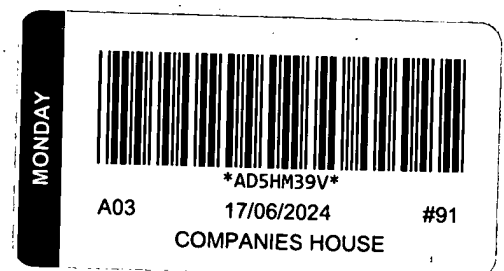


Companies House Registration Number: 03853716

Charity Registration Number: 1079313

**Report of the Trustees and**  
**Unaudited Financial Statements for the Year Ended 31 March 2024**  
**for**  
**Campaign for the Arts**  
**(A Company limited by guarantee)**

Green Accountancy Limited  
Chartered Certified Accountants  
Windrush House  
Windrush Park Road  
Witney  
Oxfordshire  
OX29 7DX





## **Campaign for the Arts**

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**Campaign for the Arts**

**Reference and administrative details**

**Registered Company limited by guarantee number in England and Wales**  
03853716

**Registered Charity number**  
1079313

**Registered office**  
125-127 Mare Street  
London  
E8 3RH

**Trustees**

David Edwards (appointed 1 April 2023)  
Jack Haynes - Chair  
Peter Manning  
Lynda Nead (appointed 1 April 2023)  
Rosanna Luff  
Savannah Stanislaus (appointed 1 April 2023)  
Estelle van Warmelo  
Stephen Waley-Cohen (appointed 1 April 2023)  
Samuel West

**Independent Examiner**

Barry Coles FCCA  
Green Accountancy Limited  
Chartered Certified Accountants  
Windrush House  
Windrush Park Road  
Witney  
Oxfordshire  
OX29 7DX

**Bankers**

Virgin Money  
154-158 Kensington High Street  
London  
W8 7RL

## **Campaign for the Arts**

### **Report of the trustees for the year ended 31 March 2024**

The Trustees present their report with the financial statements of the charity for the year ended 31 March 2024. The Trustees have adopted the provisions of 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 2019).

#### **Objectives and Activities**

The Campaign for the Arts is the UK-wide alliance for the arts.

Our mission is to champion, defend and expand access to the arts and culture, for and with the public.

This year, we have pursued this mission through three core strands of activity:

- **Engaging.** Forging and maintaining connections with supporters and stakeholders.
- **Informing.** Communicating valuable information in a compelling and accessible way.
- **Taking action.** Creating and promoting opportunities for participation and expression.

#### **Charitable purposes**

The objects of the charity, as set out in its governing document, are to promote, maintain, improve and advance the education of the public by the encouragement and promotion of the Arts.

#### **Public benefit**

The Trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have regard to the guidance issued by the Charity Commission on public benefit.

#### **Achievements and Performance**

This has been a year of significant impact and growth for the Campaign for the Arts. Our analysis has achieved national prominence in the media and with political leaders, and the importance of our role in representing the 'citizens' voice' in UK arts and culture has been widely recognised. We increased our income by 155% compared to the prior year – establishing a new fundraising subcommittee, growing the number of supporter donations and earning the backing of some large national funders.

#### **Championing the value of the arts for all**

We ensured our supporters and the wider public could engage with a key UK Parliamentary debate on the 'contribution of the arts to society and the economy'. Our videos of peers' speeches were seen over two million times on social media, and showed how the arts can be valued across party lines and for a wide range of different reasons. In closing the debate, the Arts, Heritage and Libraries Minister paid tribute to the Campaign for the Arts for keeping "all of us on our toes" at a time when arts funding and provision are at risk in many parts of the country.

## **Campaign for the Arts**

### **Report of the trustees for the year ended 31 March 2024**

#### **Protecting and increasing arts funding in Scotland**

The Scottish Government pledged to "more than double" arts investment over the next five years, and made a "gold-plated" commitment to reinstate £6.6m of funding for Creative Scotland, after more than 15,000 people signed the Campaign for the Arts' petition. Scottish Labour's Shadow Culture Secretary told the Scottish Parliament: "The Government have clearly been feeling the heat on this, thanks to the work of the Campaign for the Arts". Our social media posts informing the public about the issue were seen over a million times.

#### **Analysing and publicising changes in GCSE and A-level arts enrolment**

Our analysis of declining arts enrolment at GCSE and A-level received national media coverage and was cited by the Leader of the Opposition in a major speech on arts and cultural policy. The Labour leader told BBC Front Row: "when you see that statistic - 47% drop in young people doing GCSE art and culture - that is going to strip out the next generation if we don't turn it around". We shared our findings with the Chancellor of the Exchequer at an in-person event, and continued to engage with representatives of all parties to urge greater access to arts education.

#### **Supporting local arts access and funding**

In July 2023, actress and writer Katherine Parkinson represented the Campaign for the Arts at the Local Government Association Annual Conference, the largest gathering of local government representatives in the country. She told councillors and council officers that "there is a direct link between the faith and actions of local councils and the quality of UK culture on the national and international stage".

In January 2024 the Campaign for the Arts' analysis of declining local government investment in culture, heritage and libraries received national media coverage in The Observer.

We shared information with our supporters in Birmingham and Nottingham about proposed reductions in local cultural funding, and facilitated around 900 engagements with the City Councils' official consultation processes.

At a meeting of cultural sector leaders in January 2024, the Shadow Culture Secretary responded directly to concerns raised by the Campaign for the Arts, describing local authorities as "absolutely critical" for access to culture and cuts to their investment as "heartbreaking".

#### **Representing our supporters**

In March 2024 we were invited by the Department for Culture, Media and Sport (DCMS) to meet with the Arts, Heritage and Libraries Minister, in order to discuss the Campaign for the Arts' concerns and priorities. We were also invited by the Labour Party to attend a special policy conference on the arts, culture and creative industries.

Throughout the year, we attended conferences, contributed to discussion forums and convened fortnightly meetings with cultural sector support organisations and umbrella bodies, to keep abreast of issues and to represent the interests of the arts and our supporters.

## **Campaign for the Arts**

### **Report of the trustees for the year ended 31 March 2024**

#### **Advocating for the arts in public service media**

As a member of the Citizens' Forum for Public Service Media, coordinated by the Voice of the Listener and Viewer, we represented the arts and our supporters in discussions about the future of the BBC and the UK's wider Public Service Media ecology. We jointly hosted an event in the House of Lords, attended by peers from all parties and none, about the value of Public Service Media and the need to uphold and strengthen it in the forthcoming Media Bill.

The Chancellor of the Exchequer engaged directly with a question from the Campaign for the Arts at a Resolution Foundation event in December 2023, saying: "I couldn't agree with you more about public service broadcasting being central to what makes the UK attractive".

#### **Raising public awareness about key issues and policy changes**

Throughout the year, our projects and statements were featured on media outlets including the BBC, The Economist, The Times, The Observer, The Independent, Classic FM, Euronews, the Morning Star, STV News, The Scotsman, The Herald, The National, the Scottish Daily Express, The Stage and Arts Professional, and were shared on social media by public figures from across the political spectrum.

Our analysis of the major fiscal statements by the UK, Scottish and Welsh Governments helped to make funding and policy changes clear and accessible to our supporters and the public.

#### **Connecting people to local arts opportunities**

We continued to offer, and make plans for the further development of, our Arts Map: an online platform enabling anyone to find cultural opportunities nearby, and to support organisations by attending, donating and/or leaving testimonials.

## **Financial Review**

### **Going concern**

The Financial Statements have been prepared on a going concern basis.

The Trustees have considered relevant information in making their assessment, including the organisation's budget and cash flow forecast.

### **Principal funding sources**

The majority of the charity's funding is provided by donations from the public, via smaller monthly donations and larger one-off gifts. This year we also earned the backing of some large national funding organisations as listed in note 3.1.

### **Investment policy**

Under its Memorandum and Articles of Association, the charity has the power to invest in any way the Trustees determine, subject to any conditions or consents required by law.

The charity earns interest from a cash savings account and cashback from a business debit card.

Currently, the charity has no other financial investments.

## **Campaign for the Arts**

### **Report of the trustees for the year ended 31 March 2024**

#### **Reserves policy**

The charity seeks to maintain general reserves (unrestricted reserves excluding designated funds) at a sufficient level to continue operations in the event of a significant shortfall between income and expenditure.

The Trustees review the charity's reserves policy periodically to ensure it remains appropriate, and as part of the overall risk management of the organisation. Within this review the Trustees consider the potential impact of any change in financial structure, such as the introduction of any long-term contractual arrangements.

Currently, the Trustees consider the ideal level of general reserves to be 3-5 months of planned core expenditure. For the subsequent financial year 2024-25, this will be £25,000-£41,000.

#### **Financial position**

As at 31 March 2024, general reserves (excluding designated funds) total £39,043 (2023: £38,595), so the charity has met its reserves policy.

Income streams are robust since no one donor contributes a dominant share of the total.

#### **Risk management**

The Trustees have assessed the major risks to which the charity is exposed, in particular those related to the operations and finances of the charity, and are satisfied that systems and procedures are in place to mitigate exposure to the major risks.

#### **Fundraising practice**

The charity is registered with the Fundraising Regulator and has committed to follow the Code of Fundraising Practice and the Fundraising Promise.

### **Structure, Governance and Management**

#### **Constitution**

Campaign for the Arts is a charitable company limited by guarantee whose only members are the Trustees. The objectives of the charity and the powers of the Trustees are set out in the Memorandum and Articles of Association, as are the regulations concerning the appointment of new Trustees.

The company was incorporated on 5 October 1999 and registered as a charity on 9 February 2000. It commenced operations on 1 April 2000.

#### **Appointment of Trustees**

The management of the charity is the responsibility of the Trustees (also known as Directors) who are elected and co-opted under the terms of the Articles of Association.

#### **Organisational structure and decision-making**

The Board of Trustees administers the charity and normally meets six times a year.

Day-to-day operations are managed by the CEO, who reports to the Board of Trustees.

The organisation's activity plans, and associated budgets, are reviewed and approved by the Board of Trustees.

## **Campaign for the Arts**

### **Report of the trustees for the year ended 31 March 2024**

#### **Responsibilities of Trustees**

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

#### **Policies and procedures adopted for the induction and training of Trustees**

Provisional Trustees are provided with the charity's governing document and most recent financial statements.

New Trustees meet the Chair of the Board of Trustees and the CEO for induction.

All Trustees are provided with up-to-date information on the responsibilities of charity trustees and company directors, and associated best practice, including resources provided by Companies House, the Charity Commission, HMRC and professional organisations.

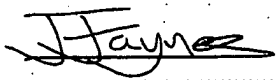
#### **Pay policy for key management personnel**

Staff pay is approved by Trustees. Rates of pay are benchmarked against peer organisations.

#### **Declaration**

The trustees declare that they have approved the trustees' report above.

#### **Signed:**



Jack Haynes  
Trustee (Chair)

**Date:** 31/05/2024

## **Independent Examiner's Report to the Trustees of Campaign for the Arts ('the company')**

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 March 2024.

### **Responsibilities and basis of report**

As the charity's trustees of the company (and also its directors for the purposes of company law) you are responsible for the preparation of the 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 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**

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:

- 1 accounting records were not kept in respect of the company as required by section 386 of the 2006 Act; or
- 2 the accounts do not accord with those records; or
- 3 the accounts 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 accounts 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.

*Barry Coles*

Barry Coles FCCA  
Green Accountancy Limited  
Chartered Certified Accountants  
Windrush House  
Windrush Park Road  
Witney  
Oxfordshire  
OX29 7DX

03/06/2024

Date: .....

## Campaign for the Arts

### Statement of Financial Activities for the year ended 31 March 2024

	Note	Unrestricted funds £	Total 2024 £	Total 2023 £
<b>Incoming resources</b>				
<i>Income and endowments from:</i>				
Donations and legacies	3.1	105,474	105,474	41,419
Investment income	3.2	56	56	7
<b>Total income</b>		<b>105,530</b>	<b>105,530</b>	<b>41,426</b>
<b>Resources expended</b>				
<i>Expenditure on:</i>				
Charitable activities - expenditure	4.1	74,082	74,082	45,507
<b>Total expenditure</b>		<b>74,082</b>	<b>74,082</b>	<b>45,507</b>
Net income/(expenditure)		31,448	31,448	(4,081)
Net movement in funds		31,448	31,448	(4,081)
<i>Reconciliation of funds:</i>				
Total funds brought forward		38,595	38,595	42,676
Total funds carried forward		70,043	70,043	38,595

### Continuing operations

All income and expenditure has arisen from continuing activities.

**Campaign for the Arts****Company Number 03853716****Charity Number 1079313****Balance Sheet as at 31 March 2024**

	Note	Unrestricted funds £	Total 2024 £	Total 2023 £
<b>Current assets</b>				
Debtors	5	3,040	3,040	3,904
Cash at bank and in hand	6	73,117	73,117	37,549
<b>Total current assets</b>		76,157	76,157	41,453
Creditors: amounts falling due within one year	7	6,114	6,114	2,858
<b>Net current assets/(liabilities)</b>		70,043	70,043	38,595
<b>Total net assets</b>		70,043	70,043	38,595
<b>Funds of the Charity</b>				
General funds	8	39,043	39,043	38,595
Designated funds	8	31,000	31,000	0
<b>Total unrestricted funds</b>		70,043	70,043	38,595

**Balance Sheet as at 31 March 2024**

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended year ended 31 March 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2024 in accordance with Section 476 of the Companies Act 2006.

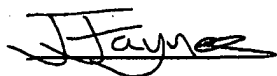
The trustees acknowledge their responsibilities for :

a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

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

The financial statements were approved by the Board of Trustees and authorised for issue on .....<sup>31/05/2024</sup> and were signed on its behalf by:



Jack Haynes  
Trustee (Chair)

## **Campaign for the Arts**

### **Notes to the Financial Statements for the year ended 31 March 2024**

#### **1 Basis of preparing the financial statements**

These accounts 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.

The accounts have been prepared in accordance with:

- the Charities SORP (FRS 102) '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 2019),
- Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland',
- and with the Charities Act 2011.

The charity is a Company limited by guarantee and constitutes a public benefit entity as defined by FRS 102.

#### **2 Accounting Policies**

##### **Income**

Income is included in the Statement of Financial Activities (SoFA) when:

- the charity becomes entitled to the resources;
- it is more likely than not that the trustees will receive the resources;
- the monetary value can be measured with sufficient reliability.

##### **Income from interest, royalties and dividends**

This is included in the accounts when receipt is probable and the amount receivable can be measured reliably.

##### **Grants and donations**

Grants and donations are included in the SoFA when the general income recognition criteria are met.

In the case of performance related grants, income must only be recognised to the extent that the charity has provided the specified goods or services as entitlement to the grant only occurs when the performance related conditions are met.

##### **Tax reclaims on donations and gifts**

Gift Aid receivable is included in income when there is a valid declaration from the donor. Any Gift Aid amount recovered on a donation is considered to be part of that gift and is treated as an addition to the same fund as the initial donation unless the donor or the terms of the appeal have specified otherwise.

##### **Volunteer help**

The value of any voluntary help received is not included in the accounts but is described in the trustees' annual report.

## **Campaign for the Arts**

### **Notes to the Financial Statements for the year ended 31 March 2024**

#### **Expenditure**

Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

#### **Governance and support costs**

Support costs have been allocated between governance costs and other support. Governance costs comprise all costs involving public accountability of the charity and its compliance with regulation and good practice.

#### **Taxation**

The charity registered as a charity on 9 February 2000 and since that date has been exempt from corporation tax on its charitable trading activities.

#### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

#### **Debtors**

Debtors (including trade debtors and loans receivable) are measured on initial recognition at settlement amount after any trade discounts or amount advanced by the charity. Subsequently, they are measured at the cash or other consideration expected to be received.

#### **Cash at bank and in hand**

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

#### **Liability recognition**

Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty.

The charity has creditors which are measured at settlement amounts less any trade discounts.

#### **Pension costs and other post-retirement benefits**

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

## Campaign for the Arts

### Notes to the Financial Statements for the year ended 31 March 2024

#### 3.1 Income from donations and legacies

	Unrestricted funds £	Total 2024 £	Total 2023 £
Regular and one-off general donations	94,056	94,056	30,102
Gift Aid	11,418	11,418	4,472
Public Campaign for the Arts donation	-	-	6,845
<b>Total donations and legacies</b>	<b>105,474</b>	<b>105,474</b>	<b>41,419</b>

In this period, the charity received £5,000 from the Esmée Fairbairn Foundation and £5,000 from The Rayne Foundation. These amounts are included above.

#### 3.2 Investment income

	Unrestricted funds £	Total 2024 £	Total 2023 £
Interest earned	14	14	-
Cashback	42	42	7
<b>Total investment income</b>	<b>56</b>	<b>56</b>	<b>7</b>

## Campaign for the Arts

### Notes to the Financial Statements for the year ended 31 March 2024

#### 4.1 Charitable activities - expenditure

Our mission is to champion, defend and expand access to art and culture, for and with the public. We create projects, initiatives and well-researched information to inform people, express the value of the arts to contemporary society, and ensure that everyone in the UK has opportunities to experience and participate in the arts.

	Unrestricted funds £	Total 2024 £	Total 2023 £
<b>Activity costs:</b>			
Staff costs	53,947	53,947	27,342
Freelancer fees	-	-	3,600
Content creation	352	352	3,174
Supporter engagement	1,637	1,637	262
Research and reference materials	902	902	1,581
Meetings and events	1,911	1,911	554
<b>Support costs:</b>			
Bank charges	26	26	134
Governance costs	2,424	2,424	2,328
Insurance	182	182	105
Other costs	-	-	27
Payment processing	2,904	2,904	1,760
Print, postage and stationery	188	188	34
Records management	2,480	2,480	781
Rent and utilities	3,640	3,640	2,600
Website hosting and maintenance	3,489	3,489	1,225
<b>Total expenditure on charitable activities</b>	<b>74,082</b>	<b>74,082</b>	<b>45,507</b>

#### Support costs

All support costs are allocated to the single charitable activity of the charity and are included above.

#### 4.2 Governance costs included above

	Unrestricted funds £	Total 2024 £	Total 2023 £
Accountancy	1,693	1,693	1,620
Independent examiners fees	628	628	600
Other fees	103	103	108
<b>Total governance costs</b>	<b>2,424</b>	<b>2,424</b>	<b>2,328</b>

## Campaign for the Arts

### Notes to the Financial Statements for the year ended 31 March 2024

#### 4.3 Trustee remuneration

None of the trustees were remunerated during the year or the previous year.

No trustee expenses were paid during the year.

#### 4.4 Staff costs

	Unrestricted funds £	Total 2024 £	Total 2023 £
Salaries - Gross pay	52,218	52,218	26,667
Salaries - Employer's NI	428	428	-
Salaries - Pensions	1,301	1,301	675
<b>Total staff costs</b>	<b>53,947</b>	<b>53,947</b>	<b>27,342</b>

There were no ex-gratia payments made and no redundancy payments made.

There are no staff working for the charity who were paid more than £60,000.

#### 4.5 Staff numbers

Average headcount in the year:	2024	2023
Charitable activities	2	1

#### 5 Debtors

	Unrestricted funds £	Total 2024 £	Total 2023 £
Accrued income (Gift Aid)	1,305	1,305	3,669
Prepayments	1,500	1,500	-
Rent deposit	235	235	235
<b>Total debtors</b>	<b>3,040</b>	<b>3,040</b>	<b>3,904</b>

#### 6 Cash at bank and in hand

	Unrestricted funds £	Total 2024 £	Total 2023 £
Bank current account	7,900	7,900	37,014
Bank savings account	65,014	65,014	-
Payments in transit accounts	203	203	535
<b>Total cash at bank and in hand</b>	<b>73,117</b>	<b>73,117</b>	<b>37,549</b>

## Campaign for the Arts

### Notes to the Financial Statements for the year ended 31 March 2024

#### 7 Creditors: amounts falling due within one year

	Unrestricted funds £	Total 2024 £	Total 2023 £
Accruals	2,321	2,321	-
Credit card account	-	-	3
PAYE and NI Payable	3,487	3,487	2,658
Pensions Payable	306	306	197
<b>Total creditors due within one year</b>	<b>6,114</b>	<b>6,114</b>	<b>2,858</b>

#### 8 Charity funds - current year

	At 1 April 2023 £	Net movement in funds £	Transfers between funds £	At 31 March 2024 £
General funds	38,595	31,448	(31,000)	39,043
Designated funds	-	-	31,000	31,000
<b>Total unrestricted funds</b>	<b>38,595</b>	<b>31,448</b>	<b>-</b>	<b>70,043</b>
<b>Total funds</b>	<b>38,595</b>	<b>31,448</b>	<b>-</b>	<b>70,043</b>

Designated funds are being held for the "Summer 2024 Projects Fund". This is expenditure is expected to occur in the first half of 2024.

#### 9 Charity funds - previous year

Fund name:	At 1 April 2022 £	Net movement in funds £	Transfers between funds £	At 31 March 2023 £
Unrestricted funds	42,676	(4,081)	-	38,595
<b>Total funds</b>	<b>42,676</b>	<b>(4,081)</b>	<b>-</b>	<b>38,595</b>

## **Campaign for the Arts**

### **Notes to the Financial Statements for the year ended 31 March 2024**

#### **10 Limited By Guarantee**

All members of the company, being Directors, each guarantee to contribute to the assets of the company in the event of winding up, a sum not exceeding £1.

#### **11 Related Party Disclosures**

Donations in aggregate from trustees and related parties were £2,328 (2023: £998).