on 1972, in some cases very much so.

I would like to thank Robin Taylor who, although no longer a member, has been associated with us, and advertises Middleton from his N-gauge layout at exhibitions which we cannot attend for various reasons.

Printed bags were the main advertising used this year, leading to many enquiries, and with our rapidly improving appearance, giving Middleton a better image than it has enjoyed in the past.

### 3. Outdoor Events

A stand was sent to the combined BR/Evening Post exhibition at Neville Hill, four Traction Engine Rallies, and a Garden Party at the Teachers' Training College at Farnley. The rainproof nature of the outdoor stand was appreciated, and the new simpler assembly of the weather bit blessed at this event. Three of the Rallies were staffed almost entirely by the Bareham family, who totted up some notable increases in sales, (300% in one case). This was partly due to our having more appropriate stock for such events. At the last and newest Rally, Oakes Park, Sheffield, some of the M.R.A. camped overnight, and I applaud them for their spirit.

### 4. Future

The sheer volume of business in 1973 meant more preparation and paper work than ever before, consequently I was more than a little relieved when Dave Watson volunteered as shop manager for the end of the season, and was a great help when the exhibitions came thick and fast from October on. I hope he stays on, we need more like him. Believe me, money is as important as anything else in preservation. You can't do anything without it. We still need helpers to sell tickets and stock; if you want an important job, contact Dave or myself.

Transport was becoming a problem in 1972, and became a major headache for the exhibition manager in 1973. Derek Plummer got us in and to all the shows, but it was a severe strain, and caused problems in damage to stands and to vehicles. Consequently, another item planned for 1974 is a trailer to accommodate the largest unit plus massive amounts of stock, plus any model railway layouts to be shifted. Bear in mind that outside sales were over £800 in 1973, and you will see that such an item is well worthwhile if it means we can continue at the present rate, or even improve your income!

Tom Apperley

December 1973

## PUBLICITY REPORT

- (1) EXHIBITIONS (Derek Plummer) More exhibitions have been attended this year than ever before. Our stand was to be seen at: Otley, Neville Hill, Harrogate, York, Ryhill, Masham, Sheffield (2 exhibitions), Harewood, Leeds, Halifax, Bradford, Wakefield, and a second time at York. We now have sales stands built to fulfil almost every conceivable requirement, and have acquired a trailer to make transport easier. Sales at exhibitions have exceeded those at the line over the year, and this demonstrates that exhibitions are a financial utility as well as a useful publicity medium. As ever, we are short of people to help at exhibitions. Please contact Derek if you can help in any way.
- (2) SALES (Tom Apperley) See separate report.
- (3) PRESS, RADIO etc. (Martin Croot) As in the past, our activities have been reported in the local newspapers, specialist railway journals, Radio Leeds etc. Bill Barraclough has returned to help as Specialist Press Officer. Martin Croot remains as our local Press Officer.
- (4) ADVERTISING (Clive Hirst) Increased amounts have been spent on advertising this year, as increased passenger and sales figures testify. We have taken out large adverts in the Yorkshire Evening Post, various local journals, the journal of the Industrial Railway Society and in exhibition guides. All publishers of guides to preserved lines and similar manuals are kept informed of our progress. We possess a greater variety of publicity material than ever before, ranging from large and expensive posters to details of our running on paper bags. These materials are displayed in shops and offices in Leeds, in ~~xx~~ schools and at other preserved lines. Posters and illustrative material has been on display at 2 Building Society offices in the centre of Leeds.
- (5) SPECIAL EVENTS (University visits officers and many others) As in other spheres, Special Events have proliferated this year. The season opened with a Rail, Road, River Event which was booked to capacity. This was repeated on 3 days in the Summer, this time run in conjunction with Leeds City Transport. Special arrangements were made for the visit of the Rev. Awdry to the line, and a Santa Special was arranged at Christmas.
- (6) VISITORS' SERVICE (Sheila Young) The totals of passengers and ticket money (excluding special events and special party bookings) were, with 1972 figures in brackets ~~xxxx~~ for comparison, 5,298:£426.63p (4,709:£311.89<sup>1</sup>/<sub>2</sub>p). The greater rise in ticket money than in passenger numbers is caused by the 20% rise in fares from the 12th May. Daily averages were 90:£7.23p (64:£4.27p in 1972). The apparent discrepancy between the increases ~~ix~~ in totals and the increases in averages is due to our operating on only 59 days in 1973 as compared with 73 days in 1972. Unfortunately, the rise in daily ticket money has to be weighed against increasing costs of insurance, coal and publicity, and fares for 1974 will rise to 7p and 3<sup>1</sup>/<sub>2</sub>p single. It is hoped that with an improvement in our surroundings starting in 1974, there will again be substantial increases in passenger returns. To deal with the increasing volume of traffic, a greater number of helpers has been necessary: one person cannot ensure the safety of the numbers of people we carry now, as could be done in the past, and at least 3 passenger staff have been necessary when dealing with 40 folk from the Rail, Road, River tour at the same time as the peak number of local inhabitants going to the park on a hot summer afternoon. Many thanks to Ian, Colin and Bob for guarding, to Keith and Peter for acting as "stewards", and to Martyn, Nicholas, Christopher, Ian, Vernon and numerous other M.R.A. ticket clippers.
- (7) CONCLUSION This year, our expenditure on publicity in all its forms has rocketed. The number of passengers carried and the amount of shop stock sold has similarly increased. This demonstrates that publicity is a vital component in the success of our venture. We have big ideas for the development of our facilities, and we need a bank balance to match. The money to realise our plans will come mainly from the pockets of the public, who ~~xx~~ we need increasingly to attract to our line. The next phase of our development must be to increase our capacity to carry visitors, and to improve the attractiveness of our service and facilities so that they will return with their friends many times.

Clive Hirst

(Publicity Officer)



## CHAIRMAN'S REPORT 1973

Ladies and Gentlemen,

May I commence this Report by saying a sincere thank you to the many members, not forgetting members of the M.R.A. and friends who have contributed at all levels to the expansion of the Trust. The horizons of success may appear clouded at times, but in spite of small setbacks during the year, it is apparent that movement in the right direction is being achieved.

Looking at reports from various officials, it is pleasing to see an all round increase in Sales, Passenger Services, and latterly freight coming into our good friends Robinson & Birdsell's Yard! Last, but certainly not least, membership could benefit from a boost. Could every member enrol just one new member in 1974? This would result in doubled membership by 1975. Our image to the general public is important, this means the appearance of the line and surroundings, also without saying, the attitude of members to the visiting public. A friendly welcome and helpful information encourages the return of visitors on future occasions to enjoy a ride on the 'Middleton'.

Finally, ladies and gentlemen, your contribution at any level is very important. Thank you once again for your continued support, for the inactive please try a little harder, hoping that very shortly we all may see the 'World's oldest' emerge from the industrial environment of Hunslet taking its place as one of the most attractive and popular little railways of the preservation era.

A Happy New Year and healthy membership in 1974,

Joseph K. Lee  
Chairman

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## MEMBERSHIP SECRETARY'S REPORT

At December 31st 1973, total membership stood at 268, of which 50 were M.R.A. (junior) members. This represents a loss of 52 members over the whole year. In addition there were still over 50 renewals due at the year-end, of which it may be expected that many will not be paid.

Although this is a bleak report it should be said that renewals have been paid much more promptly than usual this year, for which we are very grateful. It appears that we have a good nucleus of loyal members to make up for our small size. This is supported by the fact that many members have added small donations to their subscriptions this year.

Probably a major cause of the decline is the amount of competition in the preservation field. Nevertheless few societies have the advantage of our situation of easy access to a large industrial city and we must find a way of tapping the resources on our own doorstep. A good way which we can all use is by bringing interested friends for a visit to the railway and a ride. Show them round - press their interest - and get them to fill in a membership form. We'll do the rest!

Another way is by local publicity, and the publicity officer is always looking for people willing to help stick posters in shops, lay on exhibitions in schools, and so on. So don't just shake your head over the membership - do something about it! Spare membership forms are always available from me.

I am doing what I can by advertising whenever possible, particularly in the magazine of the Industrial Railway Society, but this is a long-term project and will not necessarily bring in many additional working members.

Brian W. Ashurst  
Membership Secretary

## SECRETARY'S REPORT

1. INCORPORATION: thanks to the continuing efforts of Mr. F.W. Hellewell, we obtained during the year the approval of the Charity Commissioners and the Inland Revenue for the Memorandum and Articles of the proposed company, subject to certain minor alterations which were dealt with by the Special General Meeting of 17th November, 1973.

The Memorandum and Articles were signed on 2nd January 1974 by eleven of those nominated so to do by the last A.G.M., and as I write the documents are with Mr. Hellewell for submission to the Department of Trade and Industry for registration of the company.

2. LIGHT RAILWAY ORDER: during the year, Mr. R.S. Greenwood, well known as an officer of the Keighley and Worth Valley Railway and in practice as a solicitor, agreed to handle our application for an Order. In order to brief himself, he visited the line in August. Since it is almost as costly to have an Order varied subsequently as to obtain it in the first place, he advised us to hold off from applying until the diversion at Middleton Park - as proposed by Leeds Corporation - is finalised.

3. INSURANCE: for some years, the Trust has maintained a policy with Commercial Union providing cover against public liability for up to £100,000 for any one accident. In view of our increased traffic, general inflation, and the trend towards higher awards by the courts, we have increased the cover to £250,000 from 1st January 1974.

4. AFFILIATIONS: the Trust has maintained its membership of the Association of Railway Preservation Societies, and the Association of Minor Railways, and has been represented at as many meetings as possible. Unfortunately, the fuel shortage and railway service interruptions caused the A.R.P.S. to postpone indefinitely their A.G.M. which we were to have hosted on 26th January 1974.

John D. Edwards

7th January, 1974.

Brian W. Ashurst  
Membership Secretary



## MIDDLETON RAILWAY TRUST

### Treasurer's Report for the Year ended 31 December 1973

#### Audit

I am grateful to Messrs Volans, Leach & Schofield who have once more audited the Trust's accounts.

#### Accounts

Having only been treasurer for a short part of the year, I hope that the Trust's accounts are self explanatory.

The increased surplus appears attributable to the additional revenue from sales and our thanks are due to all the sales team for their efforts on our behalf.

Whilst the accounts look most satisfactory, they must be considered against the Trust's long term needs. At this level it would take ten years to raise sufficient funds to build an engine shed even at early 1973 prices! Consequently a subcommittee has been set up to look at means of raising extra funds.

#### Value Added Tax

Bearing in mind the Trust's increased income this year I have considered carefully the question of registration and am advised that this is still not necessary. I intend to keep the position under review.

#### Conclusion

Finally I should like to thank the officers of the Trust for their cooperation in the time since I became treasurer.

R. G. EDWARDS  
Treasurer

9 St Clair Road  
Otley LS21 1DE  
20-2-74

MIDDLETON RAILWAY TRUST  
BALANCE SHEET as at 31st DECEMBER 1973

1973  
2

1973  
2

FIXED ASSETS  
Locomotives, Stocks, Tools etc  
at Cost or Valuation

2460

2460

Balance as at 1st January 1973  
 Additions during year  
 Less Share - Traction Locomotive  
 Plant and Equipment

70

2490

2710

2490

210

2460

We certify that the annexed balance

sheet is in accordance with the books  
 of Middleton Railway Trust, and from

information supplied and is a correct  
 copy of the original as audited by us.

236

236

234

234

243

243

278

278

1118

1118

403

403

243

243

2007

2007

Dated this Eighteenth day of February 1974

**VOLANS, LEACH & SCHOFIELD**

20

1300

Chartered Accountants

4000

10 Blenheim Terrace

Woodhouse Lane

LEEDS LS2 9HX

2500

2460

1000

2490

4250

2122

4250

243

4250

2100

200

2500

200

1118

3200

2144

300

200

4000

423

2007

2007

2007

2007

2007

2007



MIDDLETON RAILWAY TRUST  
BALANCE SHEET as at 31st DECEMBER:-

<u>1972</u> £			<u>1973</u> £	
		<u>FIXED ASSETS</u>		
		<u>Locomotives, Stocks, Tools etc</u>		
		<u>at Cost or Valuation</u>		
2266		Balance as at 1st January 1973	2640	
		Additions during year		
360		Half Share - Peckett Locomotive	-	
14		Plant and Equipment	70	
2640			2710	
-	2640	<u>Less Sale of Locomotive</u>	310	2400
		<u>CURRENT ASSETS</u>		
358		Sales Stock on hand	934	
50		<u>Less Provision for Dead Stock</u>	-	
308			934	
501		Cash at Bank - Current Account	340	
486		Deposit Account	278	
-		Appeal Account	1118	
-		Eastern Account	469	
65		Cash in hand and Floats	343	
1360			3687	
		<u>LESS CURRENT LIABILITIES</u>		
-		Provision for accrued expenses	20	
1360		<u>NET CURRENT ASSETS</u>		3667
4000				6067
		<u>Financed by:-</u>		
		<u>WORTH OF FUNDS</u>		
2466		General Fund Balance as at	3500	
686		1st January 1973	1026	
3152		Add Surplus of Income for the year	4526	
		Add Sales Stock as at		
348		1st January 1972	-	
3500			4526	
-	3500	<u>Less Transfer to Appeal Fund</u>	500	4026
		<u>APPEAL FUND</u>		1118
	3500			5144
500		<u>CONTINGENCY RESERVES</u>		500
-		<u>LOAN ACCOUNT - Dr. Youell</u>		423
4000				6067

# MIDDLETON RAILWAY T.OST

## SALES ACCOUNT for the year ended 31st DECEMBER:-

1972  
£

1973  
£

753	Sales	1670
453	Less Cost of Sales	
806	Stock as at 1st January 1973	308
	Purchases	1728
		2036
		1102

308

498

Less Stock as at  
31st December 1973

934

1102

255

568

32

Less Sundry Expenses

223

Surplus carried to Income and Expenditure Account

568



# MIDDLETON RAILWAY TRUST

## INCOME AND EXPENDITURE ACCOUNT for the year ended 31st DECEMBER:-

1972  
£

1973  
£

	<u>Income</u>	
223	Surplus from Sales Account	569
479	Goods Traffic	371
422	Visitors Traffic	533
236	Sales of Scrap not Valued	214
284	Donations and Subscriptions	339
10	'Old Run' Income	14
11	Bank Interest	74
-	Special Events Income	350
<u>21</u>	<u>Sundry Income</u>	<u>47</u>
1606		2510

	<u>Less Expenditure</u>	
27	Publicity and Advertising	157
213	Mechanical Maintenance	165
292	Traffic Expenses	337
160	Insurance	198
42	Safety Plan and Track Expenses	8
150	'Old Run' Expenses	193
45	Locomotive Transport	-
71	Administration	146
-	Special Events Expenses	153
-	Printing of Rule Books	102
-	Audit Fee	20
1000		1484

696

Surplus of Income for the year

1026