CREATIVE ARTS EAST

England & Wales · Charity number 1040321

Details

Other names	ARTS IN RURAL NORFOLK, RURAL ARTS EAST
Status	Registered
Legal form	Charitable company
Company number	02960157
Registered	1994-08-23
Register	View on the Charity Commission register

Contact

Address	Dragon Hall 115-123 King Street Norwich NR1 1QE
Phone	01953713390
Email	info@creativeartseast.co.uk
Website	www.creativeartseast.co.uk

Activities

Objects: The charity is established for the purposes of promoting, maintaining, improving, and advancing education within the community at large and particularly in rural areas by the promotion, production, performance, and encouragement of the arts, that is to say: the performing, visual, media, plastic, digital, and/or written arts.

Activities: The principal activities of the company are the promoting, maintaining, improving and advancing of education within the community at large and in particular in the rural areas of the County of Norfolk, by promotion, production, performance and encouragement of the arts.

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Classification

- **How:** Provides Human Resources, Provides Services, Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** Education/training, Disability, Arts/culture/heritage/science, Economic/community Development/employment
- **Who:** Children/young People, Elderly/old People, People With Disabilities, People Of A Particular Ethnic Or Racial Origin, The General Public/mankind

Geography

- **Area of benefit:** IN PRACTICE-NORFOLK
- Cambridgeshire
- Norfolk
- Suffolk

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£771,126	£769,794	£78,739	11
2024-03-31	£644,698	£643,288	£77,407	13
2023-03-31	£597,470	£599,928	£75,997	15
2022-03-31	£481,918	£485,758	-	-
2021-03-31	£429,189	£429,760	-	-

Trustees

Name	Role	Appointed
Elizabeth Helen Somerville		2018-06-05
James Liam McDermott		2021-12-14
Lynne Simpkin		2021-03-16
MAX OWEN EDWARDS		
PATRICIA RUTH HOLTOM		
Thomas Dunston		2024-03-13

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CREATIVE ARTS EAST

England & Wales - Charity number 1040321

Accounts

COMPANY REGISTRATION NUMBER: 02960157

CHARITY REGISTRATION NUMBER: 1040321

Creative Arts East

Company Limited by Guarantee

Unaudited financial statements

31 March 2025

Creative Arts East

Company Limited by Guarantee

Financial statements

Year ended 31 March 2025

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Creative Arts East

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report)

Year ended 31 March 2025

The trustees, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 31 March 2025.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Companies Act 2006 and 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 published in October 2019.

Chair's report

Once again, I am proud to report that Creative Arts East has exceeded its self-imposed targets for this financial year, supporting a record number of rural and community events across the East of England and enabling our highest number of audience engagements in the last 5 years, illustrating that recovery of audience participation is back to pre-Covid levels.

We have achieved this despite the continuing operational and financial challenges facing our sector; exercising shrewd distribution of limited resources towards meeting our mission - improving quality of life through creativity. Our 10 Year Vision and Strategy seeks to reach more of the most vulnerable and under-engaged residents across our operational regions.

We remain grateful for the essential backing of our principal funders Arts Council England and the British Film Institute via the Film Hub Southeast, as well as local authority grants from Norfolk County Council, Breckland District Council, and the Borough Council of King's Lynn and West Norfolk, without whom our work would not be possible.

The team and I would also like to extend thanks to our dynamic and determined partners, including Applause Rural Touring, Norfolk Library & Information Service, Cambridgeshire Music, Norfolk & Suffolk Music Hub, and the National Centre for Writing. They share our commitment to collaboration, ambition and equality and to increasing access to culture for those who experience barriers to participating. We look forward to continuing to drive change alongside them and others in the years to come.

Max Edwards
Chair

Reference and administrative details

Registered charity name	Creative Arts East
Charity registration number	1040321
Company registration number	02960157
Principal office and registered office	Dragon Hall 115-123 King Street Norwich Norfolk NR1 1QE

The trustees

The trustees who served during the year and at the date of approval were as follows:

	Max Edwards (Chair) Thomas Dunston Pat Holtom James McDermott Lynne Simpkin Elizabeth Somerville
Principal Officer	Natalie Jode (Executive Director)
Observers	Sherry Neyhus - Arts Council England Sarah Dennis - Borough Council of King's Lynn and West Norfolk
Company secretary	Julie Hewitt
Independent examiner	Mark Proctor FCA DChA Lovewell Blake LLP Chartered accountants Bankside 300 Peachman Way Broadland Business Park Norwich NR7 0LB
Bankers	Barclays Level 15 1 Churchill Place London E14 5HP

Virgin Money
Jubilee House
Gosforth
Newcastle Upon Tyne
NE3 4PL

Flagstone Group Ltd
1st Floor, Clareville House
26-27 Oxendon Street
London
SW1Y 4EL

The Co-operative Bank plc
1 Balloon Street
Manchester
M4 4BE

Objectives and activities

The charity is established for the purposes of promoting, maintaining, improving, and advancing education within the community at large and particularly in rural areas by the promotion, production, performance, and encouragement of the arts, that is to say: the performing, visual, media, plastic, digital, and/or written arts.

This is achieved by:

- co-operating or formally partnering with any government authorities, international bodies, councils, village halls, schools, churches, arts centres, theatres, clubs, societies, charitable trusts and similar bodies and individuals;
- supporting exhibitions, meetings, lectures, classes, seminars, courses, performances, workshops, excursions, entertainments and broadcasts;
- producing periodicals, magazines, books, leaflets, films, recordings or other technology-based media.

The objects set out the breadth of activity that Creative Arts East may undertake and the collaborative approach that lies at its heart. They also define the peripatetic nature of the activities, and the centrality of learning about, and through, the arts to enrich and improve the quality of life of the whole community.

Summary of the main activities in relation to these objects

We deliver activities that benefit the public through two major strands of work.

These are:

1. The rolling delivery of "community touring". We organise two highly successful schemes which devolve cultural decision-making to community groups and residents and help to bring professional performing artists and an eclectic programme of films into rural communities where access to this is otherwise limited.

2. The delivery of a portfolio of health- and skills-development projects using the arts as a tool for engagement and improved quality of life for those most in need. To achieve this, we work in partnership with private, public and voluntary sector stakeholders.

Strategic report

The following sections for achievements and performance and financial review form the strategic report of the charity.

Achievements and performance

In 2024, the charity set-out a new 10-Year Vision and Strategy, restating its commitment to a central mission:

"Improving quality of life through creativity"

Aiming to:

1. Make creativity accessible and available to more people in more places

2. Strengthen health and education outcomes through creativity

Resulting in:

- Greater equity of access to creativity
- Reduced health inequalities
- Improved skills, knowledge and aspirations

Our key objectives for this term and the coming years are to:

- Work in partnership with diverse communities and artists to co-design excellent and inclusive programmes that invite people to get involved.

- Develop creative practice and participation models which improve health and education outcomes in rural and under-served communities.

- Champion developments in public policy and attitude towards the social role of creativity, working closely with sector partners and strategic stakeholders.

Summary of the main achievements of the charity during the year

1. The delivery of core community touring work.

Community touring remains a core priority for Creative Arts East (CAE).

The Creative Arts East Live! and Creative Arts East Screen schemes provide community groups in rural locations access to curated programmes of professional live performance and film, financial subsidy towards the cost of fees and licenses, reduced hire rates for projection equipment, marketing collateral, and volunteer training provision.

Throughout 2024/25, Creative Arts East Live! and Creative Arts East Screen supported over 68 grassroots voluntary groups and community venues with event programming support, training and advice, which enabled over 32,000 audience engagements through delivery of 400+ events. In 2024 the charity successfully renewed its Investors In People (IIP) accreditation for the 20th consecutive year, outperforming the benchmark scores for our sector. Creative Arts East also undertook a comprehensive and wide-ranging 360 review with its stakeholders, including staff, board, promoters, suppliers, artists and audience and was gratified with results that showed high levels of achievement and satisfaction.

Achievements and performance *(continued)*

2. The delivery of a portfolio of learning projects using the arts as a tool for engagement.

Alongside community touring activities, CAE develops and manages a portfolio of participatory and outreach projects. These remain a key driver in the financial viability of the charity, and in meeting the stated mission. Projects provide essential learning opportunities, health and wellbeing interventions and professional support for communities and individuals across Norfolk and the wider East Anglia.

Project activity during 2024/25 included:

- Rekindle Libraries, a nationally significant arts development initiative, placing libraries at the heart of creative and cultural experiences for rural and underserved communities across Norfolk, Medway, Buckinghamshire, Blackburn and Sandwell. Funded by Arts Council England (2023-2026).

- 'Move/Shake', a programme of musicians in residence, participatory workshops and leadership opportunities for children and young people in King's Lynn, Poringland, Thetford, Lowestoft, Wisbech and Histon. Funded by Youth Music (2022-2025).

- PEACH West Norfolk, strategic partnership management for cultural education across West Norfolk, raising the quality of cultural provision for children and young people across the borough. Funded by Borough Council of West Norfolk and Arts Council England via the Norfolk and Norwich Festival (2017-2025).

- 'Creative Socials', a rolling programme of monthly older people's arts participation, with specific emphasis on inclusion for those living with dementia and their carers. In 2024/25 sessions were delivered in 6 rural communities within Breckland, West Norfolk and Great Yarmouth, enabling over 700 beneficiary interactions to improve wellbeing, confidence and social connectedness. Funded by contributions from Arts Council England, West Norfolk Lives via Norfolk Community Foundation and the Borough Council of King's Lynn and West Norfolk Health and Wellbeing Partnership.

Public benefit

In planning activities for the year under review the Trustees kept in mind the Charity Commission's guidance on Public Benefit at meetings, when exercising powers or performing duties in their roles. The activities outlined above provide examples of how the charity has sought to deliver its charitable purposes for the benefit of the general public. The Trustees believe passionately that the work as outlined benefits a significant section of the general public in Norfolk, Suffolk, Cambridgeshire, and nationally.

We focus on engaging those communities or its members who face geographical, physical or other barriers to participating in the cultural life of the area and do this by providing a range of activities that take place on an outreach basis in a wide variety of locations. Wherever possible we seek opportunities to present work which extends experience, and surprises, excites, challenges and develops new audiences.

Care is taken to use public subsidy wisely, exercising careful control over quality, artistic integrity, breadth, variety and cultural diversity. Many participatory activities are provided free of charge at the point of use by the public. When charges for participation or access to services are necessary, these are kept as low as possible and concessions provided to ensure wide accessibility. In doing so the trustees have had due regard to the Charity Commission's general guidance on public benefit and to its supplementary guidance on fee charging.

Financial review

The annual income of Creative Arts East was £771,126 (2024: £644,698) and expenditure was £769,794 (2024: £643,288), resulting in a surplus of £1,332 (2024: surplus of £1,410).

Reserves Policy

The trustees, having regard to the liquidity requirements of operating the charity and to the reserves policy, have operated a policy of keeping available funds in an interest-bearing account and seek to achieve a reasonable rate on deposit. Reserves are needed to bridge the gap between the spending and receiving of resources and to cover unplanned emergencies and other expenditure. The Trustees consider that the minimum level of reserves as at 31 March 2025 would be £52,500. The actual reserves were £78,739 providing the charity with £26,239 of working capital. This working capital will be used to invest in the charity's future by supporting activities that secure its medium to long term, and/or to support, in the short term, any funding shortfall.

Of the actual reserves, the charity's free reserves (being net current assets in the unrestricted fund, including designated funds) amounted to £75,007 (2024: £66,299).

Creative Arts East is grateful to its primary investor, Arts Council England, and those organisations that have supported multi-year project activity, granted annual applications, and/or developed partnership agreements with us, including British Film Institute via Film Hub Southeast, Youth Music, West Norfolk Lives via Norfolk Community Foundation, Borough Council of King's Lynn and West Norfolk, Norfolk County Council, and Breckland Council.

Plans for future periods

The financial shock of the 2020 pandemic and ongoing cost of living crisis continues to impact our business model however the Board and Senior Management have taken the necessary steps to address this. We have set out a new 10-Year Business Plan with multi-year budgets, exercised tight spending controls on operational costs whilst ensuring quality and impactful provision, undertaken regular reforecasting, and are actively fundraising.

This includes working with Arts Council England to negotiate extension of our current funding agreement as a National Portfolio Organisation to 2028 and develop a new multi-year investment term with British Film Institute for 2026-2029. This crucial investment will enable us to continue to deliver and develop the impact of community touring across Norfolk, Suffolk, and Cambridgeshire.

Alongside securing this core investment, we are developing new funding applications for 2026-2030 to support the evolution and extension of our cultural education and creative health activities with key partners across the region and nation.

By taking this approach, CAE has maintained its financial position in the current year and forecasts a breakeven budget for 2025/26. This foundation and our track record stands us in a strong position to maintain a sound financial position in the longer-term.

Structure, governance and management

Governing document

The organisation is a charitable company limited by guarantee, incorporated on 20 July 1994 and registered as a charity on 23 August 1994. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Trustee selection methods

Trustees are elected from and by the full members at the Annual General Meeting. One third of the trustees must retire from office. The members to retire shall be those longest in office since their last election. These members are eligible for re-election. Two members are appointed representing service users or partners, the remaining members are appointed by the company in general meeting as it thinks fit.

Trustee induction and training

New Trustees undergo an orientation day to brief them on their legal obligations under charity and company law, the Charity Commission guidance on public benefit, content of the Memorandum and Articles of Association, the Board, the sub-committee and the decision making process, the risk register, the Business Plan and recent financial information including the financial performance of the charity.

During the induction day, they meet key employees and other Trustees.

Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

Organisational structure

The Charity is governed by a Board of Management who are elected to office at the AGM in accordance with the terms laid down in its Memorandum and Articles of Association. This Board of Management are the trustees of the Charity.

The Board meets quarterly and there is a sub-committee covering finance, audit and staff which normally meets twice a year or more frequently as required. An Executive Director is appointed by the Trustees to manage the day to day operations of the Charity.

Decisions are made by the Board but to facilitate operations, the Executive Director has delegated authority for operational matters including finance, employment, fundraising, programming and project management.

The Executive Director and Finance Manager attend Board meetings to present reports and advise the Board.

Risk management

The Board of Management meets on a quarterly basis to discuss the issues and risks affecting the company. The company has appropriate systems in place to identify potential risks and assess them in terms of likelihood and significance. The risks are regularly monitored and controls are implemented in order to mitigate any impact that they may have on Creative Arts East. This includes a Risk Register, the content of which is informed by consultation with staff, Board and external stakeholders and which is reviewed at each Board meeting.

Structure, governance and management *(continued)*

Independent examiner

The independent examiner, Mark Proctor of Lovewell Blake LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

The trustees' annual report and the strategic report were approved on 3rd July 2025 and signed on behalf of the board of trustees by:

Max Edwards (Chair)
Trustee

Creative Arts East

Company Limited by Guarantee

Independent examiner's report to the trustees of Creative Arts East

Year ended 31 March 2025

I report to the charity trustees on my examination of the financial statements of the company for the year ended 31 March 2025 which comprise the statement of financial activities (including income and expenditure account), statement of financial position, statement of cash flows and the related notes.

Responsibilities and basis of report

As the charity trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the financial statements of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's financial statements as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or

2. the financial statements do not accord with those records; or

3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or

4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

M Proctor

Mark Proctor FCA DChA
Independent Examiner

Lovewell Blake LLP
Chartered accountants
Bankside 300
Peachman Way
Broadland Business Park
Norwich
NR7 0LB

17/07/25

Creative Arts East

Company Limited by Guarantee

Statement of financial activities (including income and expenditure account)

Year ended 31 March 2025

	Note	2025 Unrestricted funds £	2025 Restricted funds £	2025 Total funds £	2024 Total funds £
Income and endowments					
Donations and legacies	5	255,020	–	255,020	225,272
Charitable activities	6	49,526	453,508	503,034	405,230
Investment income	7	13,072	–	13,072	14,196
Total income		317,618	453,508	771,126	644,698
Expenditure					
Charitable activities	8	316,286	453,508	769,794	643,288
Total expenditure		316,286	453,508	769,794	643,288
Net income and net movement in funds		1,332	–	1,332	1,410
Reconciliation of funds					
Total funds brought forward		77,407	–	77,407	75,997
Total funds carried forward		78,739	–	78,739	77,407

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

Creative Arts East

Company Limited by Guarantee

Statement of financial position

31 March 2025

	Note	2025 £	2025 £	2024 £	2024 £
Fixed assets					
Tangible fixed assets	13		2,232		9,607
Investments	14		1,500		1,500
			3,732		11,107
Current assets					
Debtors	15	15,036		16,409	
Cash at bank and in hand		425,524		416,724	
		440,560		433,133	
Creditors: Amounts falling due within one year	16	(365,553)		(366,833)	
Net current assets			75,007		66,300
Total assets less current liabilities			78,739		77,407
Net assets			78,739		77,407
Funds of the charity					
Unrestricted funds			78,739		77,407
Total charity funds	18		78,739		77,407

For the year ending 31 March 2025 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 3rd July 2025 and are signed on behalf of the board by:

Max Edwards (Chair)
Trustee

Company registration number: 02960157

Creative Arts East

Company Limited by Guarantee

Statement of cash flows

Year ended 31 March 2025

	2025 £	2024 £
Cash flows from operating activities		
Net income	1,332	1,410
Adjustments for:		
Depreciation of tangible fixed assets	7,375	8,299
Other interest receivable and similar income	(13,072)	(14,196)
Changes in:		
Trade and other debtors	1,373	13,652
Trade and other creditors	(1,280)	68,249
Cash generated from operations	(4,272)	77,414
Interest received	13,072	14,196
Net cash from operating activities	8,800	91,610
Cash flows from investing activities		
Purchase of tangible assets	–	(2,220)
Net cash used in investing activities	–	(2,220)
Net increase in cash and cash equivalents	8,800	89,390
Cash and cash equivalents at beginning of year	416,724	327,333
Cash and cash equivalents at end of year	425,524	416,723

The notes on pages 14 to 25 form part of these financial statements.

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is Dragon Hall, 115-123 King Street, Norwich, Norfolk, NR1 1QE.

2. Statement of compliance

The charity constitutes a public benefit entity as defined by FRS 102. 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis and are prepared in sterling, which is the functional currency of the entity.

Going concern

The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue, and as a result the financial statements have been prepared on a going concern basis.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Income

All income is included in the statement of financial activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably
- funding received in respect of future years is shown as deferred income at the balance sheet date and recognised in the period when the related activity occurs

3. **Accounting policies** *(continued)*

Government grants

Government grants are recognised using the accrual model.

Under the accrual model, government grants relating to revenue are recognised on a systematic basis over the periods in which the company recognises the related costs for which the grant is intended to compensate. Grants that are receivable as compensation for expenses or losses already incurred or for the purpose of giving immediate financial support to the entity with no future related costs are recognised in income in the period in which it becomes receivable.

Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.
- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Operating leases

Lease payments are recognised as an expense over the lease term on a straight-line basis. The aggregate benefit of lease incentives is recognised as a reduction to expense over the lease term, on a straight-line basis.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Website	-	20% straight line
Display and office equipment	-	33% straight line and 20% straight line
Cinema equipment	-	50% straight line and 33% straight line
Computer equipment	-	33% straight line

3. **Accounting policies** *(continued)*

Investments

Unlisted investments are initally recorded at cost, and subsequently measured at fair value. If fair value cannot be reliably measured, assets are measured at cost less impairment.

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

4. **Limited by guarantee**

Creative Arts East is a company limited by guarantee and accordingly does not have any share capital.

5. Donations and legacies

	Unrestricted Funds £	**Total Funds 2025 £**	Unrestricted Funds £	Total Funds 2024 £
Donations				
Donations	952	952	171	171
Grants				
Grants	254,068	254,068	225,101	225,101
	255,020	255,020	225,272	225,272

Grants received, included in the above, are as follows:

	2025 £	**2024 £**
Arts Council NPO Funding	204,760	204,760
Breckland Council	4,000	4,000
King's Lynn and West Norfolk Council	3,000	3,000
Norfolk County Council	10,308	10,307
Other grants	32,000	3,034
Total grants	254,068	225,101

6. Charitable activities

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2025 £**
Project activities	49,526	453,508	503,034

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Project activities	38,476	366,754	405,230

7. Investment income

	Unrestricted Funds £	**Total Funds 2025 £**	Unrestricted Funds £	Total Funds 2024 £
Bank interest	13,072	13,072	14,196	14,196

8. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Support costs £	**Total funds 2025 £**	Total fund 2024 £
Direct project costs	415,397	–	415,397	285,294
Wages	–	262,884	262,884	275,010
Social security	–	16,626	16,626	17,091
Printing, postage and stationery	–	6,451	6,451	2,778
Subscriptions and publications	–	4,948	4,948	4,293
Telephone and fax	–	1,375	1,375	1,198
Training and development	–	1,928	1,928	915
Travel and entertainment	–	–	–	757
Other staff costs	–	6,092	6,092	7,226
Depreciation	–	6,798	6,798	7,081
Sundries	–	232	232	108
Bank fees and charges	–	343	343	1,021
Premises costs	–	21,997	21,997	18,116
Office costs	–	8,033	8,033	11,278
Marketing	–	7,433	7,433	4,190
Insurance	–	2,423	2,423	2,294
Legal and professional fees	–	2,160	2,160	505
Governance costs	–	4,674	4,674	4,133
	415,397	354,397	769,794	643,288

Expenditure on charitable activities includes restricted expenditure amounting to £453,508 (2024: £366,754).

Governance costs

	2025 £	2024 £
Independent examination - current year	3,594	3,156
Other accountancy services	1,080	977
	4,674	4,133

9. Net income

Net income is stated after charging/(crediting):

	2025 £	2024 £
Depreciation of tangible fixed assets	7,375	8,299

10. Independent examination fees

	2025 £	2024 £
Fees payable to the independent examiner for:		
Independent examination of the financial statements	3,594	3,156

11. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2025	2024
	£	£
Wages and salaries	253,512	265,188
Social security costs	16,626	17,091
Employer contributions to pension plans	9,372	9,822
	279,510	292,101

The average head count of employees during the year was 11 (2024: 13).

No employee received employee benefits of more than £60,000 during the year (2024: Nil).

12. Trustee remuneration and expenses

There were no trustees' remuneration or other benefits for the year ended 31 March 2025 nor for the year ended 31 March 2024.

No trustee expenses have been incurred in either the current or previous year.

13. Tangible fixed assets

	Website	Display and office equipment	Cinema equipment	Computer equipment	Total
	£	£	£	£	£
Cost					
At 1 Apr 2024	30,383	13,587	33,296	27,214	104,480
Disposals	–	(8,051)	–	(15,260)	(23,311)
At 31 Mar 2025	30,383	5,536	33,296	11,954	81,169
Depreciation					
At 1 Apr 2024	24,306	10,921	33,296	26,350	94,873
Charge for the year	6,077	611	–	687	7,375
Disposals	–	(8,051)	–	(15,260)	(23,311)
At 31 Mar 2025	30,383	3,481	33,296	11,777	78,937
Carrying amount					
At 31 Mar 2025	–	2,055	–	177	2,232
At 31 Mar 2024	6,077	2,666	–	864	9,607

14. Investments

	Other investments £
Cost or valuation	
At 1 Apr 2024	1,500
Additions	–
At 31 Mar 2025	1,500
Impairment	
At 1 Apr 2024 and 31 Mar 2025	–
Carrying amount	
At 31 Mar 2025	1,500
At 31 Mar 2024	1,500

All investments shown above are held at valuation.

There were no investment assets outside the UK.

Investments (neither listed nor unlisted) were as follows:

	2025 £	2024 £
Peter Blake artwork	1,500	1,500

15. Debtors

	2025 £	2024 £
Trade debtors	2,047	9,752
Prepayments and accrued income	12,989	6,657
	15,036	16,409

16. Creditors: Amounts falling due within one year

	2025 £	2024 £
Trade creditors	68,807	8,001
Accruals and deferred income	291,911	355,139
Social security and other taxes	4,835	3,693
	365,553	366,833

16. Creditors: Amounts falling due within one year *(continued)*

	2025	2024
	£	£
Deferred income brought forward	344,328	262,894
Released during the year	(344,328)	(262,894)
Deferred during the year	285,215	344,328
Deferred income carried forward	285,215	344,328

Deferred income relates to funding received in respect of future years.

17. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £9,372 (2024: £9,822).

18. Analysis of charitable funds

Year ended 31 March 2025

Unrestricted funds

	At 1 April 2024	Income	Expenditure	Transfers	**At 31 March 2025**
	£	£	£	£	£
General funds	27,407	317,618	(316,286)	(2,500)	26,239
Designated funds	50,000	–	–	2,500	52,500
	77,407	317,618	(316,286)	–	78,739

In 2023 the trustees transferred funds of £50,000 to a designated fund, with an additional transfer of £2,500 in 2025. These funds are considered to be sufficient to cover necessary costs in the event of the Charity's closure.

Restricted funds

	At 1 April 2024	Income	Expenditure	Transfers	**At 31 March 2025**
	£	£	£	£	£
BFI FAN Film Exhibition Fund	–	37,648	(37,648)	–	–
Cambridge Rural Touring	–	4,071	(4,071)	–	–
Flock / Young Creatives Network	–	2,000	(2,000)	–	–
Inn Crowd	–	11,017	(11,017)	–	–
LCEP	–	7,459	(7,459)	–	–
West norfolk shared prosperity	–	8,854	(8,854)	–	–
Mercers (The Earl of Northampton Fund)	–	6,000	(6,000)	–	–
Non-Breckland Arts for Health	–	19,080	(19,080)	–	–
Breckland Arts for Health	–	15,063	(15,063)	–	–
Youth Music Project	–	59,741	(59,741)	–	–
Rekindle (National)	–	240,527	(240,527)	–	–
Rekindle (Norfolk)	–	9,903	(9,903)	–	–
Migrant Support	–	7,029	(7,029)	–	–
Know Your Neighbourhood	–	25,116	(25,116)	–	–
	–	453,508	(453,508)	–	–

Year ended 31 March 2024

Unrestricted funds

	At 1 April 2023	Income	Expenditure	Transfers	**At 31 March 2024**
	£	£	£	£	£
General funds	25,997	277,944	(276,534)	–	27,407
Designated funds	50,000	–	–	–	50,000
	75,997	277,944	(276,534)	–	77,407

Restricted funds

	At 1 April 2023	Income	Expenditure	Transfers	**At 31 March 2024**
	£	£	£	£	£
BFI FAN Film Exhibition Fund	–	34,049	(34,049)	–	–
Cambridge Rural Touring Flock / Young Creatives Network	–	26,997	(26,997)	–	–
Inn Crowd	–	4,274	(4,274)	–	–
LCEP	–	15,624	(15,624)	–	–
Kickstart	–	5,863	(5,863)	–	–
Mercers (The Earl of Northampton Fund)	–	3,984	(3,984)	–	–
Non-Breckland Arts for Health	–	21,219	(21,219)	–	–
Plugged In	–	26,524	(26,524)	–	–
Breckland Arts for Health	–	3,000	(3,000)	–	–
Youth Music Project	–	29,083	(29,083)	–	–
Rekindle (National)	–	25,122	(25,122)	–	–
Rekindle (Norfolk)	–	159,638	(159,638)	–	–
	–	11,377	(11,377)	–	–
	–	366,754	(366,754)	–	–

Community Touring Projects

Rekindle National and Local - (2023-2026) An Arts Council England Nationally Strategic Project supporting action research between arts organisations and library services in 5 localities: Norfolk, Medway, Buckinghamshire, Sandwell. Blackburn, delivering workforce training and creative programming in the library space.

BFI - project funding from BFI Film Audience Network via the Film Hub Southeast to support the annual costs of community cinema scheme, including management and license subsidy (2023-2026)

- Migrant Support
- Know Your Neighbourhood

Creative programming and producer support for Norfolk Library and Information Service, enabling creative events and activities serving migrant communities, early years and parents, job seekers, and those experiencing bereavement.

Cambridgeshire Rural Touring - an Arts Council funded partnership project, led by Cambridgeshire ACRE from April 2020 - September 2023. The project will served to reignite rural touring provision across north Cambridgeshire, supporting and enabling community volunteer groups to access the Creative Arts East Live and Screen membership schemes.

Inn Crowd – a six-year Arts Council supported partnership project presenting live performance in rural pubs (2016-23)

Cultural Education Projects

LCEP - Arts Council funding and partnership investment via Norfolk and Norwich Festival to support the coordination and delivery functions of PEACH West Norfolk - a Local Cultural Education Partnership across April 2020-March 2025. The work of the LCEP, which is administered by CAE, aims to radically transform the cultural education provision and ambitions of children and young people across the Borough of King's Lynn and West Norfolk.

Youth Music Move Shake - (2022- 2025) community musicians in residence across 6 rural communities and training for young people to become community music event managers.

Young Creatives Network - a regional scheme aiming to network and support young emerging creatives through dedicated training and employment opportunities.

Creative Health and Wellbeing Projects

- Breckland Arts for Health
- Mercers
- West Norfolk Shared Prosperity
- Non-Breckland Arts for Health

These funds support afternoon creative workshops and afternoon events in rural communities across Breckland, West Norfolk and Great Yarmouth; enabling vulnerable older people experiencing ill health and / or loneliness to take part in creativity and increase their wellbeing and social connectedness as a result.

19. Analysis of net assets between funds

	Unrestricted Funds	Restricted Funds	**Total Funds 2025**
	£	£	£
Tangible fixed assets	2,232	–	2,232
Investments	1,500	–	1,500
Net current assets	75,007	–	75,007
	78,739	–	78,739

	Unrestricted Funds	Restricted Funds	**Total Funds 2024**
	£	£	£
Tangible fixed assets	9,608	–	9,608
Investments	1,500	–	1,500
Net current assets	66,299	–	66,299
	77,407	–	77,407

20. Analysis of changes in net debt

	At 1 Apr 2024	Cash flows	**At 31 Mar 2025**
	£	£	£
Cash at bank and in hand	416,724	8,800	425,524

21. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	2025	2024
	£	£
Not later than 1 year	1,099	227
Later than 1 year and not later than 5 years	1,436	–
	2,535	227

22. Related parties

During the year reimbursed expenses of £680 (2024: £406) were paid to Liz Somerville, a trustee of Creative Arts East, in connection with one of the charity's health schemes for which she is a volunteer.

No other related party transactions took place during the year.

CREATIVE ARTS EAST

England & Wales - Charity number 1040321

Accounts

COMPANY REGISTRATION NUMBER: 02960157

CHARITY REGISTRATION NUMBER: 1040321

Creative Arts East

Company Limited by Guarantee

Unaudited financial statements

31 March 2024

Creative Arts East

Company Limited by Guarantee

Financial statements

Year ended 31 March 2024

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Creative Arts East

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report)

Year ended 31 March 2024

The trustees, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 31 March 2024.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Companies Act 2006 and 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 published in October 2019.

Chair's report

2023-24 has been an impressive year of return to full capacity for the charity against our stated objectives. Our work in securing and steadily rebuilding provision and audience engagement since 2020 has enabled us to achieve and exceed the targets that we set for ourselves.

We remain grateful for the essential backing of our funders, including Arts Council England, British Film Institute, Youth Music, Norfolk Council Council, Breckland Council, and the Borough Council of King's Lynn and West Norfolk. I would also like to extend my thanks to the Board, team, and senior management at Creative Arts East for their meticulous planning, unwavering dedication, and progressive approach.

Based on the demands and achievements of this financial year, as part of our 30th anniversary celebrations in 2024/25, we are setting out and developing a new 10-Year vision and strategy that will provide a critical roadmap for the future. In creating this, the organisation will work with all our major stakeholders to refine our mission, evolve our objectives, and outline our Theory of Change, ensuring that we will always continue to meet the needs of rural communities across the East of England through the creative arts.

Max Edwards
Chair

Reference and administrative details

Registered charity name	Creative Arts East
Charity registration number	1040321
Company registration number	02960157
Principal office and registered office	Dragon Hall 115-123 King Street Norwich Norfolk NR1 1QE

The trustees

The trustees who served during the year and at the date of approval were as follows:

Max Edwards (Chair)
Thomas Dunston (appointed 13 March 2024)
Pat Holtom
James McDermott
Amy Potter (resigned 13 June 2023)
Lynne Simpkin
Elizabeth Somerville

Principal Officer	Natalie Jode (Executive Director)
Observers	Cassie Catchpole - Arts Council England Sarah Dennis - Borough Council of King's Lynn and West Norfolk
Company secretary	Julie Hewitt
Independent examiner	Mark Proctor FCA DChA Lovewell Blake LLP Chartered accountants Bankside 300 Peachman Way Broadland Business Park Norwich NR7 0LB
Bankers	Barclays Level 15 1 Churchill Place London E14 5HP

Virgin Money
Jubilee House
Gosforth
Newcastle Upon Tyne
NE3 4PL

Flagstone Group Ltd
1st Floor, Clareville House
26-27 Oxendon Street
London
SW1Y 4EL

Objectives and activities

The charity is established for the purposes of promoting, maintaining, improving, and advancing education within the community at large and particularly in rural areas by the promotion, production, performance, and encouragement of the arts, that is to say: the performing, visual, media, plastic, digital, and/or written arts.

This is achieved by:

- co-operating or formally partnering with any government authorities, international bodies, councils, village halls, schools, churches, arts centres, theatres, clubs, societies, charitable trusts and similar bodies and individuals;
- supporting exhibitions, meetings, lectures, classes, seminars, courses, performances, workshops, excursions, entertainments and broadcasts;
- producing periodicals, magazines, books, leaflets, films, recordings or other technology-based media.

The objects set out the breadth of activity that Creative Arts East may undertake and the collaborative approach that lies at its heart. They also define the peripatetic nature of the activities, and the centrality of learning about, and through, the arts to enrich and improve the quality of life of the whole community. Thus, Creative Arts East's mission is "To increase people's enjoyment, skills and health through the power of the arts".

Our main aims are -

- To inspire people to expand their individual creativity and broaden their cultural horizons
- To empower adults and young people to join together to enrich their communities
- To enhance the wellbeing of individuals within rural and disadvantaged communities
- To raise the skills and/or aspirations of rurally isolated and disadvantaged individuals and communities
- To be a highly efficient, innovative and effective organisation

We focus on engaging those communities or its members who face geographical, physical or other barriers to participating in the cultural life of the area, and do this by providing a range of activities that take place on an outreach basis in a wide variety of locations. Many participatory activities are provided free of charge at the point of use by the public. When charges for participation or access to services are necessary, these are kept as low as possible and concessions provided to ensure wide accessibility. In doing so the trustees have had due regard to the Charity Commission's general guidance on public benefit and to its supplementary guidance on fee charging.

Summary of the main activities in relation to these objects

Our strategy is to deliver activities that benefit the public through two major strands of work in order to fulfil our aims. These are:-

1. The core delivery of 'community touring'. We organise two highly successful community touring schemes, and in partnership with community groups and services, help to bring professional performing artists and an eclectic programme of films into rural communities where access to this is otherwise limited.

Objectives and activities *(continued)*

2. The delivery of a portfolio of health- and education-development projects using the arts as a tool for engagement and improved quality of life for those most in need. To achieve this, we work in partnership with private, public and voluntary sector stakeholders.

Significant activities

Summary of the main achievements of the charity during the year

1. The delivery of core community touring work.

Community touring remains a core priority for Creative Arts East (CAE).

The Creative Arts East Live! and Creative Arts East Screen schemes provide community groups in rural locations access to curated programmes of appropriate live performance and film titles, financial subsidy towards the cost of fees and licenses, reduced hire rates for projection equipment, marketing collateral, and volunteer training provision.

Throughout 2023/24, Creative Arts East Live! and Creative Arts East Screen supported at least 68 grassroots voluntary groups and community venues with event programming support, training and advice, which enabled over 30,000 audience engagements through delivery of 400+ events.

This programme of work, which increases and helps to equalise rural access to culture, has been enabled thanks to annual investment from Norfolk County Council, Breckland Council, and the Borough Council of King's Lynn & West Norfolk, alongside multi-year investment from the BFI Film Audience Network (2023-2026) and Arts Council England (2023-2026) as part of their National Portfolio.

In addition, a number of linked developmental initiatives were undertaken during this period, including:

- Inn Crowd, touring live literature to rural pubs funded by Arts Council England via Applause Rural Touring
- Rural Touring in Cambridgeshire, providing new opportunities for community-led events in rural areas of Cambridgeshire, with a particular emphasis on Fenland and East Cambs. Funded by Arts Council England via Cambridgeshire ACRE.
- Rekindle Libraries, a nationally significant arts development initiative, placing libraries at the heart of creative and cultural experiences for rural and underserved communities across Norfolk, Medway, Buckinghamshire, Blackburn and Sandwell. Funded by Arts Council England.

2. The delivery of a portfolio of learning projects using the arts as a tool for engagement.

Alongside the core community touring activities, CAE develops and manages a portfolio of participatory and outreach projects. These remain a key driver in the financial viability of the charity, and in meeting the stated vision and mission. Projects provide essential learning opportunities, health and wellbeing interventions and professional support for communities and individuals across Norfolk and the wider East Anglia.

Objectives and activities *(continued)*

Project activity during 2023/24 included:

- 'Creative Socials', an inclusive older people's programme of arts participation, with specific emphasis on reaching those with dementia and their carers. Sessions are delivered in 6 rural communities within Breckland, West Norfolk and Great Yarmouth, reaching over 150 beneficiaries and improving wellbeing, confidence and social connectedness. Funded by Arts Council England, Breckland Council, and the Borough Council of King's Lynn and West Norfolk.

- 'Move/Shake' - a programme of musicians in residence, participatory workshops and leadership opportunities for children and young people in King's Lynn, Poringland, Thetford, Lowestoft, Wisbech and Histon. Funded by Youth Music (2022-2025).

- PEACH West Norfolk, strategic partnership management for cultural education across West Norfolk, raising the quality of cultural provision for children and young people across the borough. Funded by Borough Council of West Norfolk and Arts Council England via the Norfolk and Norwich Festival.

Public benefit

In planning activities for the year under review the Trustees kept in mind the Charity Commission's guidance on Public Benefit at meetings, when exercising powers or performing duties in their roles. The activities outlined above in this report provide examples of how the charity has sought to further its charitable purposes for the benefit of the general public. The Trustees believe passionately that the delivery of our work as outlined benefits a significant section of the general public in Norfolk, Suffolk, Cambridgeshire, and nationally.

Our artistic values

Our artistic aims are to inspire people to expand their individual creativity, broaden their cultural horizons and join together to create culturally rich, diverse and inclusive communities.

CAE strives to achieve balanced programmes of engagement, ensuring representation of a wide range of artforms, stories and voices, which will appeal to all sections of the community.

Care is taken to use public subsidy wisely, exercising careful control over quality, artistic integrity, breadth, variety and cultural diversity. Wherever possible we seek opportunities to present work which extends experience, and surprises, excites, challenges and develops new audiences. We are keen to identify and support up-and-coming, as well as established, regional companies and performers who can contribute to the development of CAE programmes and projects and the beneficiaries of these.

Strategic report

The following sections for achievements and performance and financial review form the strategic report of the charity.

Achievements and performance

During 2023/24 CAE continued to develop its Business Plan in the context of COVID recovery, reviewing areas of development and change as necessary alongside the linked Audience Development, Equality & Diversity, and Environmental Action Plans.

CAE continued to offer high quality, professional cultural interventions to rural or underserved communities and isolated residents across Norfolk, Suffolk, and Cambridgeshire; enabling cultural engagement through a programme of rural cinema and performance events; and providing learning and participation opportunities for a range of beneficiaries.

A number of strategic and developmental initiatives were undertaken to evolve and enhance creative provision for rural and underserved communities and the cultural workforce at large; these included the design of a national partnership for library workforce upskilling, and ill-health-prevention and social prescribing pathways development, in particular across Breckland.

Financial review

The annual income of Creative Arts East was £644,698 (2023: £597,470) and expenditure was £643,288 (2023: £599,928), resulting in a surplus of £1,410 (2023: deficit of £2,458).

Reserves Policy

The trustees, having regard to the liquidity requirements of operating the charity and to the reserves policy, have operated a policy of keeping available funds in an interest-bearing account and seek to achieve a reasonable rate on deposit. Reserves are needed to bridge the gap between the spending and receiving of resources and to cover unplanned emergencies and other expenditure. The Trustees consider that the minimum level of reserves as at 31 March 2024 would be £50,000. The actual reserves were £77,407 providing the charity with £27,407 of working capital. This working capital will be used to invest in the charity's future by supporting activities that secure its medium to long term, and/or to support, in the short term, any funding shortfall.

Of the actual reserves, the charity's free reserves (being net current assets in the unrestricted fund, including designated funds) amounted to £66,299 (2023: £58,810).

Creative Arts East is grateful to its primary investor, Arts Council England, and those organisations that have supported multi-year project activity, granted annual applications, and/or developed partnership agreements, including British Film Institute, Borough Council of King's Lynn and West Norfolk, Norfolk County Council, Breckland Council, Norfolk and Norwich Festival, Applause Rural Touring, and Cambridgeshire ACRE.

Plans for future periods

Having successfully completed Year 1 of a new funding term (2023-2026) with increased investment from Arts Council England as an Arts Council England National Portfolio Organisation, between 2024-26 Creative Arts East will continue to use this crucial investment to grow and develop the reach and impact of community touring across Norfolk, Suffolk, and Cambridgeshire, alongside the delivery of creative health activities in Breckland.

During this time, CAE will also deliver a number of developmental projects, including Move/Shake - a programme of musicians in residence for children and young people supported by Youth Music (2022-2025) and Rekindle - an action research partnership with Norfolk Library and Information Service and four other national arts and library collaborations, seeking to develop new opportunities for arts access in and around library spaces (Arts Council England investment 2023-2026).

Whilst the number of public events and audience members have returned to pre-COVID levels during 2023/24, there remains a considerable lack of available funding, both public and private, from which to secure our programme of work. The financial shock of the pandemic continues to impact our business model and the Board and Senior Management are taking the necessary steps to address this, including by setting multi-year budgets, undertaking regular financial reforecasting, evidencing impact and need, actively fundraising, developing a new phased 10-year Business Plan and associated strategies for the first 2024-2027 term, and maintaining tight spending controls on our overheads and delivery lines whilst ensuring a quality and impactful provision.

By taking this approach, CAE has maintained its financial position and forecasts a breakeven budget for 2024/25 in which to do the essential work of fundraising for future years. This foundation, alongside our track record in designing, fundraising, and delivering social impact projects stands us in a strong position to maintain a sound financial position in the longer-term.

Structure, governance and management

Governing document

The organisation is a charitable company limited by guarantee, incorporated on 20 July 1994 and registered as a charity on 23 August 1994. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Trustee selection methods

Trustees are elected from and by the full members at the Annual General Meeting. One third of the trustees must retire from office. The members to retire shall be those longest in office since their last election. These members are eligible for re-election. Two members are appointed representing service users or partners, the remaining members are appointed by the company in general meeting as it thinks fit.

Trustee induction and training

New Trustees undergo an orientation day to brief them on their legal obligations under charity and company law, the Charity Commission guidance on public benefit, content of the Memorandum and Articles of Association, the Board, the sub-committee and the decision making process, the risk register, the Business Plan and recent financial information including the financial performance of the charity.

During the induction day, they meet key employees and other Trustees.

Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

Organisational structure

The Charity is governed by a Board of Management who are elected to office at the AGM in accordance with the terms laid down in its Memorandum and Articles of Association. This Board of Management are the trustees of the Charity.

The Board meets quarterly and there is a sub-committee covering finance, audit and staff which normally meets twice a year or more frequently as required. An Executive Director is appointed by the Trustees to manage the day to day operations of the Charity.

Decisions are made by the Board but to facilitate operations, the Executive Director has delegated authority for operational matters including finance, employment, fundraising, programming and project management.

The Executive Director and Finance Manager attend Board meetings to present reports and advise the Board.

Risk management

The Board of Management meets on a quarterly basis to discuss the issues and risks affecting the company. The company has appropriate systems in place to identify potential risks and assess them in terms of likelihood and significance. The risks are regularly monitored and controls are implemented in order to mitigate any impact that they may have on Creative Arts East. This includes a Risk Register, the content of which is informed by consultation with staff, Board and external stakeholders and which is reviewed at each Board meeting.

Structure, governance and management *(continued)*

Independent examiner

The independent examiner, Mark Proctor of Lovewell Blake LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

The trustees' annual report and the strategic report were approved on 19 June 2024 and signed on behalf of the board of trustees by:

Max Edwards (Chair)
Trustee

Creative Arts East

Company Limited by Guarantee

Independent examiner's report to the trustees of Creative Arts East

Year ended 31 March 2024

I report to the charity trustees on my examination of the financial statements of the company for the year ended 31 March 2024 which comprise the statement of financial activities (including income and expenditure account), statement of financial position, statement of cash flows and the related notes.

Responsibilities and basis of report

As the charity's trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the financial statements of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's financial statements as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or

2. the financial statements do not accord with those records; or

3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or

4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

M Proctor

Mark Proctor FCA DChA
Independent Examiner

Lovewell Blake LLP
Chartered accountants
Bankside 300
Peachman Way
Broadland Business Park
Norwich
NR7 0LB

12/7/24

Creative Arts East

Company Limited by Guarantee

Statement of financial activities (including income and expenditure account)

Year ended 31 March 2024

	Note	2024 Unrestricted funds £	2024 Restricted funds £	2024 Total funds £	2023 Total funds £
Income and endowments					
Donations and legacies	5	225,272	–	225,272	191,633
Charitable activities	6	38,476	366,754	405,230	402,747
Investment income	7	14,196	–	14,196	3,090
Total income		277,944	366,754	644,698	597,470
Expenditure					
Charitable activities	8	276,534	366,754	643,288	599,928
Total expenditure		276,534	366,754	643,288	599,928
Net income/(expenditure) and net movement in funds		1,410	–	1,410	(2,458)
Reconciliation of funds					
Total funds brought forward		75,997	–	75,997	78,455
Total funds carried forward		77,407	–	77,407	75,997

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

The notes on pages 15 to 25 form part of these financial statements.

Creative Arts East

Company Limited by Guarantee

Statement of financial position

31 March 2024

	Note	2024 £	2024 £	2023 £	2023 £
Fixed assets					
Tangible fixed assets	13		9,608		15,687
Investments	14		1,500		1,500
			11,108		17,187
Current assets					
Debtors	15	16,408		30,061	
Cash at bank and in hand		416,724		327,333	
		433,132		357,394	
Creditors: Amounts falling due within one year	16	(366,833)		(298,584)	
Net current assets			66,299		58,810
Total assets less current liabilities			77,407		75,997
Net assets			77,407		75,997
Funds of the charity					
Unrestricted funds			77,407		75,997
Total charity funds	18		77,407		75,997

For the year ending 31 March 2024 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 19 June 2024, and are signed on behalf of the board by:

Max Edwards (Chair)
Trustee

Company registration number: 02960157

Creative Arts East

Company Limited by Guarantee

Statement of cash flows

Year ended 31 March 2024

	2024 £	2023 £
Cash flows from operating activities		
Net income/(expenditure)	1,410	(2,458)
Adjustments for:		
Depreciation of tangible fixed assets	8,299	11,592
Other interest receivable and similar income	(14,196)	(3,090)
Changes in:		
Trade and other debtors	13,653	11,549
Trade and other creditors	68,249	(47,680)
Cash generated from operations	77,415	(30,087)
Interest received	14,196	3,090
Net cash from/(used in) operating activities	91,611	(26,997)
Cash flows from investing activities		
Purchase of tangible assets	(2,220)	(1,847)
Net cash used in investing activities	(2,220)	(1,847)
Net increase/(decrease) in cash and cash equivalents	89,391	(28,844)
Cash and cash equivalents at beginning of year	327,333	356,177
Cash and cash equivalents at end of year	416,724	327,333

The notes on pages 15 to 25 form part of these financial statements.

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is Dragon Hall, 115-123 King Street, Norwich, Norfolk, NR1 1QE.

2. Statement of compliance

The charity constitutes a public benefit entity as defined by FRS 102. 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis and are prepared in sterling, which is the functional currency of the entity.

Going concern

The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue, and as a result the financial statements have been prepared on a going concern basis.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Income

All income is included in the statement of financial activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably

- funding received in respect of future years is shown as deferred income at the balance sheet date and recognised in the period when the related activity occurs

3. **Accounting policies** *(continued)*

Government grants

Government grants are recognised using the accrual model.

Under the accrual model, government grants relating to revenue are recognised on a systematic basis over the periods in which the company recognises the related costs for which the grant is intended to compensate. Grants that are receivable as compensation for expenses or losses already incurred or for the purpose of giving immediate financial support to the entity with no future related costs are recognised in income in the period in which it becomes receivable.

Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.

- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Operating leases

Lease payments are recognised as an expense over the lease term on a straight-line basis. The aggregate benefit of lease incentives is recognised as a reduction to expense over the lease term, on a straight-line basis.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Website	-	20% straight line
Display and office equipment	-	33% Straight line and 20% straight line
Cinema equipment	-	50% Straight line and 33% straight line
Computer equipment	-	33% straight line

3. Accounting policies *(continued)*

Investments

Unlisted investments are initally recorded at cost, and subsequently measured at fair value. If fair value cannot be reliably measured, assets are measured at cost less impairment.

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

4. Limited by guarantee

Creative Arts East is a company limited by guarantee and accordingly does not have a share capital.

5. Donations and legacies

	Unrestricted Funds £	**Total Funds 2024 £**	Unrestricted Funds £	Total Funds 2023 £
Donations				
Donations	171	171	566	566
Donations in kind	–	–	6,000	6,000

5. Donations and legacies *(continued)*

	Unrestricted Funds £	**Total Funds 2024 £**	Unrestricted Funds £	Total Funds 2023 £
Grants				
Grants	225,101	225,101	185,067	185,067
	225,272	225,272	191,633	191,633

Grants received, included in the above, are as follows:

	2024 £	**2023 £**
Arts Council NPO Funding	204,760	167,760
Breckland Council	4,000	4,000
King's Lynn and West Norfolk Council	3,000	3,000
Norfolk County Council	10,307	10,307
Other grants	3,034	–
Total grants	225,101	185,067

6. Charitable activities

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2024 £**
Project activities	38,476	366,754	405,230

	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £
Project activities	67,813	334,934	402,747

7. Investment income

	Unrestricted Funds £	**Total Funds 2024 £**	Unrestricted Funds £	Total Funds 2023 £
Bank interest	14,196	14,196	3,090	3,090

8. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Support costs £	**Total funds 2024 £**	Total fund 2023 £
Direct project costs	285,294	–	285,294	204,244
Wages	–	275,010	275,010	301,067
Social security	–	17,091	17,091	18,591
Rent and rates	–	11,318	11,318	13,171
Printing, postage and stationery	–	2,778	2,778	5,286

Subscriptions and publications	–	4,293	4,293	4,162
Telephone and fax	–	1,198	1,198	1,428
Training and development	–	915	915	4,489
Travel and entertainment	–	757	757	486
Other staff costs	–	7,226	7,226	4,027
Depreciation	–	7,081	7,081	11,592
Sundries	–	108	108	91
Bank fees and charges	–	1,021	1,021	425
Repairs and maintenance	–	6,798	6,798	10,054
Office costs	–	11,278	11,278	9,898
Marketing	–	4,190	4,190	3,543
Insurance	–	2,294	2,294	2,079
Legal and professional fees	–	505	505	–
Governance costs	–	4,133	4,133	5,295
	285,294	357,994	643,288	599,928

Expenditure on charitable activities includes restricted expenditure amounting to £366,754 (2023: £334,934).

Governance costs

	2024	2023
	£	£
Independent examination - current year	3,156	3,156
Independent examination - prior year	–	(79)
Other accountancy services	977	2,218
	4,133	5,295

9. Net income/(expenditure)

Net income/(expenditure) is stated after charging/(crediting):

	2024	2023
	£	£
Depreciation of tangible fixed assets	8,299	11,592

10. Independent examination fees

	2024	2023
	£	£
Fees payable to the independent examiner for:		
Independent examination of the financial statements	3,156	3,077

11. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2024	2023
	£	£
Wages and salaries	265,188	291,226
Social security costs	17,091	18,591
Employer contributions to pension plans	9,822	9,841
	292,101	319,658

11. Staff costs *(continued)*

The average head count of employees during the year was 13 (2023: 15).

No employee received employee benefits of more than £60,000 during the year (2023: Nil).

12. Trustee remuneration and expenses

There were no trustees' remuneration or other benefits for the year ended 31 March 2024 nor for the year ended 31 March 2023.

No trustee expenses have been incurred in either the current or previous year.

13. Tangible fixed assets

	Website £	Display and office equipment £	Cinema equipment £	Computer equipment £	Total £
Cost					
At 1 Apr 2023	30,383	11,665	33,296	27,690	103,034
Additions	–	1,922	–	298	2,220
Disposals	–	–	–	(774)	(774)
At 31 Mar 2024	30,383	13,587	33,296	27,214	104,480
Depreciation					
At 1 Apr 2023	18,230	10,631	33,295	25,191	87,347
Charge for the year	6,076	290	–	1,933	8,299
Disposals	–	–	–	(774)	(774)
At 31 Mar 2024	24,306	10,921	33,295	26,350	94,872
Carrying amount					
At 31 Mar 2024	6,077	2,666	1	864	9,608
At 31 Mar 2023	12,153	1,034	1	2,499	15,687

14. Investments

	Other investments £
Cost or valuation	
At 1 Apr 2023	1,500
Additions	–
At 31 Mar 2024	1,500
Impairment	
At 1 Apr 2023 and 31 Mar 2024	–
Carrying amount	
At 31 Mar 2024	1,500
At 31 Mar 2023	1,500

14. Investments *(continued)*

All investments shown above are held at valuation.

There were no investment assets outside the UK.

Investments (neither listed nor unlisted) were as follows:

	2024	2023
	£	£
Peter Blake artwork	1,500	1,500

15. Debtors

	2024	2023
	£	£
Trade debtors	9,752	24,691
Prepayments and accrued income	6,656	5,370
	16,408	30,061

16. Creditors: Amounts falling due within one year

	2024	2023
	£	£
Trade creditors	8,001	24,617
Accruals and deferred income	355,139	270,678
Social security and other taxes	3,693	3,289
	366,833	298,584

	2024	2023
	£	£
Deferred income brought forward	262,894	318,759
Released during the year	(262,894)	(318,759)
Deferred during the year	344,328	262,894
Deferred income carried forward	344,328	262,894

Deferred income relates to funding received in respect of future years.

17. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £9,822 (2023: £9,841).

18. Analysis of charitable funds

Year ended 31 March 2024

Unrestricted funds

	At 1 April 2023	Income	Expenditure	Transfers	**At 31 March 2024**
	£	£	£	£	£
General funds	25,997	277,944	(276,534)	–	27,407
Designated funds	50,000	–	–	–	50,000
	75,997	277,944	(276,534)	–	77,407

In the prior year the trustees transferred funds of £50,000 to a designated fund. These funds are considered to be sufficient to cover necessary costs in the event of the Charity's closure.

Restricted funds

	At 1 April 2023	Income	Expenditure	Transfers	**At 31 March 2024**
	£	£	£	£	£
BFI FAN Film Exhibition Fund	–	34,049	(34,049)	–	–
Cambridge Rural Touring Flock / Young Creatives Network	–	26,997	(26,997)	–	–
Inn Crowd	–	4,274	(4,274)	–	–
LCEP	–	15,624	(15,624)	–	–
Kickstart	–	5,863	(5,863)	–	–
Mercers (The Earl of Northampton Fund)	–	3,984	(3,984)	–	–
Non-Breckland Arts for Health	–	21,219	(21,219)	–	–
Plugged In	–	26,524	(26,524)	–	–
Breckland Arts for Health	–	3,000	(3,000)	–	–
Youth Music Project	–	29,083	(29,083)	–	–
Rekindle (National)	–	25,122	(25,122)	–	–
Rekindle (Norfolk)	–	159,638	(159,638)	–	–
	–	11,377	(11,377)	–	–
	–	366,754	(366,754)	–	–

Year ended 31 March 2023

Unrestricted funds

	At 1 April 2022	Income	Expenditure	Transfers	**At 31 March 2023**
	£	£	£	£	£
General funds	78,455	262,536	(264,994)	(50,000)	25,997
Designated funds	–	–	–	50,000	50,000
	78,455	262,536	(264,994)	–	75,997

Restricted funds

	At 1 April 2022	Income	Expenditure	Transfers	**At 31 March 2023**
	£	£	£	£	£
BFI FAN Film Exhibition Fund	–	29,216	(29,216)	–	–
Cambridge Rural Touring Flock / Young Creatives Network	–	20,202	(20,202)	–	–
Inn Crowd	–	27,535	(27,535)	–	–
LCEP	–	27,908	(27,908)	–	–
Kickstart	–	13,018	(13,018)	–	–
Mercers (The Earl of Northampton Fund)	–	25,000	(25,000)	–	–
Operation No Cold Shoulder	–	937	(937)	–	–
Non-Breckland Arts for Health	–	44,777	(44,777)	–	–
Plugged In	–	20,633	(20,633)	–	–
ACE - SE Libraries Touring Project	–	138	(138)	–	–
Breckland Arts for Health	–	43,966	(43,966)	–	–
Spirit of 2012	–	57,911	(57,911)	–	–
VCSE Digital Inclusion	–	13,557	(13,557)	–	–
Youth Music Project	–	2,216	(2,216)	–	–
	–	334,934	(334,934)	–	–

Mercers - a three year project to support older people across Norfolk, including Our Day Out and rural touring activity 2019-2023.

Plugged In - supporting artists with protected characteristics to create a range of digital and/or live performance work, and engages both digitally and in person.

LCEP - Arts Council funding and partnership investment via Norfolk and Norwich Festival to support the coordination and delivery functions of PEACH West Norfolk - a Local Cultural Education Partnership across April 2020-March 2025. The work of the LCEP, which is administered by CAE, aims to radically transform the cultural education provision and ambitions of children and young people across the Borough of King's Lynn and West Norfolk.

Non-Breckland Arts for Health (prev. Our Day Out) - These funds support afternoon creative workshops in rural communities across West Norfolk and Great Yarmouth; enabling vulnerable older people experiencing ill health and / or loneliness to take part in creativity and increase their wellbeing and social connectedness as a result.

Rekindle - (2023-2026) An Arts Council England Nationally Strategic Project supporting action research between arts organisations and library services in 5 localities: Norfolk, Medway, Buckinghamshire, Sandwell. Blackburn, delivering workforce training and creative programming in the library space.

Cambridge Rural Touring - an Arts Council Project Grants funded partnership project, led by Cambridgeshire ACRE from April 2020 - September 2023. The project will serve to reignite rural touring provision across north Cambridgeshire, supporting and enabling community volunteer groups to access the Creative Arts East Live and Screen membership schemes.

Breckland Arts for Health (prev. Silver Social) - Breckland Council investment supporting afternoon creative workshops and events in rural communities across Breckland; enabling vulnerable older people experiencing ill health and / or loneliness to take part in creativity and increase their wellbeing and social connectedness as a result.

Inn Crowd - a three year project supporting live performance in rural pubs (2016-2019), leading to a further three-year project Inn Crowd Pubs + (2019-2023)

VCSE Digital Inclusion Grant - This funding supported the purchase and use of digital tablets and accessories, as part of our Creative Socials programme with vulnerable older people, aiming to increase digital confidence and competence.

Youth Music Move Shake - (2022- 2025) community musicians in residence across 6 rural communities and training for young people to become community music event managers.

FLOCK/ Young Creatives Network (formerly Kickstart) - a multi-sector regional scheme aiming to network and support young emerging creatives through dedicated training and employment opportunities.

BFI FAN Film Exhibition Fund - project funding from BFI FAN to support the annual costs of community cinema scheme, including management and license subsidy (2023-2026)

19. Analysis of net assets between funds

	Unrestricted Funds	Restricted Funds	**Total Funds 2024**
	£	£	£
Tangible fixed assets	9,608	–	9,608
Investments	1,500	–	1,500
Net current assets	66,299	–	66,299
	77,407	–	77,407

	Unrestricted Funds	Restricted Funds	**Total Funds 2023**
	£	£	£
Tangible fixed assets	15,687	–	15,687
Investments	1,500	–	1,500
Net current assets	58,810	–	58,810
	75,997	–	75,997

20. Analysis of changes in net debt

	At 1 Apr 2023	Cash flows	**At 31 Mar 2024**
	£	£	£
Cash at bank and in hand	327,333	89,391	416,724

21. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	2024	2023
	£	£
Not later than 1 year	227	910
Later than 1 year and not later than 5 years	–	227
	227	1,137

22. Related parties

During the year artist's fees of £nil (2023: £3,446) were paid to James McDermott, a trustee of Creative Arts East.

During the year reimbursed expenses of £406 (2023: £708) were paid to Liz Somerville, a trustee of Creative Arts East, in connection with one of the charity's health schemes for which she is a volunteer.

No other related party transactions took place during the year.

CREATIVE ARTS EAST

England & Wales - Charity number 1040321

Accounts

COMPANY REGISTRATION NUMBER: 02960157

CHARITY REGISTRATION NUMBER: 1040321

Creative Arts East

Company Limited by Guarantee

Unaudited financial statements

31 March 2023

Creative Arts East

Company Limited by Guarantee

Financial statements

Year ended 31 March 2023

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Creative Arts East

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report)

Year ended 31 March 2023

The trustees, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 31 March 2023.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Companies Act 2006 and 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 published in October 2019.

Chair's report

2022-23 has seen the staff and Board continue to restructure, rebuild, and rejuvenate our core mission and objectives. Over the last year the number of users and beneficiaries of Creative Arts East's community events programme have again increased significantly, and those facing health and isolation challenges have continued to show improved wellbeing, social connectedness, and loneliness levels.

We remain grateful for the essential backing of our funders and supporters, including BFI, Breckland Council, and Spirit of 2012, many of whom have continued to allow us to flex their investment to make a meaningful response to the year in hand and the obstacles it presented. With this support, and whilst the fundraising climate continues to present a significant challenge, I am proud that the charity has been successful in securing large-scale core funding and developmental investment for 2023-2026. This includes a renewed and increased Arts Council England National Portfolio Organisation agreement, alongside nationally significant project funds to support arts in libraries.

I would like to extend my thanks to the Board, team, and senior management at Creative Arts East for their meticulous planning and dedication. I would also like to extend thanks and appreciation to the partners who have contributed to the mission and security of the Charity, in particular the National Centre for Writing, who have provided us with office space during this period.

As we look ahead, I remain confident of the continued success of our organisation in making a vital contribution to rural communities across the wider Eastern region and look forward to working with the team, Board, partners and investors.

Max Edwards
Chair

Reference and administrative details

Registered charity name	Creative Arts East
Charity registration number	1040321
Company registration number	02960157
Principal office and registered office	Dragon Hall 115-123 King Street Norwich Norfolk NR1 1QE

The trustees

The trustees who served during the year and at the date of approval were as follows:

Max Edwards (Chair)
Pat Holtom
James McDermott
Alison McFarlane (resigned 10 November 2022)
Amy Potter
Lynne Simpkin
Elizabeth Somerville

Principal Officer	Natalie Jode (Executive Director)
Observers	Cassie Catchpole - Arts Council England Sarah Dennis - Borough Council of King's Lynn and West Norfolk
Company secretary	Julie Hewitt
Independent examiner	Mark Proctor FCA DChA Lovewell Blake LLP Chartered accountants Bankside 300 Peachman Way Broadland Business Park Norwich NR7 0LB
Bankers	Barclays Level 15 1 Churchill Place London E14 5HP

Virgin Money
Jubilee House
Gosforth
Newcaslte Upon Tyne
NE3 4PL

Flagstone Group Ltd
1st Floor, Clareville House
26-27 Oxendon Street
London
SW1Y 4EL

Objectives and activities

The purposes of the charity are the promoting, maintaining, improving and advancing of education within the community at large, and particularly in the rural areas of Norfolk, through the promotion, production, performance and encouragement of the arts (defined as the performing, visual, media, plastic or written arts). In furtherance of such objects the charity shall have power:

- to co-operate and enter into agreements or arrangements with any authorities, national, local or otherwise, international bodies, parish councils, village hall committees, schools, churches, arts centres, theatres, clubs, societies, charitable trusts and other similar bodies and individuals;
- to cause to be held exhibitions, meetings, lectures, classes, seminars, courses, performances, workshops, excursions, entertainments and broadcasts either alone or with others;
- to cause to be written and printed or otherwise reproduced and circulated, gratuitously or otherwise, periodicals, magazines, books, leaflets or other documents or films or recorded tapes or other technology-based media.

These objects set out the breadth of activity that Creative Arts East may undertake and the collaborative approach that lies at the heart of the organisation. They also define the peripatetic nature of the activities, and the centrality of learning about, and through, the arts to enrich and improve the quality of life of the whole community. To this end Creative Arts East's mission is "To increase people's enjoyment, skills and health through the power of the arts".

Our main aims are -

- To inspire people to expand their individual creativity and broaden their cultural horizons
- To empower adults and young people to join together to enrich their communities
- To enhance the wellbeing of individuals within rural and disadvantaged communities
- To raise the skills and/or aspirations of rurally isolated and disadvantaged individuals and communities
- To be a highly efficient, innovative and effective organisation

We focus on engaging those communities or its members who face geographical, physical or other barriers to participating in the cultural life of the area, and do this by providing a range of activities that take place on an outreach basis in a wide variety of locations. Many participatory activities are provided free of charge at the point of use by the public. When charges for participation or access to services are necessary, these are kept as low as possible and concessions provided to ensure wide accessibility. In doing so the trustees have had due regard to the Charity Commission's general guidance on public benefit and to its supplementary guidance on fee charging.

Summary of the main activities in relation to these objects

Our strategy is to deliver activities that benefit the public through two major strands of work in order to fulfil our aims. These are:-

1. The delivery of core community touring work. In partnership with local authorities and voluntary groups we organise highly successful community touring schemes, bringing professional performing artists and an eclectic programme of films into rural communities.

Objectives and activities ***(continued)***

2. The delivery of a portfolio of learning projects using the arts as a tool for engagement in partnership with private, public and voluntary sector stakeholders.

Significant activities

Summary of the main achievements of the charity during the year

1. The delivery of core community touring work.

Community touring remains a core priority for Creative Arts East (CAE).

The Creative Arts East Live! and Creative Arts East Screen schemes provide community groups in rural locations access to: curated programmes of appropriate live performance and film titles; financial subsidy towards the cost of fees and licenses; reduced hire rates for projection equipment; marketing collateral; and volunteer training provision.

Throughout 2022/23, Creative Arts East Live! and Creative Arts East Screen continued to support grassroots voluntary groups and community venues with in-person event activity, online access, and training and advice. In person event activity alone enabled over 19,000 audience engagements, a significant increase on the previous two years.

The work of the Creative Arts East Live! and Screen schemes have been maintained thanks to ongoing investment by Norfolk County Council alongside contributions from Breckland Council, the Borough Council of King's Lynn & West Norfolk, and the BFI Film Audience Network.

2022/23 was a COVID-recovery extension year of CAE's 4-year National Portfolio agreement with Arts Council England (2018- 2022) which underpins the organisation to deliver this work.

In addition, a number of developmental initiatives were undertaken, including:

- Inn Crowd, touring live literature to rural pubs funded by Arts Council England via Applause Rural Touring
- Plugged In, commissioning and distribution of live performance artists identifying as disabled, LGBTQ+, or as a person of colour - funded by Arts Council England
- Touring Arts in Libraries - workforce mentoring and communications support contract with the National Rural Touring Forum (NRTF)
- Rural Touring in Cambridgeshire, a partnership project with Cambridgeshire ACRE to provide new opportunities for community-led events in rural areas of Cambridgeshire, with a particular emphasis on Fenland and East Cambs. Funded by Arts Council England.

2. The delivery of a portfolio of learning projects using the arts as a tool for engagement.

Alongside its core community touring activities, CAE develops and manages a portfolio of participatory and developmental projects. These remain a necessary element of the CAE financial model, the income from which, in conjunction with essential local authority investment, underwrites the costs of the organisation and its core community events schemes. As such the Charity continued to manage a wide portfolio of project activity during 2022/23 that provided essential learning opportunities, health and wellbeing interventions and COVID-recovery to communities and individuals across East Anglia.

Objectives and activities *(continued)*

Project activity included:

- 'Our Day Out', an inclusive older people's programme of arts participation, with specific emphasis on reaching those with a dementia and their carers, funded until 2022 by Spirit of 2012, National Lottery Community Fund and the Earl of Northampton's Charity via Mercer's Company
- 'Silver Social', a programme of creative workshops and afternoon events for vulnerable people aged 50+ across Breckland, funded by Breckland Council
- PEACH West Norfolk, strategic partnership management for cultural education across West Norfolk, funded by King's Lynn and West Norfolk Borough Council and Arts Council England via Norfolk and Norwich Festival Bridge
- Flock Network of Emerging Creatives East Anglia, a workforce development initiative supporting the introduction and development of creative careers, funded by Norfolk and Norwich Festival Bridge.

Public benefit

In planning activities for the year under review the Trustees kept in mind the Charity Commission's guidance on Public Benefit at meetings, when exercising powers or performing duties in their roles. The activities outlined above in this report provide examples of how the charity has sought to further its charitable purposes for the benefit of the general public. The Trustees believe passionately that the delivery of our work as outlined on Page 5 benefits a significant section of the general public in Norfolk, Suffolk, and the wider Southeastern region.

Our artistic values

Our artistic aims are to inspire people to expand their individual creativity, broaden their cultural horizons and join together to create culturally rich, diverse and inclusive communities.

CAE strives to achieve balanced programmes of engagement, ensuring representation of a wide range of artforms, stories and voices, which will appeal to all sections of the community.

Care is taken to use public subsidy wisely, exercising careful control over quality, artistic integrity, breadth, variety and cultural diversity. Wherever possible we seek opportunities to present work which extends experience, and surprises, excites, challenges and develops new audiences. We are keen to identify and support up-and-coming, as well as established, regional companies and performers who can contribute to the development of CAE programmes and projects and the beneficiaries of these.

Strategic report

The following sections for achievements and performance and financial review form the strategic report of the charity.

Achievements and performance

During 2022/23 CAE continued to develop its Business Plan in the context of COVID recovery, reviewing areas of development and change as necessary alongside the linked Audience Development, Equality & Diversity, and Environmental Action Plans.

CAE continued to offer high quality, professional cultural interventions to rural or underserved communities and isolated residents across Norfolk, Suffolk, and Cambridgeshire; enabling cultural engagement through a programme of rural cinema and performance events; and providing learning and participation opportunities for a range of beneficiaries.

A number of strategic and developmental initiatives were undertaken to evolve and enhance creative provision for rural and underserved communities and the cultural workforce at large; these included the design of a national partnership for library workforce upskilling, ill-health-prevention and social prescribing pathways development, particularly across Breckland, and the start of an emerging creatives network for the Eastern region in partnership with Norfolk and Norwich Festival.

Financial review

The annual income of Creative Arts East was £597,470 (2022: £481,918) and expenditure was at £599,928 (2022: £485,758), resulting in a deficit of £2,458 (2022: deficit of £3,840).

Reserves Policy

The trustees, having regard to the liquidity requirements of operating the charity and to the reserves policy, have operated a policy of keeping available funds in an interest-bearing account and seek to achieve a reasonable rate on deposit. Reserves are needed to bridge the gap between the spending and receiving of resources and to cover unplanned emergencies and other expenditure. The Trustees consider that the ideal level of reserves as at 31 March 2023 would be £50,000. The actual reserves were £75,997 providing the charity with £25,997 of working capital. This working capital will be used to invest in the charity's future by supporting activities that secure its medium to long term, and/or to support, in the short term, any funding shortfall, particularly in light of the COVID-19 impact on funding availability.

Of the actual reserves, the charity's free reserves (being net current assets in the unrestricted fund, including designated funds) amounted to £58,810.

Creative Arts East is grateful to its primary investor, Arts Council England, and those organisations that have supported multi-year project activity, granted annual applications, and/or developed partnership agreements, including Spirit of 2012, British Film Institute, Mercer's Company, Borough Council of King's Lynn and West Norfolk, Norfolk County Council, Breckland Council, DWP, Norfolk and Norwich Festival Bridge, Applause Rural Touring, National Rural Touring Forum, and Cambridgeshire ACRE.

Plans for future periods

Creative Arts East has successfully secured a new funding term, with increased investment, for 2022/23 as an Arts Council England National Portfolio Organisation, which will enable continuation of community touring across Norfolk, Suffolk, and Cambridgeshire alongside afternoon arts for health activities in Breckland.

During 2023-2026, CAE will deliver a number of new projects, including Move/Shake - a programme of musicians in residence for children and young people supported by Youth Music (2022-2025) and Rekindle - an action research partnership with Norfolk Library and Information Service and four other national arts and library collaborations, seeking to develop new opportunities for arts access in and around library spaces (Arts Council England investment 2023-2026).

Impact of COVID-19

Many of the innovations developed during the pandemic have been maintained in 2022/23 and will inform our long-term renewal and delivery approach.

Whilst the number of public events and audience members remains lower than pre-COVID times, engagement levels continue to rise year on year and in 2022/23 audiences for events reached 19,000+. This positive upward trend demonstrates that the flexible and responsive approach to COVID support and recovery taken by the charity to date is the correct strategy upon which to continue building, with the aim to return to pre-COVID levels of operation by 2025/26.

Thanks to continued and flexible investment commitments by primary funders, as well as savings made internally, CAE has maintained its financial position and forecasts a breakeven budget for 2023/24. This foundation, alongside our track record in designing, fundraising, and delivering social impact projects - several of which are already underway - stands us in a strong position to maintain a sound financial position in the longer-term.

Structure, governance and management

Governing document

The organisation is a charitable company limited by guarantee, incorporated on 20 July 1994 and registered as a charity on 23 August 1994. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Trustee selection methods

Trustees are elected from and by the full members at the Annual General Meeting. One third of the trustees must retire from office. The members to retire shall be those longest in office since their last election. These members are eligible for re-election. Two members are appointed representing service users or partners, the remaining members are appointed by the company in general meeting as it thinks fit.

Trustee induction and training

New Trustees undergo an orientation day to brief them on their legal obligations under charity and company law, the Charity Commission guidance on public benefit, content of the Memorandum and Articles of Association, the Board, the sub-committee and the decision making process, the risk register, the Business plan and recent financial information including the financial performance of the charity.

During the induction day, they meet key employees and other Trustees.

Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

Organisational structure

The Charity is governed by a Board of Management who are elected to office at the AGM in accordance with the terms laid down in its Memorandum and Articles of Association. This Board of Management are the trustees of the Charity.

The Board meets quarterly and there is a sub-committee covering finance, audit and staff which normally meets twice a year or more frequently as required. An Executive Director is appointed by the Trustees to manage the day to day operations of the Charity.

Decisions are made by the Board but to facilitate operations, the Executive Director has delegated authority for operational matters including finance, employment, fundraising, programming and project management.

The Executive Director and Finance Manager attend Board meetings to present reports and advise the Board.

Risk management

The Board of Management meets on a quarterly basis to discuss the issues and risks affecting the company. The company has appropriate systems in place to identify potential risks and assess them in terms of likelihood and significance. The risks are regularly monitored and controls are implemented in order to mitigate any impact that they may have on Creative Arts East. This includes a Risk Register, the content of which is informed by consultation with staff, Board and external stakeholders and which is reviewed at each Board meeting.

Structure, governance and management *(continued)*

Independent examiner

The independent examiner, Mark Proctor of Lovewell Blake LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

The trustees' annual report and the strategic report were approved on ..... and signed on behalf of the board of trustees by:

Max Edwards (Chair)
Trustee

Creative Arts East

Company Limited by Guarantee

Independent examiner's report to the trustees of Creative Arts East

Year ended 31 March 2023

I report to the charity trustees on my examination of the financial statements of the company for the year ended 31 March 2023 which comprise the statement of financial activities (including income and expenditure account), statement of financial position, statement of cash flows and the related notes.

Responsibilities and basis of report

As the charity's trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the financial statements of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's financial statements as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or

2. the financial statements do not accord with those records; or

3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or

4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Mark Proctor FCA DChA
Independent Examiner

Lovewell Blake LLP
Chartered accountants
Bankside 300
Peachman Way
Broadland Business Park
Norwich
NR7 0LB

Creative Arts East

Company Limited by Guarantee

Statement of financial activities (including income and expenditure account)

Year ended 31 March 2023

	Note	2023 Unrestricted funds £	2023 Restricted funds £	2023 Total funds £	2022 Total funds £
Income and endowments					
Donations and legacies	5	191,633	–	191,633	161,600
Charitable activities	6	67,813	334,934	402,747	317,845
Investment income	7	3,090	–	3,090	196
Other income	8	–	–	–	2,277
Total income		262,536	334,934	597,470	481,918
Expenditure					
Charitable activities	9	264,994	334,934	599,928	485,758
Total expenditure		264,994	334,934	599,928	485,758
Net expenditure and net movement in funds		(2,458)	–	(2,458)	(3,840)
Reconciliation of funds					
Total funds brought forward		78,455	–	78,455	82,295
Total funds carried forward		75,997	–	75,997	78,455

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

The notes on pages 15 to 28 form part of these financial statements.

Creative Arts East

Company Limited by Guarantee

Statement of financial position

31 March 2023

	Note	2023 £	2023 £	2022 £	2022 £
Fixed assets					
Tangible fixed assets	14		15,687		25,432
Investments	15		1,500		1,500
			17,187		26,932
Current assets					
Debtors	16	30,061		41,610	
Cash at bank and in hand		327,333		356,177	
		357,394		397,787	
Creditors: Amounts falling due within one year	17	(298,584)		(346,264)	
Net current assets			58,810		51,523
Total assets less current liabilities			75,997		78,455
Net assets			75,997		78,455
Funds of the charity					
Unrestricted funds			75,997		78,455
Total charity funds	19		75,997		78,455

For the year ending 31 March 2023 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on ..... and are signed on behalf of the board by:

Max Edwards (Chair)
Trustee

Company registration number: 02960157

The notes on pages 15 to 28 form part of these financial statements.

Creative Arts East

Company Limited by Guarantee

Statement of cash flows

Year ended 31 March 2023

	2023 £	2022 £
Cash flows from operating activities		
Net expenditure	(2,458)	(3,840)
Adjustments for:		
Depreciation of tangible fixed assets	11,592	14,268
Other interest receivable and similar income	(3,090)	(196)
Accrued (income)/expenses	(55,865)	123,376
Changes in:		
Trade and other debtors	11,549	(32,728)
Trade and other creditors	8,185	(5,774)
Cash generated from operations	(30,087)	95,106
Interest received	3,090	196
Net cash (used in)/from operating activities	(26,997)	95,302
Cash flows from investing activities		
Purchase of tangible assets	(1,847)	(3,595)
Net cash used in investing activities	(1,847)	(3,595)
Net (decrease)/increase in cash and cash equivalents	(28,844)	91,707
Cash and cash equivalents at beginning of year	356,177	264,470
Cash and cash equivalents at end of year	327,333	356,177

The notes on pages 15 to 28 form part of these financial statements.

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is Dragon Hall, 115-123 King Street, Norwich, Norfolk, NR1 1QE.

2. Statement of compliance

The charity constitutes a public benefit entity as defined by FRS 102. 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Income

All income is included in the statement of financial activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

3. **Accounting policies** *(continued)*

Income *(continued)*

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably

- funding received in respect of future years is shown as deferred income at the balance sheet date and recognised in the period when the related activity occurs

Government grants

Government grants are recognised using the accrual model.

Under the accrual model, government grants relating to revenue are recognised on a systematic basis over the periods in which the company recognises the related costs for which the grant is intended to compensate. Grants that are receivable as compensation for expenses or losses already incurred or for the purpose of giving immediate financial support to the entity with no future related costs are recognised in income in the period in which it becomes receivable.

Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.

- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are apportioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Operating leases

Lease payments are recognised as an expense over the lease term on a straight-line basis. The aggregate benefit of lease incentives is recognised as a reduction to expense over the lease term, on a straight-line basis.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

3. **Accounting policies** *(continued)*

Tangible assets *(continued)*

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other recognised gains and losses, unless it reverses a charge for impairment that has previously been recognised as expenditure within the statement of financial activities. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other recognised gains and losses, except to which it offsets any previous revaluation gain, in which case the loss is shown within other recognised gains and losses on the statement of financial activities.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Improvements to property	-	33% straight line
Website	-	20% straight line
Display and office equipment	-	33% Straight line and 20% straight line
Cinema equipment	-	50% Straight line and 33% straight line
Computer equipment	-	33% straight line

Investments

Unlisted equity investments are initially recorded at cost, and subsequently measured at fair value. If fair value cannot be reliably measured, assets are measured at cost less impairment.

Listed investments are measured at fair value with changes in fair value being recognised in income or expenditure.

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

3. **Accounting policies** *(continued)*

Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. **Limited by guarantee**

Creative Arts East is a company limited by guarantee and accordingly does not have a share capital.

5. **Donations and legacies**

	Unrestricted Funds £	**Total Funds 2023 £**	Unrestricted Funds £	Total Funds 2022 £
Donations				
Donations	566	566	733	733
Donations in kind	6,000	6,000	6,000	6,000
Grants				
Grants	185,067	185,067	154,867	154,867
	191,633	191,633	161,600	161,600

5. Donations and legacies *(continued)*

Grants received, included in the above, are as follows:

	2023	2022
	£	£
Arts Council NPO Funding	167,760	137,560
Breckland Council	4,000	4,000
King's Lynn and West Norfolk Council	3,000	3,000
Norfolk County Council	10,307	10,307
Total grants	185,067	154,867

6. Charitable activities

	Unrestricted Funds	Restricted Funds	**Total Funds 2023**
	£	£	**£**
Project activities	67,813	334,934	402,747

	Unrestricted Funds	Restricted Funds	Total Funds 2022
	£	£	£
Project activities	51,572	266,273	317,845

7. Investment income

	Unrestricted Funds	**Total Funds 2023**	Unrestricted Funds	Total Funds 2022
	£	**£**	£	£
Bank interest	3,090	3,090	196	196

8. Other income

	Unrestricted Funds	**Total Funds 2023**	Unrestricted Funds	Total Funds 2022
	£	**£**	£	£
CJRS - furlough income	–	–	2,277	2,277

9. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Support costs £	**Total funds 2023 £**	Total fund 2022 £
Direct project costs	204,244	–	204,244	131,005
Wages	–	301,067	301,067	277,404
Social security	–	18,591	18,591	17,386
Rent and rates	–	13,171	13,171	9,383
Printing, postage and stationery	–	5,286	5,286	458
Subscriptions and publications	–	4,162	4,162	5,964
Telephone and fax	–	1,428	1,428	1,243
Training and development	–	4,489	4,489	1,422
Travel and entertainment	–	486	486	275
Other staff costs	–	4,027	4,027	5,033
Depreciation	–	11,592	11,592	14,268
Sundries	–	91	91	328
Bank fees and charges	–	425	425	467
Repairs and maintenance	–	10,054	10,054	3,344
Office costs	–	9,898	9,898	8,764
Marketing	–	3,543	3,543	3,010
Insurance	–	2,079	2,079	1,929
Legal and professional fees	–	–	–	816
Governance costs	–	5,295	5,295	3,259
	204,244	395,684	599,928	485,758

Expenditure on charitable activities includes restricted expenditure amounting to £334,934 (2022: £266,273).

Governance costs

	2023 £	2022 £
Independent examination - current year	3,156	2,635
Independent examination - prior year	(79)	–
Other accountancy services	2,218	624
	5,295	3,259

10. Net expenditure

Net expenditure is stated after charging/(crediting):

	2023 £	2022 £
Depreciation of tangible fixed assets	11,592	14,268

11. Independent examination fees

	2023 £	2022 £
Fees payable to the independent examiner for:		
Independent examination of the financial statements	3,077	2,635

12. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2023	2022
	£	£
Wages and salaries	291,226	268,060
Social security costs	18,591	17,386
Employer contributions to pension plans	9,841	9,344
	319,658	294,790

The average head count of employees during the year was 15 (2022: 14).

No employee received employee benefits of more than £60,000 during the year (2022: Nil).

13. Trustee remuneration and expenses

There were no trustees' remuneration or other benefits for the year ended 31 March 2023 nor for the year ended 31 March 2022.

Trustees' expenses

During the year one trustee was reimbursed a total of £708 (2022: two trustees - £368) for various expenses.

14. Tangible fixed assets

	Website	Display and office equipment	Cinema equipment	Computer equipment	Total
	£	£	£	£	£
Cost					
At 1 Apr 2022	30,383	14,603	33,296	26,971	105,253
Additions	–	1,128	–	719	1,847
Disposals	–	(4,066)	–	–	(4,066)
At 31 Mar 2023	30,383	11,665	33,296	27,690	103,034
Depreciation					
At 1 Apr 2022	12,154	14,603	31,051	22,013	79,821
Charge for the year	6,076	94	2,244	3,178	11,592
Disposals	–	(4,066)	–	–	(4,066)
At 31 Mar 2023	18,230	10,631	33,295	25,191	87,347
Carrying amount					
At 31 Mar 2023	12,153	1,034	1	2,499	15,687
At 31 Mar 2022	18,229	–	2,245	4,958	25,432

15. Investments

	Other investments £
Cost or valuation	
At 1 Apr 2022	1,500
Additions	–
At 31 Mar 2023	1,500
Impairment	
At 1 Apr 2022 and 31 Mar 2023	–
Carrying amount	
At 31 Mar 2023	1,500
At 31 Mar 2022	1,500

All investments shown above are held at valuation.

There were no investment assets outside the UK.

Investments (neither listed nor unlisted) were as follows:

	2023 £	2022 £
Peter Blake artwork	1,500	1,500

16. Debtors

	2023 £	2022 £
Trade debtors	24,691	39,195
Prepayments and accrued income	5,370	2,415
	30,061	41,610

17. Creditors: Amounts falling due within one year

	2023 £	2022 £
Trade creditors	24,617	7,839
Accruals and deferred income	270,678	333,414
Social security and other taxes	3,289	5,011
	298,584	346,264

17. Creditors: Amounts falling due within one year *(continued)*

	2023	2022
	£	£
Deferred income brought forward	318,759	195,383
Released during the year	(318,759)	(195,383)
Deferred during the year	262,894	318,759
Deferred income carried forward	262,894	318,759

Deferred income relates to funding received in respect of future years.

18. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £9,841 (2022: £9,344).

19. Analysis of charitable funds

Year ended 31 March 2023

Unrestricted funds

	At 1 April 2022	Income	Expenditure	Transfers	**At 31 March 2023**
	£	£	£	£	£
General funds	78,455	262,536	(264,994)	(50,000)	25,997
Designated funds	–	–	–	50,000	50,000
	78,455	262,536	(264,994)	–	75,997

During the year the trustees transferred funds of £50,000 to a designated fund. These funds are considered to be sufficient to cover necessary costs in the event of the Charity's closure.

Restricted funds

	At 1 April 2022	Income	Expenditure	Transfers	**At 31 March 2023**
	£	£	£	£	£
BFI FAN Film Exhibition Fund	–	29,216	(29,216)	–	–
Cambridge Rural Touring Flock / Young Creatives Network	–	20,202	(20,202)	–	–
Inn Crowd	–	27,535	(27,535)	–	–
LCEP	–	27,908	(27,908)	–	–
Kickstart	–	13,018	(13,018)	–	–
Mercers (The Earl of Northampton Fund)	–	7,920	(7,920)	–	–
Operation No Cold Shoulder	–	25,000	(25,000)	–	–
Our Day Out	–	937	(937)	–	–
Plugged In	–	44,777	(44,777)	–	–
ACE - SE Libraries Touring Project	–	20,633	(20,633)	–	–
Silver Social	–	138	(138)	–	–
Spirit of 2012	–	43,966	(43,966)	–	–
VCSE Digital Inclusion	–	57,911	(57,911)	–	–
Youth Music Project	–	13,557	(13,557)	–	–
	–	2,216	(2,216)	–	–
	–	334,934	(334,934)	–	–

Year ended 31 March 2022

Unrestricted funds

	At 1 April 2021	Income	Expenditure	Transfers	At 31 March 2022
	£	£	£	£	£
General funds	82,295	215,645	(219,485)	–	78,455

Restricted funds

	At 1 April 2021	Income	Expenditure	Transfers	At 31 March 2022
	£	£	£	£	£
BFI FAN Film Exhibition Fund	–	8,960	(8,960)	–	–
Cambridge Rural Touring	–	15,012	(15,012)	–	–
Independent Age	–	4,555	(4,555)	–	–
Inn Crowd	–	24,336	(24,336)	–	–
LCEP	–	16,658	(16,658)	–	–
Kickstart	–	15,700	(15,700)	–	–
Mercers (The Earl of Northampton Fund)	–	25,000	(25,000)	–	–
NLCF - ODO West Norfolk	–	27,455	(27,455)	–	–
Operation No Cold Shoulder	–	3,750	(3,750)	–	–
Plugged In	–	26,015	(26,015)	–	–
Silver Social	–	3,030	(3,030)	–	–
Spirit of 2012	–	65,016	(65,016)	–	–
Youth Music Project	–	30,786	(30,786)	–	–
	–	266,273	(266,273)	–	–

BFI FAN Film Exhibition Fund – project funding from BFI FAN to support the annual costs of community cinema scheme, including management and license subsidy

Cambridge Rural Touring - an Arts Council Project Grants funded partnership project, led by Cambridgeshire ACRE from April 2020 - March 2022, with the possibility of extension due to COVID delays. The project will serve to reignite rural touring provision across north Cambridgeshire, supporting and enabling community volunteer groups to access the Creative Arts East Live and Screen membership schemes.

Independent Age - a six-month project, from September 2020, that supported increased production and distribution of the Creative Wellbeing Postal Packs to vulnerable residents across Norfolk and the wider region. This was in direct response to COVID support and recovery and use of funds was extended past the 6-month timeframe to match with demand.

Inn Crowd – a three year project supporting live performance in rural pubs (2016-19), leading to a further three-year project Inn Crowd Pubs + (2019-22)

Kickstart - a multi-sector scheme with Creative Arts acting as facilitator for the Arts sector regionally. This aims to place young persons in early stage subsidised employment with a view to opening up permanent opportunities over the medium-term. Wage subsidies are accompanied by employer grants and training funds to smooth the creation of new roles.

LCEP - Arts Council funding and partnership investment to support the coordination and delivery

functions of PEACH West Norfolk - a Local Cultural Education Partnership across April 2020-March 2022. The work of the LCEP, which is administered by CAE, aims to radically transform the cultural education provision and ambitions of children and young people across the Borough of King's Lynn and West Norfolk.

Mercers – a three year project to support older people across Norfolk, including Our Day Out and rural touring activity

NLCF – ODO West Norfolk – a two year project to deliver Our Day Out activity across two communities of West Norfolk

Operation No Cold Shoulder – a multi-partner, two year loneliness reduction project delivered across parts of Norfolk, CAE delivered creative workshops

Our Day Out - This is a project name made up of two streams of new funding for 2022/23: Breckland Health and Wellbeing Partnership and King's Lynn and West Norfolk Health and Wellbeing Partnership. These funds support afternoon creative workshops in rural communities across each local area; enabling vulnerable older people experiencing ill health and / or loneliness to take part in creativity and increase their wellbeing and social connectedness as a result.

Plugged In - Plugged In works specifically with artists with protected characteristics to create a range of digital and/or live performance work, and engages both digitally and in person.

ACE – SE Libraries Touring Project – a one year research project, supporting understanding about potentials and challenges of touring into libraries

Silver Social – programming contract supporting the Breckland Council project reaching isolated older people in rural communities

Spirit of 2012 – funding to deliver the Our Day Out programme of dementia-inclusive creative workshops across parts of Norfolk between 2016-19 and continued 2019-22

VCSE Digital Inclusion - This funding supported the purchase of digital tablets and accessories, such as memory cards, as well as the staffing costs of delivery of training and upskilling with vulnerable older people in the Our Day Out workshops. The aim of the programme was to increase the confidence and access of our vulnerable participants.

Youth Music Project – a three year project (2017-20) training at-risk young people in rural high schools to become community event managers

20. Analysis of net assets between funds

	Unrestricted Funds	Restricted Funds	**Total Funds 2023**
	£	£	£
Tangible fixed assets	15,687	–	15,687
Investments	1,500	–	1,500
Net current assets	58,810	–	58,810
	75,997	–	75,997

	Unrestricted Funds	Restricted Funds	**Total Funds 2022**
	£	£	£
Tangible fixed assets	25,432	–	25,432
Investments	1,500	–	1,500
Net current assets	51,523	–	51,523
	78,455	–	78,455

21. Analysis of changes in net debt

	At 1 Apr 2022	Cash flows	**At 31 Mar 2023**
	£	£	£
Cash at bank and in hand	356,177	(28,844)	327,333

22. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	2023	2022
	£	£
Not later than 1 year	910	910
Later than 1 year and not later than 5 years	227	1,137
	1,137	2,047

23. Related parties

Heroes Advertising and Public Relations Ltd

Max Edwards, trustee, is a director of Heroes Advertising and Public Relations Ltd. During the previous period the following transactions took place with this company:

	2023	Outstanding	2022
	£	£	£
Goods and services purchased	–	–	1,105

National Rural Touring Forum

Natalie Jode, executive director, was a trustee of National Rural Touring Forum until her resignation on 19 February 2022. During the previous period the following transactions took place with this company:

	2023	Outstanding	2022
	£	£	£
Goods and services purchased	–	–	1,400
Goods and services sold	–	–	3,750

During the year artist's fees of £3,446 (2022: £nil) were paid to James McDermott, a trustee of Creative Arts East.

CREATIVE ARTS EAST

England & Wales - Charity number 1040321

Accounts

COMPANY REGISTRATION NUMBER: 02960157

CHARITY REGISTRATION NUMBER: 1040321

Creative Arts East

Company Limited by Guarantee

Unaudited financial statements

31 March 2022

Creative Arts East

Company Limited by Guarantee

Financial statements

Year ended 31 March 2022

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Independent examiner's report to the trustees	11
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Creative Arts East

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report)

Year ended 31 March 2022

The trustees, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 31 March 2022.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Companies Act 2006 and 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 published in October 2019.

Chair's report

The strong foundations and important body of work at Creative Arts East have continued to enable the organisation to weather the COVID-19 storm and progress its mission and ambitions for the future, despite the ongoing challenges facing the cultural sector during 2021/22.

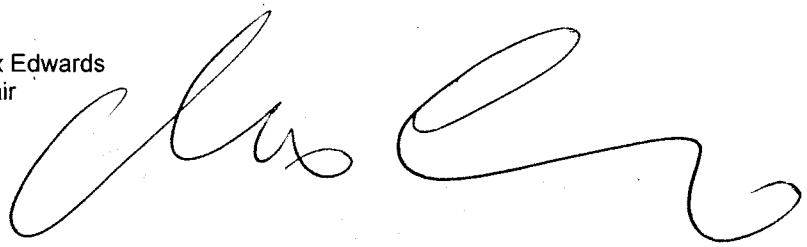
As the world begins to return to something of normality, over the last year the beneficiaries of Creative Arts East's community events programme have grown significantly, and those facing health and isolation challenges have continued to show increased positive development in their wellbeing, social connectedness, and loneliness levels.

We remain grateful for the essential backing of our funders and supporters, many of whom have continued to allow us to flex their investment to make a meaningful response to the year in hand and the obstacles it presented. With fundraising opportunities and delivery systems still significantly disrupted by the pandemic, I am pleased to report that we predict a break-even budget for 2022/23, based on an extension to our Arts Council England National Portfolio agreement, new investment for children and young people from Youth Music, continued investment from BFI Film Audience Network, and increasing potential for streams of new investment towards organisational and beneficiary development for 2022 onwards.

I would like to extend my thanks to the Board, team, and senior management at Creative Arts East for their meticulous planning and dedication. I would also like to extend thanks and appreciation to the partners who have contributed to the mission and security of the Charity, in particular the National Centre for Writing, who have maintained their offer of temporary office space during this period.

As we look ahead, I remain confident in the position of our organisation and look forward to working with the team, Board, partners and investors.

Max Edwards
Chair



Reference and administrative details

Registered charity name	Creative Arts East
Charity registration number	1040321
Company registration number	02960157
Principal office and registered office	Dragon Hall 115-123 King Street Norwich Norfolk NR1 1QE

The trustees

The trustees who served during the year and at the date of approval were as follows:

Max Edwards
Pat Holtom
Mari Martin (resigned 7 October 2021)
James McDermott (appointed 14 December 2021)
Alison McFarlane
Amy Potter (appointed 7 October 2021)
Lynne Simpkin
Elizabeth Somerville

Principal Officer	Natalie Jode (Executive Director)
Observers	Cassie Catchpole - Arts Council England Sarah Dennis - Borough Council of King's Lynn and West Norfolk
Company secretary	Chris Allison (resigned 31 May 2021) Julie Hewitt (appointed 1 June 2021)
Independent examiner	Mark Proctor FCA DChA Lovewell Blake LLP Chartered accountants Bankside 300 Peachman Way Broadland Business Park Norwich NR7 0LB
Bankers	Santander Bootle Merseyside L30 4GB

Barclays Bank PLC
1 Churchill Place
London
E14 5HP

Virgin Money
Jubilee House
Gosforth
Newcaslte Upon Tyne
NE3 4PL

Objectives and activities

The purposes of the charity are the promoting, maintaining, improving and advancing of education within the community at large, and particularly in the rural areas of Norfolk, through the promotion, production, performance and encouragement of the arts (defined as the performing, visual, media, plastic or written arts). In furtherance of such objects the charity shall have power:

- to co-operate and enter into agreements or arrangements with any authorities, national, local or otherwise, international bodies, parish councils, village hall committees, schools, churches, arts centres, theatres, clubs, societies, charitable trusts and other similar bodies and individuals;
- to cause to be held exhibitions, meetings, lectures, classes, seminars, courses, performances, workshops, excursions, entertainments and broadcasts either alone or with others;
- to cause to be written and printed or otherwise reproduced and circulated, gratuitously or otherwise, periodicals, magazines, books, leaflets or other documents or films or recorded tapes or other technology-based media.

These objects set out the breadth of activity that Creative Arts East may undertake and the collaborative approach that lies at the heart of the organisation. They also define the peripatetic nature of the activities, and the centrality of learning about, and through, the arts to enrich and improve the quality of life of the whole community. To this end Creative Arts East's mission is "To increase people's enjoyment, skills and health through the power of the arts".

Our main aims are -

- To inspire people to expand their individual creativity and broaden their cultural horizons
- To empower adults and young people to join together to enrich their communities
- To enhance the wellbeing of individuals within rural and disadvantaged communities
- To raise the skills and/or aspirations of rurally isolated and disadvantaged individuals and communities
- To be a highly efficient, innovative and effective organisation

We focus on engaging those communities or its members who face geographical, physical or other barriers to participating in the cultural life of the area, and do this by providing a range of activities that take place on an outreach basis in a wide variety of locations. Many participatory activities are provided free of charge at the point of use by the public. When charges for participation or access to services are necessary, these are kept as low as possible and concessions provided to ensure wide accessibility. In doing so the trustees have had due regard to the Charity Commission's general guidance on public benefit and to its supplementary guidance on fee charging.

Summary of the main activities in relation to these objects

Our strategy is to deliver activities that benefit the public through two major strands of work in order to fulfil our aims. These are:-

1. The delivery of core community touring work. In partnership with local authorities and voluntary groups we organise highly successful community touring schemes, bringing professional performing artists and an eclectic programme of films into rural communities.

Objectives and activities *(continued)*

2. The delivery of a portfolio of learning projects using the arts as a tool for engagement in partnership with private, public and voluntary sector stakeholders.

Significant activities

Summary of the main achievements of the charity during the year

1. The delivery of core community touring work.

Community touring remains a core priority for Creative Arts East (CAE).

The Creative Arts East Live! and Creative Arts East Screen schemes provide community groups in rural locations access to: curated programmes of appropriate live performance and film titles; financial subsidy towards the cost of fees and licenses; reduced hire rates for projection equipment; marketing collateral; and volunteer training provision.

Throughout 2021/22, responding to the ongoing challenges of the COVID-19 pandemic, Creative Arts East Live! and Creative Arts East Screen continued to support grassroots voluntary groups and community venues with in-person event activity, online access, and training and advice. In person event activity alone enabled over 11,000 audience engagements, a significant increase on the previous year.

The work of the Creative Arts East Live! and Screen schemes have been maintained thanks to ongoing investment by Norfolk County Council alongside contributions from Breckland Council, the Borough Council of King's Lynn & West Norfolk, and the BFI Film Audience Network.

2021/22 was the fourth year of CAE's 4-year National Portfolio agreement with Arts Council England (2018-2022) which underpins the organisation to deliver this work.

In addition, a number of developmental initiatives were undertaken, including:

- Inn Crowd, touring live literature to rural pubs funded by Arts Council England
- Plugged In, commissioning and distribution of live performance artists identifying as disabled, LGBTQ+, or as a person of colour - funded by Arts Council England
- Touring Arts in Libraries - workforce mentoring and communications support contract with the National Rural Touring Forum (NRTF)
- Rural Touring in Cambridgeshire, a partnership project with Cambridgeshire ACRE to provide new opportunities for community-led events in rural areas of Cambridgeshire, with a particular emphasis on Fenland and East Cambs.

2. The delivery of a portfolio of learning projects using the arts as a tool for engagement.

Alongside its core community touring activities, CAE develops and manages a portfolio of participatory and developmental projects. These remain a necessary element of the CAE financial model, the income from which, in conjunction with essential local authority investment, underwrites the costs of the organisation and its core community events schemes. As such the Charity continued to manage a wide portfolio of project activity during 2021/22 that provided essential learning opportunities, health and wellbeing interventions and COVID-recovery to communities and individuals across East Anglia.

Objectives and activities *(continued)*

Project activity during 2021/22 included:

- 'Our Day Out', an inclusive older peoples programme of arts participation, with specific emphasis on reaching those with a dementia and their carers, funded until 2022 by Spirit of 2012, National Lottery Community Fund and the Earl of Northampton's Charity via Mercer's Company
- PEACH West Norfolk, strategic partnership management for cultural education across West Norfolk
- Kickstart East Anglia, a DWP funded programme of cultural sector work placements for unemployed people aged 16-24 across East Anglia.

Public benefit

In planning activities for the year under review the Trustees kept in mind the Charity Commission's guidance on Public Benefit at meetings, when exercising powers or performing duties in their roles. The activities outlined above in this report provide examples of how the charity has sought to further its charitable purposes for the benefit of the general public. The Trustees believe passionately that the delivery of our work as outlined benefits a significant section of the general public in Norfolk, Suffolk, and the wider Southeastern region.

Our artistic values

Our artistic aims are to inspire people to expand their individual creativity, broaden their cultural horizons and join together to create culturally rich, diverse and inclusive communities.

CAE strives to achieve balanced programmes of engagement, ensuring representation of a wide range of artforms, stories and voices, which will appeal to all sections of the community.

Care is taken to use public subsidy wisely, exercising careful control over quality, artistic integrity, breadth, variety and cultural diversity. Wherever possible we seek opportunities to present work which extends experience, and surprises, excites, challenges and develops new audiences. We are keen to identify and support up-and-coming, as well as established, regional companies and performers who can contribute to the development of CAE programmes and projects and the beneficiaries of these.

Strategic report

The following sections for achievements and performance and financial review form the strategic report of the charity.

Achievements and performance

During 2021/22 CAE continued to work to the Business Plan that was developed for 2018-22, reviewing areas of development and change as necessary. In tandem with this sits the Audience Development, Equality & Diversity, and Environmental Action Plans, which are reviewed regularly and updated as necessary.

CAE continued to offer high quality, professional cultural interventions to rural or underserved communities and isolated residents across Norfolk, Suffolk, and the eastern region; enabling cultural engagement through a programme of rural cinema and performance events; and providing learning and participation opportunities for a range of beneficiaries.

A number of strategic and developmental initiatives were undertaken to evolve and enhance creative provision for rural and underserved communities and the cultural workforce at large; these included the delivery of a Youth Leadership in the Arts report, design of a national partnership for library workforce upskilling, ill-health-prevention and social prescribing pathways consultation, particularly across Breckland, and the start of an emerging creatives network for the Eastern region in partnership with Norfolk and Norwich Festival.

Financial review

The annual income of Creative Arts East was £481,918 (2021: £429,189) and expenditure was at £485,758 (2021: £429,760), resulting in a deficit of £3,840 (2021: deficit of £571).

Reserves Policy

The trustees, having regard to the liquidity requirements of operating the charity and to the reserves policy, have operated a policy of keeping available funds in an interest-bearing account and seek to achieve a reasonable rate on deposit. Reserves are needed to bridge the gap between the spending and receiving of resources and to cover unplanned emergencies and other expenditure. The Trustees consider that the ideal level of reserves as at 31st March 2022 would be £50,000. The actual reserves were £78,455 providing the charity with £28,455 of working capital. This working capital will be used to invest in the charity's future by supporting activities that secure its medium to long term, and/or to support, in the short term, any funding shortfall, particularly in light of the COVID-19 impact on funding availability.

Of the actual reserves, the charity's free reserves (being net current assets in the unrestricted fund) amounted to £51,523.

Creative Arts East is grateful to its primary investor, Arts Council England, and those organisations that have supported multi-year project activity, granted annual applications, and/or developed partnership agreements, including Spirit of 2012, British Film Institute, Mercer's Company, Borough Council of King's Lynn and West Norfolk, Norfolk County Council, Breckland Council, DWP, Norfolk and Norwich Festival Bridge, Applause Rural Touring, National Rural Touring Forum, and Cambridgeshire ACRE.

Plans for future periods

In April 2015 Arts Council National Portfolio Organisation (NPO) status was awarded to the Charity, and this was been maintained through to March 2022. In September 2021, an NPO extension year was granted, taking the current NPO investment period to March 2023. In May 2022, CAE will apply to Arts Council England for a renewed NPO investment term 2023-2026.

During 2022-2023, CAE will deliver a number of new projects, including the FLOCK Network of Emerging Creatives in the East, supporting pathways to cultural employment for young people in partnership with Norfolk and Norwich Festival, Move/Shake - a programme of musicians in residence for children and young people supported by Youth Music (2022-2025), Silver Social - afternoon touring and social prescribing pathways for culture supported by Breckland Council (2022-2024). The charity will also complete several large-scale projects including Inn Crowd, Our Day Out, and Plugged In.

Impact of COVID-19

During 2021/22 CAE has continued to be proactive in repurposing existing and developing new social impact projects that make a relevant contribution to the COVID-19 recovery effort locally and nationally. Many of the innovations developed during this last period have informed our long-term renewal and delivery approach.

COVID-19 has continued to impact the amount of in-person activity supported by Creative Arts East during 2021-22, with far fewer public events and beneficiary engagements taking place than in pre-COVID times. However, in comparison to engagement levels during 2020-2021, the organisation-wide in-person reach of the charity has increased to almost 12,000 direct engagements. This is a promising sign against which the Charity can plan, with the aim to return to pre-COVID levels of operation by 2025.

Thanks to continued and flexible investment commitments by primary funders, as well as savings made internally, CAE has maintained its financial position and forecasts a breakeven budget for 2022/23. This foundation, alongside our track record in designing, fundraising, and delivering social impact projects - several of which are already underway - stands us in a strong position to maintain a sound financial position in the longer-term.

Structure, governance and management

Governing document

The organisation is a charitable company limited by guarantee, incorporated on 20 July 1994 and registered as a charity on 23 August 1994. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Trustee selection methods

Trustees are elected from and by the full members at the Annual General Meeting. One third of the trustees must retire from office. The members to retire shall be those longest in office since their last election. These members are eligible for re-election. Two members are appointed representing service users or partners, the remaining members are appointed by the company in general meeting as it thinks fit.

Trustee induction and training

New Trustees undergo an orientation day to brief them on their legal obligations under charity and company law, the Charity Commission guidance on public benefit, content of the Memorandum and Articles of Association, the Board, the sub-committee and the decision making process, the risk register, the Business plan and recent financial information including the financial performance of the charity.

During the induction day, they meet key employees and other Trustees.

Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

Organisational structure

The Charity is governed by a Board of Management who are elected to office at the AGM in accordance with the terms laid down in its Memorandum and Articles of Association. This Board of Management are the trustees of the Charity.

The Board meets quarterly and there is a sub-committee covering finance, audit and staff which normally meets twice a year or more frequently as required. An Executive Director is appointed by the Trustees to manage the day to day operations of the Charity.

Decisions are made by the Board but to facilitate operations, the Executive Director has delegated authority for operational matters including finance, employment, fundraising, programming and project management.

The Executive Director and Finance Manager attend Board meetings to present reports and advise the Board.

Risk management

The Board of Management meets on a quarterly basis to discuss the issues and risks affecting the company. The company has appropriate systems in place to identify potential risks and assess them in terms of likelihood and significance. The risks are regularly monitored and controls are implemented in order to mitigate any impact that they may have on Creative Arts East. This includes a Risk Register, the content of which is informed by consultation with staff, Board and external stakeholders and which is reviewed at each Board meeting.

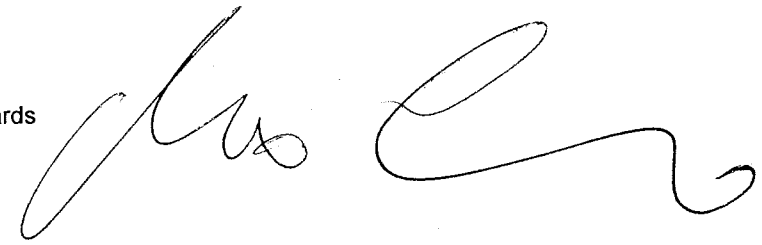
Structure, governance and management *(continued)*

Independent examiner

The independent examiner, Mark Proctor of Lovewell Blake LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

The trustees' annual report and the strategic report were approved on .....11/10/22..... and signed on behalf of the board of trustees by:

Max Edwards
Trustee



Creative Arts East

Company Limited by Guarantee

Independent examiner's report to the trustees of Creative Arts East

Year ended 31 March 2022

I report to the charity trustees on my examination of the financial statements of the company for the year ended 31 March 2022 which comprise the statement of financial activities (including income and expenditure account), statement of financial position, statement of cash flows and the related notes.

Responsibilities and basis of report

As the charity's trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the financial statements of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's financial statements as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or

2. the financial statements do not accord with those records; or

3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or

4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Proctor

Mark Proctor FCA DChA
Independent Examiner

Lovewell Blake LLP
Chartered accountants
Bankside 300
Peachman Way
Broadland Business Park
Norwich
NR7 0LB

19/10/22

Creative Arts East

Company Limited by Guarantee

Statement of financial activities (including income and expenditure account)

Year ended 31 March 2022

	Note	2022 Unrestricted funds £	2022 Restricted funds £	2022 Total funds £	2021 Total funds £
Income and endowments					
Donations and legacies	5	161,600	–	161,600	116,545
Charitable activities	6	51,572	266,273	317,845	254,732
Investment income	7	196	–	196	815
Other income	8	2,277	–	2,277	57,097
Total income		215,645	266,273	481,918	429,189
Expenditure					
Charitable activities	9	219,485	266,273	485,758	429,760
Total expenditure		219,485	266,273	485,758	429,760
Net expenditure and net movement in funds		(3,840)	–	(3,840)	(571)
Reconciliation of funds					
Total funds brought forward		82,295	–	82,295	82,866
Total funds carried forward		78,455	–	78,455	82,295

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

The notes on pages 15 to 28 form part of these financial statements.

Creative Arts East

Company Limited by Guarantee

Statement of financial position

31 March 2022

	Note	2022 £	2022 £	2021 £	2021 £
Fixed assets					
Tangible fixed assets	14		25,432		36,105
Investments	15		1,500		1,500
			26,932		37,605
Current assets					
Debtors	16	41,610		8,882	
Cash at bank and in hand		356,177		264,470	
		397,787		273,352	
Creditors: Amounts falling due within one year	17	(346,264)		(228,662)	
Net current assets			51,523		44,690
Total assets less current liabilities			78,455		82,295
Net assets			78,455		82,295
Funds of the charity					
Unrestricted funds			78,455		82,295
Total charity funds	19		78,455		82,295

For the year ending 31 March 2022 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 11/10/22, and are signed on behalf of the board by:

Max Edwards
Trustee

Company registration number: 02960157

The notes on pages 15 to 28 form part of these financial statements.

Creative Arts East

Company Limited by Guarantee

Statement of cash flows

Year ended 31 March 2022

	2022 £	2021 £
Cash flows from operating activities		
Net expenditure	(3,840)	(571)
Adjustments for:		
Depreciation of tangible fixed assets	14,268	10,835
Other interest receivable and similar income	(196)	(815)
Movement in deferred income	123,376	55,140
Changes in:		
Trade and other debtors	(32,728)	34,632
Trade and other creditors	(5,774)	2,735
Cash generated from operations	95,106	101,956
Interest received	196	815
Net cash from operating activities	95,302	102,771
Cash flows from investing activities		
Purchase of tangible assets	(3,595)	(32,372)
Net cash used in investing activities	(3,595)	(32,372)
Net increase in cash and cash equivalents	91,707	70,399
Cash and cash equivalents at beginning of year	264,470	194,071
Cash and cash equivalents at end of year	356,177	264,470

The notes on pages 15 to 28 form part of these financial statements.

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is Dragon Hall, 115-123 King Street, Norwich, Norfolk, NR1 1QE.

2. Statement of compliance

The charity constitutes a public benefit entity as defined by FRS 102. 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the impact of COVID-19 in making this assessment.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Income

All income is included in the statement of financial activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

3. **Accounting policies** *(continued)*

Income *(continued)*

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably

- funding received in respect of future years is shown as deferred income at the balance sheet date and recognised in the period when the related activity occurs

Government grants

Government grants are recognised using the accrual model.

Under the accrual model, government grants relating to revenue are recognised on a systematic basis over the periods in which the company recognises the related costs for which the grant is intended to compensate. Grants that are receivable as compensation for expenses or losses already incurred or for the purpose of giving immediate financial support to the entity with no future related costs are recognised in income in the period in which it becomes receivable.

Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.

- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are approrrtioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Operating leases

Lease payments are recognised as an expense over the lease term on a straight-line basis. The aggregate benefit of lease incentives is recognised as a reduction to expense over the lease term, on a straight-line basis.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

3. **Accounting policies** *(continued)*

Tangible assets *(continued)*

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other recognised gains and losses, unless it reverses a charge for impairment that has previously been recognised as expenditure within the statement of financial activities. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other recognised gains and losses, except to which it offsets any previous revaluation gain, in which case the loss is shown within other recognised gains and losses on the statement of financial activities.

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Improvements to property	-	33% straight line
Website	-	20% straight line
Display and office equipment	-	33% Straight line and 20% straight line
Cinema equipment	-	50% Straight line and 33% straight line
Computer equipment	-	33% straight line

Investments

Unlisted equity investments are initially recorded at cost, and subsequently measured at fair value. If fair value cannot be reliably measured, assets are measured at cost less impairment.

Listed investments are measured at fair value with changes in fair value being recognised in income or expenditure.

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

3. Accounting policies *(continued)*

Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or payable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. Limited by guarantee

Creative Arts East is a company limited by guarantee and accordingly does not have a share capital.

5. Donations and legacies

	Unrestricted Funds £	**Total Funds 2022 £**	Unrestricted Funds £	Total Funds 2021 £
Donations				
Donations	733	733	4,312	4,312
Donations in kind	6,000	6,000	–	–
Grants				
Grants	154,867	154,867	112,233	112,233
	161,600	161,600	116,545	116,545

5. Donations and legacies *(continued)*

Grants received, included in the above, are as follows:

	2022	2021
	£	£
Arts Council NPO Funding	137,560	64,926
Breckland District Council	4,000	4,000
King's Lynn and West Norfolk Borough Council	3,000	3,000
Norfolk County Council	10,307	10,307
North Norfolk District Council	–	2,500
South Norfolk District Council	–	7,500
Mid Suffolk District Council	–	1,250
Babergh District Council	–	1,250
Esmee Fairbairn	–	7,500
BFI	–	10,000
Total grants	154,867	112,233

6. Charitable activities

	Unrestricted Funds	Restricted Funds	**Total Funds 2022**
	£	£	£
Project activities	51,572	266,273	317,845

	Unrestricted Funds	Restricted Funds	Total Funds 2021
	£	£	£
Project activities	4,124	250,608	254,732

7. Investment income

	Unrestricted Funds	**Total Funds 2022**	Unrestricted Funds	Total Funds 2021
	£	£	£	£
Bank interest	196	196	815	815

8. Other income

	Unrestricted Funds	**Total Funds 2022**	Unrestricted Funds	Total Funds 2021
	£	£	£	£
CJRS - furlough income	2,277	2,277	57,097	57,097

9. Expenditure on charitable activities by activity type

	Activities undertaken directly £	Support costs £	**Total funds 2022 £**	Total fund 2021 £
Direct project costs	131,005	–	131,005	55,162
Wages	–	277,404	277,404	288,818
Social security	–	17,386	17,386	19,178
Rent and rates	–	9,383	9,383	15,182
Printing, postage and stationery	–	458	458	9,929
Subscriptions and publications	–	5,964	5,964	1,209
Telephone and fax	–	1,243	1,243	2,552
Training and development	–	1,422	1,422	2,236
Travel and entertainment	–	275	275	21
Other staff costs	–	5,033	5,033	2,568
Depreciation	–	14,268	14,268	10,835
Sundries	–	328	328	798
Bank fees and charges	–	467	467	223
Repairs and maintenance	–	3,344	3,344	2,089
Office costs	–	8,764	8,764	12,415
Marketing	–	3,010	3,010	1,568
Insurance	–	1,929	1,929	1,942
Legal and professional fees	–	816	816	–
Governance costs	–	3,259	3,259	3,035
	131,005	354,753	485,758	429,760

Governance costs

	2022 £	2021 £
Independent examination - current year	2,635	2,472
Independent examination - prior year	–	563
Other accountancy services	624	–
	3,259	3,035

10. Net expenditure

Net expenditure is stated after charging/(crediting):

	2022 £	2021 £
Depreciation of tangible fixed assets	14,268	10,835

11. Independent examination fees

	2022 £	2021 £
Fees payable to the independent examiner for:		
Independent examination of the financial statements	2,635	2,623

12. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2022	2021
	£	£
Wages and salaries	268,060	278,926
Social security costs	17,386	19,178
Employer contributions to pension plans	9,344	9,892
	294,790	307,996

The average head count of employees during the year was 14 (2021: 12).

No employee received employee benefits of more than £60,000 during the year (2021: Nil).

13. Trustee remuneration and expenses

There were no trustees' remuneration or other benefits for the year ended 31 March 2022 nor for the year ended 31 March 2021.

Trustees' expenses

During the year two trustees were reimbursed a total of £368 (2021: one trustee - £85) for various expenses.

14. Tangible fixed assets

	Improvements to property	Website	Display and office equipment	Cinema equipment	Computer equipment	Total
	£	£	£	£	£	£
Cost						
At 1 Apr 2021	6,022	30,383	14,603	33,296	23,376	107,680
Additions	–	–	–	–	3,595	3,595
Disposals	(6,022)	–	–	–	–	(6,022)
At 31 Mar 2022	–	30,383	14,603	33,296	26,971	105,253
Depreciation						
At 1 Apr 2021	6,022	6,077	14,153	26,750	18,573	71,575
Charge for the year	–	6,077	450	4,301	3,440	14,268
Disposals	(6,022)	–	–	–	–	(6,022)
At 31 Mar 2022	–	12,154	14,603	31,051	22,013	79,821
Carrying amount At 31 Mar 2022	–	18,229	–	2,245	4,958	25,432
At 31 Mar 2021	–	24,306	450	6,546	4,803	36,105

15. Investments

	Other investments £
Cost or valuation	
At 1 Apr 2021	1,500
Additions	–
At 31 Mar 2022	1,500
Impairment	
At 1 Apr 2021 and 31 Mar 2022	–
Carrying amount	
At 31 Mar 2022	1,500
At 31 Mar 2021	1,500

All investments shown above are held at valuation.

There were no investment assets outside the UK.

Investments (neither listed not unlisted) were as follows:

	2021 £	2020 £
Peter Blake artwork	1,500	1,500

16. Debtors

	2022 £	2021 £
Trade debtors	39,195	3,718
Prepayments and accrued income	2,415	4,350
Other debtors	–	814
	41,610	8,882

17. Creditors: Amounts falling due within one year

	2022 £	2021 £
Trade creditors	7,839	5,364
Accruals and deferred income	333,414	217,149
Social security and other taxes	5,011	6,149
	346,264	228,662

17. Creditors: Amounts falling due within one year *(continued)*

	2022	2021
	£	£
Deferred income brought forward	195,383	140,243
Released during the year	(195,383)	(140,243)
Deferred during the year	318,759	195,383
Deferred income carried forward	318,759	195,383

Deferred income relates to funding received in respect of future years.

Deferred income includes £38,230 (2021: £Nil) in respect of the Kickstart scheme

18. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £9,344 (2021: £9,892).

19. Analysis of charitable funds

Year ended 31 March 2022

Unrestricted funds

	At 1 April 2021	Income	Expenditure	Transfers	**At 31 March 2022**
	£	**£**	**£**	**£**	**£**
General funds	82,295	215,645	(219,485)	–	78,455

Restricted funds

	At 1 April 2021	Income	Expenditure	Transfers	**At 31 March 2022**
	£	**£**	**£**	**£**	**£**
BFI FAN Film Exhibition Fund	–	8,960	(8,960)	–	–
Cambridge Rural Touring	–	15,012	(15,012)	–	–
Independent Age	–	4,555	(4,555)	–	–
Inn Crowd	–	24,336	(24,336)	–	–
LCEP	–	16,658	(16,658)	–	–
Kickstart	–	15,700	(15,700)	–	–
Mercers (The Earl of Northampton Fund)	–	25,000	(25,000)	–	–
NLCF - ODO West Norfolk	–	27,455	(27,455)	–	–
Operation No Cold Shoulder	–	3,750	(3,750)	–	–
Plugged In	–	26,015	(26,015)	–	–
Silver Social	–	3,030	(3,030)	–	–
Spirit of 2012	–	65,016	(65,016)	–	–
Youth Music Project	–	30,786	(30,786)	–	–
	–	266,273	(266,273)	–	–

Year ended 31 March 2021

Unrestricted funds

	At 1 April 2020	Income	Expenditure	Transfers	At 31 March 2021
	£	£	£	£	£
General funds	82,866	178,581	(179,152)	–	82,295

Restricted funds

	At 1 April 2020	Income	Expenditure	Transfers	At 31 March 2021
	£	£	£	£	£
CAE Deferred Project	–	52,995	(52,995)	–	–
Cambridge Rural Touring	–	6,739	(6,739)	–	–
Co-op Foundation	–	1,054	(1,054)	–	–
Esmee Fairbairn Foundation	–	8,333	(8,333)	–	–
Independent Age	–	5,665	(5,665)	–	–
Inn Crowd 2	–	20,300	(20,300)	–	–
LCEP	–	14,239	(14,239)	–	–
Libraries Connect	–	6,353	(6,353)	–	–
Mercers (The Earl of Northampton Fund)	–	15,000	(15,000)	–	–
NLCF - ODO West Norfolk	–	27,797	(27,797)	–	–
Operation No Cold Shoulder	–	4,235	(4,235)	–	–
Promoter Development	–	8,151	(8,151)	–	–
RTD Ambassador	–	1,000	(1,000)	–	–
ACE - SE Libraries Touring Project	–	400	(400)	–	–
Silver Social	–	2,975	(2,975)	–	–
Spirit of 2012	–	53,379	(53,379)	–	–
Youth Music Project	–	21,993	(21,993)	–	–
	–	250,608	(250,608)	–	–

BFI FAN Film Exhibition Fund – project funding from BFI FAN to support the annual costs of community cinema scheme, including management and license subsidy

Cambridge Rural Touring - an Arts Council Project Grants funded partnership project, led by Cambridgeshire ACRE from April 2020 - March 2022, with the possibility of extension due to COVID delays. The project will serve to reignite rural touring provision across north Cambridgeshire, supporting and enabling community volunteer groups to access the Creative Arts East Live and Screen membership schemes.

Co-op Foundation – project funding for research into youth loneliness across West Norfolk

Esmee Fairbairn – a three-year touring development project (2017-20)

Independent Age - a six-month project, from September 2020, supporting increased production and distribution of the Creative Wellbeing Postal Packs to vulnerable residents across Norfolk and the wider region. This is in direct response to COVID support and recovery and use of funds has been extended past the 6-month timeframe to match with demand.

Inn Crowd – a three year project supporting live performance in rural pubs (2016-19), leading to a further three-year project Inn Crowd Pubs + (2019-22)

Kickstart - a multi-sector scheme with Creative Arts acting as facilitator for the Arts sector regionally. This aims to place young persons in early stage subsidised employment with a view to opening up permanent opportunities over the medium-term. Wage subsidies are accompanied by employer grants and training funds to smooth the creation of new roles.

LCEP - arts Council funding and partnership investment to support the coordination and delivery functions of PEACH West Norfolk - a Local Cultural Education Partnership across April 2020-March 2022. The work of the LCEP, which is administered by CAE, aims to radically transform the cultural education provision and ambitions of children and young people across the Borough of King's Lynn and West Norfolk.

Libraries Connect - a contract for services to design and support an Event Management training module for library staff across the country.

Mercers – a three year project to support older people across Norfolk, including Our Day Out and rural touring activity

NLCF – ODO West Norfolk – a two year project to deliver Our Day Out activity across two communities of West Norfolk

Operation No Cold Shoulder – a multi-partner, two year loneliness reduction project delivered across parts of Norfolk, CAE are delivering creative workshops

Plugged In - Plugged In works specifically with artists with protected characteristics to create a range of digital and/or live performance work, and engages
both digitally and in person.

Promoter Development – a combination fund for internal purposes, formed from Catalyst and Esmee Fairbairn income ringfenced for rural touring development activity which diversifies audiences and promoters

RTD Ambassador – local lead as part of the NRTF Rural Touring Dance Initiative, a national three-year programme enabling more and better dance performance across the rural touring circuit

ACE – SE Libraries Touring Project – a one year research project, supporting understanding about potentials and challenges of touring into libraries

Silver Social – programming contract supporting the Breckland Council project reaching isolated older people in rural communities

Spirit of 2012 – funding to deliver the Our Day Out programme of dementia-inclusive creative workshops across parts of Norfolk between 2016-19 and continued 2019-22

Youth Music Project – a three year project (2017-20) training at-risk young people in rural high schools to become community event managers

20. Analysis of net assets between funds

	Unrestricted Funds	Restricted Funds	**Total Funds 2022**
	£	**£**	**£**
Tangible fixed assets	25,432	–	25,432
Investments	1,500	–	1,500
Net current assets	51,523	–	51,523
	78,455	–	78,455

	Unrestricted Funds	Restricted Funds	**Total Funds 2021**
	£	**£**	**£**
Tangible fixed assets	36,105	–	36,105
Investments	1,500	–	1,500
Net current assets	44,690	–	44,690
	82,295	–	82,295

21. Analysis of changes in net debt

	At 1 Apr 2021	Cash flows	**At 31 Mar 2022**
	£	£	**£**
Cash at bank and in hand	264,470	91,707	356,177

22. Operating lease commitments

The total future minimum lease payments under non-cancellable operating leases are as follows:

	2022	2021
	£	£
Not later than 1 year	910	910
Later than 1 year and not later than 5 years	1,137	2,047
	2,047	2,957

23. Related parties

Heroes Advertising and Public Relations Ltd

Max Edwards, trustee, is a director of Heroes Advertising and Public Relations Ltd. During the year the following transactions took place with this company:

	2022	Outstanding	2021
	£	£	£
Goods and services purchased	1,105	–	3,437

National Rural Touring Forum

Natalie Jode, executive director, was a trustee of National Rural Touring Forum until her resignation on 19 February 2022. During the period the following transactions took place with this company:

	2022	Outstanding	2021
	£	£	£
Goods and services purchased	1,400	–	1,180
Goods and services sold	3,750	–	1,800

CREATIVE ARTS EAST

England & Wales - Charity number 1040321

Accounts

COMPANY REGISTRATION NUMBER: 02960157
CHARITY REGISTRATION NUMBER: 1040321

Creative Arts East

Company Limited by Guarantee

Unaudited financial statements

31 March 2021

Creative Arts East

Company Limited by Guarantee

Financial statements

Year ended 31 March 2021

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Creative Arts East

Company Limited by Guarantee

Trustees' annual report (incorporating the directors' report)

Year ended 31 March 2021

The trustees, who are also the directors for the purposes of company law, present their report and the unaudited financial statements of the charity for the year ended 31 March 2021.

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Companies Act 2006 and 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 published in October 2019.

Chair's report

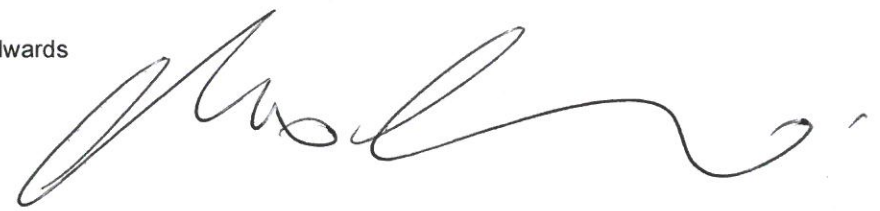
2020/21 has been, without a doubt, one of the most challenging in recent times; both for Creative Arts East, our partners and beneficiaries, the cultural sector nationally and the country as a whole.

Nevertheless, the team and Board at Creative Arts East, have risen to the many challenges presented by the global COVID-19 pandemic with a forward-thinking, meaningful,and positive response. Whilst almost all the scheduled rural touring events were cancelled or postponed, our staff quickly pivoted to provide online access to films and live performance, postal and online learning and wellbeing provision for people of all ages experiencing isolation, fees for multiple freelance artists, and partnership across the voluntary sector for COVID emergency support and recovery measures.

As ever, but especially in this last year, we remain grateful for the continued and essential backing of our funders and supporters, many of whom have allowed us to flex their investment to make a meaningful response to the year in hand and the obstacles it presented. We are also grateful to those who contributed special emergency funding towards our organisational overheads in a moment where we were unable to fund raise in the normal way. I would also like to extend my thanks to the Board and Senior Management of the National Centre for Writing, who offered us temporary office space and enabled us to reduce our second largest overhead by exiting our long-term lease. This has provided financial stability for the charity and job security for its employees into 2021/22.

As we look ahead, there are still many challenges in place, but our team has built strong foundations on which to weather this storm and evidenced our ability to rise to any challenge; on that basis I remain confident in the position of our organisation and look forward to working with the team, Board, partners and investors to reimagine, rebuild and reinvigorate our collective futures.

Max Edwards
Chair



Reference and administrative details

Registered charity name	Creative Arts East
Charity registration number	1040321
Company registration number	02960157
Principal office and registered office	Dragon Hall 115-123 King Street Norwich Norfolk NR1 1QE

The trustees

The trustees who served during the year and at the date of approval were as follows:

Max Edwards
Pat Holtom
Mari Martin
Alison McFarlane
Tony Russell (resigned 16 March 2021)
Lynne Simpkin (appointed 16 March 2021)
Elizabeth Somerville

Principal Officer	Natalie Jode (Executive Director)
Observers	Cassie Catchpole - Arts Council England Sarah Dennis - Borough Council of King's Lynn and West Norfolk
Company secretary	Chris Allison (resigned 31 May 2021) Julie Hewitt (appointed 1 June 2021)
Independent examiner	Mark Proctor FCA DChA Lovewell Blake LLP Chartered accountants Bankside 300 Peachman Way Broadland Business Park Norwich NR7 0LB
Bankers	Santander Bootle Merseyside L30 4GB

Barclays Bank PLC
1 Churchill Place
London
E14 5HP

Virgin Money
Jubilee House
Gosforth
Newcaslte Upon Tyne
NE3 4PL

Objectives and activities

The purposes of the charity are the promoting, maintaining, improving and advancing of education within the community at large, and particularly in the rural areas of Norfolk, through the promotion, production, performance and encouragement of the arts (defined as the performing, visual, media, plastic or written arts). In furtherance of such objects the charity shall have power:

- to co-operate and enter into agreements or arrangements with any authorities, national, local or otherwise, international bodies, parish councils, village hall committees, schools, churches, arts centres, theatres, clubs, societies, charitable trusts and other similar bodies and individuals;

- to cause to be held exhibitions, meetings, lectures, classes, seminars, courses, performances, workshops, excursions, entertainments and broadcasts either alone or with others;

- to cause to be written and printed or otherwise reproduced and circulated, gratuitously or otherwise, periodicals, magazines, books, leaflets or other documents or films or recorded tapes or other technology-based media.

These objects set out the breadth of activity that Creative Arts East may undertake and the collaborative approach that lies at the heart of the organisation. They also define the peripatetic nature of the activities, and the centrality of learning about, and through, the arts to enrich and improve the quality of life of the whole community. To this end Creative Arts East's mission is "To increase people's enjoyment, skills and health through the power of the arts".

Our main aims are to -

- To inspire people to expand their individual creativity and broaden their cultural horizons

- To empower adults and young people to join together to enrich their communities

- To enhance the wellbeing of individuals within rural and disadvantaged communities

- To raise the skills and/or aspirations of rurally isolated and disadvantaged individuals and communities

- To be a highly efficient, innovative and effective organisation

We focus on engaging those communities or its members who face geographical, physical or other barriers to participating in the cultural life of the area, and do this by providing a range of activities that take place on an outreach basis in a wide variety of locations. Mostly targeted at those who are disadvantaged and provided free of charge, where charges are made for activities these are kept as low as possible and concessions provided to ensure wide accessibility. In doing so the trustees have had due regard to the Charity Commission's general guidance on public benefit and to its supplementary guidance on fee charging.

Summary of the main activities in relation to these objects

Our strategy is to deliver activities that benefit the public through two major strands of work in order to fulfill our aims. These are:-

1. The delivery of core community touring work. In partnership with local authorities and voluntary groups in Norfolk and Suffolk we organise highly successful community touring schemes, bringing professional performing artists and an eclectic programme of films into rural communities.

Objectives and activities *(continued)*

2. The delivery of a portfolio of learning projects using the arts as a tool for engagement in partnership with private, public and voluntary sector stakeholders.

Significant activities

Summary of the main achievements of the charity during the year

1. The delivery of core community touring work.

Community touring across Norfolk and Suffolk remains a core priority for Creative Arts East (CAE).

The Creative Arts East Live! and Creative Arts East Screen schemes, provide community groups in rural locations across Norfolk and Suffolk access to: curated programmes of appropriate live performance and film titles; financial subsidy towards the cost of fees and licenses; reduced hire rates for projection equipment; marketing collateral; and volunteer training provision.

Throughout 2020/21, due to the COVID-19 pandemic, the majority of scheduled community events were cancelled or postponed. Nevertheless, Creative Arts East Live! and Creative Arts East Screen continued to support grassroots voluntary groups and community venues with online training and advice and the schemes enabled over 45 cinema or online events to take place in this year (in comparison to the 570 during 2019/20). These events enabled over 900 engagements with arts and culture (compared to 30,000 in in 2019/20).

The work of the Creative Arts East's Live! and Screen schemes has been maintained thanks to ongoing investment by Norfolk County Council alongside contributions from South Norfolk, Breckland, Kings Lynn & West Norfolk, Mid-Suffolk and Babergh District Councils.

2020/21 was the third year of CAE's 4-year National Portfolio agreement with Arts Council England (2018-2022) which underpins the organisation to deliver this work.

2. The delivery of a portfolio of learning projects,using the arts as a tool for engagement.

Alongside its core community touring activities, CAE develops and manages a portfolio of participatory and developmental projects. Project delivery remains a necessary element of the CAE financial model, the income from which, in conjunction with essential local authority investment, underwrites the costs of the organisation and the Creative Arts East Screen scheme. As such the Charity continued to manage a wide portfolio of project activity during 2020/21 that provided essential learning opportunities, health and wellbeing interventions and COVID-recovery to communities and individuals across East Anglia.

Project activity during 2020/21 included, two large-scale community touring projects - Create, Promote Encourage Music, a young promoter training scheme funded by Youth Music, and Inn Crowd, touring live literature to rural pubs funded by Arts Council England. Whilst these projects did not deliver in-person activity this year, the delivery models were repurposed to address and support the issues and restrictions brought about by the pandemic. In addition, there remained a strong focus on delivering projects where the emphasis supported the cultural education and wellbeing improvement of people who face barriers to participations, in particular the delivery of the increasingly popular 'Our Day Out' programme - an inclusive older peoples programme of arts participation, with specific emphasis on reaching those living with dementia and their carers - funded until 2022 by Spirit of 2012, National Lottery Community Fund and the Earl of Northampton's Charity via Mercer's Company. In 2020 this programme was redesigned to provide fortnightly postal wellbeing packs to participants, enhanced with a digital programme of associated activity. With new investment from Independent Age, specifically to support COVID-19 emergency relief, CAE was able to extend this postal intervention to many more residents across Norfolk and the wider region.

Objectives and activities *(continued)*

Public benefit

In planning activities for the year under review the Trustees kept in mind the Charity Commission's guidance on Public Benefit at meetings, when exercising powers or performing duties in their roles. The activities outlined above in this report provide examples of how the charity has sought to further its charitable purposes for the benefit of the general public. The Trustees believe passionately that the delivery of our work as outlined on page 5 benefits a significant section of the general public in Norfolk, Suffolk, and the wider Southeastern region.

Our artistic values

Our artistic aims are to inspire people to expand their individual creativity, broaden their cultural horizons and join together to create culturally rich, diverse and inclusive communities.

CAE strives to achieve balanced programmes of engagement, ensuring representation of a wide range of artforms, stories and voices, which will appeal to all sections of the community.

Care is taken to use public subsidy wisely, exercising careful control over quality, artistic integrity, breadth, variety and cultural diversity. Wherever possible we seek opportunities to present work which extends experience, and surprises, excites, challenges and develops new audiences. We are keen to identify and support up-and-coming, as well as established, regional companies and performers who can contribute to the development of CAE programmes and projects and the beneficiaries of these.

Strategic report

The following sections for achievements and performance and financial review form the strategic report of the charity.

Achievements and performance

During 2020/21 CAE continued to work to the Business Plan that was developed for 2018-22, reviewing areas of development and change as necessary. In tandem with this sits the Audience Development, Equality & Diversity and Environmental Action Plans, which are reviewed regularly and updated as necessary.

CAE continued to offer high quality, professional cultural interventions to rural or underserved communities and isolated residents across Norfolk, Suffolk, and the eastern region; enabling cultural engagement with over 900 ticket buyers through a programme of rural cinema and online screening/performance events; and providing over 2600 learning and participation opportunities for a range of beneficiaries through postal and online delivery.

Whilst in-person events and activities were unable to take place, CAE undertook a number of strategic and developmental initiatives to evolve and enhance the community touring provision locally and nationally or to support the reopening of the cultural sector at large; these included the design of an Event Management Learning Module for Libraries Connect, the planning for a new community touring network across Cambridgeshire and a Youth Leadership in the Arts enquiry.

Financial review

The annual income of Creative Arts East was £429,189 (2020: £550,492) and expenditure was at £429,760 (2020: £549,380), resulting in a deficit of £571 (2020: surplus of £1,112).

Reserves Policy

The trustees, having regard to the liquidity requirements of operating the charity and to the reserves policy, have operated a policy of keeping available funds in an interest-bearing account and seek to achieve a reasonable rate on deposit. Reserves are needed to bridge the gap between the spending and receiving of resources and to cover unplanned emergencies and other expenditure. The trustees consider that the ideal level of reserves as at 31st March 2021 would be £50,000. The actual reserves were £82,295 providing the charity with £32,295 of working capital. This working capital will be used to invest in the charity's future by supporting activities that secure its medium to long term, and/or to support, in the short term, any funding shortfall, particularly in light of the COVID-19 impact on funding availability.

Of the actual reserves, the charity's free reserves (being net current assets in the unrestricted fund) amounted to £44,690.

Creative Arts East is grateful to its core funders who enable the core activities to take place each year. These are Arts Council England, Norfolk County Council and the District and Borough Councils of Mid Suffolk & Babergh (Suffolk), Breckland, Kings Lynn & West Norfolk, North Norfolk and South Norfolk.

It also thanks funders which supported specific project activity or contributed emergency COVID-19 funding, including: Spirit of 2012, British Film Institute, Arts Council England, Esmee Fairbairn, Mercer's Company, National Lottery Community Fund, Borough Council of Kings Lynn and West Norfolk, Norfolk County Council, Independent Age and Youth Music.

Plans for future periods

In July 2014 Arts Council National Portfolio Organisation (NPO) status was awarded to the Charity for three years from 1st April 2015 to 31st March 2018. In July 2017 the Charity was awarded a further four-year NPO funding agreement from April 2018 - March 2022. In September 2022, CAE will apply to Arts Council England for an extension to this funding term until March 2023, and during this time the charity will have made another application to maintain its NPO status from 2023 onwards.

During 2021/22, CAE will deliver a number of new projects, including Kickstart East Anglia - providing Gateway administration for 51 cultural employers offering 150+ placements to unemployed young people aged 16-24, and Plugged In - a commissioning and digital programme development project providing a platform for new and existing work by a range of diverse artists.

Impact of COVID-19

During 2020/21 CAE has been proactive in repurposing its social impact projects to make a relevant contribution to the COVID-19 emergency relief effort locally, many of the innovations developed during this time will change and enhance our long-term delivery approach for the better.

Thanks to continued and flexible investment commitments by primary funders, plus additional emergency investment from the Esmée Fairbairn Foundation, South Norfolk Council via the Local Authority Discretionary Grant Fund, and the National Lottery via the British Film Institute Film Audience Network, as well as savings made internally and through the government's Job Retention Scheme, CAE has maintained its financial position and forecasts a breakeven budget for 2021/22. This foundation, alongside our track record in designing, fundraising, and delivering social impact projects - several of which are already underway, stands us in a strong position to maintain a sound financial position in 2022/23.

Structure, governance and management

Governing document

The organisation is a charitable company limited by guarantee, incorporated on 20 July 1994 and registered as a charity on 23 August 1994. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Trustee selection methods

Trustees are elected from and by the full members at the Annual General Meeting. One third of the trustees must retire from office. The members to retire shall be those longest in office since their last election. These members are eligible for re-election. Two members are appointed representing service users or partners, the remaining members are appointed by the company in general meeting as it thinks fit.

Trustee induction and training

New Trustees undergo an orientation day to brief them on their legal obligations under charity and company law, the Charity Commission guidance on public benefit, content of the Memorandum and Articles of Association, the Board, the sub-committee and the decision making process, the risk register, the Business plan and recent financial information including the financial performance of the charity.

During the induction day, they meet key employees and other Trustees.

Trustees are encouraged to attend appropriate external training events where these will facilitate the undertaking of their role.

Organisational structure

The Charity is governed by a Board of Management who are elected to office at the AGM in accordance with the terms laid down in its Memorandum and Articles of Association. This Board of Management are the trustees of the Charity.

The Board meets quarterly and there is a sub-committee covering finance, audit and staff which normally meets twice a year or more frequently as required. An Executive Director is appointed by the Trustees to manage the day to day operations of the Charity.

Decisions are made by the Board but to facilitate operations, the Executive Director has delegated authority for operational matters including finance, employment, fundraising, programming and project management.

The Executive Director and Finance Manager attend Board meetings to present reports and advise the Board.

Risk management

The Board of Management meets on a quarterly basis to discuss the issues and risks affecting the company. The company has appropriate systems in place to identify potential risks and assess them in terms of likelihood and significance. The risks are regularly monitored and controls are implemented in order to mitigate any impact that they may have on Creative Arts East. This includes a Risk Register, the content of which is informed by consultation with staff, Board and external stakeholders and which is reviewed at each Board meeting.

Structure, governance and management *(continued)*

Independent examiner

The independent examiner, Mark Proctor of Lovewell Blake LLP, will be proposed for re-appointment at the forthcoming Annual General Meeting.

The trustees' annual report and the strategic report were approved on 9 July 2021 and signed on behalf of the board of trustees by:

Max Edwards
Trustee

Creative Arts East

Company Limited by Guarantee

Independent examiner's report to the trustees of Creative Arts East

Year ended 31 March 2021

I report to the charity trustees on my examination of the financial statements of the company for the year ended 31 March 2021 which comprise the statement of financial activities (including income and expenditure account), statement of financial position, statement of cash flows and the related notes.

Responsibilities and basis of report

As the charity's trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the financial statements of the company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your company's financial statements as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales (ICAEW), which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or

2. the financial statements do not accord with those records; or

3. the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or

4. the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

M Proctor

Mark Proctor FCA DChA
Independent Examiner

Lovewell Blake LLP
Chartered accountants
Bankside 300
Peachman Way
Broadland Business Park
Norwich
NR7 0LB

13 July 2021

Creative Arts East

Company Limited by Guarantee

Statement of financial activities (including income and expenditure account)

Year ended 31 March 2021

	Note	2021 Unrestricted funds £	2021 Restricted funds £	2021 Total funds £	2020 Total funds £
Income and endowments					
Donations and legacies	5	116,545	–	116,545	175,967
Charitable activities	6	4,124	250,608	254,732	373,412
Investment income	7	815	–	815	1,113
Other income	8	57,097	–	57,097	–
Total income		178,581	250,608	429,189	550,492
Expenditure					
Charitable activities	9	179,152	250,608	429,760	549,380
Total expenditure		179,152	250,608	429,760	549,380
Net (expenditure)/income and net movement in funds		(571)	–	(571)	1,112
Reconciliation of funds					
Total funds brought forward		82,866	–	82,866	81,754
Total funds carried forward		82,295	–	82,295	82,866

The statement of financial activities includes all gains and losses recognised in the year.
All income and expenditure derive from continuing activities.

The notes on pages 14 to 27 form part of these financial statements.

Creative Arts East

Company Limited by Guarantee

Statement of financial position

31 March 2021

	Note	2021 £	2021 £	2020 £	2020 £
Fixed assets					
Tangible fixed assets	**14**		36,105		14,568
Investments	**15**		1,500		1,500
			37,605		16,068
Current assets					
Debtors	**16**	8,882		43,514	
Cash at bank and in hand		264,470		194,071	
		273,352		237,585	
Creditors: Amounts falling due within one year	**17**	(228,662)		(170,787)	
Net current assets			44,690		66,798
Total assets less current liabilities			82,295		82,866
Net assets			82,295		82,866
Funds of the charity					
Unrestricted funds			82,295		82,866
Total charity funds	**19**		82,295		82,866

For the year ending 31 March 2021 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476;
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

These financial statements were approved by the board of trustees and authorised for issue on 9 July 2021, and are signed on behalf of the board by:

Max Edwards
Trustee

Company registration number: 02960157

The notes on pages 14 to 27 form part of these financial statements.

Creative Arts East

Company Limited by Guarantee

Statement of cash flows

Year ended 31 March 2021

	2021 £	2020 £
Cash flows from operating activities		
Net (expenditure)/income	(571)	1,112
Adjustments for:		
Depreciation of tangible fixed assets	10,835	4,955
Other interest receivable and similar income	(815)	(1,113)
Accrued expenses/(income)	62,651	(16,891)
Changes in:		
Trade and other debtors	37,361	4,132
Trade and other creditors	(7,505)	(10,510)
Cash generated from operations	101,956	(18,315)
Interest received	815	1,113
Tax paid	–	(148)
Net cash from/(used in) operating activities	102,771	(17,350)
Cash flows from investing activities		
Purchase of tangible assets	(32,372)	(5,353)
Net cash used in investing activities	(32,372)	(5,353)
Net increase/(decrease) in cash and cash equivalents	70,399	(22,703)
Cash and cash equivalents at beginning of year	194,071	216,774
Cash and cash equivalents at end of year	264,470	194,071

The notes on pages 14 to 27 form part of these financial statements.

1. General information

The charity is a public benefit entity and a private company limited by guarantee, registered in England and Wales and a registered charity in England and Wales. The address of the registered office is Dragon Hall, 115-123 King Street, Norwich, Norfolk, NR1 1QE.

2. Statement of compliance

The charity constitutes a public benefit entity as defined by FRS 102. 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 issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

3. Accounting policies

Basis of preparation

The financial statements have been prepared on the historical cost basis, as modified by the revaluation of certain financial assets and liabilities and investment properties measured at fair value through income or expenditure.

The financial statements are prepared in sterling, which is the functional currency of the entity.

Going concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the impact of COVID-19 in making this assessment.

Fund accounting

Unrestricted funds are available for use at the discretion of the trustees to further any of the charity's purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular future project or commitment.

Restricted funds are subjected to restrictions on their expenditure declared by the donor or through the terms of an appeal, and fall into one of two sub-classes: restricted income funds or endowment funds.

Income

All income is included in the statement of financial activities when entitlement has passed to the charity, it is probable that the economic benefits associated with the transaction will flow to the charity and the amount can be reliably measured. The following specific policies are applied to particular categories of income:

3. **Accounting policies** *(continued)*

Income *(continued)*

- income from donations or grants is recognised when there is evidence of entitlement to the gift, receipt is probable and its amount can be measured reliably

- funding received in respect of future years is shown as deferred income at the balance sheet date and recognised in the period when the related activity occurs

Government grants

Government grants are recognised using the accrual model.

Under the accrual model, government grants relating to revenue are recognised on a systematic basis over the periods in which the company recognises the related costs for which the grant is intended to compensate. Grants that are receivable as compensation for expenses or losses already incurred or for the purpose of giving immediate financial support to the entity with no future related costs are recognised in income in the period in which it becomes receivable.

Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is classified under headings of the statement of financial activities to which it relates:

- expenditure on raising funds includes the costs of all fundraising activities, events, non-charitable trading activities, and the sale of donated goods.

- expenditure on charitable activities includes all costs incurred by a charity in undertaking activities that further its charitable aims for the benefit of its beneficiaries, including those support costs and costs relating to the governance of the charity apportioned to charitable activities.

All costs are allocated to expenditure categories reflecting the use of the resource. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs are approrrtioned between the activities they contribute to on a reasonable, justifiable and consistent basis.

Tangible assets

Tangible assets are initially recorded at cost, and subsequently stated at cost less any accumulated depreciation and impairment losses. Any tangible assets carried at revalued amounts are recorded at the fair value at the date of revaluation less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

An increase in the carrying amount of an asset as a result of a revaluation, is recognised in other recognised gains and losses, unless it reverses a charge for impairment that has previously been recognised as expenditure within the statement of financial activities. A decrease in the carrying amount of an asset as a result of revaluation, is recognised in other recognised gains and losses, except to which it offsets any previous revaluation gain, in which case the loss is shown within other recognised gains and losses on the statement of financial activities.

3. **Accounting policies** *(continued)*

Depreciation

Depreciation is calculated so as to write off the cost or valuation of an asset, less its residual value, over the useful economic life of that asset as follows:

Improvements to property	-	33% straight line
Website	-	20% straight line
Display and office equipment	-	33% Straight line and 20% straight line
Cinema equipment	-	50% Straight line and 33% straight line
Computer equipment	-	33% straight line

Investments

Unlisted equity investments are initially recorded at cost, and subsequently measured at fair value. If fair value cannot be reliably measured, assets are measured at cost less impairment.

Listed investments are measured at fair value with changes in fair value being recognised in income or expenditure.

Impairment of fixed assets

A review for indicators of impairment is carried out at each reporting date, with the recoverable amount being estimated where such indicators exist. Where the carrying value exceeds the recoverable amount, the asset is impaired accordingly. Prior impairments are also reviewed for possible reversal at each reporting date.

For the purposes of impairment testing, when it is not possible to estimate the recoverable amount of an individual asset, an estimate is made of the recoverable amount of the cash-generating unit to which the asset belongs. The cash-generating unit is the smallest identifiable group of assets that includes the asset and generates cash inflows that largely independent of the cash inflows from other assets or groups of assets.

For impairment testing of goodwill, the goodwill acquired in a business combination is, from the acquisition date, allocated to each of the cash-generating units that are expected to benefit from the synergies of the combination, irrespective of whether other assets or liabilities of the charity are assigned to those units.

Financial instruments

A financial asset or a financial liability is recognised only when the entity becomes a party to the contractual provisions of the instrument.

Basic financial instruments are initially recognised at the amount receivable or paable including any related transaction costs, unless the arrangement constitutes a financing transaction, where it is recognised at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Current assets and current liabilities are subsequently measured at the cash or other consideration expected to be paid or received and not discounted.

3. Accounting policies *(continued)*

Defined contribution plans

Contributions to defined contribution plans are recognised as an expense in the period in which the related service is provided. Prepaid contributions are recognised as an asset to the extent that the prepayment will lead to a reduction in future payments or a cash refund.

When contributions are not expected to be settled wholly within 12 months of the end of the reporting date in which the employees render the related service, the liability is measured on a discounted present value basis. The unwinding of the discount is recognised as an expense in the period in which it arises.

4. Limited by guarantee

Creative Arts East is a company limited by guarantee and accordingly does not have a share capital.

5. Donations and legacies

	Unrestricted Funds £	**Total Funds 2021 £**	Unrestricted Funds £	Total Funds 2020 £
Donations				
Donations	4,312	4,312	3,760	3,760
Grants				
Grants	112,233	112,233	172,207	172,207
	116,545	116,545	175,967	175,967

Grants received, included in the above, are as follows:

	2021 £	**2020** £
Arts Council NPO Funding	64,926	150,000
North Norfolk District Council	2,500	–
King's Lynn and West Norfolk Borough Council	3,000	3,000
Norfolk County Council	10,307	10,307
South Norfolk District Council	7,500	2,500
Breckland District Council	4,000	4,000
Mid Suffolk District Council	1,250	1,200
Babergh District Council	1,250	1,200
Esmee Fairbairn	7,500	–
BFI	10,000	–
Total grants	112,233	172,207

6. Charitable activities

	Unrestricted Funds £	Restricted Funds £	**Total Funds 2021 £**
Project activities	4,124	250,608	254,732

	Unrestricted Funds £	Restricted Funds £	Total Funds 2020 £
Project activities	40,757	332,655	373,412

7. Investment income

	Unrestricted Funds £	**Total Funds 2021 £**	Unrestricted Funds £	Total Funds 2020 £
Bank interest	815	815	1,113	1,113

8. Other income

	Unrestricted Funds £	**Total Funds 2021 £**	Unrestricted Funds £	Total Funds 2020 £
CJRS - furlough income	57,097	57,097	–	–

9. Expenditure on charitable activities by activity type

	Activities undertaken directly	Support costs	**Total funds 2021**	Total fund 2020
	£	£	**£**	£
Direct project costs	55,162	–	55,162	194,172
Wages	–	288,818	288,818	261,725
Social security	–	19,178	19,178	18,587
Rent and rates	–	15,182	15,182	18,800
Printing, postage and stationery	–	9,929	9,929	13,659
Subscriptions and publications	–	1,209	1,209	994
Telephone and fax	–	2,552	2,552	2,538
Training and development	–	2,236	2,236	2,145
Travel and entertainment	–	21	21	1,839
Other staff costs	–	2,568	2,568	4,630
Legal and professional fees	–	–	–	3,390
Depreciation	–	10,835	10,835	4,955
Sundries	–	798	798	75
Bank fees and charges	–	223	223	239
Repairs and maintenance	–	2,089	2,089	3,930
Office costs	–	12,415	12,415	9,646
Marketing	–	1,568	1,568	2,168
Bad debts written off	–	–	–	1,146
Insurance	–	1,942	1,942	1,981
Governance costs	–	3,035	3,035	2,761
	55,162	374,598	429,760	549,380

Governance costs

	2021	2020
	£	£
Independent examination - current year	2,472	1,825
Independent examination - prior year	563	–
Audit - prior year	–	936
	3,035	2,761

10. Net (expenditure)/income

Net (expenditure)/income is stated after charging/(crediting):

	2021	2020
	£	£
Depreciation of tangible fixed assets	10,835	4,955

11. Independent examination fees

	2021	2020
	£	£
Fees payable to the independent examiner for:		
Independent examination of the financial statements	2,623	1,825

12. Staff costs

The total staff costs and employee benefits for the reporting period are analysed as follows:

	2021	2020
	£	£
Wages and salaries	278,926	251,653
Social security costs	19,178	18,587
Employer contributions to pension plans	9,892	10,072
	307,996	280,312

The average head count of employees during the year was 12 (2020: 12).

No employee received employee benefits of more than £60,000 during the year (2020: Nil).

13. Trustee remuneration and expenses

There were no trustees' remuneration or other benefits for the year ended 31 March 2021 nor for the year ended 31 March 2020.

Trustees' expenses

During the year one trustee was reimbursed a total of £85 (two trustees: £109) for mileage expenses.

14. Tangible fixed assets

	Improvements to property	Website	Display and office equipment	Cinema equipment	Computer equipment	**Total**
	£	£	£	£	£	£
Cost						
At 1 Apr 2020	6,022	–	14,859	33,296	21,387	75,564
Additions	–	30,383	–	–	1,989	32,372
Disposals	–	–	(256)	–	–	(256)
At 31 Mar 2021	6,022	30,383	14,603	33,296	23,376	107,680
Depreciation						
At 1 Apr 2020	6,022	–	12,513	26,220	16,241	60,996
Charge for the year	–	6,077	1,896	530	2,332	10,835
Disposals	–	–	(256)	–	–	(256)
At 31 Mar 2021	6,022	6,077	14,153	26,750	18,573	71,575
Carrying amount At 31 Mar 2021	–	24,306	450	6,546	4,803	36,105
At 31 Mar 2020	–	–	2,346	7,076	5,146	14,568

15. Investments

	Other investments £
Cost or valuation	
At 1 Apr 2020	1,500
Additions	–
At 31 Mar 2021	1,500
Impairment	
At 1 Apr 2020 and 31 Mar 2021	–
Carrying amount	
At 31 Mar 2021	1,500
At 31 Mar 2020	1,500

All investments shown above are held at valuation.

There were no investment assets outside the UK.

Investments (neither listed not unlisted) were as follows:

	2021 £	2020 £
Peter Blake artwork	1,500	1,500

16. Debtors

	2021 £	2020 £
Trade debtors	3,718	10,893
Prepayments and accrued income	4,350	32,621
Other debtors	814	–
	8,882	43,514

17. Creditors: Amounts falling due within one year

	2021 £	2020 £
Trade creditors	5,364	12,806
Accruals and deferred income	217,149	151,769
Social security and other taxes	6,149	6,160
Other creditors	–	52
	228,662	170,787

17. Creditors: Amounts falling due within one year *(continued)*

	2021	2020
	£	£
Deferred income brought forward	140,243	151,331
Released during the year	(140,243)	(151,331)
Deferred during the year	195,383	140,243
Deferred income carried forward	195,383	140,243

Deferred income relates to funding received in respect of future years.

18. Pensions and other post retirement benefits

Defined contribution plans

The amount recognised in income or expenditure as an expense in relation to defined contribution plans was £9,892 (2020: £10,072).

19. Analysis of charitable funds

Year ended 31 March 2021

Unrestricted funds

	At 1 April 2020	Income	Expenditure	Transfers	**At 31 March 2021**
	£	£	£	£	£
General funds	82,866	178,581	(179,152)	–	82,295

Restricted funds

	At 1 April 2020	Income	Expenditure	Transfers	**At 31 March 2021**
	£	£	£	£	£
CAE Deferred Project	–	52,995	(52,995)	–	–
Cambridge Rural Touring	–	6,739	(6,739)	–	–
Co-op Foundation	–	1,054	(1,054)	–	–
Esmee Fairbairn Foundation	–	8,333	(8,333)	–	–
Independent Age	–	5,665	(5,665)	–	–
Inn Crowd 2	–	20,300	(20,300)	–	–
LCEP	–	14,239	(14,239)	–	–
Libraries Connect	–	6,353	(6,353)	–	–
Mercers (The Earl of Northampton Fund)	–	15,000	(15,000)	–	–
NLCF - ODO West Norfolk	–	27,797	(27,797)	–	–
Operation No Cold Shoulder	–	4,235	(4,235)	–	–
Promoter Development	–	8,151	(8,151)	–	–
RTD Ambassador	–	1,000	(1,000)	–	–
ACE - SE Libraries Touring Project	–	400	(400)	–	–
Silver Social	–	2,975	(2,975)	–	–
Spirit of 2012	–	53,379	(53,379)	–	–
Youth Music Project	–	21,993	(21,993)	–	–
	–	250,608	(250,608)	–	–

Year ended 31 March 2020

Unrestricted funds

	At 1 April 2019	Income	Expenditure	Transfers	**At 31 March 2020**
	£	£	£	£	£
General funds	78,380	217,837	(216,725)	3,374	82,866

Restricted funds

	At 1 April 2019	Income	Expenditure	Transfers	**At 31 March 2020**
	£	£	£	£	£
BFI Hub 5 and 6	–	29,538	(29,538)	–	–
BFI Musicals	–	2,435	(2,435)	–	–
Catalyst	–	53,329	(53,329)	–	–
Co-op Foundation	–	20	(20)	–	–
Esmee Fairbairn Foundation	–	9,376	(9,376)	–	–
Inn Crowd	–	28,539	(28,539)	–	–
Inn Crowd 2	–	24,902	(24,902)	–	–
KLAD	–	(945)	945	–	–
LCEP	–	17,012	(17,012)	–	–
Mercers (The Earl of Northampton Fund)	–	2,188	(2,188)	–	–
NLCF - ODO West Norfolk	–	28,508	(28,508)	–	–
Operation No Cold Shoulder	–	9,277	(9,277)	–	–
Promoter Development	–	13,557	(13,557)	–	–
RTD Ambassador	–	500	(500)	–	–
ACE - SE Libraries Touring Project	–	8,310	(8,310)	–	–
Silver Social	–	2,470	(2,470)	–	–
SNDF	–	599	(599)	–	–
Spirit of 2012	–	65,541	(65,541)	–	–
Youth Music Project	–	37,499	(37,499)	–	–
Other restricted funds	3,374	–	–	(3,374)	–
	3,374	332,655	(332,655)	(3,374)	–

BFI Hub 5 and 6 – project funding from BFI FAN to support the annual costs of community cinema scheme, including management and license subsidy

BFI Musicals – project funding for a special cinema programming menu related to musicals, including management and license subsidy

Catalyst – special philanthropic fundraising programme from Arts Council (2016-19) to match-fund any private giving throughout the three year period

Co-op Foundation – project funding for research into youth loneliness across West Norfolk

Esmee Fairbairn – a three-year touring development project (2017-20)

SNDF – a special dementia-friending film programming project across South Norfolk

Inn Crowd – a three year project supporting live performance in rural pubs (2016-19), leading to a further three-year project Inn Crowd Pubs + (2019-22)

KLAD – a two year audience development project for West Norfolk (2017-19 – check that, might e 2016-18)

Mercers – a three year project to support older people across Norfolk, including Our Day Out and rural touring activity

NLCF – ODO West Norfolk – a two year project to deliver Our Day Out activity across two communities of West Norfolk

Operation No Cold Shoulder – a multi-partner, two year loneliness reduction project delivered across parts of Norfolk, CAE are delivering creative workshops

Promoter Development – a combination fund for internal purposes, formed from Catalyst and Esmee Fairbairn income ringfenced for rural touring development activity which diversifies audiences and promoters

RTD Ambassador – local lead as part of the NRTF Rural Touring Dance Initiative, a national three-year programme enabling more and better dance performance across the rural touring circuit

ACE – SE Libraries Touring Project – a one year research project, supporting understanding about potentials and challenges of touring into libraries

Silver Social – programming contract supporting the Breckland Council project reaching isolated older people in rural communities

Spirit of 2012 – funding to deliver the Our Day Out programme of dementia-inclusive creative workshops across parts of Norfolk between 2016-19 and continued 2019-22

Youth Music Project – a three year project (2017-20) training at-risk young people in rural high schools to become community event managers

Cambridge Rural Touring - an Arts Council Project Grants funded partnership project, led by Cambridgeshire ACRE from April 2020 - March 2022, with the possibility of extension due to COVID delays. The project will serve to reignite rural touring provision across north Cambridgeshire, supporting and enabling community volunteer groups to access the Creative Arts East Live and Screen membership schemes.

Independent Age - a six-month project, from September 2020, supporting increased production and distribution of the Creative Wellbeing Postal Packs to vulnerable residents across Norfolk and the wider region. This is in direct response to COVID support and recovery and use of funds may be extended past the 6-month timeframe depending on demand.

LCEP - arts Council funding and partnership investment to support the coordination and delivery functions of PEACH West Norfolk - a Local Cultural Education Partnership across April 2020-March 2022. The work of the LCEP, which is administered by CAE, aims to radically transform the cultural education provision and ambitions of children and young people across the Borough of King's Lynn and West Norfolk.

Libraries Connect - a contract for services to design and support an Event Management training module for library staff across the country.

20. Analysis of net assets between funds

	Unrestricted Funds	Restricted Funds	**Total Funds 2021**
	£	£	£
Tangible fixed assets	36,105	–	36,105
Investments	1,500	–	1,500
Net current assets	44,690	–	44,690
	82,295	–	82,295

	Unrestricted Funds	Restricted Funds	**Total Funds 2020**
	£	£	£
Tangible fixed assets	14,568	–	14,568
Investments	1,500	–	1,500
Net current assets	66,798	–	66,798
	82,866	–	82,866

21. Analysis of changes in net debt

	At 1 Apr 2020	Cash flows	**At 31 Mar 2021**
	£	£	£
Cash at bank and in hand	194,071	70,399	264,470

22. Related parties

Heroes Advertising and Public Relations Ltd

Max Edwards, trustee, is a director of Heroes Advertising and Public Relations Ltd. During the year the following transactions took place with this company:

	2021	Outstanding	2020
	£	£	£
Goods and services purchased	3,437	656	9,191

The Garage Trust Limited

Mari Martin, trustee, is also a trustee of The Garage Trust Limited. During the year the following transactions took place with this company:

	2021	Outstanding	2020
	£	£	£
Goods and services purchased	–	–	966

National Rural Touring Forum

Natalie Jode, executive director, is also a trustee of National Rural Touring Forum. During the year the following transactions took place with this company:

	2021	Outstanding	2020
	£	£	£
Goods and services purchased	1,180	–	4,240
Goods and services sold	1,800	–	1,118