

Stoddart Cottage Trust

# Annual Report 2018-2019

Presented at the AGM at Stoddart Cottage on 17 June 2019

## 1. Highlights for the year:

- Civic Trust Award in October 2018
- Charitable status restored in December 2018
- \$10,000 dollars funding from Rata Foundation for cottage management contract and membership if ChristchurchNZ
- \$4641 of funds raised through trading activities: exhibitions \$1144, craft co-op \$1946, merchandise \$1551 as well as \$456 from events and venue hire
- Donations of \$967 and Friends of Stoddart Cottage subscriptions of \$920 also gratefully received
- Cottage manager's new baby Elliot who arrived in time for Christmas
- Long-term loan of an original Margaret Stoddart painting for display at the cottage



Original Margaret Stoddart watercolour  
loaned to the Trust by Helen Wells.

## 2. Trust membership

The Trust met eleven times in 2018-2019. We welcomed two new members; Annthalina Gibson in May 2018, and Carol King representing the Craft Co-op, in June 2018.

With regret, we received the resignation of our Banks Peninsula Community Board appointee John McLister in November 2018. This position remains vacant for now. The Community Board may make a new appointment after the local government elections later this year.

The Trust reluctantly accepted the resignation Debbie Boyd from the role of Treasurer effective at the end of the financial year, due to outside commitments. Mrs Boyd will stay on as a trustee. Despite advertising in the Diamond Harbour Herald and many shoulder taps, a replacement has yet to be found.

A schedule of current Trustees is attached.

### **3. Stoddart Cottage as a heritage place and the collection**

The number of people experiencing and appreciating the heritage values of the cottage is increasing. Visitors are attracted by the wider range of activities. With two volunteers rostered on when the cottage is open there is usually someone available to greet visitors, tell the story of the cottage and answer questions. Our two interpretive booklets, which are popular with visitors interested in the history of the cottage and the life of Margaret Stoddart, have been included as artefacts in the Canterbury Museum's Collection.

Following on the success of our Archaeology Week display in April 2018, supported by Underground Overground Archaeology, preparations began towards the end of the year for the 2019 Archaeology Week exhibition.

A \$1500 "Helping Hands" grant from National Services at Te Papa Museum is to be used to digitise and formally catalogue our collection so it can be accessed online by any researcher. It is hoped this work will begin shortly.

Anthalina Gibson attended a workshop on caring for 20<sup>th</sup> century photography at the Airforce Museum.

An original Margaret Stoddart watercolour seascape, lent to Stoddart Cottage by Helen Wells in December 2018, is currently with an art conservator before re-framing and long term display at the cottage.

### **4. Maintenance of cottage and garden**

The Trust thanks Christchurch City Council for its support in maintaining the cottage, and also thanks parks maintenance contractors who now do most of the work required to keep the grounds looking good.

A successful garage sale in May 2018 earned \$280.

In Autumn we had the usual rat invasion. Some stock was damaged. With ultrasonic noise devices and poison we seemed to get on top of the problem.

Trustees also held a working bee on March 2019 to clean out the wash-house and clear the gutters at the back of the cottage.

A new key was made for the door between the main gallery and the anteroom so that co-op merchandise could be secured during events.

## 5. Visitor numbers

The number of visitors to Stoddart Cottage is up from the previous year financial year. This is partly due to the fact the cottage has been open three days a week instead of just two, a change enabled by the engagement of a cottage management contractor.

The total number of visitors recorded in 2018-2019 was 7,055. Last year the total was 4,943 with an average of 412 people coming per month. The average number of visitors per month this year was 588. It should be noted that the number of days per month the cottage is open can vary from 12 to 15, depending on the variable number of weekends in a month and the number of public holidays.

From the bar graph attached it can be seen there is a clear seasonal variation with fewer visitors in winter or months with a lot of bad weather.

The average number of visitors per day open has also increased this year to 43, up from 41. As well as the seasonal variation, it can be seen that visitor numbers are also related to the popularity of the monthly exhibition. See attached bar graph.

From our conversations with visitors we know most come from Christchurch, some from other parts of New Zealand and we also have visitors from all over the world.

Trustees and volunteers have observed that the number of people visiting Diamond Harbour during weekend and school holidays has generally increased in recent years. This may account for some of the growth.

We like to believe the growth is also related to the Trust's marketing efforts which include newspaper publicity, regular items in the Diamond Harbour Herald, a blog on the Diamond Harbour community website <https://diamondharbour.info/stoddart-cottage/>, DLE brochure distribution to Lyttelton Information Centre and other locations including local shops, cafes, libraries and backpacker lodges, and better signage, including our new "Gallery Open" flag purchased in October.

The Stoddart Cottage Gallery Craft Co-op also manages a Facebook page. <https://www.facebook.com/StoddartCottage/> with the number of likes increasing slowly but steadily.

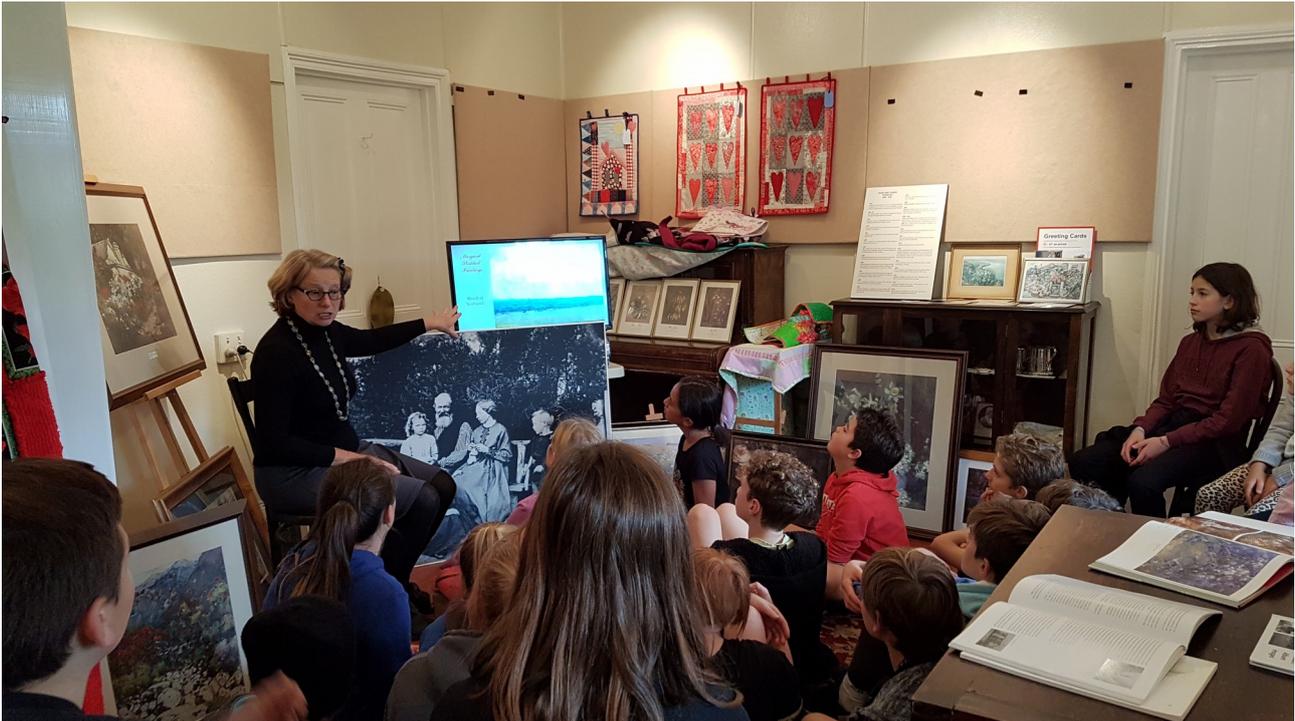
We hope business membership of ChristchurchNZ, funded for next season by the Rata Foundation, will continue the trend of positive growth in visitor numbers.

## 6. Exhibitions

Twelve successful month-long exhibitions were held at Stoddart Cottage Gallery during the last financial year. The calibre of the local artists is high and interest in using the exhibition space is growing, with the gallery space booked up until 2020.

The Trust earned funds of \$1566 from rentals and commissions from the exhibitions. The Trust is grateful to members of the craft co-op who generally handle exhibition sales.

Month	Exhibition Name	Artist or artists	Media
April 2018	Exhibition	Diamond Harbour Camera Club	Photography
May 2018	Exhibition	Diamond Harbour Painting Group	Oil, watercolour and acrylic paintings
June 2018	Exhibition	Bays Quilting Group	Needlecraft and fabric art
July 2018	<b>Little Sister:</b> an exhibition of images and artefacts from the life of Mary (May) Stoddart 1869-1909	Stoddart Cottage Trust	Historic photographs and text
August 2018	<b>Impressionable</b>	Year 7 & 8 Students from Diamond Harbour School	Watercolour paintings
September 2018	<b>Outside the Square</b>	Fran McFarlane and Jenny Apse	Paintings
October 2018	<b>Exposed</b>	Steve Howard and Michael Williams	Photographs and paintings
November 2018	<b>Mixed Menagerie</b>	Ruth Willis and Sophie McCulla	Ceramics, paintings and paper craft
December 2018	<b>Gifted</b>	Stoddart Cottage Gallery Craft Co-operative	Needlecraft, ceramics, paintings, upcycled crafts
January 2019	<b>You, Me and the Sea</b>	Natasha Hawkins	Paintings and sculpture
February 2019	<b>Stitched Emotion</b>	Sook Hwang	Textile art
March 2019	<b>Peninsula Plaques</b>	Jan Valentine Priestly	Ceramics



Students from Diamond Harbour School learn about the Stoddart family and Impressionism prior to painting the pictures shown in the exhibition *Impressionable* in August 2018. Photo credit: Fiona Rice

## **7. Partnership with Stoddart Cottage Craft Co-operative**

Stoddart Cottage Trust effectively subleases two rooms in the cottage to the Stoddart Cottage Gallery Craft Co-operative which pays a 10% commission on sales together with hours of volunteer time in lieu of rent. The Trust completely relies on its partnership with the Co-op to enable the cottage to be open to the public three days a week and to provide income for Trust heritage activities.

The craft outlet has gone from strength to strength and had a total turnover in 2018-2019 of over \$33,000. Membership of the co-op stands at 33 and is steady. Financial benefits to members are variable but all members seem to value the social benefits of being part of the enterprise, and to generally enjoy their time at the cottage. A community of sorts has emerged as an unforeseen outcome.

Many Co-op members take on additional work to support the running of the Co-op and members willingly stepped up to cover the work of the cottage manager when Charlotte was away having her baby.

On behalf of the Trust I wish to formally thank members of the Craft Co-op for their commitment and enthusiasm not only for the smooth operation of the craft co-op but also for their contribution to the Trust's heritage objectives.

## **8. Friends of Stoddart Cottage**

Copies of the Trust's two interpretive booklets were sent to every member of the Friends of Stoddart Cottage. Members were also invited to the Christmas party and to exhibition opening events when these occurred. The Trust appreciates the generosity of the Friends who paid subscriptions totalling \$920 in 2018-2019 financial year, via the new, improved, Herald subscription envelope system.

## 9. Donations

\$967 was donated to the Trust through the three donation boxes and from other sources. \$1287 of donations recorded in 2018 were received over two years. Donations referred to here are separate from the donations made as subscriptions by Friends of Stoddart Cottage.

## 10. Events and Venue Hire

Date	Event	Group	Number	Revenue
15 April 2018	Group visit with historical talk	Canterbury Pilgrims	About 25 people	\$25
28 May 2018 30 May 2018	Visits with talk about Margaret Stoddart and Impressionism	Two groups of senior students from Diamond Harbour School and teachers	About 25 students and 4 adults	-
23 June 2018	Lantern making workshop to make lanterns for Lyttelton Festival of Lights.	Hosted by Heather Watson of Craft Co-op	12 people	\$6
14 & 24 July 2018	Mug painting workshop with hot chocolate	Hosted by Jane McCulla of Craft Co-op		\$17.50
5 July – August(?)	Thursday morning crafts	Members of Craft Co-op, hosted initially by Carol King	3-5 crafters each Thursday	\$64 (including donations)
30 November 2018	Christmas party	Craft Co-op members, volunteers, trustees	About 50 people	-
11 February 2019	Group visit with historical talk	Pegasus U3A History Group	About 5 people	\$25
27 February 2019	Venue hire	Alison Boxley's spinning group	About 20 people	\$25



A group of visiting spinners from Christchurch spend a pleasant day working together at Stoddart Cottage.

## 11. Merchandise

We got permission from Christchurch Art Gallery Te Puna O Waiwhetu to reproduce some of the Margaret Stoddart paintings from their collection as greeting cards and a book mark. These went on sale in August and have been steady sellers. A new print run will be needed before too much longer.

The Trust has benefited greatly too, from the gift of unsold copies of Mary Stapylton-Smith's local history *Adderley to Bradley* which are for sale at the cottage. This significant income source is likely to end in the next year as supplies of the book run out.

\$1551 of funds were raised through sales of merchandise in the 2018-2019 year.

## 12. Volunteer hours

A total of 1335 hours of volunteer time has been recorded by trustees, craft co-op members and other volunteers in 2018 -2019. This is likely to be an under-estimate, because lots of work gets done which is not formally recorded. But even this number at \$20/hour equates to a monetary value of \$26,700! I am not concerned that this is less than last year in which 1686 hours were recorded. One of the key risks for our organisations is volunteer burnout, so a downward trend is positive, in my view.

Now that many organisational systems are up and running and have been fine tuned I would like to think the number of hours needed will stay much the same, (or maybe even drop more) over the next financial year. It would be useful to set up a mechanism to try to record the under-reported volunteer hours which are generally done by Co-op members.

A special thank you must go to Carol King in particular for all the hours she works to keep the Craft Co-op accounts in order. The clarity of our financial records is due to her diligence, which at times borders on doggedness. In a nice way.



Stoddart Cottage and its setting 2018.

Drone photo credit: Mark Nieman

2018-2019 has been a good year for Stoddart Cottage, building on the strong start made last year after Stoddart Cottage was re-opened.

Next year we hope to enter into a new lease agreement with Christchurch City Council with similar terms to our existing lease. This will secure the role of our community in the governance, use and management of our most significant historical asset.

We also expect to make progress on the cataloguing and care of our collection of artefacts, and possibly add to it if the opportunity arises.

I would like to thank every Trustee for your work and other contributions during the year. I would like to make particular reference to Debbie Boyd, our retiring Treasurer, whose tasks were time consuming and not always easy. Thank you all.

Stoddart Cottage Trust owes a huge debt of gratitude to our contractor Charlotte McCoy who manages the whole operation with skill and grace. I don't know how we would manage without her.