

**EASTSIDE EDUCATIONAL TRUST**  
(a company limited by guarantee)

**DIRECTORS' AND TRUSTEES' REPORT  
AND ACCOUNTS**

**FOR THE YEAR ENDED 31ST MARCH 2020**

**Company No: 03594475**  
**Charity No: 1077192**

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**REPORT AND ACCOUNTS**

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**DIRECTORS' AND TRUSTEES' REPORT (Cont/d)**  
**FOR THE YEAR ENDED 31ST MARCH 2020**

The trustees are pleased to present their annual directors' report together with the financial statements of the charity for the year ended 31st March 2020, which are also prepared to meet the requirements for a directors' report and Companies Act purposes.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association, and Accounting and Reporting by Charities: Statements of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

### **OUR PURPOSE AND ACTIVITIES**

The principal activities of the charitable company are to develop the creative thinking of children and young people across London and beyond through direct participation in the arts, culture and creativity programmes. Eastside does this work to nurture a new generation of confident, connected problem solvers equipped to build a better society.

Eastside's vision is a future in which all children and young people's creativity is unlocked, nurtured and valued.

Eastside's work raises young people's standards of achievement in language and literacy; enhances their well-being and promotes independent and life-long learning through participation in the creative arts (including literary arts, visual arts, media arts and performing arts).

The objects for which the organisation was established are:

- For the advancement of the education of the public (particularly of young people) in dramatic and other arts, language and literature; and
- For the promotion of any charitable purpose using the medium of dramatic and other arts.

Eastside runs creative workshops, programmes and participatory projects for children and young people to fulfil our purpose. Our programme of work also includes career related events and celebrations of the children and young people's work.

### **Our volunteers**

We use volunteers to provide additional support in our workshops and creative projects. Volunteers provide a valuable contribution in supporting children with their learning and also providing practical hands-on support assisting the artists in workshop or event settings. The volunteers' contribution enables us to ensure that each child in volunteer assisted workshops has an enhanced learning experience.

### **Achievements and Performance**

2019-2020 was an outstanding year for Eastside in which our programme impacts have more than doubled since the previous year (2018/19). We delivered 698 learning sessions to 10,450 children and young people, making a total of 21,020 contact sessions between artists and young people, over 1,600 hours of delivery. Our programmes had over 30 sharings, performances or screenings, reaching nearly 5,000 audience members, either in professional venues or delivered to audiences of parents and peers in school. We created four new short fiction films with the BFI Film Academy and through the Eastside Film Crew programme, 15 short promotional films about our work and that of local businesses and London arts organisations, plus supported the creation of three independent mini-documentaries, and produced over 30 resource videos, written guides and interactive PDFs to support our programmes and more widely diffuse our creative engagement work.

We have refreshed our brand and launched a new modernised website, reached national and international audiences with our programmes of work and implemented a strong future facing staffing structure. We secured an exciting £500,000 programme of work with the London Borough of Southwark to ensure that every child in Southwark benefits from a free theatre visit over a 2 and a half year period. We have strengthened our board undertaking two cycles of trustee recruitment in partnership with Nurole and the East London Business Alliance. We have secured a further three years of funding with John Lyon's Charity to deliver creative literacy programmes for primary and secondary schools entitled **Word Power** and a further grant from Adobe to strengthen our **Females in Film** programme offer.

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**Increasing Our Impacts:**

**Eastside Schools Workshops**

With a newly designed set of frameworks and interactive website pages dedicated to delivering Eastside Schools Workshops, the team set a target of achieving £30,000 of income from booked workshops, with an actual turnover of £30,038 showing that planned growth was achieved.

In October 2019, Eastside promoted its Black History Month schools workshops including 3 new frameworks which reached 24 schools, of which 10 were new and 14 repeat bookers. Eastside engaged and trained 10 new artists from diverse backgrounds to better represent the participants we work with – these artists have received excellent feedback.

Teachers wrote:

*'...A child who normally shies away from speaking about a topic that is important to him, has the confidence to discuss it publicly in the warm up. Praise given to him developed his confidence and has since had the confidence to share ideas in class and work with other people...'*

*'...Our EAL speakers in particular grew in confidence with their speaking and presentations, which then showed in their writing...'*

In the spring term (Jan - April 2020) Eastside delivered a full programme of workshops for **World Book Day**, **Shakespeare Week** and **World Poetry Day** reaching 2450 students :

*The workshops were fun and engaging. The children really enjoyed them and it made our World Book Day very special. Thank you!*

**Debauney Primary School**

*The children loved the workshops- very interactive, encouraging creativity and speaking and listening. The teachers said they would use some of the ideas in further lessons.*

**Clara Grant Primary School**

We will be setting ambitious targets for growth of our schools workshops programme in subsequent years, though the impact of Covid-19 means that we are planning to not see growth in 2020-2021 while schools remain closed, but are looking for ways to adapt delivery to accommodate digital tools or socially distanced learning.

***I know I wish I will***

***I know I wish I will***, Eastside's signature 25th anniversary national programme, was without doubt our most ambitious and exciting programme in recent years. The 2019/20 year saw Eastside work around the country delivering over 225 creative workshops to over 50 schools and their students.

Teachers wrote:

*'It has reignited my passion for writing and performing poetry';*

*'It was brilliant ...we had great feedback from the 3 workshops...'*

*'...A school governor unexpectedly sat in on one of workshops & was hugely impressed...'*

Eastside focussed the national element of the ***I know I wish I will*** schools engagement programme delivery in Yorkshire (Grimm and Co), Peterborough (Metal), Gloucestershire (Cheltenham Festivals), Lincolnshire (Boston College), Merseyside (Writing on the Wall) and London through working with 5 fully engaged partner organisations (named in the brackets above).

The ***I know I wish I will*** spoken word poetry competition received **1055** poetry submissions created by over 3000 young people, representing Merseyside, Rotherham, Gloucestershire, Peterborough, Lincolnshire, London, Manchester, Birmingham, Bristol, Wales, Scotland, Northern Ireland, Cyprus, France, Spain and Nigeria to name but a few.

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The programme's impact went on to achieve **UNESCO UK** endorsement:

*"The UK National Commission for UNESCO is delighted to be partnering with the Eastside Educational Trust's, 'I know I wish I will' project. The project embodies many of the values and ideals of UNESCO, providing young people with an opportunity to access a sometimes less well represented aspect of culture. It encourages them to express themselves when their voices might otherwise not be heard. The 'I know I wish I will' project is a great way for the UK to celebrate World Poetry Day on March 21st."*

- James Bridge, Secretary-General of The UK National Commission for UNESCO.

808 young spoken word participants from across the country were set to participate in Eastside's 25 hour spoken word poetry marathon at The Criterion Theatre London. With four days before curtain up, the Government restrictions in response to the Covid 19 Pandemic came into play and the event was cancelled.

Nonetheless, Eastside transformed the live event within days to launch a Digital Stage. Eastside invited poets to share their work online using #knowwishwill and #WorldPoetryDay. Within 48 hours - 29,978 people engaged with the content and the activity received messages of support from Stephen Fry and Jeremy Corbyn and a BBC News item online.

Whilst hugely disappointed to have the culmination of this fantastic programme cut short, Eastside continues to work hard to evaluate and understand all the key outcomes and will publish a book of all the poetry generated and a full evaluation report in the 20/21 year.

### **A year of fundraising**

To mark Eastside's 25th birthday, a celebration party to kickstart a year of fundraising took place at the Perseverance Works Courtyard on August 29th 2019. Thanks to sponsorship from Tower London, JJ Media and Ballie Ballerson, over 200 guests were welcomed with free cocktails, BBQ food, screen printing workshops and live spoken word entertainment. The party concluded with a raffle prize draw.

7 days later James Peterson (Eastside Chair) embarked upon Eastside's second Try-Art- Lon:

Day 1 - A 5k swim, representing Eastside's 5 national **I know I wish I will** partners;

Day 2 - 170k bike ride around London's 33 boroughs representing Eastside's city wide focus, and

Day 3 - a 25 k run representing Eastside's 25 year history.

Felix Andrew (General Manager) joined James for the bike ride, whilst Matt Lane (CEO/Artistic Director) completed a 25 kilometre swim over the 3 days. These fundraising efforts combined with the celebration party generated £30,000 of income for the organisation.

Alongside these special anniversary programmes of work, Eastside's core activities have continued in this year.

### **Raise the Curtain**

On 9th August 2019 Eastside won a contract valued at £500,000 to deliver a new programme funded by Southwark Council. Raise The Curtain offers every primary school aged child in Southwark the chance to visit the theatre for free from 2020 to 2022. This opportunity is open to all children in state funded primary schools, home schooling, looked after children and children at school in hospital.

With a culturally rich community of over 19 theatres and theatre companies, this exciting initiative will bring together every primary school and educational setting across the borough with the extraordinary community of theatres and creative venues in and near to Southwark.

Great progress has been made in the 19/20 year to prepare the programme for launching including the development of an interactive website. A fully costed programme of new and existing primary friendly theatre commissions from such partners as The Globe, The Old Vic, Ballet Rambert, Half Moon Theatre, Southwark Playhouse and many others had been curated, but sadly the programme has been paused due to Covid 19 restrictions. New thinking is being developed to ensure the programme continues in a Covid secure fashion

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**Verse vs Verse**

Our signature creative literacy programme, Verse vs Verse, has reached the third and final year of delivery with 8 participating schools across the John Lyon's boroughs of interest. The programme has supported 400 primary aged children over a 3 year period to develop their spoken word and creative literacy skills.

*"There has been a noticeable difference in the pupils' confidence, creativity and quality of writing with an increase in those reaching the greater depth standard this year." – Verse vs Verse Teacher*

Sadly the final term of the Verse vs Verse programme has been disrupted by the Covid 19 pandemic. Plans are in place to deliver an online celebration of the programmes achievements to replace the annual summer poetry slam which has been cancelled and to equip all teachers with a programme legacy pack. The final evaluation of the programme will be delivered in 2020-2021.

**Word Power**

In March 2020 Eastside achieved a further 3 years of investment from John Lyon's Charity to deliver Word Power - a new 3 year programme that will engage three consecutive cohorts of primary / secondary / SEN schools from across the John Lyon's Charity boroughs of interest.

Word Power offers a self-sustaining model which introduces inspirational artist role models and empowers teachers to take the lead as poetry champions in their school community and beyond. It offers two years of practical tools to embed spoken word events in their annual calendar, continuing professional development alongside a suite of lesson plans, and high quality videos to use in the classroom.

**Disney Musicals in Schools**

Eastside successfully completed its third and final year of Disney Musicals in Schools delivering the programme in 3 new schools (Colegrave primary, Sacred Heart and Childeric primary) as well as supporting 9 alumni schools from years 1 and 2.

The final student share took place on 9th March 2020 at the Lyceum theatre and was a great success. Beyond March 2020, Eastside will hand the running of the programme back to Disney (this follows repeated unsuccessful attempts to secure ongoing external revenue funding for the programme which did regrettably not yield sufficient funds to support the programme costs).

**Eastside Partner Schools**

Eastside's ongoing strong partnership with Adobe continued with the funding of a new partner schools programme. 3 new partner schools, Thomas Fairchild primary, Hoxton garden primary, and St Monica's primary, have identified an area of the arts that they would like to develop at their school. Every class in each school has received workshops within a chosen art form, and teachers received training to use that art form to help them teach a more broad and balanced curriculum, increasing the childrens' cultural capital during lessons, in line with the new Ofsted framework.

The three art forms that have been chosen are singing, filmmaking & drama and animation. We have also engaged a fourth school who missed the opportunity to be a partner school but have chosen to take part for a fee, so that they can be involved too. They are exploring dance.

Each school was due to bring a sharing piece to Eastside's inaugural **Festival of Youth Creativity** (see below) entitled: **Changing World Festival**. Sadly like so many of our programmes, this has been interrupted at a critical stage by the Covid 19 pandemic. However, a series of remodelled activities have been shared with each partner school including the **Eastside at Home** new **Creativity Challenges**.

**Festival of Youth Creativity**

Having achieved new funding from the Shoreditch and Hoxton Art Fund, Eastside has been working with Shoreditch Town Hall and artist collective **Syrup**, who have been commissioned to develop a piece of public art inspired by the local community response to the theme Changing World.

This commission will launch once Shoreditch Town Hall reopens following easing of lockdown restrictions.

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**Film and Digital Programmes**

With the appointment of Nandita Lovage, Eastside's new Film and Digital Programme Manager in February 2019, Eastside has delivered its most expansive year of film and digital programme work in recent years.

**Eastside Film Crew: Equipping Future Content Producers**

Thanks to ongoing support from the British Board of Film Classification, 35 young aspirant filmmakers representing 18 London boroughs plus several students registering from outside London joined Eastside's new documentary making programme. During the 2019 Easter holidays they participated in a week of learning workshops on site at Eastside exploring storytelling through film; audio/camera technical training; production/direction; documentary making interview techniques; location shooting; and editing.

**Each participant explored and developed key skills / techniques including**

- shot sizes, camera angles, camera movements, framing
- mood board creation
- storyboard creation

**Participant Feedback:**

*'...Confidence has developed in technical areas which is exactly what I wanted...'*

*'...I had no idea how to edit or record sound and now have established the foundations of both - thank you!...'*

*'...I have learned so much in such a short time - thank you!...'*

Students worked in groups to create a series of mini documentaries exploring ***The Changing Face of Shoreditch*** and ***A Perspective on Arnold Circus***

A further cohort of students applied to develop their documentary making skills in a series of weekend workshops and a summer bootcamp to create partner focussed documentaries on ***Eastside from a trustee / participant perspective*** plus creating a short promotional film on the ***I know I wish I will*** programme. A cohort of 8 students have since joined the Eastside Film Crew working on a series of important commissions for Eastside alongside developing their own supported documentaries for release in the Spring of 2020.

**Eastside Film Crew**

Eastside has recruited, interviewed and selected 8 young filmmakers to form a new Eastside Film Crew cohort. The inaugural cohort of 5 young filmmakers graduated on 12th Dec 2019 having completed a 2 year professional development programme with Eastside.

In November Eastside film crew documented ***I know I wish I will*** school workshops in Rotherham and London and used footage to create an excellent ***I know I wish I will*** short documentary film.

In 2019/20, Eastside Film Crew members embarked upon an ambitious scheme of professional commissions working with Graeae Theatre Company, Wayne Parsons Dance, The Royal Court, Southbank Centre, and Clean Break to produce high quality documentary work. All commissions have been supported by Eastside mentors and work made has been produced to a professional brief.

**Females in Film**

Eastside successfully supported 10 Young Female filmmakers through a 6 month mentoring programme as part of its second year of the Females in Film programme. An end of programme showcase of their work took place at JJ Media's Perseverance Lounge welcoming over 100 guests and industry professionals on 14th November 2019 in which students presented their work.

**Eastside's 8th annual BFI Film Academy**

22 students were recruited and engaged with an intensive week of workshops in the Autumn half term followed by 5 months of Saturdays workshops. Working with 4 film mentors - participants have planned and filmed 4 short fiction films. Students presented their films at a screening event on 15th February 2020 at the Courthouse Hotel Cinema to an audience of friends, family and industry professionals. Lisa Prime (BAFTA) and Myriam Raja (Film Director) assessed the films and awarded prizes.

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**Inspiring Youth Photography**

Eastside were contracted with by the Greater London Authority to run a short-term project called **Inspiring Youth Photography** in October – December 2019. This complemented the wider Young Londoners Fund initiatives by offering additional photography workshops to young people attending funded projects and ended in a photography exhibition of young people's work at City Hall to celebrate youth work week. This was a very successful and strategic activity for Eastside and raised the profile of our work in the capital.

**Staffing changes**

**Sam New** joined trading arm Eastside Resource Management Ltd on 11th November 2019 as Facilities and Finance Assistant to ensure that Eastside's building operations run smoothly and the organisation can maximise the potential of its meeting room and desk hire programme.

**Hannah Conway (Eastside Administrator)** left Eastside on 6<sup>th</sup> December 2019 to join Create Arts as a project manager. In response to this change and a review of our most recent season of activity alongside the emerging Raise the Curtain Programme, Eastside recruited to two new roles to ensure Eastside continues to develop its schools work and digital delivery in a sustainable way:

**Maisie Post** joined Eastside as the new Communications and Digital Coordinator on 21st January 2020.

**Liana Wyatt**, formerly the *I know I wish I will* Project Coordinator, was appointed to the newly created Schools Engagement Coordinator role on 20th Jan 2020.

In order to ensure the effective delivery of the final phase of the *I know I wish I will* project, **Jemma Robinson** took on a short term freelance role (20<sup>th</sup> January - 19th March 2020)

**King's College Interns: Aiysha Capati and Naiyira Naweed** joined Eastside between 27<sup>th</sup> August – 20<sup>th</sup> September for a full time four-week intensive placement as part of King's College flagship programme to support social mobility. This is creating social capital for thousands of students, through providing charities with talented individuals to undertake substantial work placements. After the initial four week intensive period, the students worked with Eastside, delivering 5 hours per week through until April 14th 2020.

The students each wrote a blog summarising their experiences at Eastside:

*AIYESHA: '...Interning at Eastside has been incredibly insightful, allowing me to build my confidence and work on programmes that support young people to develop their creative thinking through participating in the arts...Eastside has provided me invaluable skills, courage and the tools to strategically design, implement and evaluate a programme within an arts organisation. A huge factor in this is the thriving environment, strong community and supportive staff at Eastside...'*

*NAIYIRA: '...Eastside has such a varied amount of arts projects that I got to experience and help out with...I am sad to be finishing my internship now – I feel very connected to Eastside and am grateful for all that I have learnt here. I have felt like a valued member of the team, who has contributed towards a good cause. I value the arts so much more now and truly see the value in art for enriching our lives...I feel more confident, assured, and connected to others. I will cherish the time that I have spent with Eastside, and will deeply miss everyone that I have worked with.'*

**Film and Digital Programme Technician internship**

Nina Xyda joined the Film and Digital Team as technical and programme assistant to the BFI Film Academy on a fixed term funded internship. This role is Eastside's second annual technical appointment to support the smooth running of this programme as part of our partnership with the University of Essex Employability and Careers Centre, where we give recent graduates with the relevant skills the chance to develop their programme management, technical support and participant communications skills.

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**Eastside's Creative Case for Diversity**

Aim 2 of Eastside's business plan states: *To develop and diversify our staff, artists, and partners, so that Eastside becomes more representative of London and a more sustainable organisation.*

In 2019/20 Eastside has further diversified the pool of freelancer artists who work across Eastside's varied programmes.

Eastside continues to work hard to create opportunities for those young people who need it most. With respect to our work with young digital creatives we are aware that the sector they aspire to work within (Film/TV/Digital) has particularly challenging inequality statistics:

- Only 3% of the film production workforce is from a minority ethnic background, compared with 12.5% nationally.
- Women make up 40% of the workforce and are paid £3,000 less on average than male counterparts.
- Only 12% of the workforce is from less advantaged socio-economic backgrounds.

Eastside has therefore established a number of development schemes including Eastside Film Crew and the Females in Film Mentoring scheme (amongst other key digital programmes) to provide young aspirant filmmakers and digital creatives from diverse backgrounds the very best sector networks and opportunities to develop their careers beyond our engagement. These initiatives have developed greatly under the leadership of our new Film and Digital Programme Manager.

**Premises**

In January 2019, Eastside Educational Trust (EET) established a trading subsidiary company, Eastside Resource Management Limited (ERM Ltd) to take on the effective running of the building's activities including meeting room, equipment and desk space hire. ERM Ltd will gift aid all profits generated from this activity to EET, and also remits £51,000 a year to the parent charity as a commercial rent for use of the space. Our activity and turnover for the current year increased to the point that we needed to recruit a part-time paid employee to the trading arm to manage the meeting room and desk hires process and the maintenance and upkeep of the building. He also supports the staff in the set-up and breakdown of the spaces for the multiple workshop, artist training and teacher CDP sessions that we run from the building

We are looking to further develop the basement of the premises and the ground floor accessibility through the ACE Capital Small Grants fund when it reopens for a new round of applications later in 2020 or in early 2021. We will undertake a full access audit prior to this application to ensure that any redevelopment can meet the needs of all future users of the premises.

**Management and Governance**

Eastside takes a rigorous and proactive approach to management and governance. Eastside's management team works closely to support the maximum engagement of all trustees responsible for Eastside's governance through providing direct reports and engaging with all key agenda points at board level meetings.

With respect to membership of Eastside's board Eastside committed to undertake a trustee recruitment exercise in order to replace departing trustees and refresh the membership. In March 2020 Eastside commissioned a further recruitment activity for trustees via Nurole, led an open recruitment via the website and participated in the East London Business Alliance 'board match' programme and advertised our trustee positions. These activities generated 17 formal applications from aspirant trustees. Formal trustee appointments including the appointment of a new chair are scheduled for 2020/2021.

To ensure effective engagement all trustees will sign up to Eastside's trustee charter to ensure that the board, the employees and the wider stakeholders of Eastside are as closely aligned as possible in their expectations and that the end result is more than a sum of the parts.

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The Charter articulates a time commitment of attending a minimum of three quarterly board meetings each year, joining a half day 'away day' with the team and the board, dialling-in to a minimum of 6 of 8 monthly board calls (held between quarterly board meetings), attending at least two Eastside events each year to see the work and joining a 'working group' to support a specific action or focus – typically fundraising, marketing as well as other ad hoc projects.

Eastside possesses a risk register which is reviewed regularly at board meetings and reports annually on environmental performance and sustainability.

**Public benefit statement**

In shaping the objectives for the year and planning activities, the trustees have considered the Charity Commission's guidance on public benefit, including the guidance 'public benefit: running a charity (PD2)'. The achievements and activities above demonstrate the public benefit arising through the Charity's activities.

**FINANCIAL REVIEW**

It was a very successful year for Eastside financially with an increase in schools bookings, building revenue, grants and contracts secured and staff driven fundraising campaigns/activities. After several years of gradually reducing deficits as we re-modelled the building, the team and the programmes, this year we have posted an operating surplus of £36,692 (2019 – deficit £71,901) and have total net assets, including property, of £502,400 (2019 - £465,708)

Eastside continues to implement key changes in its processes, procedures, operations and activities in order to improve the financial viability and overall financial health of the organisation. New treasurer Andrew Hall has been working closely with Felix Andrew (General Manager) to further improve systems and reporting and Felix has been creating new, clearer financial reporting metrics, highlighting trends and year on year growth, for presentation at board meetings. This ensures that the trustees have the most useful and easily digestible information to guide their decision making processes.

All the programme team are empowered to manage and monitor their own budgets, with regular check-ins and reporting to senior management to ensure that programme budgets and margins are being met. All staff understand that strong financial controls are key to maintaining the growth of their individual programmes and the wider organisation.

Although Covid-19 will have an obvious impact on the organisation's turnover in 2020-2021 the successful growth of the past few years has improved our resilience and our ability to secure funds and respond to opportunities. This learning, and the improvement in our processes, will be key to plotting a strong return to profitability as we emerge from the pandemic.

The income generated and remitted by ERM Ltd has been a key contributor to this year's profitability. Eastside is bidding to refurbish the basement space through ACE capital small grants programme in 2020-2021 to further improve the organisation's financial and environmental resilience.

Outside of staff focussed fundraising efforts, individual giving remains low at Eastside and the refreshed trustee board will continue to develop its thinking around growing this income stream, particularly building on the success of the Try-Art-Lon activity of this year, developing this into a wider corporate challenge. The fundraising committee will be re-focussed and renewed with the incoming trustees and a new terms of reference is being developed to drive this forward. The surplus of funds raised through the Try-Art-Lon has been designated into a trustee controlled project funding reserve called The Lund Fund, which will be the focus of our individual and other unrestricted fundraising campaigns going forwards.

Eastside maintains sufficient reserves to cover any unexpected costs or unforeseen staffing cost that has not been considered in the normal course of business for the charity. In light of the Covid-19 pandemic that will affect turnover in 2020-2021 the trustees have agreed that our standard reserves policy of 6 months of operational expenditure - which equates to £70,000 - can be reset to a minimum baseline of £45,000 to be able to commit both any designated funds and the balance of the general funds to supporting the organisation through this challenging situation should they be required.

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**Risk Management**

The Board of trustees has considered the major risks to which the charity is exposed and has reviewed these risks and established systems and procedures to manage them. A risk register is reviewed annually at board meetings to assess the major risks faced by the charity and to ensure that the trustees (acting as directors of the charitable company) have a sound knowledge of the charity and are in an informed position regarding its operations.

**Investment Policy**

Surplus funds are held in a deposit fund account with the Charities Official Investment Fund (COIF). Interest is paid quarterly without deduction of tax and is transferred directly to the charitable company to defray charitable expenditure.

**Reserves Policy**

The undesignated liquid reserves held by the charity are £69,091 (2019 – £34,224).

The charitable company maintains a reserve level of designated funds to cover any unforeseen costs or disruption to the business. The designated funds are to cover the key operational factors of the charitable company which include building maintenance, equipment maintenance and IT infrastructure, staff contingency fund and The Lund fund.

In the trustee's view, the reserves should provide the charity with adequate financial stability and the means for it to meet its charitable objectives for the foreseeable future. The trustees propose to maintain the charity's reserves at a level which is at least equivalent to three months operational expenditure (£70,000) and have done so having regards to its manner of operation of likely funding streams. The trustees review the amount of reserves that are required to ensure that they are adequate to fulfil the charity's continuing obligations on a quarterly basis at their quarterly board meetings.

The reserves held by the charity at the date of financial reporting are under the current reserves policy. As noted in the financial review, the trustees will continue to review reserves levels in 2020-2021 as we seek to mitigate the impact of Covid-19 and should it be required will reduce the absolute minimum level to £35,000 to ensure that the charity can operate effectively whilst we transition out of the pandemic.

**PLANS FOR THE FUTURE**

Eastside's CEO / Artistic Director, along with full participation and contribution from the board and staff teams, are focussed on delivering the organisational strategy and business plan entitled 'Unlocking Creative Potential' (2018-2022). This plan clearly articulates the organisation's vision, mission, aims and values as well as laying out SMART objectives and targets for the organisation.

Through our efforts to deliver this new business plan we will take our learning forward in order to reach even wider pools of children and young people. We will continue to focus our efforts into areas where we can make the most impact and where our unique offer can make the biggest difference to the lives of the young people that we engage with. The staff team is operating effectively within the newly arranged departmental structure (Schools Programmes and Film and Digital Programmes) and key appointments have been made to support the work of these departments. With new roles in place, alongside our experienced General Manager and Eastside's CEO/Artistic Director, Eastside will now work towards growing the scale and impact of our work with schools and enhancing our reach digitally and on line.

Our efforts in 2020/21 will no doubt be greatly challenged and influenced by the COVID 19 global pandemic which caused significant interruption of all of Eastside's work from the beginning of March 2020.

Eastside will work hard to postpone, cancel or transform all of its delivery going in into the 2020/21 year whilst keeping all key stakeholders engaged and informed of our offer and how we will operate through no doubt challenging times.

Eastside is committed to delivering its core activities through this period whilst taking account of all safety measures and Government guidelines and will innovate to find new ways to deliver our offer to our beneficiaries.

These will be very tough times for the whole of society, however, Eastside is well placed to navigate through these challenging times and to increase its relevance, reach and impact.

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**STRUCTURE GOVERNANCE AND MANAGEMENT**

The organisation is a charitable company limited by guarantee, incorporated on 8th July 1998 and registered as a charity on 3rd June 1999. Registered Charity number 1077192.

The charitable company was established under a Memorandum of Association, which established the objects and powers of the charitable company and is governed by its Articles of Association.

**Recruitment and appointment of Trustees**

The Directors of the organisation are also the charity trustees for the purposes of charity law.

New trustees will be elected by existing trustees on the board and the CEO / Artistic Director in line with revised governance standards in which key areas and skill gaps are identified and addressed. Trustee posts are advertised through trustee finders and on the website. Potential trustees whose profile fills skills gaps are then invited to meet with trustees, the CEO / Artistic Director and senior management team in order to determine whether they are suitable to join the board after which they are asked to shadow the board. One third of the directors of the charitable company (who act as the council of trustees for the charity) retire every year.

The trustees have no beneficial interest in the company other than as members. The trustees are also the directors of the company. All of the trustees are members of the company and guarantee to contribute £1 in event of winding up.

**Trustee induction and training**

All new Board of Trustee members receive an induction on joining Eastside Educational Trust which includes:

- Roles and nature of the organisation and their role / responsibilities within it.
- Full understanding of the spirit/aim of the Eastside Educational Trust's Equal Opportunities / Diversity commitment.
- Understand the practical day-to-day implications of what is expected of all workers.

**Organisation**

The Board of Trustees meet at least four times a year and discuss the broad strategy, programme of work and future direction for the organisation. The Board oversee the charity's finances and undertake periodic reviews of all policies in line with best practice for charities. Board members also visit projects and workshops and will undertake any administrative issues that may arise.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Company Number:** 03594475

**Charity Number:** 1077192

**Directors / Trustees:**

James Peterson (Chair)

John Jolliffe

Anna Nicholson

Connie Viney

Ankit Anand (App't 03/10/19)

Andrew Hall (App't 03/10/19)

Sarah Scanlon (App't 03/10/19)

Thomas Webb (App't 19/11/19)

Maria Burke (Res'n 14/10/19)

Philip Jones (Res'n 14/10/19)

Katie Ungless (Res'n 14/10/19)

**Senior Management Team:** Matthew Lane – CEO / Artistic Director  
Felix Andrew – General Manager

**EASTSIDE EDUCATIONAL TRUST**  
(a company limited by guarantee)

**DIRECTORS' AND TRUSTEES' REPORT (Cont/d)**

**FOR THE YEAR ENDED 31ST MARCH 2020**

**Registered Office:** Suite 16, Perseverance Works, 37 Hackney Road, Shoreditch, London E2 7NX

**Independent Examiner:** Mr David Terry, Ramon Lee Ltd, 93 Tabernacle Street, London EC2A 4BA

**Bankers:** Royal Bank of Scotland, 36-37 New Bridge Street, London EC4V 6BJ  
COIF Charity Funds, CCLA Investment Management Ltd, 80 Cheapside, London EC2V 6DZ

**TRUSTEES' RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS**

The trustees (who are also directors of the Eastside Educational Trust for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The report of the directors has been prepared taking advantage of the small companies' exemption of section 415A of the Companies Act 2006.

**APPROVED BY THE BOARD AND SIGNED ON ITS BEHALF BY:**



**JAMES PETERSON**  
**CHAIR**

**Approved by the board 3<sup>rd</sup> July 2020**

**Suite 16, Perseverance Works**  
**37 Hackney Road**  
**Shoreditch, London E2 7NX**

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
EASTSIDE EDUCATIONAL TRUST**

I report on the accounts of the company for the year ended 31<sup>st</sup> March 2020.

**Respective responsibilities and basis of report**

As the charity's trustees of the Company (who are also the directors of the company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts 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**

The company's gross income exceeded £250,000 and I am qualified to undertake the examination by being a qualified member of Institute of Chartered Accountants of England and Wales.

I have completed my examination. I confirm that no material matters have come to my attention which gives me cause to believe that:

- accounting records were not kept in accordance with section 386 of the Companies Act 2006; or
- the accounts do not accord with such records; or
- the accounts do not comply with relevant accounting requirements under section 396 of the Companies Act 2006 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
- the accounts have not been prepared in accordance with the Charities SORP (FRS102).

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.



**DAVID TERRY – CHARTERED ACCOUNTANT  
RAMON LEE LTD  
93 TABERNACLE STREET  
LONDON EC2A 4BA**

**3<sup>rd</sup> JULY 2020**

**EASTSIDE EDUCATIONAL TRUST**  
(a company limited by guarantee)

**STATEMENT OF FINANCIAL ACTIVITIES**

**FOR THE YEAR ENDED 31ST MARCH 2020**

**SUMMARY INCOME AND EXPENDITURE ACCOUNT**

	Notes	Unrestricted Funds General Funds £	Designated Funds £	Restricted Funds £	Total 2020 £	Total 2019 £
<b>Income</b>						
Grants, donations and legacies	2	177,040	-	-	177,040	85,540
Income from charitable activities	3	124,003	-	269,213	393,216	170,740
Income from other trading activities	4	50,880	-	-	50,880	64,210
Investment income	5	941	-	-	941	871
Other income	6	-	-	-	-	155
<b>Total income</b>		<u>352,864</u>	<u>-</u>	<u>269,213</u>	<u>622,077</u>	<u>321,516</u>
<b>Expenditure</b>						
Cost of raising funds	8	6,880	-	-	6,880	16,544
Expenditure on charitable activities	8	299,182	-	279,323	578,505	376,873
<b>Total expenditure</b>		<u>306,062</u>	<u>-</u>	<u>279,323</u>	<u>585,385</u>	<u>393,417</u>
<b>Net income / (expenditure) &amp; net movement in funds before transfer between funds</b>		46,802	-	(10,110)	36,692	(71,901)
<b>Transfer between funds</b>		(18,000)	18,000	-	-	-
<b>Net movement in funds</b>		<u>28,802</u>	<u>18,000</u>	<u>(10,110)</u>	<u>36,692</u>	<u>(71,901)</u>
<i>Reconciliation of funds:</i>						
Total funds, brought forward		403,410	35,000	27,298	465,708	537,609
<b>Total funds, carried forward</b>		<u>432,212</u>	<u>53,000</u>	<u>17,188</u>	<u>502,400</u>	<u>465,708</u>

The general funds totalling £432,212 as detailed in Note 18, includes capital assets of £363,121, including Suite 16, Perseverance Works from where the charity operates. This is a leasehold property valued at £827,288, a long term loan of £472,140 (in the form of a mortgage against the property), other fixed assets of £7,973 and undesignated liquid funds of £87,091. As such the significant majority of general funds remain tied up within the value of the property from which Eastside Educational Trust operates.

**CONTINUING OPERATIONS**

None of the charity's activities were acquired or discontinued during the above two financial years.

**TOTAL RECOGNISED GAINS AND LOSSES**

The charity has no recognised gains or losses other than the above movement in funds for the above two financial years.

The notes on pages 18 to 27 form part of these accounts.

**EASTSIDE EDUCATIONAL TRUST**  
(a company limited by guarantee)

**BALANCE SHEET AS AT 31ST MARCH 2020**

	Notes	2020	2019
		£	£
<b>Fixed assets</b>			
Tangible fixed assets	13	852,349	877,621
Investment	14	100	100
<b>Current assets</b>			
Debtors	15	52,719	40,768
Cash at bank and in hand		221,950	244,120
		<u>274,669</u>	<u>284,888</u>
<b>Liabilities</b>			
Creditors: falling due within one year	16	<u>152,579</u>	<u>213,164</u>
<b>Net current assets</b>		122,091	71,724
		<u>974,540</u>	<u>949,445</u>
Creditors: falling due after more than one year	17	472,140	483,737
<b>Net assets</b>		<u><u>502,400</u></u>	<u><u>465,708</u></u>
<b>The funds of the charity</b>			
Unrestricted funds:			
General	18	432,212	403,410
Designated	18	53,000	35,000
Restricted funds	18	17,188	27,298
<b>Total charity funds</b>		<u><u>502,400</u></u>	<u><u>465,708</u></u>

In preparing these financial statements:

For the financial period ended 31<sup>st</sup> March 2020 the company was entitled to exemption from audit under section 477 Companies Act 2006. No member of the company has deposited a notice, pursuant to section 476, requiring an audit of these financial statements under the requirements of the Companies Act 2006.

The directors acknowledge their responsibilities for ensuring that the company keeps accounting records which comply with section 386 of the Act and for preparing financial statements which give a true and fair view of the state of affairs of the company as at the end of the financial period and of its profit or loss for the financial period in accordance with the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to accounts, so far as applicable to the company.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime within Part 15 of the Companies Act 2006.

These accounts were approved and authorised for issue by the Board of Directors and Trustees on 3<sup>rd</sup> July 2020 and were signed on its behalf by:



..... **James Peterson**  
**Company Number 03594475**

The notes on pages 18 to 27 form part of these accounts.

**EASTSIDE EDUCATIONAL TRUST**  
(a company limited by guarantee)

**STATEMENT OF CASH FLOWS**

**FOR THE YEAR ENDED 31ST MARCH 2020**

	Notes	2020 £	2019 £
<b>Cash used in operating activities</b>	<b>21</b>	<u>(11,284)</u>	<u>53,936</u>
<b>Cash flows from investing activities</b>			
Interest income		941	871
Purchase of tangible fixed assets		(230)	(3,538)
Purchase of investment		-	(100)
<b>Cash provided by / (used in) investing activities</b>		<u>711</u>	<u>(2,767)</u>
<b>Cash flows from financing activities</b>			
Repayment of borrowing		(30,484)	(30,380)
Cash inflows from new borrowings		-	-
Interest on borrowing		18,887	11,208
<b>Cash used in financing activities</b>		<u>(11,597)</u>	<u>(19,172)</u>
 Increase / (decrease) in cash & cash equivalents in the year		 <u>(22,170)</u>	 <u>31,997</u>
 Cash & cash equivalents at the beginning of the year		 244,120	 212,123
<b>Total cash &amp; cash equivalents at the end of the year</b>		<u><u>221,950</u></u>	<u><u>244,120</u></u>

**EASTSIDE EDUCATIONAL TRUST**  
(a company limited by guarantee)

**NOTES TO THE ACCOUNTS**

**FOR THE YEAR ENDED 31ST MARCH 2020**

**1. ACCOUNTING POLICIES**

**1.1 Basis of preparation of accounts**

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 (FRS 102) (effective 1 January 2015) – (Charity SORP (FRS 102) as amended by Bulletin 1), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006

Eastside Educational Trust meets the definition of a public benefit entity under FRS 102.

The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The accounts (financial statements) have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

**1.2 Group accounts exemption**

The charity has taken advantage of the exemption under section 399 of the Companies Act 2006 not to prepare consolidated accounts, on the basis that the group of which this is the parent qualifies as a small group. The financial statements present information about the charity as an individual entity and not about its group.

**1.3 Preparation of accounts on a going concern basis**

The charity's Financial Statements show net unrestricted income of £46,802 (2019 – expenditure £8,892) for the year. However, the charity has free reserves of £69,091 (2019 - £34,224). The trustees are of the view that the charity has adequate reserves to operate effectively as a going concern.

**1.4 Income recognition**

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and amount can be measured reliably.

- (a) Income received by way of grants and donations are included in full in the Statement of Financial Activities when received, unless they relate to a specified future period, in which case they are deferred.
- (b) Legacies entitlement is taken as the earlier of the date on which either: the charity is aware that the probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that the distribution is made, or when a distribution is received from the estate.
- (c) Income from charitable activities received by way of revenue grants and donations are credited to restricted incoming resources on the earlier date of when they are received or when they are receivable, unless they relate to a specified future period, in which case they are deferred.
- (d) Grants and donations of general nature which are not conditional on delivering certain levels of service are included as part of Grants, Donations and Legacies as shown under Note 2. Performance related grants and donations which have conditions for a specific outcome are include as Income from Charitable Activities as shown in Note 3.
- (e) Capital grants for the purchase of fixed assets are credited to restricted incoming resources on the earlier date of when they are received or receivable. Depreciation on the related fixed assets is charged against the restricted fund.
- (f) Income from charitable activities include income recognised as earned (as the related goods and services are provided) under contract.
- (g) Office hire income is credited to incoming resources in the year in which they are received, as in practice this represents a receivable basis.
- (h) Investment income is included when receivable.

**EASTSIDE EDUCATIONAL TRUST**  
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**NOTES TO THE ACCOUNTS (Cont/d)**

**FOR THE YEAR ENDED 31ST MARCH 2020**

**1.5 Donated services and facilities**

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time is not recognised and refers to the trustees' annual report for more information about their contribution.

On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

**1.6 Expenditure recognition and irrecoverable VAT**

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Expenditure is classified under the following activity headings:

- (a) Cost of raising funds comprises costs of seeking donations and grants and room hire and their associated support costs.
- (b) Expenditure on charitable activities includes the costs directly associated with running educational programmes, to further the purposes of the charity and their associated support costs.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

**1.7 Allocation of support costs**

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the charity's programmes and activities. These costs have been allocated between cost of raising funds and expenditure on charitable activities. The basis on which support costs have been allocated are set out in note 8.

**1.8 Fund accounting**

Unrestricted funds are available to spend on activities that further any of the purposes of charity. Designated funds are unrestricted funds of the charity which the trustees have decided at their discretion to set aside to use for a specific purpose. Restricted funds are donations which the donor has specified are to be solely used for particular areas of the charity's work or for specific projects being undertaken by the charity.

**1.9 Debtors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**1.10 Cash at bank and in hand**

Cash at bank and in hand includes cash and short term cash deposits.

**1.11 Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

**1.12 Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

**1.13 Taxation**

The charity is a registered charity and, therefore, is not liable for Income Tax or Corporation Tax on income derived from its charitable activities, as it falls within the various exemptions available to registered charities.

**EASTSIDE EDUCATIONAL TRUST**  
(a company limited by guarantee)

**NOTES TO THE ACCOUNTS (Cont/d)**

**FOR THE YEAR ENDED 31ST MARCH 2020**

**1.14 Judgement and key sources of estimation uncertainty**

In the application of the company's accounting policies, the charity is required to make judgments, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates. The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods.

**1.15 Tangible fixed assets**

Tangible fixed assets are stated at cost less depreciation. Individual fixed assets costing £500 or more are capitalised at cost.

Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following bases. Freehold land is not depreciated.

Leasehold property	-	100 years from the date of acquisition
Plant and machinery	-	20% per annum on cost
Furniture, fixtures and equipment	-	20% per annum on cost
Computers equipment	-	20% per annum on cost

**2. GRANTS, DONATIONS AND LEGACIES**

	Unrestricted £	2020 £	2019 £
Arts Council England	50,788	50,788	50,788
Other donations	49,162	49,162	4,200
Gift aid	1,310	1,310	-
Donations in kind	75,780	75,780	30,552
	<u>177,040</u>	<u>177,040</u>	<u>85,540</u>

The grants, donations and legacies income in 2019 totalling £85,540 was all attributed to unrestricted funds.

The charity is indebted to Google Foundation for providing free usage of online advertising, Adobe Foundation for providing free software licences and Get Set For Growth for free marketing strategy support. The values placed on these contributions are £250 (2019 - £ nil), £13,300 (2019 - £6,672) and £320 (2019 - £nil) respectively. The income equivalent is recognised within income as donations, and corresponding charge included within publicity costs and information technology costs.

The charity is indebted to the Ambassadors Theatre Group for providing free Disney Musical in Schools Programme activity support in the form of venue hire, technical support and staffing, Disney Theatrical Group Ltd for providing free Disney Musicals in Schools Programme support in the form of staff administrative support, artist training costs and provision of 'Showkits' for participating schools, The Courthouse Hotel Shoreditch for providing a screening room for the BFI Film Academy and Criterion Theatre Trust for providing theatre hire for Verse vs Verse and theatre hire and box office support for I know I wish I will. The values placed on these contributions are £12,000 (2019 - £12,000), £10,080 (2019 - £10,080), £630 (2019 - £nil), £1,800 (2019 - £1,800) and £21,400 (2019 - £nil) respectively. The income equivalent is recognised within income as donations, and corresponding charge included within direct project costs.

The charity is indebted to Writing on the Wall, Metal Culture Ltd and Boston College for providing additional project support costs and extension activities for I know I wish I will. The values placed on these contributions are £3,000 (2019 - £nil), £5,000 (2019 - £nil) and £8,000 (2019 - £nil) respectively. The income equivalent is recognised within income as donations, and corresponding charge included within direct project costs.

**EASTSIDE EDUCATIONAL TRUST**  
(a company limited by guarantee)

**NOTES TO THE ACCOUNTS (Cont/d)**

**FOR THE YEAR ENDED 31ST MARCH 2020**

**3. INCOME FROM CHARITABLE ACTIVITIES**

	Unrestricted £	Restricted £	Total 2020 £	Total 2019 £
<i>Educational services</i>				
<i>Grants and donations:</i>				
Adobe Foundation: Eastside Dialogues	-	-	-	14,490
Adobe Foundation: Eastside Partner Schools	-	9,500	9,500	-
Arts Council England: <i>I know I wish I will</i>	-	99,000	99,000	-
The BBFC: Eastside Film Crew	-	38,500	38,500	36,000
Disney Worldwide: Disney Musicals in Schools	-	40,893	40,893	22,781
Disney Worldwide: DMIS 10 Year Anniversary	-	18,670	18,670	8,616
John Lyon's Charity: Verse vs Verse	-	37,000	37,000	23,000
John Lyon's Charity: <i>I know I wish I will</i>	-	24,000	24,000	-
University of Essex	-	1,650	1,650	1,550
<i>Contract income:</i>				
Schools income	36,399	-	36,399	28,036
Berkeley Homes North East London Ltd	-	-	-	5,000
BFI Film Academy	17,000	-	17,000	21,800
Greater London Authority	9,815	-	9,815	-
Hackney Council	13,400	-	13,400	5,710
Southwark Council	40,000	-	40,000	-
Other contract income < £5,000	7,389	-	7,389	3,757
	<u>124,003</u>	<u>269,213</u>	<u>393,216</u>	<u>170,740</u>

Income from charitable activities in 2019 totalling £170,740 was attributed to unrestricted funds of £64,303 and restricted funds of £106,437.

**4. INCOME FROM OTHER TRADING ACTIVITIES**

	Unrestricted £	Total 2020 £	Total 2019 £
Office hire	50,880	50,880	64,210
	<u>50,880</u>	<u>50,880</u>	<u>64,210</u>

The other trading activities income in 2019 totalling £64,210 was attributed to unrestricted funds.

**5. INVESTMENT INCOME**

	Unrestricted £	Total 2020 £	Total 2019 £
Interest on cash deposits	941	941	871
	<u>941</u>	<u>941</u>	<u>871</u>

The investment income in 2019 totalling £871 was attributed to unrestricted funds.

**6. OTHER INCOME**

	Unrestricted £	Total 2020 £	Total 2019 £
Profit on sale of fixed assets	-	-	155
	<u>-</u>	<u>-</u>	<u>155</u>

The other income in 2019 totalling £155 was attributed to unrestricted funds.

**EASTSIDE EDUCATIONAL TRUST**  
(a company limited by guarantee)

**NOTES TO THE ACCOUNTS (Cont/d)**

**FOR THE YEAR ENDED 31ST MARCH 2020**

**7. NET INCOME FROM TRADING ACTIVITIES OF SUBSIDIARY**

The wholly-owned trading subsidiary, Eastside Resource Management Limited, which was incorporated on 20<sup>th</sup> December 2018 and registered in England and Wales, pays all but a small proportion of its profits to the charity by gift aid. The principal activity of the subsidiary company is that of property management.

The charity owns the entire issued share capital of 100 Ordinary Shares of £1 each. Accounts will be filed with the Registrar of Companies. A summary of the trading results for the period ended 31<sup>st</sup> March 2020 is shown below:

<b>SUMMARY PROFIT AND LOSS ACCOUNT:</b>	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
<b>Turnover</b>	99,663	19,772
Cost of sales and administration costs	(47,422)	(9,438)
Service charge payable to the charity	(51,000)	(12,750)
<b>Net profit</b>	<u>1,241</u>	<u>(2,416)</u>
Amount gift aided to the charity	-	-
Retained in subsidiary	<u>1,241</u>	<u>(2,416)</u>
<b>The assets and liabilities of the subsidiary were:</b>		
Fixed Assets	4,383	3,278
Current assets	29,495	23,295
Current liabilities	(31,453)	(28,889)
<b>Net current assets</b>	<u>2,425</u>	<u>(2,316)</u>
<b>Creditors: falling due after more than one year</b>	(3,500)	-
<b>Net assets</b>	<u>(1,075)</u>	<u>(2,316)</u>
<b>Aggregate share capital and reserves</b>	<u>(1,075)</u>	<u>(2,316)</u>

**8. ANALYSIS OF EXPENDITURE**

	<b>Rasing Funds</b>	<b>Educational Services</b>	<b>Total 2020</b>	<b>Total 2019</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Direct project costs	-	260,473	260,473	131,669
Direct staff costs	4,532	105,071	109,603	107,590
Publicity costs	-	15,533	15,533	2,190
Premises hire costs	-	-	-	5,868
General support costs (Note 9)	2,284	192,030	194,314	140,243
Governance costs (Note 9)	64	5,398	5,462	5,857
	<u>6,880</u>	<u>578,505</u>	<u>585,385</u>	<u>393,417</u>

Of the £585,385 expenditure in 2020 (2019 - £393,417), £306,062 was charged to unrestricted funds (2019 - £223,971) and £279,323 to restricted funds (2019 - £169,446).

**EASTSIDE EDUCATIONAL TRUST**  
(a company limited by guarantee)

**NOTES TO THE ACCOUNTS (Cont/d)**

**FOR THE YEAR ENDED 31ST MARCH 2020**

**9. SUPPORT COSTS**

The charity initially identifies the costs of its support functions. It then identifies those costs which relate to the governance function. Governance costs and other support costs are apportioned separately between the charity's two key activities undertaken (see Note 8) in the year. All the general support and governance costs have been apportioned to the various charitable activities on the basis of a proportion of direct costs, allocated to each activity.

	<b>General support</b>	<b>Governance function</b>	<b>Total 2019</b>	<b>Total 2018</b>
	£	£	£	£
Management staff costs	88,971	2,822	91,793	63,946
Premises costs	24,881	-	24,881	28,181
Communications costs	1,839	-	1,839	3,011
Information technology and website costs	31,427	-	31,427	7,862
Mortgage interest and charges	18,887	-	18,887	11,208
Legal and professional costs	841	-	841	1,903
Depreciation	25,502	-	25,502	24,749
Sundry expenses	1,966	-	1,966	2,601
Independent examination fees	-	2,640	2,640	2,640
	<u>194,314</u>	<u>5,462</u>	<u>199,776</u>	<u>146,101</u>

**10. ANALYSIS OF STAFF COSTS, TRUSTEES REMUNERATION AND EXPENSES, AND COST OF KEY MANAGEMENT PERSONNEL**

	<b>2020</b>	<b>2019</b>
	£	£
Salaries	182,350	149,622
National Insurance	15,181	12,599
Pension	3,865	2,569
	<u>201,396</u>	<u>164,790</u>

No employee had employee benefits (excluding employer's pension costs) in excess of £60,000.

No trustee received any remuneration during the year (2019 - £nil). No Trustee received reimbursed travel expenses during the year of £nil (2019 - no Trustees - £nil).

The key management personnel of the charity comprise the CEO / Artistic Director and the General Manager. The total employee benefits of the key management personnel of the charity were £103,569 (2019 - £64,344). In 2020 the charity changed how they report on key management personnel remuneration to include the General Manager.

**11. STAFF NUMBERS**

The average monthly number of full time staff employed by the charity during the year was as follows:

	<b>2020</b>	<b>2019</b>
	Number	Number
Direct charitable work	6.0	5.0

**12. NET INCOME / (EXPENDITURE) FOR THE YEAR**

	<b>2020</b>	<b>2019</b>
	£	£
Net incoming resources is shown after charging:		
Depreciation of tangible fixed assets	25,502	24,749
Independent examination	<u>2,640</u>	<u>2,640</u>

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**NOTES TO THE ACCOUNTS (Cont/d)**

**FOR THE YEAR ENDED 31ST MARCH 2020**

**13. TANGIBLE FIXED ASSETS**

	Leasehold Property £	Plant & Machinery £	Computer Equipment £	Furniture, Fixtures & Equipment £	Total £
<b>COST</b>					
As at 1st April 2019	978,695	33,966	18,531	49,021	1,080,213
Additions	-	-	-	230	230
Disposals	-	-	-	-	-
As at 31st March 2020	<u>978,695</u>	<u>33,966</u>	<u>18,531</u>	<u>49,251</u>	<u>1,080,443</u>
<b>DEPRECIATION</b>					
As at 1st April 2019	141,620	25,058	11,690	24,224	202,592
Charge for the year	9,787	4,454	3,421	7,840	25,502
Disposals	-	-	-	-	-
As at 31st March 2020	<u>151,407</u>	<u>29,512</u>	<u>15,111</u>	<u>32,064</u>	<u>228,094</u>
<b>NET BOOK VALUES</b>					
As at 31st March 2020	<u>827,288</u>	<u>4,454</u>	<u>3,420</u>	<u>17,187</u>	<u>852,349</u>
As at 31st March 2019	<u>837,075</u>	<u>8,908</u>	<u>6,841</u>	<u>24,797</u>	<u>877,621</u>

**14. FIXED ASSET INVESTMENT**

	2020 £	2019 £
Investment at cost - Eastside Resource Management Limited	<u>100</u>	<u>100</u>

**15. DEBTORS**

	2020 £	2019 £
Grant and contract income debtors	40,292	33,688
Other debtors	2,359	1,634
Eastside Resource Management Limited	10,068	5,446
	<u>52,719</u>	<u>40,768</u>

**16. CREDITORS: amounts falling due within one year**

	2020 £	2019 £
Trade creditors	26,724	14,484
Taxation and social security	5,112	4,705
Mortgage Loan	21,000	21,000
Other creditors	5,490	1,272
Deferred contract income (Note 20)	86,613	169,063
Accruals	7,640	2,640
	<u>152,579</u>	<u>213,164</u>

The mortgage loan is secured on the charity's registered office.

**17. CREDITORS: amounts falling due after more than one year**

	2020 £	2019 £
Mortgage	472,140	483,737
	<u>472,140</u>	<u>483,737</u>

The mortgage loan is secured on the charity's registered office and is repayable over 25 years from 5 December 2016.

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**NOTES TO THE ACCOUNTS (Cont/d)**

**FOR THE YEAR ENDED 31ST MARCH 2020**

**18. MOVEMENT IN FUNDS**

	Balance as 01.04.19 £	Income £	Expenditure £	Transfers £	Balance as 31.03.20 £
<b>Restricted funds:</b>					
Adobe Foundation	24,798	-	7,610	-	17,188
Adobe Foundation: Eastside Dialogues	2,500	-	2,500	-	-
Adobe Foundation: Eastside Partner Schools	-	9,500	9,500	-	-
Arts Council England: <i>I know I wish I will</i>	-	99,000	99,000	-	-
The BBFC: Eastside Film Crew	-	38,500	38,500	-	-
Disney Worldwide: Disney Musicals in Schools	-	40,893	40,893	-	-
Disney Worldwide: DMIS 10 Year Anniversary	-	18,670	18,670	-	-
John Lyon's Charity: Verse vs Verse	-	37,000	37,000	-	-
John Lyon's Charity: <i>I know I wish I will</i>	-	24,000	24,000	-	-
University of Essex	-	1,650	1,650	-	-
	<u>27,298</u>	<u>269,213</u>	<u>279,323</u>	<u>-</u>	<u>17,188</u>
<b>Designated funds:</b>					
The Lund fund	-	-	-	18,000	18,000
Building maintenance fund	12,500	-	-	-	12,500
Equipment maintenance and IT infrastructure fund	10,000	-	-	-	10,000
Staff contingency fund	12,500	-	-	-	12,500
	<u>35,000</u>	<u>-</u>	<u>-</u>	<u>18,000</u>	<u>53,000</u>
<b>General funds</b>	403,410	352,864	306,062	(18,000)	432,212
Total unrestricted funds	<u>438,410</u>	<u>352,864</u>	<u>306,062</u>	<u>-</u>	<u>485,212</u>
<b>Total funds</b>	<u>465,708</u>	<u>622,077</u>	<u>585,385</u>	<u>-</u>	<u>502,400</u>

**Movement in funds – previous year**

	Balance as 01.04.18 £	Income £	Expenditure £	Transfers £	Balance as 31.03.19 £
<b>Restricted funds:</b>					
Adobe Foundation	28,347	-	3,549	-	24,798
Adobe Foundation: Eastside Dialogues	-	14,490	11,990	-	2,500
The BBFC: Eastside Film Crew	-	36,000	36,000	-	-
Disney Worldwide: Disney Musicals in Schools	55,460	22,781	78,241	-	-
Disney Worldwide: DMIS 10 Year Anniversary	-	8,616	8,616	-	-
John Lyon's Charity: Verse vs Verse	6,500	23,000	29,500	-	-
University of Essex	-	1,550	1,550	-	-
	<u>90,307</u>	<u>106,437</u>	<u>169,446</u>	<u>-</u>	<u>27,298</u>
<b>Designated funds:</b>					
Building maintenance fund	15,000	-	-	(2,500)	12,500
Equipment maintenance and IT infrastructure fund	15,000	-	-	(5,000)	10,000
Staff contingency fund	12,500	-	-	-	12,500
	<u>42,500</u>	<u>-</u>	<u>-</u>	<u>(7,500)</u>	<u>35,000</u>
<b>General funds</b>	404,802	215,079	223,971	7,500	403,410
Total unrestricted funds	<u>447,302</u>	<u>215,079</u>	<u>223,971</u>	<u>-</u>	<u>438,410</u>
<b>Total funds</b>	<u>537,609</u>	<u>321,516</u>	<u>393,417</u>	<u>-</u>	<u>465,708</u>

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**NOTES TO THE ACCOUNTS (Cont/d)**

**FOR THE YEAR ENDED 31ST MARCH 2020**

**18. MOVEMENT IN FUNDS (continued)**

**Description, nature and purpose of restricted funds:**

**Adobe Foundation:** Funding received from the Adobe Foundation towards building refurbishment, purchase of equipment and film programming. Balance carried forward represents un-depreciated fixed assets.

**Adobe Foundation – Eastside Dialogues:** Funding received from the Adobe Foundation towards the Eastside Dialogues secondary schools programme.

**Adobe Foundation – Eastside Partner Schools:** Funding received from the Adobe Foundation towards the Eastside Partner schools Programme.

**Arts Council – *I know I wish I will*:** Funding received towards the costs of 'I know, I wish, I will' project.

**The British Board of Film Classification – Eastside Film Crew:** Funding received towards the Project Eastside Film Crew – Equipping Future Content Producers.

**Disney Worldwide:** Funding received towards the cost of Disney Musicals in Schools Programme reaching five new primary schools a year over a three-year period, including additional "10 year anniversary" grants for the schools participating in years one and two.

**John Lyon's Charity – Verse vs Verse:** Funding received each year for three years towards delivering Verse vs Verse – a year-long literature programme for 450 children at Primary Schools in North and West London culminating in an annual poetry slam.

**John Lyon's Charity – *I know I wish I will*:** Funding towards the 'I know, I wish, I will' Secondary Schools Programme in 2019/20 targeted at children and young people from John Lyon's Charity's beneficial area.

**University of Essex:** Funding received towards the cost of employing an internship.

**Description, nature and purpose of unrestricted funds:**

**General funds:** General fund represents funds available to spend at the discretion of the trustees after allowing for all the designated funds.

**The Lund fund:** The Lund Fund is a designated reserve that can be drawn on by executive staff or by the programming staff, via a written application to the trustees, to seed or match fund a project application or to fully fund a new programme of outreach for children and young people aged 5-25 across the country. It is named after David Lund, an English teacher with a passion for the arts, who left a sum in his will to be assigned to organisations that work in this area, and Eastside was selected by the estate to receive £10,000. This initial bequest enabled Eastside to effectively fundraise for and deliver *I know I wish I will*, a national spoken word poetry programme (2019/2020). This fund is a principal focus of key individual giving and corporate fundraising campaigns that are not tied to a specific project.

**Building maintenance fund:** Represents monies designated by the trustees towards unforeseen expenditure required on the building to ensure that the operation can continue from the premises. Eastside undertook an extensive building refurbishment programme during the year to modernise and maintain the property to ensure fit for purpose for the future plans of Eastside.

**The capital equipment fund:** Represents monies designated by the trustees towards unforeseen expenditure required to maintain the operation of the business in the event of the existing equipment becoming obsolete. With the establishment of the trading arm that will be taking responsibility for the purchase and maintenance of equipment and IT for the organisation and the building.

**The staff contingency fund:** Represents monies designated by the trustees to cover any exceptional costs or unforeseen staffing cost that has not been considered in the normal course of business for the charity.

**EASTSIDE EDUCATIONAL TRUST**  
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**NOTES TO THE ACCOUNTS (Cont/d)**

**FOR THE YEAR ENDED 31ST MARCH 2020**

**19. ANALYSIS OF FUND BALANCES BETWEEN NET ASSETS**

	General £	Designated £	Restricted £	Total £
Tangible fixed assets	835,161	-	17,188	852,349
Investment	100	-	-	100
Net current assets	69,091	53,000	-	122,091
Long term liabilities	(472,140)	-	-	(472,140)
	<u>432,212</u>	<u>53,000</u>	<u>17,188</u>	<u>502,400</u>

**Analysis of fund balances between net assets – previous year**

	General £	Designated £	Restricted £	Total £
Tangible fixed assets	852,823	-	24,798	877,621
Investment	100	-	-	100
Net current assets	34,224	35,000	2,500	71,724
Long term liabilities	(483,737)	-	-	(483,737)
	<u>403,410</u>	<u>35,000</u>	<u>27,298</u>	<u>465,708</u>

**20. DEFERRED INCOME**

	Total 2020 £	Total 2019 £
Balance as at 1st April	165,063	40,000
Amount released to income in the year	(161,063)	(36,000)
Amount deferred in the year	82,613	165,063
Balance as at 31st March	<u>86,613</u>	<u>169,063</u>

Deferred income represents grant income received from the Adobe EPS of £5,531, Book payments £82, British Board of Film Classification of £4,000, Hackney Council of £7,000, John Lyons Charity of £10,000 and Southwark Council of £60,000 all for projects to commence in 2020/21.

**21. RECONCILIATION OF NET MOVEMENT IN FUNDS TO NET CASHFLOW FROM OPERATING ACTIVITIES**

	2020 £	2019 £
Net movement in funds	36,692	(71,901)
Add back depreciation	25,502	24,749
Deduct interest income shown in investment activities	(941)	(871)
Decrease / (increase) in debtors	(11,951)	(33,712)
Increase / (decrease) in creditors	(60,586)	135,671
<b>Net cash used in operating activities</b>	<u>(11,284)</u>	<u>53,936</u>

**22. RELATED PARTY TRANSACTIONS**

During the year, the charity received £63,111 (2019 £16,485) from Eastside Resource Management Ltd, a wholly owned subsidiary, for rent and service charge. At the balance sheet date, the charity was owed £20,593 (2019 - £21,931) by the trading subsidiary.

Five trustees gave personal donations totalling £1,029 to the charity in the year.

**23. SHARE CAPITAL**

The charity is constituted as a company limited by guarantee and does not have a share capital divided by shares.