



# ANNUAL REVIEW 2025



# Army Museums Ogilby Trust

The Voice for Army Museums

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CB

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[Helen Potts / Army Museum Ogilby Trust];  
[Helen Potts / Army Museum Ogilby Trust];  
[James Mulkeen / Danum Gallery, Heritage Doncaster];  
[Rachel Hein / Museum of The Royal Regiment of Scotland];  
[Helen Potts / Army Museum Ogilby Trust];

# AMOT's Mission



AMOT exists to represent, support and promote the Regimental and Corps museums of the British Army. Founded in 1954 by Colonel Robert Ogilby DSO, DL.

MOD Supported Museums



Unsupported Museums



Our network is made up of over 140 Army Museums and Collections. AMOT provides specialist advice on topics such as governance, collections, audience and research. We represent Army museums to the wider heritage sector as well as organisations such as the Ministry of Defence and Charity Commission.



# Note from the Chair

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The Army Museums Ogilby Trust (AMOT) is The Army Heritage Charity, with a network of 140 Regimental and Corps museums, all of which raise public awareness of the Army. AMOT is independent, does not receive public funding and engages with a multitude of stakeholders as The Voice for Army Museums. Its independence creates trust from its network, nearly two-thirds of whom receive no funding or material support from the Army. That same confidence is true of stakeholders such as DCMS and Arts Council England which recognise AMOT as the lead subject specialist. AMOT also provides the Army with a unique single point of contact through which it can engage with museums that no longer have a force element in the current Army structure, ensuring that they can remain within the Army



family, even if not directly funded by it. During this period the AMOT Trustee Board has participated in its now annual strategy day in order to review our internal management processes, our financial controls and our support to our network members. As a result, we have brought on new trustees to ensure we have expertise in all relevant fields.

More importantly we now have a greater understanding of what our members want from us. This understanding has been enhanced by some 90 or so visits to museums and with the use of online “Coffee Break” talks by

experts from the wider heritage community. We have continued to engage with the Army both directly and through the Army Heritage Branch and the Army Heritage Committee which is the Army’s top-level committee dealing with heritage policy. Here, as with organisations such as the Arts Council, we fulfil our role as The Voice for Army Museums. The lengthy programme to digitise, free of charge, the First World War archives of 90 museums was completed and, as we return the digitised version of these records, these museums will have a permanently preserved archive which will be viewable and searchable by them and the public.

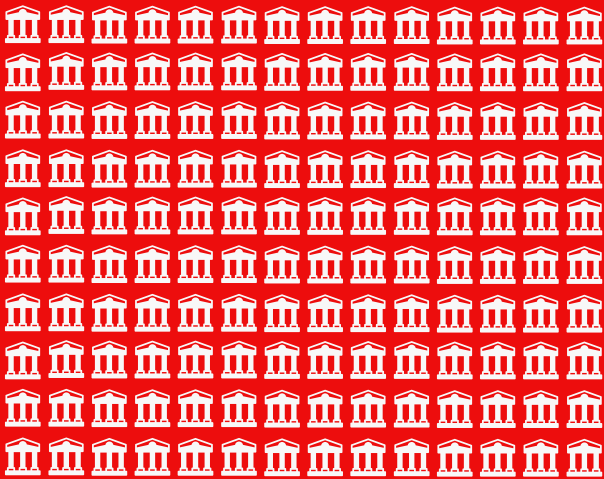
**Lt Gen (Retd) Sir Philip Trousdell KBE CB**

# AMOT 2025 in Numbers

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**140** Museums

**1100** Volunteers



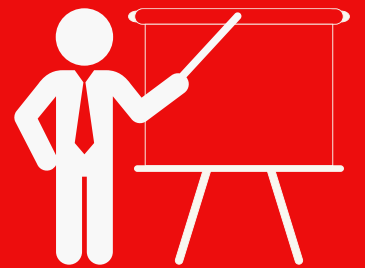
**5,600,000**  
Museum Visits

**15,000**

AMOT Museum  
Directory Users



**150**  
Conference  
Delegates



**11,000,000**



Objects in Collections

**250**

Coffee Break  
Participants



**1,800,000**

WW1 Items

Digitised



# Project Grants

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A very high priority for the Trustees is to offer annual grants to make possible a range of projects and initiatives; from preserving heritage through conservation and redisplay to developing the skills of staff and volunteers.

The focus for funding across 2025 was 'reinterpreting our museums for a younger generation', intended to enable the network to make small changes to appeal to new audiences.

During 2025, six of the projects awarded grants by AMOT in 2024 came to fruition, some examples can be seen below. In the 2025 round of grants, a further twelve were made which we look forward to reporting on next year.

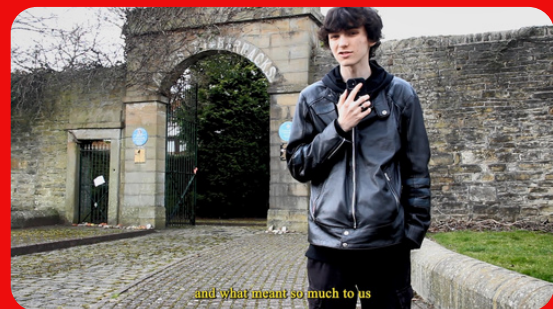
Staff at Portland Basin Museum commissioned two new films about the Manchester Regiment by students from Tameside College. AMOT funding enabled the purchase of a projector to display two films, photography of collection items, and archive material.

Having been without a home for 10 years, museum staff wanted to explore new ways of creating access to the history of the Manchester Regiment.

[Read more here](#)

## Manchester Regiment Collections

**Films for the Future:  
The Legacy of The Manchester Regiment**



## The Cheshire Military Museum

**Refreshing Exhibits for a Younger Generation**



A number of projects were completed at Cheshire in collaboration with local young people. A multimedia experience was added to their trench display, allowing sounds and projections to be triggered by visitors as they explore the exhibit.

A new digital display was also added to share previously unseen archive material.

[Read more here](#)

Funding from AMOT enabled the restoration of a memorial to men of the 324 Battery, 94<sup>th</sup> Light Anti-Aircraft Regiment.

Research was conducted into the identities of those 18 individuals memorialised. They were able to identify service and civilian information, and in some cases successfully contacted families of some of the individuals remembered

[Read more here](#)

## King's Own Yorkshire Light Infantry Museum

324 Battery, 94<sup>th</sup> Light Anti Aircraft Regiment, Memorial Project



## The Royal Scots Regimental Museum

Engaging Edinburgh: Gretna 110



The Royal Scots Museum highlighted the story of Britain's worst rail accident in a 6-day community exhibition.

The exhibition worked with partners to deliver displays focusing on the experiences of soldiers and their families. Learners from local school Leith Academy worked with the Museum to produce art inspired by these stories, which were also exhibited alongside the displays.

[Read more here](#)

AMOT support enabled volunteers from the Staffordshire Regiment Museum to install displays focused on the Regiment's post-Second World War history.

The first display focused on National Service, from the scheme's introduction in 1949 to final discharges in 1963. A further display focused on service in Northern Ireland, during Operation Banner 1969-2007.

[Read more here](#)

## Staffordshire Regiment Museum

Reimagining our Regiment's Post-Second World War World



## Soldiers of Oxfordshire Museum

Reinterpretation for Younger Audiences



The Soldiers of Oxfordshire Museum used their AMOT funding to support temporary exhibitions and family visits by creating a workshop using iPads, digital sketchbooks and messy art. The main activity within the workshop, 'Please touch the exhibits', enables younger people to become more involved in exhibition spaces.

[Read more here](#)

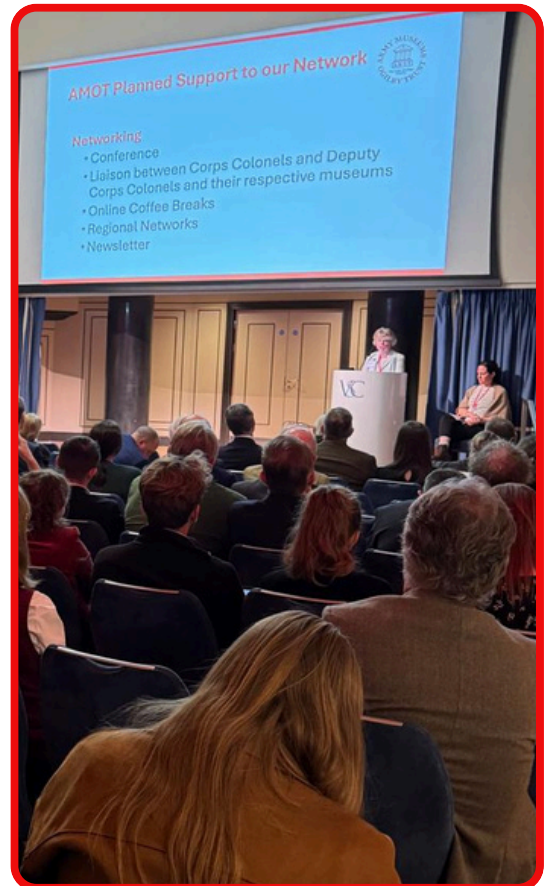
# Networking, Knowledge Sharing and Communications

## 2025 AMOT Conference

The annual AMOT Conference takes place every October and is a key opportunity in the year for networking. The 2025 Conference on 'The Power of Connection: Re-Imagining Audiences' was attended by over 150 delegates from more than 50 museums split equally between Curators and Directors as well as Trustees, Corps Colonels, Veterans, Community Volunteers and Sector Bodies.

Our expert speakers covered a wide range of topics including quick wins for income generation, how to introduce SEND provision into the visitor offer, and new research which explores inclusivity in museum collections.

Presentations are recorded and available online [here](#)



## Coffee Breaks



AMOT Coffee Breaks launched this year and have since attracted over 250 participants from across the network and beyond. These 20-minute online presentations which encourage Q&A have covered a variety of topics including volunteer management, collecting oral histories, caring for medals and integrating military collections. AMOT will continue these useful and productive monthly Coffee Breaks throughout 2026.

## The Ogilby Muster (TOM)

In 2018 AMOT was awarded a 'LIBOR' grant to undertake a major project to digitise the First World War archives of its museums. This demanding project which digitised 1.8 million items from 90 collections has now been successfully completed. All the participating museums have a digitised version of their archives available for research, exhibitions and other engagement without risk to original documents.

AMOT has created a dispersed national archive of immense value in understanding the impact of years of industrial warfare both upon the individual and the community.

## AMOT Website



A refresh of the AMOT website has improved the way in which we can effectively communicate with the network. New pages, focused on resource and information sharing, mean museum professionals can access relevant advice within just a few clicks.

Members of the public who access the AMOT website will benefit from an updated 'Museum Directory' to help people find the museums they're looking for, with the page consistently being the most popular on our website, making up 17% of our website's traffic with 15,000 visits over the course of 2025. This connects the public with relevant museums to promote visits and donations.

We have also introduced a new research guide on our website to ensure enquiries are redirected to the most appropriate museum or collection.

## Newsletter

The AMOT Newsletter has continued to be a resource for our Network, with inspiring stories from the various Museums, publicising available grants and job opportunities. Over the course of 2025 the readership of the AMOT Newsletter has grown by a considerable 22% and our open rate reaches an industry high of 54% .



[Click here to access the AMOT Newsletter Archive](#)

# Advocacy and Collaboration



© Museum of The Royal Regiment of Scotland

AMOT supports the whole Regimental and Corps museum community through a strong commitment to advocacy, collaboration, and sector development. By contributing to network meetings and engaging with partner organisations, AMOT helps ensure that museums have access to shared expertise, current sector insight, and opportunities to connect with peers. Our involvement strengthens the collective voice of the Army museum sector.

To ensure this support is grounded in real understanding of the challenges and opportunities across the network, AMOT staff and trustees undertake a rolling programme of visits to museums throughout the UK – more than 90 last year. These visits enable us to offer tailored guidance, listen to emerging concerns, champion successful practice, and represent the sector effectively to the wider heritage sector and military stakeholders. Through this combination of on-the-ground engagement and strategic advocacy, AMOT works to champion the needs and future of more than 140 Regimental and Corps museums.

## Army Museums Education Group (AMEG)

AMEG is a newly formed peer-to-peer network for museums developing their learning and family-friendly programmes. Supported by AMOT and created through collaboration with colleagues at the REME Museum, the group offers a space for sharing practice, ideas and challenges. Meetings are held online and have been scheduled to run throughout the year. It's a great example of how museums across the network can support, inspire and learn from one another as they develop their family and young-person-focused learning programmes.



© Danum Gallery, Library and Museum, Heritage Doncaster

# Advocacy with the Army

AMOT remains an active participant in matters regarding Army Heritage Branch, including representation at regular Army Heritage Committee meetings. This is a key engagement from which AMOT can take matters directly to decision makers, when issues affect both individual museums and the wider network.

From this position, AMOT has been able to lobby for revisions to key schemes and policies, such as the MOD Gifting Scheme. Active collaboration with Army Heritage Branch and the National Army Museum has meant that museums across the network now have access to long-term loans of 'modern' equipment to enable them to represent today's soldiers. AMOT has been building relationships with the Defence Infrastructure Organisation (DIO) to help resolve building and lease issues across the network. For example, we advocated on behalf of 'Bodmin Keep' to the top of the army chain of command at the Army Heritage Committee. This resulted in a very positive outcome for Cornwall's Army Museum.



© Museum of The Royal Regiment of Scotland / Rachel Hein'

AMOT has continued to emphasise how Regimental and Corps museums keep the Army in the public eye. By ensuring that all museums (regardless of financial support from the Army) have access to Army Engagement materials, we are cementing our network as a vital source of education for the general public. Further, AMOT actively promotes liaison between antecedent museums and the MOD to ensure that the 'golden thread' is sustained. This ranges from advocating for recruits to visit their regimental museums at an early stage in their career, to encouraging units to send uniformed soldiers to support museum events.

## Succession of Titles

Working in partnership with Dave Simons from DCS Heritage and many of the museums across the network who have supported the research, a series of 'family trees' have been produced to chart regimental amalgamations over the centuries. This work is a tremendous help to museums, researchers and family historians and we are extremely grateful to all those who have contributed. Work on expanding the regiments covered will continue through 2026.

[Read more about the Project here](#)

# Responding to our Network

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## AMOT Sector Survey

Throughout 2025 AMOT member museums participated in an all-encompassing survey of our sector. This data gathering was key to identifying areas of success and difficulty to inform how best to represent museums in the years ahead. Key facts include:

In the past year, the number of in-person visits to Regimental and Corps museums across the UK exceeded 5.6 million. This impressive number does not factor in the broad range of outreach and engagement programmes our museums carry out or the success of social media in sharing the stories of the people they represent.

Many of our museums operate with few staff members or a fully volunteer-led team. On average across the network, around 1100 volunteers attend in roles ranging from guiding to governance. This accounts for more than 3500 hours per week.

Over 11 million declared archives and objects are held across the collections

44% of respondents have no forward plan or believe their plan is out of date

86% have staff, volunteers or a trustee who has served or is still serving

Access to funding and generating income remain the biggest issues facing the network.

Largest group of visitors to army museums are former, current and family groups of serving members

# Governance

## Strengthening the Foundations of AMOT to Support Army Heritage

Over the past two years, AMOT has strengthened its governance arrangements to ensure it is fit for the future and able to continue providing effective support to its museum network.

The Board reflects a strong balance of skills and experience:

AMOT now comprises a good balance of male and female trustees, a mix of ages, and – as far as possible – representation from across the UK.

This diversity has strengthened decision-making, encouraged constructive challenge, and ensured discussions are informed by professional insight, knowledge of both ‘supported’ and antecedent museums, regional perspectives, and a deep understanding of Army heritage.



### Key Governance Review Improvements

Several important changes have been implemented, including:

- An absolute focus on the needs of our museum network
- A clearer annual business cycle and decision-making framework
- Improved internal and external communication
- More structured evaluation of network requirements

# Statement of Thanks

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AMOT is grateful to the many individuals, organisations and partners whose generosity, expertise and commitment have supported our work over the past year. Their involvement helps strengthen the Army museum network and ensures the remarkable heritage of the British Army continues to be preserved and shared. Including:

Army Home Command  
Army Heritage Branch  
Army Historical Branch  
Arts Council England  
AIM–Association of Independent Museums  
DCS Heritage  
DCMS  
Museums Association  
Museums Galleries Scotland  
Museum Development Network  
National Army Museum  
The National Archive

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## Support AMOT

If you would like to support AMOT's work, please get in touch or visit our donations page.

[Donate Here](#)

## Contact Us

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