

Company number: 05415454

Charity number: 1109348



**HOLOCAUST
MEMORIAL
DAY TRUST**

HOLOCAUST MEMORIAL DAY TRUST

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2021

Holocaust Memorial Day Trust
Reference and administrative information

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Holocaust Memorial Day Trust

Reference and administrative information

The name of the charity is the **Holocaust Memorial Day Trust**.

Patron and Honorary Officers

Patron	HRH The Prince of Wales
Honorary President	Sir Ben Helfgott MBE
Honorary Vice-President	The Right Honourable The Lord Eric Pickles

Trustees and Staff

The work of HMDT is overseen by a Board of Trustees. The Trustees who served during the year and up to the date of this report are:

Chair of Trustees: Laura Marks OBE
Vice-Chairperson: Sir Leigh Lewis KCB
Treasurer: Amanda King ACA

David Ashley
John Howells MP
Hannah Lewis MBE
Michael Marx
Dr Joe Mulhall
Dr Anita Peleg
Revd Mark Poulson
Naved Siddiqi
Tulip Siddiq MP
Danny Stone MBE
Ruth Herzberg-Wellin
Marie Van der Zyl

Company Secretary

Amanda King

Staff

The following were members of staff at the date of this report:

Olivia Marks-Woldman OBE, Chief Executive

Alex Blake, Education Officer
Dr Rachel Century, Head of Research
Rebecca Deakin, Operations Officer
Asel Guillot, Head of Communications
Pippa Harrison, Events Officer
Claudia Hyde, Local Government HMD Officer
Paul Lautman, Head of Outreach
Julia Marcuson, Fundraising Manager
Farayi Mungazi, Senior Communications Officer
Laura Newlyn, Operations Officer
Eva Oddi, Youth Engagement Officer
Naomi Sheer, Executive Support Officer

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Hin Thi, Head of Finance and Operations
Bethan Tribe, Digital Communications Officer

Jakob Riegler supported the work of HMDT as a gedenkdiener.

The following individuals were employed during the year but not at the date of this report:

Genevieve Carnell, Lukasz Dobbek, Genevieve Lazar, Joe Twilley, Daniela Wegrostek

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Country of registration

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EC3A 2AD

Bankers

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Scottish Widows Bank plc
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Edinburgh
EH3 8YJ

Charity Number

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1. Introduction

The Trustees present their Report and Financial Statements for the year 1 April 2020 to 31 March 2021.

This has been a year like no other in our history. We began the year aiming to build on the immense reach and impact of HMD 2020, which marked the 75th anniversary of the liberation of Auschwitz. Instead, we found ourselves having to address the extraordinary challenges of the coronavirus pandemic, ensuring that we could both still deliver national collective commemorations and support meaningful local events to mark Holocaust Memorial Day 2021.

We ended the year having held a ground-breaking and widely applauded national Ceremony online, which we describe in more detail below, and having adapted much of the rest of our work to meet the circumstances occasioned by the pandemic. In the process we have developed many new innovations which we believe will stand us in very good stead, even after the pandemic is, hopefully, behind us.

The trustees of the charity would like to place on record their thanks and admiration for the way in which the Chief Executive and her staff rose to these unprecedented challenges, demonstrating the very best of which the Trust is capable.

2. Impact of the coronavirus pandemic

In common with the rest of the country, and in particular with other charities, the pandemic had a significant impact on HMDT:

- Staff worked from home – this necessitated expenditure on equipment and stationery. Additionally, several staff were juggling home schooling at times over the year, and/or supporting vulnerable family members. As a result, many work activities and tasks took significantly longer.
- Fundraising – we had originally anticipated increasing the proportion of our income that was raised from donations and grants in addition to the grant from MHCLG – but non-MHCLG income fell slightly.

In addition, the pandemic impacted HMDT and HMD in specific ways:

1) Outreach:

- a) People: Many of the people around the country who organise local Holocaust Memorial Day activities were furloughed or made redundant, and were therefore unable to organise HMD events
- b) Places: Many institutions that usually mark HMD were physically closed, (such as libraries, museums, bookshops, workplaces), or else very limited in their ability to run online activities, for example Scouts and Guides were not running regular local club nights during many lockdown periods, including January when HMD takes place

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- c) **Resources:** Those organisers who were able to arrange HMD events, did so largely online, and therefore did not order print copies of core resources, which are usually placed on audience seats. We cancelled our planned resources and instead (as outlined later in this report), created many new resources that assisted HMD organisers in running online events that were engaging and interactive.
- 2) **Ceremony:** Between April and October we planned for a range of scenarios, not knowing if an in-person Ceremony would be able to go ahead or not. In October we took the decision to plan for an entirely digital Ceremony.

Looking ahead to the impact that the pandemic has had, and is continuing to have, on society as a whole, HMDT is gravely concerned that the societal context for our work has been impacted negatively by the pandemic. The pandemic has been deliberately exploited by a virulent minority (most often, online) to increase division and scapegoat minority groups – for example, 'Jews' or 'Zionists' are blamed for spreading the disease and/or for profiting by the disease (using age-old antisemitic tropes), 'Asian' people and/or specifically 'Chinese' people are blamed for spreading the virus.

3. HMDT strategic review

As highlighted in last year's Trustees' Report, over the past two years HMDT has reviewed and updated its strategic plan for 2020-2025. This year's Trustees' Report and financial statements reflects the changes. These can be summarised as follows:

a) Organisational

We developed a strapline to clarify our core purpose: ***Learning from genocide – for a better future.***

We developed greater clarity about our organisational values. We seek to be values-driven in all areas of our work and interactions with others. Our values are to be knowledgeable, compassionate and transparent.

HMDT's focus on impact now carries through all our activities, not only our educational and outreach work. Our goals have been re-worded and re-ordered to reflect this focus on impact: to increase knowledge (of the past), to increase empathy (today), and to increase action (to build a better future). Our activities are largely the same as in previous years, but some activities and expenditure has been realigned with different goals. This therefore makes direct comparisons with last year's figures more difficult, but the differences are minor.

b) **Goal 1: To increase knowledge of the Holocaust, Nazi Persecution of other groups, and of recent genocides in Cambodia, Rwanda, Bosnia and Darfur, illustrated by the experiences of people who were persecuted.**

We revised the wording that clarifies the place that personal testimony has within HMDT's work: from putting survivors and personal testimony at the 'heart of our work', we now use these testimonies to 'illustrate' the history. This change reflects our focus on the objective history of the past, through archives, research, artefacts etc, and illustrated by the eye-witness testimony.

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Survivors themselves remain honoured guests at the UK Ceremony, and their testimony is a hugely important and powerful aspect of our educational work.

HMDT's strategic changes include greater focus on the use of artefacts in areas of our work, and signposting to resources relating to members of the second and third generation. This new direction is partly to prepare for the time when, sadly, there will no longer be eye-witness survivors of the Holocaust.

c) Goal 2: To enable others to work towards a better future by promoting a society free from identity-based hostility and persecution

We have expanded our capacity to research current atrocities that could potentially become genocidal, and have agreed to undertake activities to highlight current atrocities in our work. These will include developing content for the UK Ceremony, for our website pages, for HMDT's social media platforms and so on.

These activities will encourage people who mark HMD to understand the contemporary relevance of commemorating the Holocaust and Nazi Persecution of other groups, and the recent genocides. It will show the patterns and parallels of steps to genocide.

d) Goal 3: To enable a national sense of collective commemorations for Holocaust Memorial Day across the UK

We initiated the **Light the Darkness** project, of which we give more detail below, to enable people to feel part of a national 'conversation' or endeavour to mark HMD, even though they may not have been able to attend in-person HMD events.

Our Strategic Plan also sets out activities through the year to mark recent genocides, enabling people to learn more about recent genocides at key points in the year.

e) Goal 4: To support individuals, organisations and communities across the UK to mark Holocaust Memorial Day profoundly and meaningfully

We moved from a somewhat 'scattergun' approach of supporting local activities in many different sectors, to targeting our proactive support to key audiences: young people, and civic events. We also focus support on geographical areas where community cohesion is problematic. We continue to respond to queries for support from other sectors and in other areas, and have many resources already available to support HMD in several sectors.

These changes will enable us to have a greater impact.

Our work with young people has changed focus, to enable us to have greater reach. Instead of focusing on a small group of highly committed young people (Youth Champions), we are now reaching out and encouraging young people more widely to engage with HMD in easier ways. We are working with young people where they already are, and are working in partnership with national youth organisations including the Scout Association, GirlGuiding UK, NUS and UJS.

These changes will enable us to have greater reach with young people.

f) Goal 5: To be a financially sound, effective organisation

Our biggest strategic change is to have become a fundraising organisation. As outlined in last year's Trustees' Report, we developed a number of plans, policies and initiatives which have been implemented this year. Our financial statements therefore now show fundraising expenditure and income.

4. Review of HMDT activities, April 2020 – March 2021

HMDT activities carry forward our strategic goals, in order to help achieve our mission: to learn from genocide, for a better future.

a) GOAL 1: Increasing knowledge of the Holocaust, Nazi persecution and recent genocides, illustrated by the experiences of people who were persecuted

Headline stats

- HMD Together – new resources for online activities, viewed nearly 10,000 times
- Seven life stories of people persecuted, viewed nearly 6,000 times

Develop and launch theme

For HMD 2021 we developed the theme, **Be the light in the darkness**, and planned a launch event with Stephen Fry at the end of the previous financial year - late March 2020, just as the lockdown was being introduced. This, of course, had to be cancelled due to the pandemic, and the theme launch delayed (ie to the financial year covered by this report).

At that point we needed to plan a new event that would work online. We therefore arranged an online event in April 2020, with our chair, Laura Marks OBE, interviewing the author and broadcaster, David Baddiel, about the topic of Holocaust denial – a form of 'darkness' that is highly relevant today and closely relevant to the historical core of HMD. As our first online event, trialling technology, we opened it to an invited audience only, with approximately 40 people attending.

For HMD 2022 we launched the theme, **One Day**, on 25 March 2021, at an online event attended by nearly 250 people. Two survivors spoke of the meaning that the theme has for them: Martin Stern, a survivor of the Holocaust, and Alphonsine Kabagabo, a survivor of the Genocide in Rwanda.

Resources

During the year we completely overhauled our planned resources to meet the changed circumstances brought about by the pandemic. We developed a completely new set of resources, designed to enable people to mark HMD online – in meaningful and interactive ways.

These new resources, called **HMD Together**, covered six areas: Remember Together, Read Together, Watch Together, Cook Together, Inspire Together, Create Together.

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INSPIRE TOGETHER

Make a moving film from your home by each reading lines from a poem about the Holocaust or genocide. Alternatively, your group could put pen to paper and write your own poem, which you could then film.



COOK TOGETHER

Food is a great way to learn about other cultures and share a new experience, even while apart. Use these resources to organise your own online cook-along event.



REMEMBER TOGETHER

Online commemoration events with your local community can be powerful and engaging acts of collective remembrance. Get started with our template online ceremony and advice for organisers.



CREATE TOGETHER

Work together to create an artwork for HMD, inspired by the life story of a person affected by genocide. A creative and accessible activity suitable for all ages.



READ TOGETHER

Whether fictional, historical or survivor testimony, books are a great way to increase your knowledge of the Holocaust and genocide. Find out how to organise a virtual book club and learn more together.



WATCH TOGETHER

There are many engaging and educational films you can watch with your group to learn more about the Holocaust and genocide. Explore our suggestions and resources for running a film club from your home.

In addition, we created a planned resource, **Tackling Holocaust denial and distortion in the classroom**. This resource, developed with the advice of external experts, provides support for teachers on identifying and tackling Holocaust denial and distortion in schools. It provides information on what distortion and denial can look like, and suggested strategies for managing situations where denial or distortion occur in class.

We launched these resources at a new, online event, in September 2021, with more than 250 people logging on from across the UK. This event was carefully planned with external support to assist with logistics and moderation. We were able to make it interactive, with small group discussion and questions, and by moving guests to breakout rooms according to the sector they worked in (eg schools, local authorities).

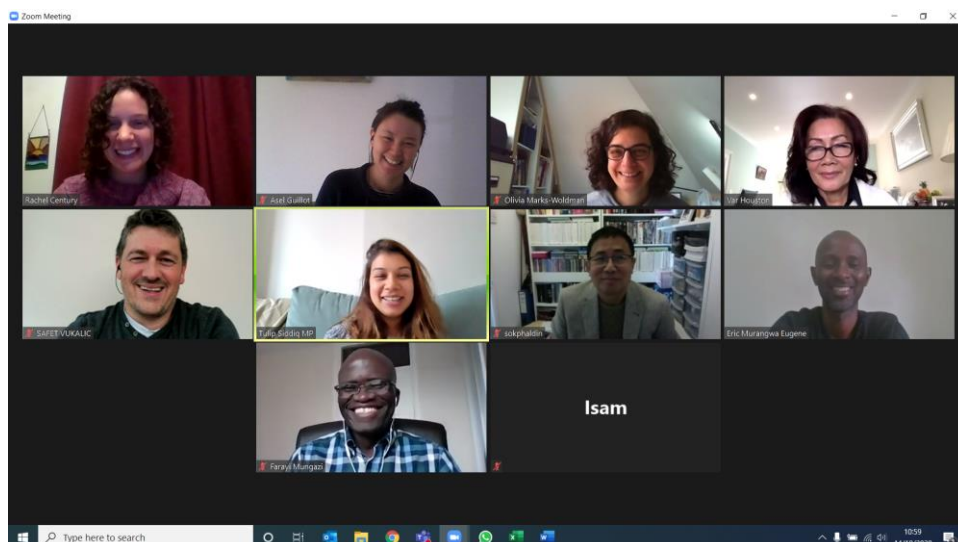
One local activity organiser wrote ***“thank you so much for this evening! Wasn’t quite sure what to expect, but since the start of the session I’ve already emailed a colleague to start the planning! Thanks again”***. Another local activity organiser said it was a great event with lots of excellent tips for events and wonderful resources.

Despite fewer in person local activities taking place, we still distributed more than 25,000 copies of the **About HMD** booklet.

Survivor engagement

We continued to hold meetings with our Holocaust Survivors’ Legacy Consultative Group and the Genocide Survivors Consultative Group, but moved these to online meetings. It took a while for all members to be able and comfortable to use Zoom technology but all members were profoundly grateful for the contact and for the ability to maintain their involvement with HMDT. They were pleased to be able to continue advising us, and we were delighted that we had been able to keep their insights contributing to our work.

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HMDT Genocide Survivors Consultative Group meeting on Zoom in October 2020

In addition, HMDT staff made frequent calls to survivors to keep in touch, and check in on their welfare.

International activities

Our international work is conducted predominantly through our involvement in the International Holocaust Remembrance Alliance (IHRA). HMDT's Chief Executive is a member of the UK Delegation to IHRA, and has been serving on the Troika of the Committee on the Holocaust, Genocide and Crimes Against Humanity. Her term of office on the Troika ended at March 2021. She continues as a Committee member, and as a member of the Museums and Memorials Working Group.

HMDT Partnership Group for HMD

HMDT continues to run the Partnership Group for HMD, bringing together some 20 organisations in the fields of Holocaust and genocide education and commemoration. The Group has expanded in the past year, with the addition of Protection Approaches. The Group has met quarterly, via Zoom, to share information, minimise duplication, and expand the reach and impact of HMD.

b) GOAL 2: To enable others to work towards a better future by promoting a society free from identity-based hostility and persecution

Headline stats:

- Nearly 400,000 website visitors in January
- More than 1 ¼ million page views in January
- Simple steps to mark HMD video: 1.7m Twitter impressions
- Auschwitz liberation Date to Remember: 1.6m Twitter impressions
- Why we are Lighting the darkness on HMD: 1.3m Twitter impressions

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Web and other digital content: We continued to develop and produce web and other digital content on a range of relevant issues. These included material for our website, guest blogs, short films for online sharing and posts for social media platforms. All were designed to be more factually based to increase readers' knowledge, and well designed with accessible language and imagery, for more engagement online.

We published blogs, including ones about the genocide in Bosnia, the persecution of Yazidi people, justice on the 75th anniversary of the start of the Nuremberg trials as well as short films highlighting Holocaust survivors' experiences. We also produced interviews, for example 'Is it possible to compare the Holocaust to other genocides?' with Professor Dan Stone and an interview with a member of the Uighur community on Genocide Prevention Day

In January 2021, we had **389,360** website visitors, and **1,270,000** page views.

Volunteers: Unlike in previous years, we were not able to involve volunteers in assisting at the UK Ceremony. Instead, we involved 6 volunteers in helping us online in capturing data on the thousands of local HMD activities. Volunteers supported us over the period December 2020 to February 2021.

Update library images and literature: Updating our image library is a major project to audit current images in the library, check that we have up-to-date permissions for use and to check the scope of the permission (eg website only, social media platforms, length of use etc). This project was made much harder by working from home, without easy access to the server. This financial year, we made a start on the project by recruiting a temporary worker to conduct the project and enabling access to the office. Limited work was completed and we anticipate the project will continue in the next financial year.

Updating our language and literature is another ongoing project that requires significant research, and was also made harder by remote working without access to the HMDT library. A start was made on the project by recruiting a temporary worker to undertake the initial work; this project will continue in the next financial year.

c) GOAL 3: Ensure a national sense of collective commemorations to mark HMD

Headline stats:

- Tens of thousands of viewers for the UK Ceremony broadcast
- Contributions to the UK Ceremony from HRH The Prince of Wales; the Prime Minister, the Rt Hon Boris Johnson MP; the Secretary of State for MHCLG, the Rt Hon Robert Jenrick MP; the Leader of the Opposition, the Rt Hon Sir Keir Starmer MP; the Archbishop of Canterbury Justin Welby; Chief Rabbi Mirvis; and Imam Qari Asim
- Over 1,200 total pieces of coverage mentioning HMDT (broadcast and print / online), representing 77% of all HMD coverage
- 49.1K #LightTheDarkness mentions and 25.6K @HMD_UK mentions on Twitter on 27 January, with 24million trend impressions

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Plan and deliver UK Ceremony: Through April – October, as the pandemic took hold in the UK and restrictions changed, we planned for different scenarios in January 2021 to mark Holocaust Memorial Day 2021 comprising a large scale in-person Ceremony, an entirely online Ceremony or a hybrid of the two.

In October 2020, we made the decision to organise an entirely online Ceremony. This necessitated taking several key decisions about how this Ceremony would be presented:

- We made the decision to present it in a way that would be accessible to the general public, i.e. not an 'invitation only' event on a closed link – we wanted to use the opportunity to reach as many people as possible
- We decided to present it as an 'as live' event – i.e. if someone logged on 10 mins late, then they would join the event 10 mins into the content.

Specific challenges

This course of action obviously resolved the challenge of there being no permitted in-person events (and, as it turned out, a further national lockdown in January), but presented a number of specific challenges:

- a) How to keep Holocaust and genocide survivors central to proceedings, and honoured, when they were not present in an auditorium
- b) How to create content that would be engaging and informative to a new audience who would be likely to know very little, as well as engaging for our usual guests who are knowledgeable
- c) How to maintain the necessary sense of occasion that is fitting for the UK Ceremony
- d) How to enable a sense of national collective commemoration that the UK Ceremony could spearhead
- e) Managing security issues that could arise from an event that was open to the public and could potentially be hacked
- f) How to overcome 'zoom fatigue' that many were feeling at this stage of the pandemic, with so much online content and broadcasts

Overcoming the challenges

a) Survivors

We wove survivors' testimony through much of the content, in both films that focused on survivors' experiences, in short comments and statements from survivors at different points in the Ceremony, and in the final candle lighting ceremony. We were therefore able to include more survivors in the Ceremony than is possible in an auditorium.

Survivors were also sent gift boxes ahead of the Ceremony, with treats and refreshments to enjoy alongside the Ceremony, together with a memorial candle and the programme. These were hugely appreciated, and helped make the survivors feel honoured.

b) Content

We created a strong opening section of joining messages from ordinary people from all walks of life, and from places across the UK. We included well-known celebrities who would

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appeal to audiences from a range of demographic backgrounds, and a film with archive footage showing the ordinary and varied lives Jews lived in Europe before the war.



People joining the UK Ceremony from across the UK



Kindertransportee Ernest Simon, and survivor of the genocide in Cambodia Sophari Ashley,

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speaking at the HMD 2021 Ceremony



Chineke!, the first professional BAME orchestra in the UK playing at the HMD 2021 Ceremony

The broadcast included many short sections, to keep the Ceremony pacy and engaging for all audiences.

We were delighted that the Secretary of State for Housing, Communities and Local Government, the Rt Hon Robert Jenrick MP, gave a speech, filmed by the MHCLG and edited into the Ceremony by HMDT. The speech was a highlight for many viewers as it was intensely personal and moving, and also gave the 'big picture' for national Ceremony viewers.

c) Maintaining a sense of occasion

We had hoped to achieve this through filming in the venue; this had to be revised with the new lockdown, announced just a few weeks before the Ceremony. We therefore booked a studio and arranged to 'dress' it. This was also partly achieved by presenting the Ceremony 'as live' – in other words, with a fixed start time, so that late joiners missed the first minutes – engendering a feeling that 'this was the moment that the Ceremony was taking place'.

The sense of occasion was also achieved through the seniority of the contributors: our Patron, His Royal Highness, The Prince of Wales, filmed a video message for the Ceremony, the Secretary of State for Housing, Communities and Local Government and the Chief Rabbi both made short speeches. We also created a film of a poem, with each line read by a different political and faith leader: Prime Minister Boris Johnson MP; Leader of the Opposition Sir Keir Starmer MP; Leader of the Liberal Democrats Sir Ed Davey MP; First Minister of Scotland Nicola Sturgeon MSP; First Minister of Wales Mark Drakeford AM; First Minister and Deputy First Minister of Northern Ireland Arlene Foster and Michelle O'Neill; Archbishop of Canterbury Justin Welby; Chief Rabbi Mirvis; Imam Qari Asim; Swami Suryaprabha Didiji; Lord Indarjit Singh of Wimbledon and Summer Dawson.

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HRH The Prince of Wales opening HMD 2021 Ceremony with a special address



*The Prime Minister reading lines from a poem (**We remember them**) during the HMD 2021 UK Ceremony*



*Senior Imam Qari Asim MBE reading lines from a poem (**We remember them**) during the HMD 2021 UK Ceremony*

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Other high profile and diverse celebrities contributed: Bear Grylls OBE, Rosie Jones, Tobias Menzies, Chi-chi Nwanoku OBE, Robert Rinder, Indira Varma, and music was performed by the Chineke! Chamber Ensemble and Hafsa Jalisi.

d) Ensuring a sense of national, collective commemorations

This was achieved partly through the content, especially the joining messages, and questions posed by school students and presented at different points during the Ceremony.

All of this was supplemented by the development of a new, 'national moment': **Light the Darkness** (see below).

e) Security issues

These were addressed in a number of ways: pre-filming all content, hosting the broadcast on two platforms (to spread the risk of one going down), having one of these platforms created as a bespoke platform, disabling any 'chat' function alongside the broadcast, having dedicated staff on stand-by to respond to any security problems.

f) 'Zoom fatigue'

This was addressed by treating our guests differently from the public who were also encouraged to watch. We developed a dedicated registration portal for guests. Guests received personal invitations, were asked to RSVP by a deadline, and received the programme and a memorial candle in advance. The sense of occasion, and sense of national collective commemorations both assisted the general public in feeling that they should overcome any 'zoom fatigue', and watch the Ceremony.

Content tailored for online broadcast

Once we had made the decision to hold an entirely online Ceremony, we then planned to capitalise on the format and the potential reach. We created Ceremony content that could not have been included had the Ceremony been in an auditorium, for example:

- Joining messages from people across the country, including from Canterbury Cathedral, a farm in Somerset, a school in Orkney, a mosque in Leeds, an aviation brigade at Wattisham Airfield and an NHS department in London
- As noted above, a poem with each line read by a different political and faith leader, representing all political parties and all major faith communities in the country
- Survivors of recent genocides speaking in their native languages - made understandable for the audience by the use of subtitles
- Celebrity contributor, Rosie Jones, whose speech can be difficult to understand due to cerebral palsy – again made easier for the audience by the use of subtitles

Ceremonial candle-lighting is always a key part of the event, and was a challenge to develop in a fitting way online. The team developed a creative way to keep survivors at the

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heart of this part of the Ceremony, show the nation's leadership involved in this important aspect and also engaged the audience. Candle-lighting was led by Holocaust survivors, followed by survivors of more recent genocides. The Ceremony was formally brought to a conclusion with a separate candle-lighting sequence, introduced by Their Royal Highnesses, the Prince of Wales and the Duchess of Cornwall.

We were delighted that our Hon Vice President and Co-chair of the UK HMF, Lord Eric Pickles, and his Co-chair at the UK Holocaust Memorial Foundation, Rt Hon Ed Balls, were both able to participate in the candle-lighting sequence.



Their Royal Highnesses, the Prince of Wales and the Duchess of Cornwall lighting HMD candles at the end of the HMD 2021 UK Ceremony



Head of Brahmrishti Ashram lighting HMD candles at the end of the HMD 2021 UK Ceremony

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Reach and impact

The Ceremony was watched by many tens of thousands of people, joining from across the country.

Its impact was hugely powerful – these are just a few of the comments that we received following the broadcast:

I just wanted to say a huge thank you for the online ceremony. I am a 32 year old single parent and I have been home educating my two children since just before the first national lockdown... I have been completely blown away today, as I educated my children I found I was also educating myself. 32 years old and I have never known about Holocaust or in fact many of the other things included in the ceremony. Thank you for opening my eyes, and helping me to shed a little light for my children (who are 5 and 8yrs old). We joined the nation in the lighting of a candle as the ceremony ended. An amazing opportunity and a chance to be included in a time when it is so easy to feel excluded.

Hannah Jones

My wife and I were very moved by last night's ceremony and we would like to thank and congratulate all involved. It showed real reverence for the people who suffered and it encouraged us to be more active about the oppression that goes on in our own time.

John and Ann Preston

I thought I would drop a line to congratulate all those who organised the Holocaust Memorial Day 2021. From beginning to end it was most successful: well-balanced, informative, emotional or restrained as necessary and deeply moving in places. Most unusual at such difficult events, there was not, in my opinion, a single false note. An evening I will remember for a long time.

Peter Lantos BEM, survivor of the Holocaust

National moment to 'Light the Darkness': In response to the pandemic we made the decision to initiate a 'national moment' to 'Light the Darkness'. We felt strongly that as so many local HMD activities were unlikely to take place – and as it turned out, could not take place in ways that brought people together physically – we would try and bring people together in a way that would help them feel part of a national collective endeavour for Holocaust Memorial Day.

We chose the simple action of lighting a candle and placing it in the window, so that the light would then be visible to neighbours – in other words, an individual action in an individual household, but visible externally and therefore connecting with others. It would be a literal lighting of the darkness, and a visible symbol of standing with the memory of people who had been murdered for who they were, and standing against prejudice today.

To support this initiative, we asked a range of VIPs to light candles in their windows, and asked iconic buildings to light up in purple (the HMD 'brand colour' – the colour of

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remembrance). We were delighted that a VIP candle was lit and placed in the window of No 10 Downing Street. These VIP candles - in the Ceremony sequence and 'live' at 8 pm on 27 January - had a huge impact in reaching people across the country and signifying the country's leadership and involvement in this national moment.

More than 50 landmark buildings lit up across the country, producing a strong visual symbol of engagement and commitment from organisations and institutions. These include the Palace of Westminster, The London Eye, BT Tower, Battersea Power Station, Blackpool Tower, Wembley Stadium, London Stadium, Edinburgh Castle, Natural History Museum, British Library, Imperial War Museum North, Manchester. We thank all those organisations who supported us in this powerful and very visual way.



Imperial War Museum North, Manchester



London Eye

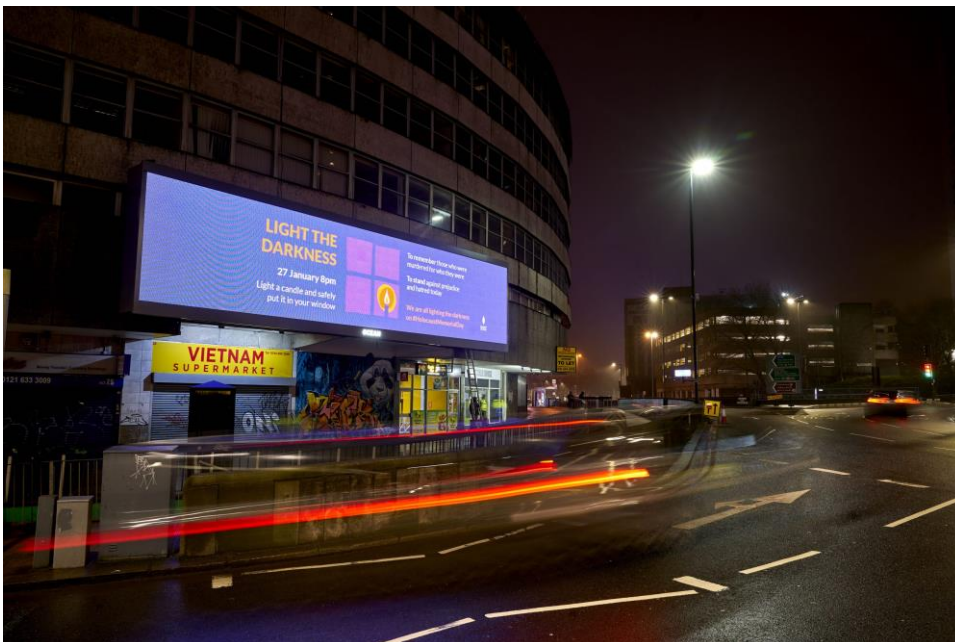
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Blackpool Tower

Our ambition was to initiate a project that would be valuable in this pandemic year, and that could give us a starting point if we later decided to continue it.

This project was supported by core MHCLG funds and with additional funds we ourselves raised. We were therefore able to promote it extensively across many platforms, including radio (Capital, Smooth, Heart and Classic). Additionally, we were given more than 2,000 billboards with advertising space for free, across the UK. We are very grateful to J C Decaux and to Ocean Outdoors for these spaces.



Birmingham Media Wall – one of the 2,000 billboards Lighting the darkness across the UK

Premier League footballers from Aston Villa, Brighton, Chelsea, Crystal Palace, Fulham, Leeds, Liverpool, Manchester City, Manchester United, Sheffield United, Southampton, Tottenham Hotspur, West Bromwich Albion, Wolverhampton Wanderers sent video

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messages to promote the initiative, which were highlighted and shared extensively on social media.



Premier League footballers calling the nation to Light the darkness for HMD

The reach was extraordinary and went far beyond our initial ambitions. On the social media platform Twitter there were **49.1K** #LightTheDarkness mentions and **25.6k** @HMD_UK mentions on 27 January, with **24million** trend impressions (how many people saw the Trend on the day).

As the 8 pm BBC News opened with the news that 'people around the country are now lighting candles to mark Holocaust Memorial Day' we felt we had more than achieved our ambition to bring people together in a collective national endeavour – despite being isolated in our own homes.

Next year planning: We were able to cancel the venue we had booked for the UK Ceremony, Troxy in Limehouse, London, with a request that we consider using it for the HMD 2022 UK Ceremony.

Raise awareness through the media: We carefully considered the best way to support media interest in HMD. Given the weight of demand on our staff throughout this period, trustees felt that the most cost-effective way to achieve media reach is to bring in external expertise and assistance in the run-up to HMD. To make the most of this brief, we included support for media interest through the autumn of 2020, eg to make the most of relevant milestones such as the 75th anniversary of the start of Nuremberg Trials in November 2020.

We also realised we would need to benefit from additional support to develop and promote the **Light the Darkness** initiative. It was a hugely ambitious project to get off the ground, and to 'cut through' to gain media attention.

We developed a media project brief and sought pitches from agencies, commissioning Trafalgar Media in August 2020.

Their assistance helped ensure Light the Darkness achieved very considerable reach and profile and supported extensive coverage of the UK Ceremony, including the video message from The Prince of Wales being played on many BBC, Sky and other outlets –

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ensuring many millions of people were aware of HMD and able to learn more about its purpose and key messages.



77% of media coverage mentioned HMDT (up from 55% in 2020), ie 1,226 total pieces of coverage mentioning HMDT (broadcast and print / online).

1,592 total pieces of HMD coverage (broadcast and print / online)

Social media reach:

#LightTheDarkness promoted trend engagement:

- **24m** trend impressions (the number of times the hashtag was seen)
- **66.2k** engagements with the hashtag
- **25.6k** mentions of @HMD_UK
- **49.1k** mentions of #LightTheDarkness

Key social media stats:

- Post with the most impressions/reach across all channels: 'Steps to mark HMD' graphics video, seen **1,850,839** times
- New followers gained in January: **3,943** on Twitter, **1,324** on Facebook and **1,715** on Instagram.
- **11,100,000** tweet 'impressions' in January (an increase of **105%** from January 2020)

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d) GOAL 4: To support individuals, organisations and communities across the UK to mark HMD profoundly and meaningfully

Headline stats:

- 2,700 organisations marked HMD in 2021 (4,500 in 2020)
- 3,400 activities took place (17,000 in 2020)
- Number of local authorities involved in marking HMD stayed about the same (increase of 3 in 2021)
- 10% more schools marked HMD in 2021 compared 2020
- Successful Youth Photography Competition with more than 400 entries involving Scouts, Girl Guides, NUS and UJS
- 265 youth-related organisations involved in making HMD as lead or secondary organisers (193 in 2020)

Examples of local HMD events:

Star Academies, a UK network of 34 primary and secondary schools concentrated in Lancashire, West Yorkshire and Manchester, held HMD activities in every school, despite the challenges posed by remote learning. The schools marked HMD in many ways, including lessons, assemblies, making artworks, writing songs and making displays. The activities involved pupils of all ages and faiths.

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At the University of Exeter, Dr Noemie Lopian, the daughter of a Holocaust survivor, and Derek Niemann, the grandson of an SS officer, delivered key note talks at the annual Holocaust Memorial Day Conference, *Speaking across the divide*. Attendees then joined three workshops.



'Speaking across the divide' HMD 2021 conference

The Mayor of Antrim and Newtonabbey, Cllr Jim Montgomery, joined by the Consul General of Poland, laid wreaths at the Holocaust Memorial at the Monkstown Jubilee Community Centre. The Council commissioned the Memorial in 2020, working with local artists to create it. Several buildings throughout the district joined landmarks across the UK to light up in purple.

The Josef Herman Foundation held an online event of conversation, poetry and music. They hosted a number of speakers, and two school students read excerpts from Anne Frank's diary; the event concluded with a violin performance.



The Josef Herman Foundation online HMD event

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Edinburgh Interfaith Association hosted their annual Holocaust Memorial Day Lecture with Holocaust survivor and author Inge Auerbacher. Attendees included the Cabinet Secretary for Communities, with questions from students of George Watson School, Edinburgh, and Agahozo Shalom School, Rwanda.

Outreach activity

Overall statistics

Table 1 UK Regional breakdown of number of organisations marking HMD

Region	2019*	2020*	2021	2020-2021 change	2020-2021 percentage Change
East Midlands	143	199	148	-51	-25.63%
East of England	200	268	177	-91	-33.96%
Greater London	540	707	717	10	1.41%
North East	140	179	124	-55	-30.73%
North West	384	518	342	-176	-33.98%
Northern Ireland	141	109	39	-70	-64.22%
Scotland	189	303	211	-92	-30.36%
South East	235	562	350	-212	-37.72%
South West	190	304	173	-131	-43.09%
Wales	100	172	132	-40	-23.26%
West Midlands	117	278	214	-64	-23.02%
Yorkshire and Humber	100	181	134	-47	-25.97%
Channel Islands		7	6	-1	-14.29%
Total number of organisations	2,479	3,787	2,767**	-1,020	-26.93%

*2019 and 2020 data relates only to Unique Primary Organisations i.e organisations that led the organising of local events. 2021 relates to organisations who either led or were involved in holding an event.

** The total of the regional figures counts organisations twice if they were involved in events in more than one region. If this duplication of organisations were excluded, the total would be 2678 (hence rounded up to 2700 in headline figure).

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Table 2 UK Regional breakdown of local HMD activities

Region	2019	2020	2021
East Midlands	557	643	182
East of England	1457	1381	227
Greater London	1712	3008	684
North East	569	864	154
North West	1494	2488	476
Northern Ireland	267	265	45
Scotland	524	1652	366
South East	1075	1788	393
South West	894	2289	280
Wales	148	566	170
West Midlands	994	1843	259
Yorkshire and Humber	793	725	198
Channel Islands		10	4
Total activities	10,484	17,522	3,438

Table 3 Organisations marking HMD by Organisation type

By Organisation Type	Total organisations HMD 2020*	Total organisations 2021*	Difference
Arts Organisation	59	71	12
Business	41	62	21
Charity	79	90	11
Cinema	191	1	-190
Community Groups	72	79	7
Education - Early Years	2	0	-2
Education – FE	53	33	-20
Education – HE	107	177	70
Education - Primary	394	398	4
Education - Secondary	706	829	123
Education - SEN/ASN	43	29	-14
Embassy	1	3	2
Emergency Services	26	34	8
Faith and Interfaith	306	256	-50

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Government Depts.	24	16	-8
Individual	37	19	-18
Library	1227	134	-1093
Local Authority	246	277	31
Member of Parliament*		15	15
Military Base	3	0	-3
Museum and Heritage	49	45	-4
Other*		20	20
Prison	24	4	-20
Publishers		2	2
Pupil referral unit		3	3
Social Care and Health	18	13	-5
Sport	32	17	-15
Trade Union	17	10	-7
Trust or Foundation*		6	6
Youth Organisation*		34	34
Total	3,757	2,677	

The impact of the pandemic in 2021 can be seen from the significant reduction in libraries and cinemas holding events. However, libraries were still in the top 10 of organisations holding events in 2021.

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Schools

Table 4 UK - breakdown of schools marking HMD

	Total Number of Schools marking HMD	Total state schools in UK	Schools marking HMD as % of State Schools 2021	Schools marking HMD as % of State Schools 2020
Primary	398	20,831	1.9%	1.9%
Secondary	828	3,079	26.9%	22.9%
SEN	29	1,238	2.3%	3.5%

This headline figure shows a percentage increase in secondary schools marking HMD in 2021 compared to 2020. Secondary schools (state and independent) marking HMD as a percentage of state schools increased to just over a quarter. This is a good milestone and reflects HMDT's strategic focus on schools. Unfortunately we are unable to differentiate confidently between state and independent schools).

Table 5 England - breakdown of schools marking HMD

	Total Number of Schools marked HMD 2021	Change from HMD 2020	Total state schools in England	Percentage of English schools marking HMD 2021	Percentage of English schools marking HMD 2020
Primary	349	-1	16,769	2.1%	2.1%
Secondary	699	+123	2,319	30.1%	24.8%
SEN	22	-14	1,044	2.1%	3.4%
Total	1,070	+108	22,540	4.7%	4.3%

There are a total of 2,408 independent schools in England - with no reliable breakdown on numbers in each phase. These have been included in the total numbers and percentages of schools marking HMD 2020.

Roughly 30% of English state schools are faith schools. Of the schools recorded as marking HMD 2021, 33% were faith schools, made up of 318 Christian schools, and 34 non-Christian faith schools.

Table 6 Integration Areas

	Number of secondary schools in integration area marking HMD	Year on year change
HMD 2018	13	-
HMD 2019	37	+24
HMD 2020	64	+27
HMD 2021	48	-16

A further 3 integration area schools posted about HMD on their social media (Facebook and Twitter) but there was not enough evidence of activities occurring for HMDT to count them as organisations participating in HMD 2021. However, it seems likely that schools engaging on social media would have some form of activity in school – the continuing question is how best can we go about finding out details and confirming events.

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Table 7 Integration Area Breakdown

Area	Number of secondary schools that marked HMD 2020	Number of secondary schools that marked HMD 2021	%age change	Total faith schools:	Number of faith schools that marked HMD 2021:
Bradford	14*	15	+7%	7	6
Blackburn with Darwen	10	8(+3)**	-20%	6	3
Peterborough	9	4	-56%	2	1
Walsall	7	5	-29%	5	1
Waltham Forest	11	4	-64%	2	2
Dundee	4	7	+43%	2	2
Cardiff	5	3	-40%	4	1
Belfast	4	5	+20%	-	-

*Including Bradford Central Pupil Referral Unit

**includes 3 schools who posted about HMD on their social media but where activities could not be verified.

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Local authorities, esp integration areas

Table 8 Local Authorities by Region/Nation

Region	Local authorities marking HMD 2020	Local authorities marking HMD 2021	Change 2020-2021	%
Channel Islands	1	0	-1	-100%
East Midlands	25	28	3	12%
East of England	40	31	-9	-22.50%
Greater London	33	32	-1	-3.03%
North East	11	12	1	9.09%
North West	29	30	1	3.33%
Northern Ireland	5	8	3	60%
Scotland	22	21	-1	-4.55%
South East	39	38	-1	-5.13%
South West	18	22	4	22.22%
Wales	14	15	1	7.14%
West Midlands	20	21	1	5%
Yorkshire and the Humber	14	15	1	7.14%
Total	270	273	3	1.11%

Most UK regions saw modest increases in the number of local authorities marking HMD in 2021 compared to 2020. There was a significant increase in local authority participation in HMD in Northern Ireland as a result of targeted engagement.

There were very small decreases in the number of councils participating in Scotland, the South East and Greater London, as well as a significant decrease in the number of councils in the East of England marking HMD. It is unclear why this is the case, but the East of England will be a focus area for the Local Government HMD Officer ahead of HMD 2022.

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Table 9 Local Authorities and Integration Areas

Authority	Did they mark HMD?		
	2019	2020	2021
Belfast	Yes	Yes	Yes
Blackburn with Darwen	Yes	Yes	Yes
Bradford	Yes	Yes	Yes
Cardiff	Yes	Yes	Yes
Dundee	No	Yes	No
Peterborough	Yes	Yes	Yes
Walsall	Yes	Yes	Yes
Waltham Forest	Yes	Yes	Yes

In 2021, seven out of the eight integration areas organised an HMD activity.

Youth engagement

Overview of 2020-21: This year we have seen a notable increase in youth organisations marking Holocaust Memorial Day, despite the challenges brought on by the global pandemic.

Our youth engagement covers two strands: encouraging youth-related organisations to engage with HMD, and encouraging young people to take part in a specific HMDT youth engagement project.

Youth-related organisations marking HMD 2021: This year saw an increase in the number of youth related organisations running HMD activities, with a total of **265** youth organisations marking HMD. These comprised activities noted in the tables above, in higher and further education settings, and in youth organisations/ groups.

We saw an increase of **37 %** in the number of youth-related organisations marking HMD compared with 2020, and an increase in **119 %** compared with 2019. However, of these only **118** were the primary organisers (ie the others were events where the youth-related organisation supported and assisted, rather than led, the development of the event). This reflects the collaborative nature of many higher education events, which made up the highest proportion of events.

We saw a notable engagement from the university community, with Higher Education (HE) making up **75%** of the youth related organisations. HE organisations include Universities, university departments, student unions and societies (eg Jewish or History Societies). Most university events involved multiple organisations, for example the Student Union and the History Department, or the Jewish Society and the Student Union.

Youth engagement project: We ran a successful youth photography competition, which significantly increased our direct engagement with young people under 25 years. We worked closely with our Youth Consultative Group (YCG) to promote the project to a diverse youth audience. The YCG consists of four prominent national youth organisations

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each working with young people of different ages and in different community settings, working alongside HMDT: Scouts, Girl Guiding, NUS (National Union of Students) and UJS (Union of Jewish Students). Each organisation from the YCG ran their own parallel competitions under the same name- *Light up the darkness*.

We were delighted to secure a high calibre panel of judges: the acclaimed photographer and director, Rankin; esteemed sculptor and Holocaust survivor Maurice Blik; Labour MP and HMDT Trustee Tulip Siddiq; and HMDT CEO, Olivia Marks-Woldman OBE. The addition of Rankin significantly helped us to promote the project as he has a strong youth following and is widely respected in the arts, which added prestige to the competition and exhibition. We filmed an interview with Rankin, which was then used across the HMDT social media channels to help promote the competition.



Judging panel meeting on Zoom

In addition to the expert panel, each organisation had a shortlisting panel made up of young people (14-25) involved with the work of that organisation. This meant we were able to ensure the final images appealed to a youth audience and young people were involved in the development of the exhibition in an authentic manner.

The **Light up the darkness** youth photography project was launched at our first youth-led event for the general public, on 26 November 2020, attended by nearly 100 people. It was

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chaired by one of the HMDT youth representatives, Nikos Souslous. Panellists were our gedenkdiener, Jakob Riegler; HMDT youth representative panel member, Niamh Hanrahan; co-founder of youth-led initiative, Yet Again, Kirsty Robson; and local HMD youth organiser Alejandro Arguelles Bullon. The event also included a very powerful presentation from survivor of the Cambodian genocide, Var Ashe Houston.

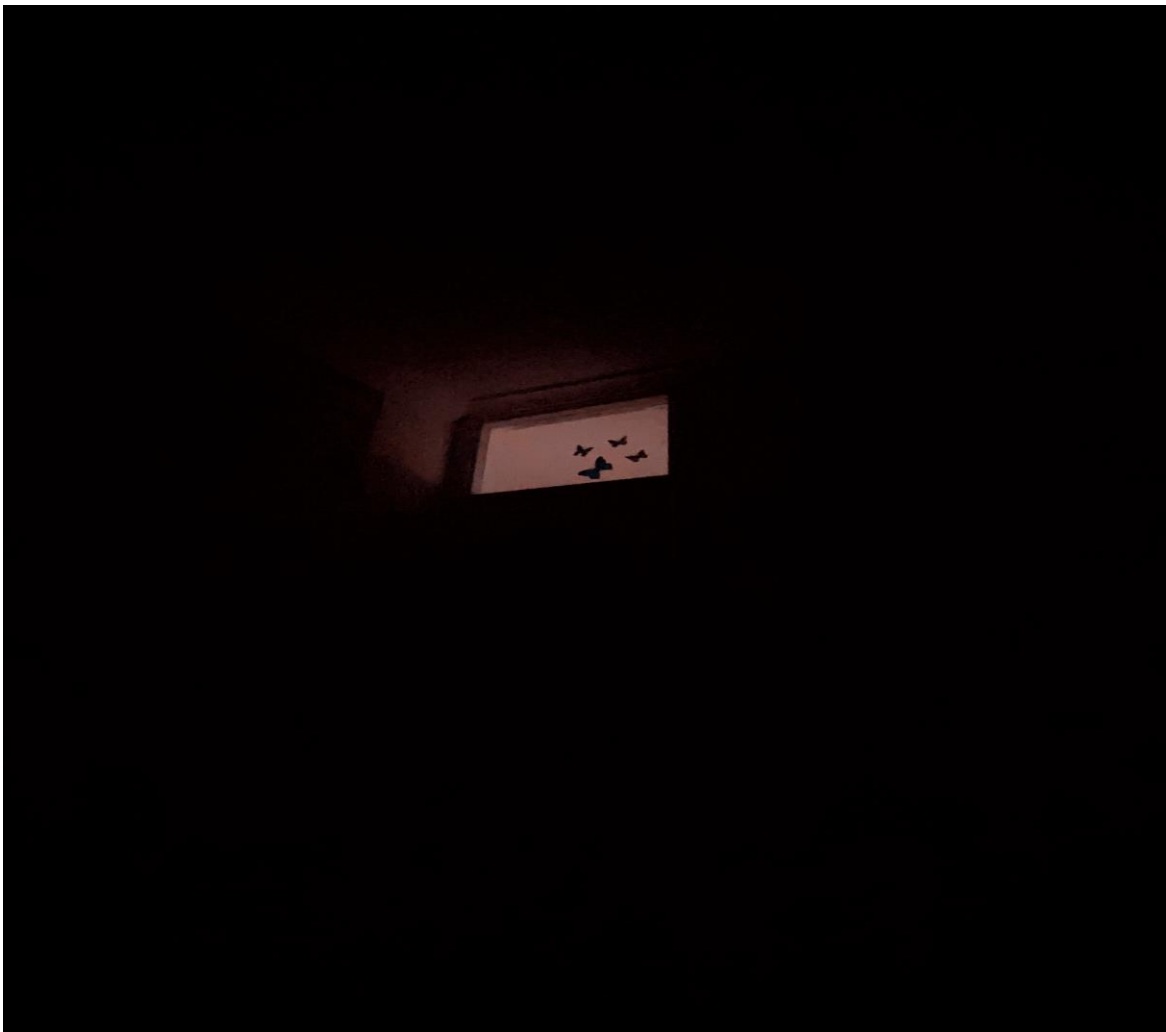
We received a combined total of **407** entries from young people across the UK. Whilst this was less than our initial ambitions for the project, in the light of the pandemic we were pleased with this response. GirlGuiding UK and Scouts Association were not running local group meetings in person during the pandemic, and in the circumstances it is not surprising that we had lower responses than originally anticipated.

We received overwhelmingly positive feedback from individuals on social media, organisations, young people and our judging panel. One of the judges, artist and Holocaust survivor Maurice Blik, said of the project, *'It has been invigorating to see the ingenuity and originality of these young people's imagery. It should act as a spur to encourage art education in schools.'*

Rankin said *'It was an honour to be a part of the Holocaust Memorial Day Trust's Light up the Darkness competition. Now more than ever, it is so important for young people to take the time to engage in history and learn more about genocide and division. I loved the message of the competition of celebrating what brings us light throughout our dark times and all of the entries didn't disappoint. It was so fantastic to see how they harnessed the power that photography can have to conceptualise their feelings and thoughts around the theme.'*

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The winner of the 14-18 age category

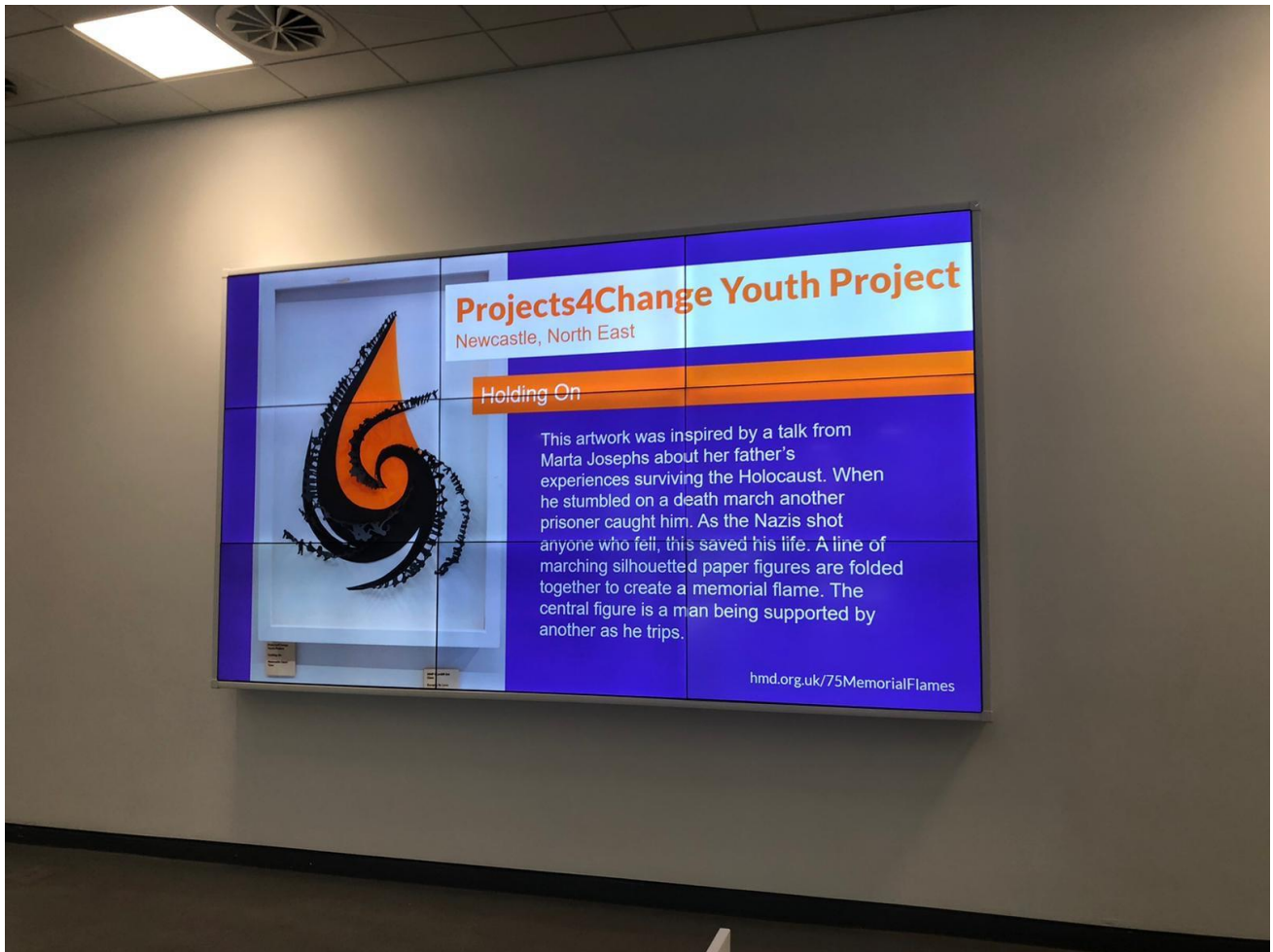


The winner of the 19-25 age category



Communities project: 75 Memorial Flames: The exhibition of 75 Memorial Flames, created by community groups across the country, had been developed during the year 2019-2020, and launched at HMD 2020. The initial plans had been to take this wonderful exhibition to venues across the UK throughout the 75th anniversary year of 2020, ie during the financial year 2020-2021. However, due to the pandemic, these plans had to be cancelled.

Instead, we diverted resources to create an online exhibition, which we were able to 'take' to the Museum of Liverpool throughout October 2020, reaching nearly 4,000 people. Of course, this is far lower footfall than was the case pre-pandemic; nonetheless we were delighted that the exhibition could reach so many people in Liverpool, educating them about the Holocaust and Nazi Persecution.



The digital exhibition on display at the Museum of Liverpool

We were also able to bring the exhibition to the Central Library in Manchester in October 2020.



Image of the exhibition at Central Library, Manchester

We brought the project to a close with an online event to thank all those who had created and contributed Memorial Flames, and been part of this wonderful creative project.

Materials & impact studies: As in previous years, we produced and distributed flame pin badges, and produced HMD banners.

We surveyed local HMD activity organisers and others through our networks to find out about the reach of HMD, and the impact it had this year.

Support national/regional ceremonies in Scotland, Wales and Northern Ireland: As in previous years, we supported the national/regional Ceremonies in Scotland, Wales and Northern Ireland. This year, due to the pandemic, we instituted regular planning meetings bringing together representatives from the devolved nations, to ensure they were linked with the national UK plans.

The Scottish and Welsh Governments both decided to hold separate online national events for their guests, as well as encouraging their stakeholders to watch the UK Ceremony broadcast. The Northern Ireland Executive did not develop a separate online ceremony. Instead they created a small event around the artwork they had commissioned the previous year, and encouraged their usual guests to watch the UK Ceremony broadcast.

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Wales HMD 2021 Ceremony



Scotland HMD 2021 Ceremony

We were grateful and delighted to receive a grant from the Scottish Government to support local outreach to Scottish communities and assist them in marking HMD.

Last year in January 2020, there were 1,625 local HMD activities across Scotland, delivered by more than 300 organisations, up from 524 activities in January 2019, as a result of the grant from the Scottish Government.

This year, because of the pandemic and the lockdown, the numbers of local activities fell. Nonetheless, thanks to the grant from the Scottish Government, more than **200** local activity organisers were still supported by HMDT to plan and deliver more than **360** activities, right across Scotland.

Our analysis of the data we have captured shows that of these local organisations, 21 were local authorities, 130 were schools, and more than 60 were from a variety of community organisations, libraries, faith/interfaith groups and museums.

With the aid of the Scottish Government's grant, HMDT was able to employ a freelance Scotland Support Worker, Kirsty Robson, who ran two workshops and undertook extensive outreach work.

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Overall HMDT supported 360 HMD activities right across Scotland, from the Orkney Islands to Ayr, including:

- Orkney: A candle was lit in St Magnus Cathedral, and posters were posted around the community to encourage people to take part in HMD
- Westray: A teacher at Westray Junior High asked pupils in S1-S3 to design and create candles, which they were then encouraged to display in a window of their home.
- NW Scotland: Pupils at Plockton High School watched the Scotland Ceremony online, discussed the meaning of 'Holocaust', and read a life story of their choice.
- Aberdeen: Aberdeen City Council and the Aberdeen Holocaust Memorial Day Group conducted live book readings and discussions on 26 - 28 Jan, focusing on "From Phnom Penh to Paradise" by Var Ashe, a survivor of the Genocide in Cambodia
- Ayr: Pupils at Southcraig School (a school for children with additional support needs) in Ayr were asked to do art & crafts activities for #LightTheDarkness. Their work was then displayed in the school.
- Edinburgh: Foundation Stones in Edinburgh invited members of the public to join them in painting stones as part of a new memorial.
- Glasgow: Youth-led initiative, Yet Again, organised an event with Hasan Hasanović, a Srebrenica survivor, where he talked about his personal story and his experience of commemorative events elsewhere in the UK and abroad.

e) To be a financially sound, effective organisation

Funding: We are deeply grateful to the Ministry for Housing, Communities and Local Government, which continues to support Holocaust Memorial Day Trust with the vast majority of our funding (91% of our income in 2020-21). In addition to their financial support, the Secretary of State and colleagues in MHCLG continued their long record of support for Holocaust Memorial Day, contributing at the UK Ceremony, giving advice and guidance and championing HMD and HMDT.

Financial Review: HMDT's total income for the year ended 31 March 2021 amounted to £985,796 (2019/20- £1,185,002), primarily comprised of the 2020/21 grant received from MHCLG of £900,000 (2019/20- £1,007,500).

After deducting total expenditure in the year of £956,223 (2019/20- £1,239,395) there was a net surplus of £29,573 (2019/20 - net deficit £54,393). The Trustees are satisfied with the financial position of the charity as at the year end.

Fundraising

Strategy: We developed a fundraising strategy in 2019-20, and anticipated bringing in 10% of our income in 2020-21 from sources in addition to our funding from governments. We anticipated further grants from the Scottish and Welsh Governments, a small grant from the Northern Ireland Executive and donations from High Net Worth Individuals (HNWIs).

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Fundraising compliance: In 2020-2021, HMDT developed a number of initiatives to ensure effective and compliant fundraising activities; these included expanding the membership of the Fundraising Committee, developing a 'Know your donor' policy and procedures, recruiting a permanent part-time Fundraising Manager, and reviewing our GDPR responsibilities within fundraising. We will ensure we remain compliant with fundraising regulations.

Activity: At the outset of the year our plans were to create a stronger fundraising infrastructure in 2020-21: agree a fundraising policy (including identifying situations where we would refuse donations), establish an online fundraising mechanism via the HMDT website, secure registration as a charity in Scotland as well as in England and Wales, and establish appropriate administrative fundraising processes.

In addition we planned to start the lengthy processes of applications to foundations and trusts.

Despite the pandemic, we achieved most of our plans. Our policy and processes were established during the financial year. We were successful in obtaining a grant of £15,000 from the Scottish Government, but were unsuccessful in securing grants from the Welsh Government and from the Northern Ireland Executive. We received substantial donations from a number of individuals, alongside a number of donations via our website. We were delighted to receive a substantial increase in donations in the final quarter of the year, following the UK Ceremony.

Donors: We are particularly grateful to the following Trusts and Foundations for their support: the Blavatnik Foundation, the Gerald and Gail Ronson Family Foundation, the Rachel Charitable Trust, and the Shoshana Charitable Trust.

We are indebted to all of the many donors who generously contributed to our work and enabled us to reach more organisations and individuals, and have a greater impact than we otherwise would have been able to do. In particular, our sincere thanks go to *Baruch Erlich*, David Gabbay, Aron Gelbard, Sir Michael and Lady Heller, Michael and Jeanette Marx.

Ensure sound governance: The Holocaust Memorial Day Trust is a charitable company limited by guarantee, incorporated on 6 April 2005 and registered with the Charity Commission for England and Wales on 8 May 2005 (registered Charity number: 1109348). HMDT is governed by Articles of Association.

Trustees: Trustees are appointed for a three year term and may be reappointed for one or, in certain circumstances, two additional terms.

New Trustees are recruited by open advertising and by other methods of search, and potential candidates are interviewed by members of the Finance and Operations Committee of the Trustee Board. The Board of Trustees meets at least six times each year, in addition to meetings of Board Committees, which are held as required. Trustees held an online 'away day' in October 2020.

Committees of the Board meet regularly to oversee the work of HMDT. The Trustees' Finance and Operations Committee reviews key financial reports such as Annual Budgets and Quarterly Management Accounts and seeks to ensure that HMD has strong financial management systems in place. It also reviews staff pay, including pay for senior staff.

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The HMDT trustees are exceptionally expert and generous with their time and guidance. We remain hugely grateful to them all for their unstinting support, advice and wisdom. HMDT's Trustee Board is chaired by Laura Marks OBE, whose leadership is of immense value to the organisation. She steers HMDT with energy, creativity and wisdom, and we are sincerely grateful to her for her energy and commitment. Particular thanks are due to the other Honorary Officers, Sir Leigh Lewis and Amanda King, and Committee Chairs Michael Marx, Anita Peleg and Danny Stone.

Trustees' expenses & company administration: Costs relating to the governance of the charity are kept to a minimum. Trustees' expenses were minimal due to having meetings online, and an internally-facilitated trustees' "away day" online.

All Trustees give their time freely and generously. No Trustees were remunerated during the year (2020-2021). Details of Trustee expenses are disclosed in note 8.

Key management personnel: The Trustees have delegated the day-to-day management of HMDT to the Chief Executive. The Trust has the good fortune to be led by a dynamic and inspiring Chief Executive, Olivia Marks-Woldman OBE, who is supported by an excellent and committed staff team. We are grateful for the hard work and achievements of the staff team during the year.

Support everyone involved in the organisation to understand and implement our strategic aims and objectives: Our Trustees monitor the organisation's activities against its agreed goals, and participate in an annual trustees' away day; staff report regularly to the Chief Executive. All of our trustees are also members of at least one HMDT Committee, helping to shape our work in detail. Our targets are reviewed annually and updated where appropriate. Our strategy is set out on our website in a clear summary so that all of our stakeholders are able to understand and identify with our organisational aims and goals.

The strategy review was completed in 2019- 2020, and the key changes in direction were summarized at the beginning of this Report.

Ensure our organisational processes are accountable and transparent: Throughout the period under review HMDT has worked to ensure it operates effectively, follows good practice in all matters (including the Charity Governance Code endorsed by the Charity Commission) provides value for money, and seeks to ensure that our business practices are safe and effective.

We are members of the National Council for Voluntary Organisations, and the Chief Executive is a member of Association of Chief Executives of Voluntary Organisations. We have conducted extensive work to update consents and procedures to ensure compliance with GDPR guidelines. We continue in our efforts to further develop our data compliance.

Risk management: Trustees regularly review the organisational risks, and manage them in the following ways:

- Regular Trustee Board meetings and Trustee committee meetings where financial, operational and strategic risks are considered
- The maintenance of a Risk Register which is regularly reviewed by the Finance and Operations Committee
- Annual Trustee Away Day to consider strategic topics

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- Establishment of policies, systems and procedures to mitigate risks
- Implementation of procedures designed to minimise or manage any potential impact on the charity should those risks materialise

Key strategic risks include the following:

a) The most immediate risk facing us is addressing the impact of the global pandemic. It poses immediate operational risks to delivering engaging HMD local and national events through the ongoing pandemic; we are considering in detail the question of what hybrid events will look like against a backdrop of uncertainty about when large-scale in-person events can take place.

More strategically, as noted in the opening paragraphs, there are risks arising from a post-pandemic, where financial and health worries and heightened tensions are creating division, and fostering identity-based hostility (especially towards members of minority groups).

As noted in Section 2, HMDT is gravely concerned that the societal context for our work has been impacted negatively by the pandemic. The pandemic has been deliberately exploited by a virulent minority – there has been a growth in hatred and in far right extremism generated by the pandemic. These pose significant risks to our work.

The pandemic also poses risks of reduced income in future years from government and from other potential donors, and risks to maintaining staff morale when working remotely in isolation.

These risks are being mitigated by:

- Our experience of running successful HMD activities during the pandemic through the year 2020-2021
- Plans for hybrid events in 2021-2022
- Having a fundraising strategy and enhanced trustee and professional capacity in place
- Regular checks with staff, a continued Employee Assistance Programme and encouraging a measured return to work

Other risks noted in last year's Trustees' Report still pertain today:

b) As Holocaust survivors reach the end of their lives, there are fewer survivors able to contribute to our work (eg to act as media spokespeople, and add to the development of our resources). There is a risk as a result that our work will become less effective and attract less interest. The implications of survivors passing away was addressed in our updated organisational strategy, 2020-2025, and is being addressed through our organisational work as noted earlier in the Report. Trustees also address this by holding regular meetings of the Legacy Consultative Group to ensure that Holocaust survivors and refugees can contribute at a governance level. This risk is also addressed operationally through a range of measures including developing life stories of people who were targeted for persecution, by conveying these life stories in a variety of ways, by regular staff consultation with Holocaust survivors, and by involving survivors in all HMDT activities and events.

Holocaust Memorial Day Trust Trustees' Report

c) A financial risk is that the UK Government may not renew or may substantially reduce its grant to HMDT, which would imply a loss of Government commitment to Holocaust Memorial Day. This is addressed by having a close working relationship with MHCLG, and through regular reporting, operating effectively, providing value for money, and demonstrating the impact that HMD has on those who attend our national and local activities.

d) A further financial risk is that as we move to becoming a fundraising organisation, Government support is reduced, and we lose our intimate relationship with Government. This could result in a perception more widely that the Government is less committed to HMD itself, and of HMD being perceived as less significant than it currently is. This is mitigated by our fundraising policy set by our Board, and by the many ways in which we seek to maintain strong and collaborative relationships with both ministers and officials in our sponsor Ministry, MHCLG.

e) A further risk is that the general public will fail to maintain interest and engagement in Holocaust Memorial Day. This is addressed by the identification each year of a new theme for HMD, and by the creative ways in which the HMDT staff team develop programmes of engagement. It has been further addressed by the development of the national moment, **Light the Darkness**, to engage even more widely and ensure a national moment of collective commemoration.

f) An additional risk is that stakeholders fail to understand the rationale for why HMD commemorates only certain specific genocides in addition to the Holocaust (ie those in Cambodia, Rwanda, Bosnia and Darfur). This is addressed through the information on our website and our external communications activities. Our revised strategy also addresses this through extending our willingness to comment on more recent atrocities such as the treatment of Rohingya Muslims, which may in future be regarded as genocide.

Further risks discussed with trustees during the past year include:

- Fake news – distortion of the Holocaust and people distrusting information
- 'who cares?' – people losing interest in the Holocaust
- Holocaust distortions and denial

These are all real and growing risks. We are addressing them through seeking to be impact-focused in all we do, and ensuring that through all our activities people who engage with HMDT can learn more about the Holocaust and recent genocides, increase their empathy and take action to improve society.

Audit: An independent audit of the Financial Statements for the financial year ended 31 March 2021 was carried out by Knox Cropper LLP.

Legal & HR: HMDT now obtains specialist HR advice and guidance from HR Partnership (changed from Peninsula in previous years). This move necessitated identifying a new supplier for our employee support programme, which is now provided by BUPA.

Reserves policy: The core funding for HMDT is provided by the Ministry for Housing, Communities and Local Government specifically for the objectives set out in our governing documents. Although the funding does not specially provide for the creation of reserves, MHCLG is committed to following the good practice recommended by the Charity Commission, given in particular that the timing of the allocation of our annual grant leaves a funding gap during April and May each year.

Holocaust Memorial Day Trust Trustees' Report

The Board of Trustees has accordingly adopted a reserves policy under which reserves are restricted to:

1. the funds needed for our ongoing working capital requirements, and
2. funds sufficient to enable HMDT to meet its contractual and statutory obligations in the event of our having to cease, or substantially alter, the way in which we operate.

Trustees reviewed and updated the reserves policy in June 2020. Following the review they adopted a higher minimum reserves target of £155k which the charity exceeded at 31 March 2021.

Total free reserves available for these purposes at 31 March 2021 amounted to £190,818 (2019/20 - £161,600).

Going concern: HMDT has submitted a three-year funding application to MHCLG for grants to cover the years 2021-22, 2022-23 and 2023-24. This was delayed due to the delayed Government Spending Review, and a grant of £900,000 was awarded for 2021-22. The MHCLG has invited us to update and resubmit the three-year application. HMDT's understanding from MHCLG is that this three-year funding will then be awarded.

Grant expenditure is monitored closely throughout the year, with Trustee oversight exercised via the Finance and Operations Committee and at full Trustee Board meetings. We report regularly throughout the year on the grant and our activities to our liaison adviser at MHCLG and have a close relationship with civil servants and Ministers in MHCLG. The Trustees are confident that this support will continue beyond March 2022.

Trustees are confident that HMDT remains a going concern: we have received confirmation of the 2021-2022 MHCLG grant, and received the first grant instalment of 50%; this grant covers approx. 90% of our core costs and the delivery of HMD 2022. In addition, we have confidence in our relationships with devolved administrations in Scotland, Wales and Northern Ireland, and of our ability to meet our fundraising targets as regards Trusts and Foundations, and individual donors. Some of our planned expenditure is based on obtaining such income, and will not go ahead if we are unsuccessful in receiving grants and donations.

Ensure HMDT is a good employer and maintains best practice in personnel, financial and administrative systems in line with best practice guidance and current legal requirements

Staff: HMDT's staff team are its greatest asset, and have worked exceptionally hard in a very challenging year to ensure that, despite the pandemic, HMD has maintained its impact, making a difference to what people know about the past, feel about others today, and do to create a better future. HMDT is immensely grateful to all members of the staff team, and thanks them sincerely for their energy, commitment, creativity and passion.

Staff are provided with regular appraisals, support and supervision and training opportunities – this has continued throughout the pandemic with staff working from home. Our staff learning and development programme has continued to evolve; staff attended at least nine sessions including bespoke skills workshops. As noted above, HMDT has an Employee Assistance Programme.

Holocaust Memorial Day Trust Trustees' Report

Remuneration policy: Remuneration for staff is set via guidance from the NJC, and benchmarking with charities of a similar size. It is regularly reviewed by the CEO, Head of Finance and Operations and by the Finance and Operations Committee. The remuneration of the Chief Executive is reviewed by the Chair and trustees on the Finance and Operations Committee. This year we have developed a Performance Related Pay policy and process.

Effective office environment: Over the past year we have adjusted our office management to address the challenges of the pandemic. Staff were supported with equipment to enable effective and safe work from home, for example, by the provision of lap tops, stationery, zoom licences and so on. We introduced Microsoft Teams as a cost-effective solution for telephone calls, online conversations and meetings. The office was made covid-compliant to meet social distancing requirements, through the provision of perspex desk dividers, hand sanitisers, individual desk fans and so on.

We negotiated a substantial reduction in rent during this financial year. We also considered the organisation's need for office space going forward, and concluded that we would seek to bring staff back together for core team meetings when possible.

HMDT has full Employer's Public Liability and contents insurance and has not made any claims in the year under review.

Equal opportunities: The Holocaust Memorial Day Trust is committed to advancing equality and diversity within all its activities. It aims to provide a working environment and culture which recognises and values differences. All staff have a responsibility actively to promote equalities and tackle discrimination. Dedicated work to become more inclusive has taken place over the past year; including improved recruitment practices.

Being an effective organisation:

Public awareness: As in previous years, we commissioned a public awareness poll of the general public regarding their familiarity with Holocaust Memorial Day. 82.5% of respondents said they had heard of Holocaust Memorial Day (up from 79% in 2020), with 31.5% saying that they knew HMD well.

Impact study: An impact study we commissioned was undertaken by Sheffield Hallam University in 2014-16. Its key findings demonstrated that HMD has a significant impact on those who attend HMD activities, making a difference to what they know (about the Holocaust, Nazi Persecution and more recent genocides), what they feel about other people, and what they actually do:

- 70% of respondents felt that, following participation in HMD, they were more aware of the causes and conditions that can lead to genocide
- 66% of respondents reported that HMD was responsible for them feeling more sympathetic toward people from different backgrounds
- 93% of respondents took some form of action as a result of attending an HMD event

This study helped to inform our operating strategy and its findings are regularly considered. We have no reason to believe that they would be significantly different today.

In addition, we invited HMD activity organisers to let us know the impact of their HMD 2021 activities.

Holocaust Memorial Day Trust Trustees' Report

Comments included the following:

'I felt the film clips of different people lighting their candles made me feel part of a much wider community and it was really special that I was able to do the same. My neighbour saw me put a candle in my window and asked me why. When I told him, he went inside and did the same. It was a heartfelt moment.'

'I organise an assembly each year and it always has a profound effect upon the pupils and staff. It feels so important never to forget the Holocaust and other genocides, the perpetrators and their victims. Helps us to live in a more tolerant society where people are not afraid of their beliefs religion and cultural heritage etc.'

'This was the first time I had participated, albeit only through watching online. I am very glad that there is an opportunity to show solidarity with, and remember, victims of the Holocaust and other genocides. Needless to say, it was very moving (as well as educational) and it meant a lot to me to be able to take part in a moment (lighting the candle at 8pm) when I knew so many other people were doing so.'

'Lighting the darkness at the end of the ceremony was a moving and symbolic demonstration of togetherness. Standing together against the instigators of prejudice and hate that seem to have been emboldened in recent times. I felt more hopeful than I have for quite a while.'

Trustees' responsibilities statement

The Trustees (who are also directors of Holocaust Memorial Day Trust for the purposes of company law) are responsible for preparing the Trustees' Report and Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial period, which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable United Kingdom Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and

Holocaust Memorial Day Trust Trustees' Report

enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

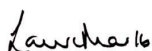
Each of the Trustees confirms that:

- so far as the Trustee is aware, there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. The Trustees regularly review the major risks to which the charity is exposed, and forms policies and procedures to alleviate any such risks. Trustees are provided with appropriate Indemnity Insurance.

This report was approved by the Trustees on 20 July 2021 and signed on their behalf by:



Laura Marks (Sep 27, 2021, 6:10pm)

Laura Marks OBE

Chair – Trustee



Amanda King (Oct 13, 2021, 11:38am)

Amanda King ACA

Treasurer - Trustee

Opinion

We have audited the financial statements of the Holocaust Memorial Day Trust (the 'charitable company') for the year ended 31 March 2021 which comprise the statement of financial activities (including the Income and Expenditure Account), the balance sheet, statement of cash flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the Financial Reporting Council's (FRC) Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared, is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the Report of the Directors.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- The Charitable Company is required to comply with charity law and, based on our knowledge of its activities, we identified that the legal requirement to accurately account for restricted funds was of key significance.
- We gained an understanding of how the charitable company complied with its legal and regulatory framework, including the requirement to properly account for restricted funds, through discussions with management and a review of the documented policies, procedures and controls.
- The audit team, which is experienced in the audit of charitable companies, considered the charitable company's susceptibility to material misstatement and how fraud may occur. Our considerations included the risk of management override.
- Our approach was to check that all restricted income was properly identified and separately accounted for and to ensure that only valid and appropriate expenditure was charged to restricted funds. This included reviewing journal adjustments and unusual transactions.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Holocaust Memorial Day Trust

Independent Auditors' Report to the Members of Holocaust Memorial Day Trust

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken, so that we might state to the charitable company's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's trustees as a body, for our audit work, for this report or for the opinions we have formed.

Knox Cropper LLP

Simon Goodridge (Oct 14, 2021, 4:33pm)

Simon Goodridge, Senior Statutory Auditor
For and on behalf of Knox Cropper LLP, Statutory Auditor
65 Leadenhall Street
London
EC3A 2AD

Holocaust Memorial Day Trust
Statement of Financial Activities (SOFA)
For the year ended 31 March 2021

		2021	2021	2021	Restated 2020
		Unrestricted	Restricted	Total	Total
		£	£	£	£
	Notes				
Income from:					
Donations and grants	2	968,524	17,000	985,524	1,182,675
Other income	3	272	-	272	2,327
Total income		<u>968,796</u>	<u>17,000</u>	<u>985,796</u>	<u>1,185,002</u>
Expenditure on:					
Cost of raising funds					
Fundraising costs	4	26,258		26,258	-
Charitable activities					
Goal 1 (increase knowledge)		175,326	-	175,326	211,755
Goal 2 (Work to a better future)		121,434	-	121,434	211,684
Goal 3 (National Commemoration)		407,535	-	407,535	502,736
Goal 4 (Outreach)		208,670	17,000	225,670	313,220
Total Charitable expenditure	4	<u>939,223</u>	<u>17,000</u>	<u>956,223</u>	<u>1,239,395</u>
Net income/(expenditure) for year	7	29,573	-	29,573	(54,393)
Transfer between funds	16	-	-	-	-
Net Movement in funds		<u>29,573</u>	<u>-</u>	<u>29,573</u>	<u>(54,393)</u>
Funds brought forward		<u>169,208</u>	<u>-</u>	<u>169,208</u>	<u>223,601</u>
Funds carried forward		<u>198,781</u>	<u>-</u>	<u>198,781</u>	<u>169,208</u>

All activities are derived from continuing operations.

All recognised gains and losses are included in the Statement of Financial Activities.

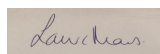
The notes on pages 56-64 form part of these financial statement

Holocaust Memorial Day Trust
Balance Sheet
As at 31 March 2021

	Notes	£	2021 £	£	2020 £
Fixed assets	10		7,963		7,608
Current assets:					
Debtors	11	15,802		61,327	
Cash at bank and in hand		283,740		283,256	
		299,542		344,583	
Creditors: amounts falling due within one year	12	(108,724)		(182,983)	
Net current assets			190,818		161,600
Net assets			198,781		169,208
Represented by:					
Unrestricted funds			198,781		169,208
			198,781		169,208

The notes on pages 56-64 form part of these financial statements.

Approved and authorised for issue by the Trustees on 20 July 2021 and signed on their behalf by:



...Laura Marks (Sep 27, 2021, 6:10pm).....

Laura Marks OBE

Chair – Trustee

Holocaust Memorial Day Trust

Registered Company Number: 05415454 (England and Wales)

Holocaust Memorial Day Trust
Statement of Cash Flows
For the year ended 31 March 2021

	Notes	2021 £	2020 £
Cash flows from operating activities:			
Net cash provided by (used in) operating activities	A	10,963	(18,967)
Cash flows from investing activities:			
Investment income		272	700
Purchase of tangible fixed assets		(10,751)	(9,062)
Net cash (used in) provided by investing activities		(10,479)	(8,362)
Change in cash and cash equivalents in the year		484	(27,329)
Cash and cash equivalents brought forward	B	283,256	310,585
Cash and cash equivalents carried forward	B	283,740	283,256

Notes to the statement of cash flows for the year to 31 March 2021

A Reconciliation of net movement in funds to net cash provided by (used in) operating activities

	2021 £	2020 £
Net movement in funds (as per the statement of financial activities)	29,573	(54,393)
Adjustments for:		
Depreciation charge	7,831	5,037
Investment income	(272)	(700)
Profit/loss on disposal of fixed asset	2,565	-
(Increase)/Decrease in debtors	45,525	(49,486)
Increase/(Decrease) in creditors	(74,259)	80,575
Net cash provided by (used in) operating activities	10,963	(18,967)

B Analysis of cash and cash equivalents

	2021 £	2020 £
Cash at bank and in hand	283,740	283,256
Total cash and cash equivalents	283,740	283,256

Holocaust Memorial Day Trust
Statement of Cash Flows
For the year ended 31 March 2021

C Analysis of changes in net debt

Cash and cash equivalents	At 1st April 2020	Cash flows	Other non- cash changes	At 31st March 2021
	£	£	£	£
Cash	283,256	(484)	-	283,740
Overdrafts	-	-	-	-
Cash equivalents	-	-	-	-
	283,256	(484)	-	283,740

1 Principal Accounting policies

A summary of the principal accounting policies, all of which have been applied consistently throughout the period is set out below.

1.1 Statutory information

Holocaust Memorial Day Trust is a charitable company limited by guarantee and is incorporated in the United Kingdom. The registered office address is 130 Wood Street, London, EC2V 6DL.

1.2 Basis of accounting

These financial statements have been prepared for the year to 31 March 2021 presented in sterling and rounded to the nearest pound.

The financial statements have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant accounting policies below or the notes to these financial statements.

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP FRS 102 second edition), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The charity constitutes a public benefit entity as defined by FRS 102.

1.3 Assessment of going concern

The Trustees have assessed whether the use of the going concern assumption is appropriate in preparing these financial statements. The Trustees have made this assessment in respect to a period of one year from the date of approval of these financial statements.

The Trustees of the charity have concluded that there are no material uncertainties related to events or conditions that may cast significant doubt on the ability of the charity to continue as a going concern. The Trustees are of the opinion that the charity will have sufficient resources to meet its liabilities as they fall due.

The Ministry of Housing, Communities and Local Government has provided grant funding for the year to 31 March 2022. A grant of £900k has been awarded for 2021-22 and assurances have been given that a further grant will be awarded for 2022-23. The financial statements of Holocaust Memorial Day Trust have been prepared on a going concern basis.

1.4 Tangible fixed assets

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Computer and office equipment - 50% straight line

Items costing more than £500 are capitalised.

1.5 Fund accounting

Unrestricted funds comprise accumulated surpluses and deficits on general funds. They are funds which are available for use at the discretion of the Trustees in furtherance of the general charitable objectives. The charity's core grant from MHCLG is subject to specific terms and conditions. However, all of the charity's activities fall with the scope of the grant and therefore it is presented as unrestricted income.

Restricted funds comprise income received to be used for specific purposes within the charity's overall objectives.

1.6 Income recognition

Donations, grant income and other voluntary income are credited to the statement of financial activities during the appropriate financial period. Grant income receivable represents the total sums due to HMDT in respect of its activities for the accounting period under review. Any grant funding received prior to the period end date that relates to a future accounting period is included in deferred income.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank

1.7 Expenditure recognition

Expenditure including irrecoverable VAT is charged to the statement of financial activities on an accruals basis.

Resources expended comprise the costs of charitable activities, which comprise expenditure on the charity's primary charitable purposes, i.e. Increase Knowledge, Work To a Better Future, National Commemoration, and Outreach. These include support costs, which represent the costs incurred by staff directly providing support for the charity's programmes. Support costs include management, finance, HR, and IT as well as Governance costs which comprise the costs which are directly attributable to the management of the charity's assets and the necessary legal and organisational procedures for compliance with statutory and governance requirements.

Costs that are directly attributable to specific activities are allocated to the charitable activities directly. Other costs including staff costs are apportioned to the groups of costs listed above on the basis of time spent. Other non-directly attributable costs are allocated on the basis of apportioned staff time.

1.8 Pensions

Following completion of their probationary period, employees of the Trust are entitled to join The Holocaust Memorial Day Trust Group Personal Pension Plan, a defined contribution pension scheme. Employees joining the pension scheme, operated by Aviva plc, contract directly with the insurance company. The Trust makes a contribution of 5% salary and employee contributes at least 3% salary. The Trust acts as agent in collecting and paying over employee contributions.

1.9 Operating leases

Leases for serviced accommodation are classified as operating leases. Rental charges are charged on a straight line basis over the term of the lease.

1.10 Debtors

Debtors are recognised at their settlement amount, less any provision for non-recoverability. Prepayments are valued at the amount prepaid.

1.11 Cash at bank and in hand

Cash at bank and in hand represents such financial statements and instruments that are available on demand or have a maturity of less than three months from the date of acquisition.

1.12 Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

2 Donations and grants

	2021	2020
	£	£
<u>Unrestricted funds</u>		
MHCLG Grant – core funding	900,000	1,007,500
Donations	68,524	57,441
Total Unrestricted Funds	968,524	1,064,941
<u>Restricted funds</u>		
MHCLG grant for UK Holocaust Memorial and Learning Centre	-	55,000
Scotland Local HMD	15,000	22,234
Wales Local HMD	-	40,500
Shoresh	2,000	-
Total Restricted Funds	17,000	117,734
Total Donations and Grants	985,524	1,182,675

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 March 2021

3 Other income

	2021 £	2020 £
Bank Interest receivable	272	700
Other income	-	1,627
Total	272	2,327

4 Analysis of Expenditure

We reviewed and updated our strategy, including refining and goals, please see page section 3: HMDT Strategic Review for details.

Current Year (2021):

Cost of raising funds

Fundraising costs	26,258						26,258	26,258	
	Activities Undertaken Directly		Support Costs				2021		
			Governance (Note 5)		Other (Note 6)		U	R	TOTAL
	U	R	U	R	U	R			
		£	£	£	£	£	£	£	£
Increase knowledge	136,828	-	2,408	-	36,090	-	175,326	-	175,326
Work to a better future	89,270	-	2,408	-	29,756	-	121,434	-	121,434
National Commemoration	363,951	-	3,613	-	39,971	-	407,535	-	407,535
Outreach	162,546	17,000	3,613	-	42,511	-	208,670	17,000	225,670
Total 2021	778,853	17,000	12,042	-	148,328	-	939,223	17,000	956,223

Prior Year (2020): - Restated

	Activities Undertaken Directly		Support Costs				2020		
	U	R	Governance (Note 5)		Other (Note 6)		U	R	TOTAL
		£	U	R	U	R			
		£	£	£	£	£	£	£	£
Increase knowledge	168,375	-	4,885	-	38,495	-	211,755	-	211,755
Work to a better future	124,536	53,250	4,886	-	29,012	-	158,434	53,250	211,684
National Commemoration	457,193	-	7,328	-	38,215	-	502,736	-	502,736
Outreach	195,346	62,734	7,328	-	47,812	-	250,486	62,734	313,220
Total 2020	945,450	115,984	24,427	-	153,534	-	1,123,411	115,984	1,239,395

5 Governance costs

	2021	2020
	£	£
Audit fees	7,560	7,450
Accountancy fees	-	175
Legal fees & HR	3,226	11,520
Trustees' and meeting expenses	103	3,024
Trustee training and development	1,084	2,100
Bank charges	69	158
Total	<u>12,042</u>	<u>24,427</u>

6 Analysis of other support costs

The Trust initially identifies the costs of its support functions. It then identifies those costs which relate to its governance function. Having identified its governance costs, the remaining support costs are apportioned between the charitable activities undertaken (see note 4) in the year. The basis of apportionment is staff time spent on key business area.

	2021	2020
	£	£
Salaries and related costs	117,299	114,166
Rent, insurance and office equipment	17,183	21,521
Telephones and internet	1,617	1,668
IT and support costs	5,399	3,216
Other office costs	6,830	12,963
Total	<u>148,328</u>	<u>153,534</u>

7 Net income/(expenditure) for the year

This is stated after charging:

	2021	2020
	£	£
Operating leases – land and buildings	49,680	70,623
Depreciation	7,831	5,037
Auditor's remuneration (excluding VAT)	6,360	6,300
Auditor's fees for other services (excluding VAT)	<u>1,200</u>	<u>1,150</u>

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 March 2021

8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration during the period. Trustees received reimbursement of travelling and other expenses amounting to £nil (2020: £nil). The charity also incurred £103 (2020: £2,139) on trustees' meetings in the year.

9 Employees

There were 12 employees during the period (2020 – 12 employees) on an average head count basis.

	2021	2020
	£	£
Salaries and wages	441,931	414,901
Social security costs	34,849	36,104
Employer's contribution to pension scheme	19,960	19,561
Total	<u>496,740</u>	<u>470,566</u>

The number of employees who received emoluments in excess of £60,000 were as follows:

	2021	2020
	1	1
£80,000-£89,999	<u>1</u>	<u>1</u>

The key management personnel of the charity in charge of directing and controlling, running and operating the company on a day to day basis comprise the Chief Executive, Head of Finance & Operations, Head of Outreach, Head of Research and Head of Communications. The total remuneration (including pension contributions and employer's national insurance contributions) payable to key management personnel during the year was £233,278 (2020 - £219,401).

10 Fixed assets

	Computer and Office Equipment
	£
Cost	
Balance at 1 April 2020	21,496
Additions during the year	10,751
Disposals during the year	<u>(5,645)</u>
Balance at 31 March 2021	<u>26,602</u>
Depreciation	
Balance at 1 April 2020	13,888
Charge for the period	7,831
Relating to disposals	<u>(3,080)</u>
Balance at 31 March 2021	<u>18,639</u>
Net book value at 31 March 2021	<u>7,963</u>
Net book value at 31 March 2020	<u>7,608</u>

All of the above assets are used for charitable purposes.

11 Debtors

	2021	2020
	£	£
Rent deposits	6,133	6,133
Other debtors and prepayments	9,669	55,194
	<u>15,802</u>	<u>61,327</u>

12 Creditors: amounts falling due within one year

	2021	2020
	£	£
Trade creditors	34,394	116,542
Taxation and social security	14,504	15,172
Other creditors	4,401	1,556
Accruals and deferred income	55,425	49,713
	<u>108,724</u>	<u>182,983</u>

13 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

14 Related party transactions

On 23 July 2018 Michael Marx was appointed a Trustee of the Holocaust Memorial Day Trust.

Mr Marx is also a trustee of JW3. HMDT and JW3 entered into an agreement several years ago with Verein Gedenkdienst for the shared services of a volunteer Gedenkdiener. The aim of the programme is for the volunteer to receive experience of working in an organisation which promotes commemoration of the victims of the Nazi regime as well as education activities related to the remembrance of these victims.

During the year ended 31 March 2021 JW3 did not participate in the Gedenkdiener programme, and the administrative costs for the programme was paid directly to the Gedenkdiener and total to £1,909 for the year ended 31 March 2021. In previous financial year ended 31 March 2020, the sum of £2,100 was paid to JW3 in respect of administration costs.

Other than being a trustee of both organisations Mr Marx has no personal interest in these transactions.

There are no other related party transactions other than those already disclosed in note 8 above for 2021 (2020: none).

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 March 2021

15 Commitments under operating leases

Total commitments under non cancellable operating leases at 31 March 2021 were as follows:

	2021 £	2020 £
Due within one year	32,498	41,372
Due within 2-5 years	<u>4,547</u>	<u>10,609</u>

16 Movement in Funds

Current Year (2021):

	At 1 April 2020 £	Income & gains & losses £	Expenditure & losses £	Transfers £	At 31 March 2021 £
Restricted funds:					
Scotland HMD project	-	15,000	(15,000)	-	-
Shoresh	-	2,000	(2,000)	-	-
Total restricted funds	<u>-</u>	<u>17,000</u>	<u>(17,000)</u>	<u>-</u>	<u>-</u>

Prior Year (2020):

	At 1 April 2019 £	Income & gains & losses £	Expenditure & losses £	Transfers £	At 31 March 2020 £
Restricted funds:					
MHCLG – Developing content for UK Holocaust Memorial	-	55,000	(53,250)	(1,750)	-
Scotland HMD project	-	22,234	(22,234)	-	-
Wales HMD Project	-	40,500	(40,500)	-	-
Total restricted funds	<u>-</u>	<u>117,734</u>	<u>(115,984)</u>	<u>(1,750)</u>	<u>-</u>

17 Legal Status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of a winding up is limited to £1.

Holocaust Memorial Day Trust
Notes to the Financial Statements
For the year ended 31 March 2021

18 Comparative 2020 Statement of Financial Activities

Year ended 31 March 2020 - restated

	Unrestricted Fund £	Restricted Funds £	2020 Totals £
Income from:			
Donations and grants	1,064,941	117,734	1,182,675
Other income	2,327	-	2,327
Total income	1,067,268	117,734	1,185,002
Expenditure on:			
Charitable activities			
Increase knowledge	211,755	-	211,755
Work to a better future	158,434	53,250	211,684
National Commemoration	502,736	-	502,736
Outreach	250,486	62,734	313,220
Total expenditure	1,123,411	115,984	1,239,395
Net income/(expenditure) for year	(56,143)	1,750	(54,393)
Transfer between funds	1,750	(1,750)	-
Net Movement in funds	(54,393)	-	(54,393)
Funds brought forward	223,601	-	223,601
Funds carried forward	169,208	-	169,208



Issuer Holocaust Memorial Day Trust

Document generated Wed, 1st Sep 2021 17:03:39 BST

Document fingerprint a889c895ddb57393dd67cb79125e932b

Parties involved with this document

Document processed	Party + Fingerprint
Mon, 27th Sep 2021 18:10:27 BST	Laura Marks - Signer (f5c2ed8d144a9f6f15e11496ca06a612)
Wed, 13th Oct 2021 11:38:40 BST	Amanda King - Signer (560548f057b903c7f29deec28b2d944e)
Thu, 14th Oct 2021 16:33:05 BST	Simon Goodridge - Signer (e3bf04701b42124837155095fce1ab61)
Thu, 14th Oct 2021 16:33:05 BST	Naomi Sheer - Copied In (181a4a61d0d8d077fbc8f5807b689556)

Audit history log

Date	Action
Thu, 14th Oct 2021 16:33:05 BST	The envelope has been signed by all parties. (86.161.39.66)
Thu, 14th Oct 2021 16:33:05 BST	Sent a copy of the envelope to Naomi Sheer (Naomi.sheer@hmd.org.uk). (86.161.39.66)
Thu, 14th Oct 2021 16:33:05 BST	Simon Goodridge signed the envelope. (86.161.39.66)
Thu, 14th Oct 2021 16:32:09 BST	Simon Goodridge viewed the envelope. (86.161.39.66)
Thu, 14th Oct 2021 16:30:14 BST	Document emailed to Simon.Goodridge@knoxcropper.com (3.8.95.236)
Thu, 14th Oct 2021 16:30:01 BST	Sent Simon Goodridge a reminder to sign the envelope. (3.8.173.210)
Thu, 14th Oct 2021 16:30:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Wed, 13th Oct 2021 16:31:01 BST	Sent Simon Goodridge a reminder to sign the envelope. (3.8.173.210)
Wed, 13th Oct 2021 16:31:11 BST	Document emailed to Simon.Goodridge@knoxcropper.com (18.169.53.225)
Wed, 13th Oct 2021 16:31:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Wed, 13th Oct 2021 11:38:41 BST	Document emailed to Simon.Goodridge@knoxcropper.com (3.10.4.192)
Wed, 13th Oct 2021 11:38:40 BST	Sent the envelope to Simon Goodridge (Simon.Goodridge@knoxcropper.com) for signing. (85.255.233.201)
Wed, 13th Oct 2021 11:38:40 BST	Amanda King signed the envelope. (85.255.233.201)
Wed, 13th Oct 2021 11:36:35 BST	Amanda King viewed the envelope. (85.255.233.201)
Wed, 13th Oct 2021 11:36:09 BST	Amanda King opened the document email. (212.82.108.124)

Tue, 12th Oct 2021 20:16:05 BST	Amanda King opened the document email. (82.42.210.104)
Tue, 12th Oct 2021 16:32:10 BST	Document emailed to peteramandawiley@aol.com (18.134.134.91)
Tue, 12th Oct 2021 16:32:01 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Tue, 12th Oct 2021 16:32:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Mon, 11th Oct 2021 21:10:20 BST	Amanda King opened the document email. (82.42.210.104)
Mon, 11th Oct 2021 16:33:10 BST	Document emailed to peteramandawiley@aol.com (18.134.147.49)
Mon, 11th Oct 2021 16:33:01 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Mon, 11th Oct 2021 16:33:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Sun, 10th Oct 2021 18:23:21 BST	Amanda King opened the document email. (82.42.210.104)
Sun, 10th Oct 2021 16:34:11 BST	Document emailed to peteramandawiley@aol.com (3.8.211.53)
Sun, 10th Oct 2021 16:34:01 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Sun, 10th Oct 2021 16:34:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Sun, 10th Oct 2021 9:57:05 BST	Amanda King opened the document email. (82.42.210.104)
Sun, 10th Oct 2021 9:54:43 BST	Amanda King opened the document email. (82.42.210.104)
Sun, 10th Oct 2021 9:54:08 BST	Amanda King opened the document email. (82.42.210.104)
Sun, 10th Oct 2021 9:53:50 BST	Amanda King opened the document email. (82.42.210.104)
Sun, 10th Oct 2021 9:36:21 BST	Amanda King opened the document email. (82.42.210.104)
Sat, 9th Oct 2021 16:35:08 BST	Document emailed to peteramandawiley@aol.com (18.130.197.30)
Sat, 9th Oct 2021 16:35:01 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Sat, 9th Oct 2021 16:35:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Fri, 8th Oct 2021 21:20:42 BST	Amanda King opened the document email. (82.42.210.104)
Fri, 8th Oct 2021 16:35:09 BST	Document emailed to peteramandawiley@aol.com (3.9.14.102)
Fri, 8th Oct 2021 16:35:02 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Fri, 8th Oct 2021 16:35:02 BST	The active signer will be automatically reminded. (3.8.173.210)
Thu, 7th Oct 2021 19:54:28 BST	Amanda King opened the document email. (82.42.210.104)
Thu, 7th Oct 2021 16:36:11 BST	Document emailed to peteramandawiley@aol.com (18.130.252.68)
Thu, 7th Oct 2021 16:36:01 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Thu, 7th Oct 2021 16:36:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Wed, 6th Oct 2021 20:04:47 BST	Amanda King opened the document email. (82.42.210.104)
Wed, 6th Oct 2021 20:04:17 BST	Amanda King opened the document email. (82.42.210.104)
Wed, 6th Oct 2021 20:03:36 BST	Amanda King opened the document email. (82.42.210.104)
Wed, 6th Oct 2021 20:02:34 BST	Amanda King opened the document email. (82.42.210.104)
Wed, 6th Oct 2021 16:37:13 BST	Document emailed to peteramandawiley@aol.com (3.10.107.42)
Wed, 6th Oct 2021 16:37:01 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Wed, 6th Oct 2021 16:37:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Tue, 5th Oct 2021 16:38:11 BST	Document emailed to peteramandawiley@aol.com (35.177.151.55)
Tue, 5th Oct 2021 16:38:01 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Tue, 5th Oct 2021 16:38:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Mon, 4th Oct 2021 16:39:13 BST	Document emailed to peteramandawiley@aol.com (3.10.5.54)
Mon, 4th Oct 2021 16:39:01 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)

Mon, 4th Oct 2021 16:39:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Sun, 3rd Oct 2021 16:50:59 BST	Amanda King opened the document email. (82.42.210.104)
Sun, 3rd Oct 2021 16:50:53 BST	Amanda King opened the document email. (82.42.210.104)
Sun, 3rd Oct 2021 16:50:50 BST	Amanda King opened the document email. (82.42.210.104)
Sun, 3rd Oct 2021 16:40:11 BST	Document emailed to peteramandawiley@aol.com (18.130.22.114)
Sun, 3rd Oct 2021 16:40:01 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Sun, 3rd Oct 2021 16:40:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Sat, 2nd Oct 2021 17:53:39 BST	Amanda King opened the document email. (82.42.210.104)
Sat, 2nd Oct 2021 17:53:08 BST	Amanda King opened the document email. (82.42.210.104)
Sat, 2nd Oct 2021 16:41:11 BST	Document emailed to peteramandawiley@aol.com (35.178.201.124)
Sat, 2nd Oct 2021 16:41:01 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Sat, 2nd Oct 2021 16:41:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Fri, 1st Oct 2021 22:47:38 BST	Amanda King opened the document email. (82.42.210.104)
Fri, 1st Oct 2021 16:42:11 BST	Document emailed to peteramandawiley@aol.com (18.130.147.40)
Fri, 1st Oct 2021 16:42:01 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Fri, 1st Oct 2021 16:42:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Thu, 30th Sep 2021 20:38:25 BST	Amanda King opened the document email. (82.42.210.104)
Thu, 30th Sep 2021 16:43:09 BST	Document emailed to peteramandawiley@aol.com (18.170.0.148)
Thu, 30th Sep 2021 16:43:01 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Thu, 30th Sep 2021 16:43:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Wed, 29th Sep 2021 21:39:35 BST	Amanda King opened the document email. (82.42.210.104)
Wed, 29th Sep 2021 16:43:11 BST	Document emailed to peteramandawiley@aol.com (35.177.175.45)
Wed, 29th Sep 2021 16:43:02 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Wed, 29th Sep 2021 16:43:02 BST	The active signer will be automatically reminded. (3.8.173.210)
Tue, 28th Sep 2021 16:44:11 BST	Document emailed to peteramandawiley@aol.com (18.132.250.151)
Tue, 28th Sep 2021 16:44:01 BST	Sent Amanda King a reminder to sign the envelope. (3.8.173.210)
Tue, 28th Sep 2021 16:44:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Mon, 27th Sep 2021 18:10:28 BST	Document emailed to peteramandawiley@aol.com (35.178.179.52)
Mon, 27th Sep 2021 18:10:27 BST	Sent the envelope to Amanda King (peteramandawiley@aol.com) for signing. (31.49.25.187)
Mon, 27th Sep 2021 18:10:27 BST	Laura Marks signed the envelope. (31.49.25.187)
Mon, 27th Sep 2021 18:04:25 BST	Laura Marks viewed the envelope. (31.49.25.187)
Mon, 27th Sep 2021 16:45:10 BST	Document emailed to chair@hmd.org.uk (18.169.190.86)
Mon, 27th Sep 2021 16:45:01 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Mon, 27th Sep 2021 16:45:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Sun, 26th Sep 2021 16:46:08 BST	Document emailed to chair@hmd.org.uk (35.178.201.3)
Sun, 26th Sep 2021 16:46:01 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Sun, 26th Sep 2021 16:46:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Sat, 25th Sep 2021 16:46:12 BST	Document emailed to chair@hmd.org.uk (18.132.12.31)
Sat, 25th Sep 2021 16:46:02 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)

Sat, 25th Sep 2021 16:46:02 BST	The active signer will be automatically reminded. (3.8.173.210)
Fri, 24th Sep 2021 16:47:10 BST	Document emailed to chair@hmd.org.uk (3.10.224.206)
Fri, 24th Sep 2021 16:47:01 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Fri, 24th Sep 2021 16:47:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Thu, 23rd Sep 2021 16:48:08 BST	Document emailed to chair@hmd.org.uk (3.8.152.117)
Thu, 23rd Sep 2021 16:48:01 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Thu, 23rd Sep 2021 16:48:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Wed, 22nd Sep 2021 16:48:11 BST	Document emailed to chair@hmd.org.uk (3.10.170.140)
Wed, 22nd Sep 2021 16:48:02 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Wed, 22nd Sep 2021 16:48:02 BST	The active signer will be automatically reminded. (3.8.173.210)
Tue, 21st Sep 2021 16:49:11 BST	Document emailed to chair@hmd.org.uk (35.179.75.247)
Tue, 21st Sep 2021 16:49:01 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Tue, 21st Sep 2021 16:49:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Mon, 20th Sep 2021 16:50:10 BST	Document emailed to chair@hmd.org.uk (18.134.163.159)
Mon, 20th Sep 2021 16:50:01 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Mon, 20th Sep 2021 16:50:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Sun, 19th Sep 2021 16:51:11 BST	Document emailed to chair@hmd.org.uk (35.177.210.133)
Sun, 19th Sep 2021 16:51:01 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Sun, 19th Sep 2021 16:51:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Sat, 18th Sep 2021 16:52:14 BST	Document emailed to chair@hmd.org.uk (18.133.195.82)
Sat, 18th Sep 2021 16:52:01 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Sat, 18th Sep 2021 16:52:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Fri, 17th Sep 2021 16:53:12 BST	Document emailed to chair@hmd.org.uk (18.169.189.83)
Fri, 17th Sep 2021 16:53:01 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Fri, 17th Sep 2021 16:53:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Thu, 16th Sep 2021 16:54:16 BST	Document emailed to chair@hmd.org.uk (18.134.156.84)
Thu, 16th Sep 2021 16:54:01 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Thu, 16th Sep 2021 16:54:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Wed, 15th Sep 2021 16:55:16 BST	Document emailed to chair@hmd.org.uk (52.56.185.138)
Wed, 15th Sep 2021 16:55:01 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Wed, 15th Sep 2021 16:55:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Tue, 14th Sep 2021 16:56:15 BST	Document emailed to chair@hmd.org.uk (35.178.191.168)
Tue, 14th Sep 2021 16:56:01 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Tue, 14th Sep 2021 16:56:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Mon, 13th Sep 2021 16:57:15 BST	Document emailed to chair@hmd.org.uk (35.178.168.2)
Mon, 13th Sep 2021 16:57:01 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Mon, 13th Sep 2021 16:57:01 BST	The active signer will be automatically reminded. (3.8.173.210)
Sun, 12th Sep 2021 16:57:17 BST	Document emailed to chair@hmd.org.uk (3.8.205.167)
Sun, 12th Sep 2021 16:57:02 BST	Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
Sun, 12th Sep 2021 16:57:02 BST	The active signer will be automatically reminded. (3.8.173.210)

Sat, 11th Sep 2021 16:58:16 BST
Sat, 11th Sep 2021 16:58:01 BST
Sat, 11th Sep 2021 16:58:01 BST
Fri, 10th Sep 2021 16:59:20 BST
Fri, 10th Sep 2021 16:59:01 BST
Fri, 10th Sep 2021 16:59:01 BST
Thu, 9th Sep 2021 17:00:09 BST
Thu, 9th Sep 2021 17:00:01 BST
Thu, 9th Sep 2021 17:00:01 BST
Thu, 9th Sep 2021 9:51:17 BST

Wed, 8th Sep 2021 17:00:15 BST
Wed, 8th Sep 2021 17:00:02 BST
Wed, 8th Sep 2021 17:00:02 BST
Tue, 7th Sep 2021 17:01:10 BST
Tue, 7th Sep 2021 17:01:01 BST
Tue, 7th Sep 2021 17:01:01 BST
Mon, 6th Sep 2021 17:01:14 BST
Mon, 6th Sep 2021 17:01:02 BST
Mon, 6th Sep 2021 17:01:02 BST
Mon, 6th Sep 2021 12:26:38 BST

Sun, 5th Sep 2021 17:02:14 BST
Sun, 5th Sep 2021 17:02:01 BST
Sun, 5th Sep 2021 17:02:01 BST
Sat, 4th Sep 2021 17:03:14 BST
Sat, 4th Sep 2021 17:03:01 BST
Sat, 4th Sep 2021 17:03:01 BST
Fri, 3rd Sep 2021 17:04:13 BST
Fri, 3rd Sep 2021 17:04:01 BST
Fri, 3rd Sep 2021 17:04:01 BST
Thu, 2nd Sep 2021 17:05:03 BST
Thu, 2nd Sep 2021 17:05:01 BST
Thu, 2nd Sep 2021 17:05:01 BST
Wed, 1st Sep 2021 17:05:31 BST

Wed, 1st Sep 2021 17:05:25 BST
Wed, 1st Sep 2021 17:05:25 BST
Wed, 1st Sep 2021 17:05:25 BST

Document emailed to chair@hmd.org.uk (18.170.56.41)
Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
The active signer will be automatically reminded. (3.8.173.210)
Document emailed to chair@hmd.org.uk (35.178.114.77)
Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
The active signer will be automatically reminded. (3.8.173.210)
Document emailed to chair@hmd.org.uk (3.8.154.62)
Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
The active signer will be automatically reminded. (3.8.173.210)
Automatic reminders for this envelope have been set to occur every 1 days
(87.236.135.75)
Document emailed to chair@hmd.org.uk (18.130.101.138)
Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
The active signer will be automatically reminded. (3.8.173.210)
Document emailed to chair@hmd.org.uk (18.168.254.120)
Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
The active signer will be automatically reminded. (3.8.173.210)
Document emailed to chair@hmd.org.uk (18.169.190.195)
Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
The active signer will be automatically reminded. (3.8.173.210)
Automatic reminders for this envelope have been set to occur every 1 days
(147.12.200.73)
Document emailed to chair@hmd.org.uk (3.8.166.79)
Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
The active signer will be automatically reminded. (3.8.173.210)
Document emailed to chair@hmd.org.uk (18.134.150.198)
Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
The active signer will be automatically reminded. (3.8.173.210)
Document emailed to chair@hmd.org.uk (18.133.224.83)
Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
The active signer will be automatically reminded. (3.8.173.210)
Document emailed to chair@hmd.org.uk (18.134.130.173)
Sent Laura Marks a reminder to sign the envelope. (3.8.173.210)
The active signer will be automatically reminded. (3.8.173.210)
Automatic reminders for this envelope have been set to occur every 1 days
(147.12.200.73)
Document emailed to chair@hmd.org.uk (18.169.192.219)
Document emailed to chair@hmd.org.uk (18.170.216.213)
Sent the envelope to Laura Marks (chair@hmd.org.uk) for signing.
(147.12.200.73)

Wed, 1st Sep 2021 17:05:25 BST

Sent the envelope to Laura Marks (chair@hmd.org.uk) for signing.
(147.12.200.73)

Wed, 1st Sep 2021 17:04:25 BST

Naomi Sheer has been assigned to this envelope (147.12.200.73)

Wed, 1st Sep 2021 17:04:25 BST

Simon Goodridge has been assigned to this envelope (147.12.200.73)

Wed, 1st Sep 2021 17:04:25 BST

Amanda King has been assigned to this envelope (147.12.200.73)

Wed, 1st Sep 2021 17:04:25 BST

Laura Marks has been assigned to this envelope (147.12.200.73)

Wed, 1st Sep 2021 17:03:43 BST

Document generated with fingerprint

a889c895ddb57393dd67cb79125e932b (147.12.200.73)

Wed, 1st Sep 2021 17:03:39 BST

Envelope generated by Hin Thi (147.12.200.73)