

**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**

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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





# Creative Arts East

## Company Limited by Guarantee

### Trustees' annual report (incorporating the directors' report) *(continued)*

Year ended 31 March 2025

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#### 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

# **Creative Arts East**

**Company Limited by Guarantee**

**Trustees' annual report (incorporating the directors' report) *(continued)***

**Year ended 31 March 2025**

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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

# **Creative Arts East**

## **Company Limited by Guarantee**

### **Trustees' annual report (incorporating the directors' report) *(continued)***

**Year ended 31 March 2025**

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#### **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.



# **Creative Arts East**

## **Company Limited by Guarantee**

### **Trustees' annual report (incorporating the directors' report) *(continued)***

**Year ended 31 March 2025**

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#### **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.



# Creative Arts East

## Company Limited by Guarantee

### Trustees' annual report (incorporating the directors' report) *(continued)*

#### Year ended 31 March 2025

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##### **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.



# **Creative Arts East**

## **Company Limited by Guarantee**

### **Trustees' annual report (incorporating the directors' report) *(continued)***

#### **Year ended 31 March 2025**

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##### **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.



# **Creative Arts East**

## **Company Limited by Guarantee**

### **Trustees' annual report (incorporating the directors' report) *(continued)***

#### **Year ended 31 March 2025**

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#### **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.



# **Creative Arts East**

## **Company Limited by Guarantee**

### **Trustees' annual report (incorporating the directors' report) *(continued)***

**Year ended 31 March 2025**

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#### **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

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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.



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

		Unrestricted funds	2025 Restricted funds	Total funds	2024 Total funds
	Note	£	£	£	£
<b>Income and endowments</b>					
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
<b>Total income</b>		<u>317,618</u>	<u>453,508</u>	<u>771,126</u>	<u>644,698</u>
<b>Expenditure</b>					
Charitable activities	8	316,286	453,508	769,794	643,288
<b>Total expenditure</b>		<u>316,286</u>	<u>453,508</u>	<u>769,794</u>	<u>643,288</u>
<b>Net income and net movement in funds</b>		<u>1,332</u>	<u>—</u>	<u>1,332</u>	<u>1,410</u>
<b>Reconciliation of funds</b>					
Total funds brought forward		77,407	—	77,407	75,997
<b>Total funds carried forward</b>		<u>78,739</u>	<u>—</u>	<u>78,739</u>	<u>77,407</u>

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 25 form part of these financial statements.

# Creative Arts East

## Company Limited by Guarantee

### Statement of financial position

31 March 2025

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

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



# Creative Arts East

## Company Limited by Guarantee

### Statement of cash flows

Year ended 31 March 2025

	2025 £	2024 £
<b>Cash flows from operating activities</b>		
Net income	1,332	1,410
<i>Adjustments for:</i>		
Depreciation of tangible fixed assets	7,375	8,299
Other interest receivable and similar income	(13,072)	(14,196)
<i>Changes in:</i>		
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	<u>8,800</u>	<u>91,610</u>
<b>Cash flows from investing activities</b>		
Purchase of tangible assets	—	(2,220)
Net cash used in investing activities	<u>—</u>	<u>(2,220)</u>
<b>Net increase in cash and cash equivalents</b>	8,800	89,390
<b>Cash and cash equivalents at beginning of year</b>	416,724	327,333
<b>Cash and cash equivalents at end of year</b>	<u>425,524</u>	<u>416,723</u>

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

# **Creative Arts East**

## **Company Limited by Guarantee**

### **Notes to the financial statements**

**Year ended 31 March 2025**

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#### **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



# Creative Arts East

## Company Limited by Guarantee

### Notes to the financial statements *(continued)*

#### Year ended 31 March 2025

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#### 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

# **Creative Arts East**

## **Company Limited by Guarantee**

### **Notes to the financial statements *(continued)***

#### **Year ended 31 March 2025**

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

##### **Investments**

Unlisted 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.

##### **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.



# Creative Arts East

## Company Limited by Guarantee

### Notes to the financial statements *(continued)*

Year ended 31 March 2025

#### 5. Donations and legacies

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
<b>Donations</b>				
Donations	952	952	171	171
<b>Grants</b>				
Grants	254,068	254,068	225,101	225,101
	<u>255,020</u>	<u>255,020</u>	<u>225,272</u>	<u>225,272</u>

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	<u>254,068</u>	<u>225,101</u>

#### 6. Charitable activities

	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £
Project activities	<u>49,526</u>	<u>453,508</u>	<u>503,034</u>
	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £
Project activities	<u>38,476</u>	<u>366,754</u>	<u>405,230</u>

#### 7. Investment income

	Unrestricted Funds £	Total Funds 2025 £	Unrestricted Funds £	Total Funds 2024 £
Bank interest	<u>13,072</u>	<u>13,072</u>	<u>14,196</u>	<u>14,196</u>

# Creative Arts East

## Company Limited by Guarantee

### Notes to the financial statements (continued)

#### Year ended 31 March 2025

#### 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
	<u>415,397</u>	<u>354,397</u>	<u>769,794</u>	<u>643,288</u>

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
	<u>4,674</u>	<u>4,133</u>

#### 9. Net income

Net income is stated after charging/(crediting):

	2025	2024
	£	£
Depreciation of tangible fixed assets	<u>7,375</u>	<u>8,299</u>

#### 10. Independent examination fees

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



# Creative Arts East

## Company Limited by Guarantee

### Notes to the financial statements (continued)

#### Year ended 31 March 2025

#### 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
	<u>279,510</u>	<u>292,101</u>

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 £
<b>Cost</b>					
At 1 Apr 2024	30,383	13,587	33,296	27,214	104,480
Disposals	—	(8,051)	—	(15,260)	(23,311)
<b>At 31 Mar 2025</b>	<u>30,383</u>	<u>5,536</u>	<u>33,296</u>	<u>11,954</u>	<u>81,169</u>
<b>Depreciation</b>					
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)
<b>At 31 Mar 2025</b>	<u>30,383</u>	<u>3,481</u>	<u>33,296</u>	<u>11,777</u>	<u>78,937</u>
<b>Carrying amount</b>					
<b>At 31 Mar 2025</b>	<u>—</u>	<u>2,055</u>	<u>—</u>	<u>177</u>	<u>2,232</u>
At 31 Mar 2024	<u>6,077</u>	<u>2,666</u>	<u>—</u>	<u>864</u>	<u>9,607</u>

# Creative Arts East

## Company Limited by Guarantee

### Notes to the financial statements *(continued)*

#### Year ended 31 March 2025

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#### 14. Investments

	Other investments £
<b>Cost or valuation</b>	
At 1 Apr 2024	1,500
Additions	—
<b>At 31 Mar 2025</b>	<u>1,500</u>
<b>Impairment</b>	
At 1 Apr 2024 and 31 Mar 2025	<u>—</u>
<b>Carrying amount</b>	
At 31 Mar 2025	<u>1,500</u>
At 31 Mar 2024	<u>1,500</u>

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	<u>1,500</u>	<u>1,500</u>

#### 15. Debtors

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

#### 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	<u>4,835</u>	<u>3,693</u>
	<u>365,553</u>	<u>366,833</u>



# Creative Arts East

## Company Limited by Guarantee

### Notes to the financial statements *(continued)*

#### Year ended 31 March 2025

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**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	<u>285,215</u>	<u>344,328</u>

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).

# Creative Arts East

## Company Limited by Guarantee

### Notes to the financial statements *(continued)*

#### Year ended 31 March 2025

#### 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
	<u>77,407</u>	<u>317,618</u>	<u>(316,286)</u>	<u>—</u>	<u>78,739</u>

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 Flock / Young Creatives Network	—	4,071	(4,071)	—	—
Inn Crowd	—	2,000	(2,000)	—	—
LCEP	—	11,017	(11,017)	—	—
West norfolk shared prosperity	—	7,459	(7,459)	—	—
Mercers (The Earl of Northampton Fund)	—	8,854	(8,854)	—	—
Non-Breckland Arts for Health	—	6,000	(6,000)	—	—
Breckland Arts for Health	—	19,080	(19,080)	—	—
Youth Music Project	—	15,063	(15,063)	—	—
Rekindle (National)	—	59,741	(59,741)	—	—
Rekindle (Norfolk)	—	240,527	(240,527)	—	—
Migrant Support	—	9,903	(9,903)	—	—
Know Your Neighbourhood	—	7,029	(7,029)	—	—
	<u>—</u>	<u>25,116</u>	<u>(25,116)</u>	<u>—</u>	<u>—</u>
	<u>—</u>	<u>453,508</u>	<u>(453,508)</u>	<u>—</u>	<u>—</u>



# Creative Arts East

## Company Limited by Guarantee

### Notes to the financial statements *(continued)*

#### Year ended 31 March 2025

##### 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
	<u>75,997</u>	<u>277,944</u>	<u>(276,534)</u>	<u>—</u>	<u>77,407</u>

##### 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)	—	—
	<u>—</u>	<u>11,377</u>	<u>(11,377)</u>	<u>—</u>	<u>—</u>
	<u>—</u>	<u>366,754</u>	<u>(366,754)</u>	<u>—</u>	<u>—</u>

##### 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.

# **Creative Arts East**

## **Company Limited by Guarantee**

### **Notes to the financial statements *(continued)***

#### **Year ended 31 March 2025**

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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.



# Creative Arts East

## Company Limited by Guarantee

### Notes to the financial statements *(continued)*

Year ended 31 March 2025

#### 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
	<u>78,739</u>	<u>—</u>	<u>78,739</u>

	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
	<u>77,407</u>	<u>—</u>	<u>77,407</u>

#### 20. Analysis of changes in net debt

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

#### 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	<u>1,436</u>	<u>—</u>
	<u>2,535</u>	<u>227</u>

#### 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.