



Mission & Strategy of The Yarmouth Town Trust

The purpose of this document is to explain in simple language the mission and strategy of the Yarmouth Town Trust.

What Are We Here For? (The Mission)

To hold, manage and maintain the unique historic assets of Yarmouth for the benefit of all who live in and enjoy Yarmouth.

Specifically That Means

to hold, maintain, preserve, secure and insure:

- ▶ The listed building known as the Town Hall.
- ▶ Historical documents on Yarmouth and its artefacts.
- ▶ Land and property owned by the Trust since 1890.
- ▶ Artefacts of historic interest and other assets as they may become available.
- ▶ Together with other organisations, to promote the history, heritage and community of Yarmouth.

How Do We Do It? (The Strategy)

- ▶ The Trust, which is a Registered Charity, receives no government funding. Its income sources are:
 - Promoting and encouraging gifts, donations and legacies to the Trust in order to maintain income levels.
 - Rental of Town Hall and existing assets wherever and whenever possible in order to generate revenue.
 - By the re-production and sale of items leveraged from these assets (Reproduction Prints etc.)
- ▶ With its income, the Trust aims to:
 - Carry out regular monitoring of the condition of our historic assets and the maintenance and repair as required.
 - Promoting the history, heritage and community of Yarmouth.
 - Help to provide facilities to benefit the people of Yarmouth.
 - Acquire additional assets of historic interest to Yarmouth, where financially viable, in order to conserve them for future generations.

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Website: For further information visit our website www.yarmouthtowntrust.org