

THE IDEAS FOUNDATION

England & Wales · Charity number 1090451

Details

Status	Registered
Legal form	Charitable company
Company number	04270652
Registered	2002-02-06
Register	View on the Charity Commission register

Contact

Address	Mariner House 62 Prince Street Bristol BS1 4QD
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Website	www.ideasfoundation.org.uk

Activities

Objects: 10 THE ADVANCEMENT OF EDUCATION IN PARTICULAR, BUT WITHOUT PREDIUCE TO THE GENERALITY OF THE FOREGOING, THE ADVANCEMENT OF EDUCATION OF YOUNG PERSONS IN THE CREATIVE ARTS; AND 2) THE PROMOTION OF INDUSTRY FOR THE PUBLIC BENEFIT.

Activities: The advancement of education of young people in the creative arts and the promotion of creative industry for the public benefit

Classification

- **How:** Provides Services
- **What:** Education/training
- **Who:** Children/young People, The General Public/mankind

Geography

- **Area of benefit:** NATIONAL
- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2024-08-31	£292,767	£473,931	-	-
2023-08-31	£658,168	£639,082	£296,757	3
2022-08-31	£991,962	£891,397	£277,671	3
2021-08-31	£677,328	£668,347	£177,106	3
2020-08-31	£610,497	£664,039	£122,885	6

Trustees

Name	Role	Appointed
Charles Mawer		2024-02-08
Edward Michael Richard Smith		2019-12-04
JENNY WILKINS		
Naomi Desalegene		2016-03-02
Simeon Quarrie		2024-02-08
Will Worsdell		2024-02-08

THE IDEAS FOUNDATION

England & Wales - Charity number 1090451

Accounts



ANNUAL REPORT 2023 – 2024



INSPIRING
YOUNG PEOPLE
TO UNLOCK
THEIR CREATIVE
POTENTIAL

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WHAT THE IDEAS FOUNDATION HAS DONE FOR ME

Back in 2010, I discovered the Ideas Foundation Creativity Scholarship through my Graphic Design teacher, applied, and was selected for a two-week work placement. In the first week, we designed a souvenir for the Design Museum, and in the second, I worked at RWD magazine, gaining my first taste of the creative industry.

Following that, I joined a Creative Media Camp, working on a live brief for Global Handwashing Day. My involvement with The Ideas Foundation deepened, and I was proud to become a Creative Scholar and youth representative on the Trustee Board.

The Ideas Foundation opened doors I never imagined, giving me opportunities to mentor on I AM CREATIVE programmes, speak at an event at Downing Street, and gain invaluable exposure to real-world industry environments.

My first work experience with The Ideas Foundation was at the London College of Communication, UAL, a place I hadn't heard of before but would later attend to study Graphic Design—proof of how these experiences shaped my journey.

As a Creative Scholar, I had the opportunity to visit agencies, network with professionals and attend events, one of which connected me with Dare's Experience Planning Director. That pivotal moment led to a two-week placement, which soon evolved into a full-time role where I spent three years developing my skills, guided by the invaluable mentorship of Mark Bell and Reeha Alder—both of whom continue to inspire and support me to this day.

Now, I work as a Senior Digital Designer at AKQA, collaborating with clients like Rolls-Royce, De Beers, and HERE Technologies.

My journey with The Ideas Foundation showed me that creativity isn't just a hobby—it's a pathway to a fulfilling and successful career. I hope The Ideas Foundation continues to open doors for others, inspiring young people from all walks of life to see the endless possibilities that creativity can offer.

Naomi
Youth Board Member





“ ”

IF invests all their energy in young people for a genuine reason. Not to benefit any tick box exercise.

Ben Conway

Senior copywriter at McCann London, alumni of the Ideas Foundation

SURVIVING A TOUGH YEAR



In a year of political uncertainty and reduced budgets, our income stream was severely compromised. Unlike many others in the third sector, we found a way to survive, but it was difficult. We had to make redundancies and reduce our development work. As a Board, we were determined to continue making an impact because the people we support were having an even tougher time than we were.

We led the way with our Power of Hair programme, generously supported by Pantene, the BBC Creative Media Camps, our continuing work with the Manchester College Employability programmes, and our photographic projects aligned with wellbeing supported by Canon. These successes, alongside our past projects for the Coronation and the Platinum Pageant, created the opportunity to work with Barclays on a major new project - Our Climate Story - a youth-focused programme centred on climate literacy, creativity and life skills.

Over the past 20 years, the challenges faced by the creative sector have changed. More people from ethnic minority backgrounds are now employed in the industry, but many are paid less than their peers. There is increasing concern about a class ceiling and the geographical skew of employees. This is why we continue developing programmes in some of the least advantaged areas outside of London, with students without family connections with the sector.

Last year, The Ideas Foundation tried out some new creative ideas. We invested in new sources of ideas – recruiting new trustees, creating a shadow Board and hiring new freelance staff. We experimented with a new leadership structure that allowed the CEO to take a mini-sabbatical. We committed to staff training and capacity, building our branding, and fundraising. We took some risks and experimented with a new youth voice programme, the Manifesto. We deepened existing partnerships with organisations such as the Manchester Publicity Association and forged new ones with companies such as Frog and Wardour. We took time to reflect on our mission and goals as a charity in 2024, as new board members joined us and established trustees moved on after significant periods of valued service.

Seeing the pride on students' faces as they present their creative ideas to a panel of industry professionals is one of the real joys of The Ideas Foundation. We read through, with delight, the emails from teachers describing the positive impact the Power of Hair workshop has on their classes. We hear from tutors how students have told them they feel seen and inspired through their workshops. We see pictures of students visiting BBC studios and gaining jobs in the industry. We see students' photographic stories featured in the RSA Journal. And then we read about past students gaining promotions and new jobs in the sector or passing their skills onto the next generation. This past year has given us a lot of good moments. It is these moments that inspire us.

A huge thank you to all our colleagues, trustees, volunteers, education and corporate partners. And heartfelt thanks to Robin, our founder, who is now in his 80th year and still generous with his creativity, time and energy in helping to fulfil our mission of nurturing creativity and driving diversity.

We look forward to a new year of projects in which we continue to deliver life-changing creative experiences for young people in less-advantaged communities, both rural and urban, especially outside of London. In addition to our traditional commercial briefs, we are increasing our focus on how creative communication can raise awareness of discrimination, promote wellbeing, and encourage engagement and social action in areas such as the climate crisis.

It's been a tough year, but our faith in creativity and its ability to transform young people's lives gives us reason to be optimistic for the future.

Heather MacRae, Chief Executive and Ted Smith, Chair

OUR YEAR IN NUMBERS

100%

student
satisfaction
with
programmes

49,000

all time
resource
downloads

9,271

young people
engaged through
the three-year
Power of Hair
programme

4,500

young
people
inspired

264

teachers
supported

150

schools and
colleges in our
community

88

schools and
colleges
supported with
face to face
workshops

56

free creative
resources

45

alumni and
creative
super group
members

2

experimental
projects:
Manifesto
and Creating
Connections

2

public
exhibitions of
young peoples'
work

0

office
overheads

ABOUT THE IDEAS FOUNDATION

OUR MISSION

The Ideas Foundation is an educational charity bringing life-changing creative opportunities to students across the UK. We were founded in 2001. Our initial focus was on nurturing creativity and driving diversity in the advertising industry. Over time we broadened our work to develop projects that enable young people to discover, develop and share their creative talents in communication briefs that align with climate change, mental wellbeing, health inequalities and racial discrimination. By connecting less advantaged schools and colleges with leading organisations and brands, The Ideas Foundation delivers hands-on experiences that inspire young people to unlock their creative potential.

Through engaging workshops and programmes led by industry professionals, students explore new creative outlets in media, art, design, writing, theatre, film and photography. With expert guidance and access to cutting-edge resources, they are equipped to gain the skills and confidence to thrive.

For college students, The Ideas Foundation facilitates workplace experiences and mentorships, guiding them toward creative careers they might not have otherwise discovered. The Ideas Foundation supports thousands of teachers across the UK with online toolkits and lesson plans, expanding access to creative learning nationwide.

We are committed to making the creative industries open to everyone. As a result, we have helped open the doors to a world of creativity for thousands of young people across the UK who, by virtue of their background, would traditionally have been locked out.

PHOTO: SALTburn STUDENT





PHOTO: WHITBY STUDENT



As a small school in a relatively isolated part of the country, the opportunity to have an engaging and creative team arrive in the school and inspire our students has been an essential part of the school's mission to broaden horizons

Ian Bloor

Lead Teacher for Enrichment, Eskdale School, Whitby

THE CHALLENGES WE ARE ADDRESSING

From an early age, young people from disadvantaged backgrounds face barriers to discovering, developing, and sharing their creative talents

- In the classroom, entries for creative subjects have decreased by 35% since 2010¹
- Outside of the classroom, enrichment opportunities for less advantaged groups are 20% less than those for more advantaged groups²
- Students who have less than four employer encounters are less likely to be in education, training and work after they leave school.
- Younger adults from working-class backgrounds are four times less likely to work in the creative industries than their middle-class peers⁴
- The amount of time spent on art teaching has dropped by 21% since the introduction of the English Baccalaureate. More advantaged groups make up 91.9% of occupations in the creative economy⁵
- Employers are increasingly asking for analytical thinking and creative thinking skills⁶
- Nearly 900,000 young people (16 to 24 years old) are currently not in work or education, with many having special educational needs, low-level skills, and mental health conditions⁷



Sources:

1 Schools Week.

2 Source Centre for Social Justice

3 Careers and Enterprise Company

4 Creative Industry Federation

5 Creative Industry Federation.

6 World Economic Forum Future of Jobs 2023 report.

7 Source; Get Britain Working 2024

OUR PRIORITIES

- Inspiring young people to discover their creative potential
- Connecting young people with companies and future employers
- Expanding access to creative learning



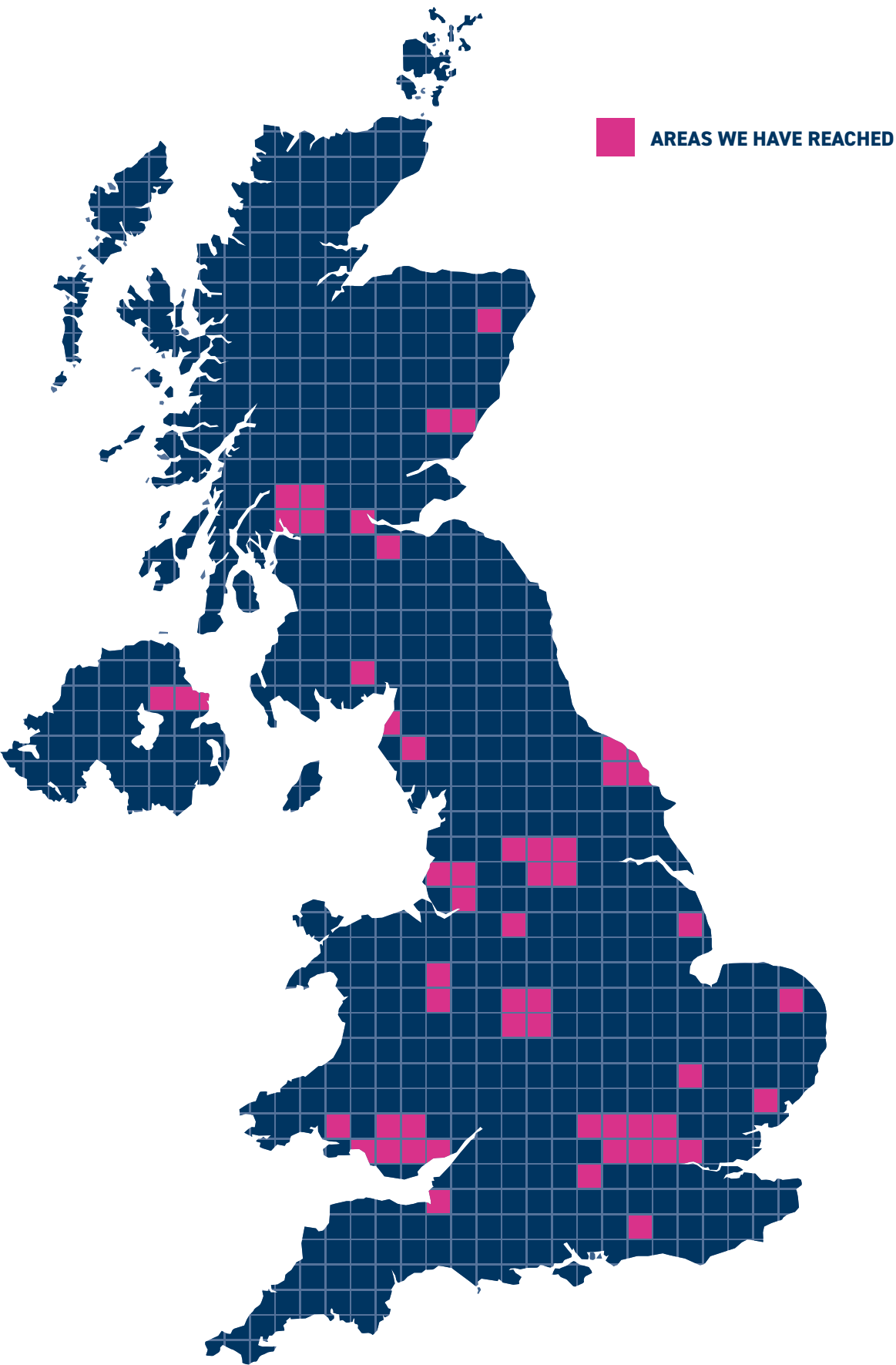
THE CHANGES WE WANT TO SEE

WE BELIEVE THAT ALL YOUNG PEOPLE SHOULD HAVE ACCESS TO CREATIVE EDUCATION AND CREATIVE CAREERS

We are working to achieve this by:

- Running creative workshops in schools and colleges with external experts
- Supporting teachers with high-quality creative resources
- Facilitating workplace experiences and mentorships in the creative industries

OUR GEOGRAPHICAL REACH



OUR IMPACT

WE CAN SEE THE IMPACT WE ARE MAKING THROUGH:

- Interviews
- Numbers reached
- Observations
- Destinations of young people
- Feedback sheets
- Social media
- Students' work
- Career successes of our alumni

And through the willingness of our past students to support others in their early careers.

WE ALIGN OUR IMPACT WITH FRAMEWORKS SUCH AS SKILLSBUILDER AND GATSBY BENCHMARKS

In past projects:

- 100% positive feedback from young people
- 100% of teachers involved believe the project increased students' ability to take risks and try something new
- 84% said that the project reinforced creativity throughout the school
- 82% said that student confidence improved as a result of participating in the project
- Students participating in the project observed enhanced skills and competencies, including confidence, leadership, and focus in school
- Students saw an increase in their professional and educational aspirations due to participating



Throughout the workshop, we had the privilege of learning from immensely talented photographers who shared their expertise, techniques, and insights. Their guidance was invaluable, helping us refine our artistic vision and craft. This workshop has not only enhanced our technical skills but has also broadened our horizons as storytellers.

Divine Agumba
Amos Bursary Student



ADDRESSING HAIR DISCRIMINATION

Pantene came to us with a challenge: to develop a programme of creative activities to raise awareness of Afro-hair discrimination while increasing confidence in young people.

2023/2024 was the third year of a three-year educational campaign, Power of Hair, created by the Ideas Foundation in partnership with Pantene. It was born out of the insights that 93% of Black people in the UK have faced microaggressions related to their Afro hair and that school is the most common place where discrimination occurs.

In this project, young people work alongside industry professionals and leading poets, photographers, game designers, artists, and other creatives to explore this emotive and topical issue through workshops designed to get them thinking and help develop their creative skills.

Following rigorous testing and development with over 1,400 students, the workshop material is now available as free downloadable lesson plans for Key Stage Two and Three students across STEM, English, Art, Drama, and Business Studies.

Over 9,000 students in more than 100 schools across the UK have now taken part. The feedback from schools and young people is extremely positive, with many teachers asking for repeat visits. Teachers have said that Power of Hair has allowed them to consider aspects of discrimination in a sensitive, positive, and creative way.

OUR WORK IN 2024

POWER OF HAIR



“ ”

We had such a brilliant time with Adisa! Thank you so much for organising the workshop for us. It was a great opportunity for our pupil premium children, many of whom are also of lower ability. I was amazed at how they engaged with Adisa and the outcomes that were achieved.

Hilary Fuad

Teacher from Summercroft School

“ ”

Going to these underserved communities, I often found that the ratio of black students to white students in classrooms was extremely low. I often noticed that black students, in particular, gained a sense of validation from my presence alone. Then, speaking about Afro hair texture made them feel much more empowered. In different instances, I've had students tell me they 'feel seen,' 'it's nice to be understood,' and other comments that they won't particularly share in feedback forms.

Toni Peters

An Ideas Foundation Tutor

The programme is being extended in 2025 to address more broad issues of hair and identity.

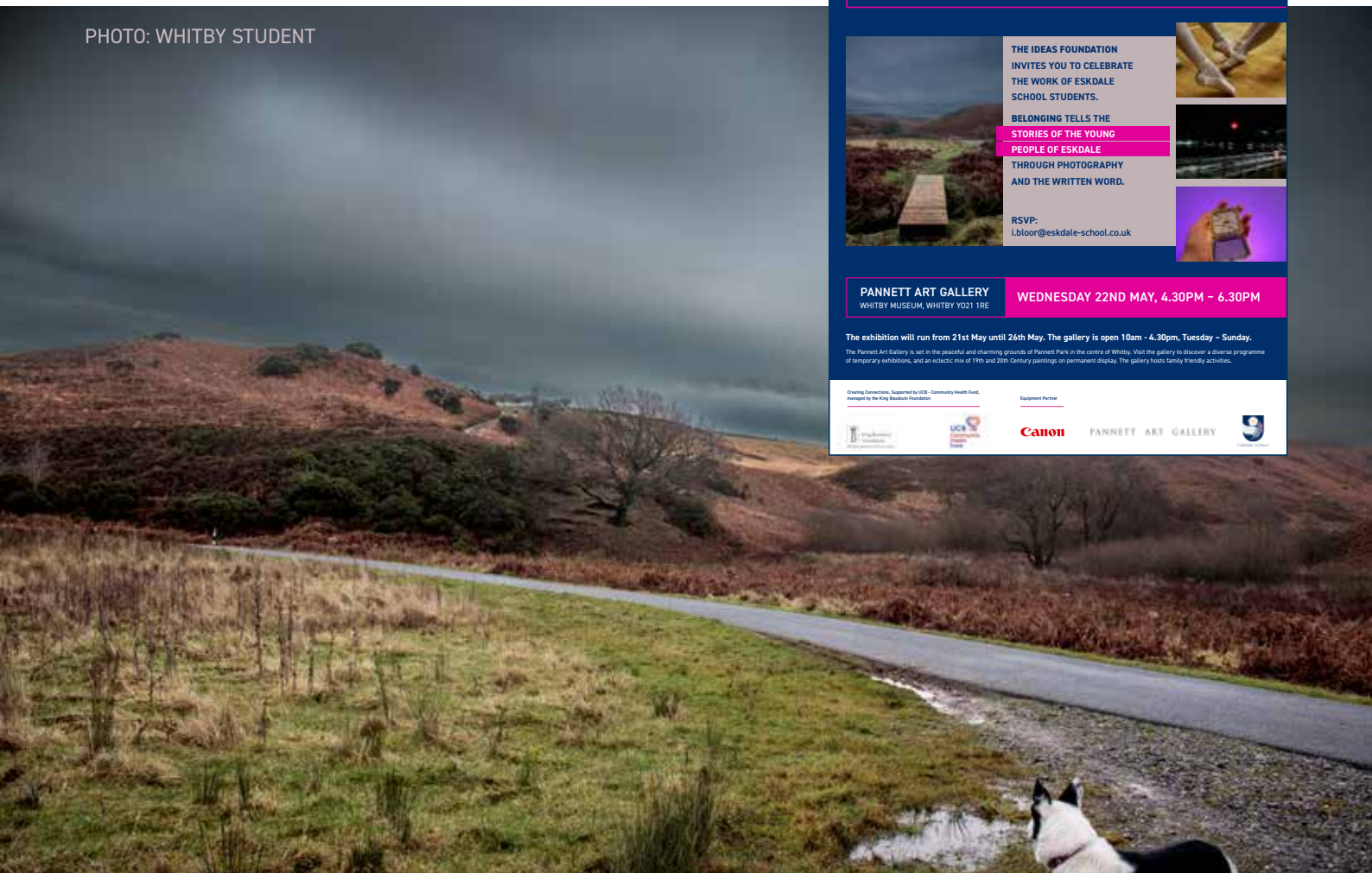
EXPLORING IDENTITY AND WELL-BEING

CREATING CONNECTIONS

Creating Connections is a programme designed at the suggestion of Divine, a young Afro-Caribbean student who had taken part in our projects with the Amos Bursary Trust. She felt that her parents weren't supportive of her interest in creative careers, and there was pressure on her to follow a traditional career in business. She approached us asking if we could help to create a project that would allow her to build more creative networks and focus on her wellbeing. We have trialled three projects that link creativity with wellbeing thanks to funding from UCB and the King Badouin Foundation. In Scotland, we worked with Peter Scott and a youth club supporting young people who had a range of anxiety, identity and neurodiversity issues.

Eskdale School students worked with photographers Michael Cockerham and Tom Martin on personal narratives about life in Whitby. They focused on the challenges of being a teenager, their sadness at their school closing, and the beauty and bleakness of the moors and how this makes them feel isolated. The work was displayed at the Pannett Gallery in Whitby and inspired further photographic projects with Old Farm School in Saltburn, a school specialising in supporting young people with complex emotional needs. The student work was featured in a five-page spread in the [RSA Journal](#).

PHOTO: WHITBY STUDENT





BELONGING : PRIVATE VIEW EXHIBITION

THE IDEAS FOUNDATION INVITES YOU TO CELEBRATE THE WORK OF ESKDALE SCHOOL STUDENTS.

BELONGING TELLS THE STORIES OF THE YOUNG PEOPLE OF ESKDALE THROUGH PHOTOGRAPHY AND THE WRITTEN WORD.

RSVP:
i.bloor@eskdale-school.co.uk

PANNETT ART GALLERY
WHITBY MUSEUM, WHITBY YO21 1TE

WEDNESDAY 22ND MAY, 4.30PM - 6.30PM

The exhibition will run from 21st May until 26th May. The gallery is open 10am - 4.30pm, Tuesday - Sunday.

The Pannett Art Gallery is set in the peaceful and charming grounds of Pannett Park in the centre of Whitby. Visit the gallery to discover a diverse programme of temporary exhibitions, and an eclectic mix of 19th and 20th Century paintings on permanent display. The gallery hosts family friendly activities.

Creating Connections, supported by UCB - Community Health Fund, managed by the King Badouin Foundation

Equipment Partner



PROGRAMMES

PROVIDING ROUTES INTO THE CREATIVE INDUSTRIES

The Manchester College is keen to provide routes for students into the growing creative industries in Manchester. We provided employability boot camps for students in film and media, animation, game design and business studies. These practical, skills-based workshops allow young people to work with highly skilled facilitators and professional mentors to develop their creative skills further. As with our work in schools, these typically focus on getting young people to respond to a professional brief from companies such as the BBC and ITV. However, working outside of the confines of a classroom setting enables young people to delve deeper and take creative risks that they might not feel comfortable taking around their teachers and peers. With an added sense of independence from teachers, participants also gain social and career capital through the opportunity to work in problem-solving teams, make friends, establish professional contacts, and gain work experience. We also recruited and trained over 30 mentors who provide one-to-one support for students seeking their first roles in the sector.

CONNECTING EMPLOYERS WITH FUTURE AUDIENCES AND EMPLOYEES

The creative industry in Manchester is growing and local employers like the BBC are keen to develop relationships with future talent. The BBC Creative Media camp is a five-day intensive programme of workshops and visits that allows students to present their ideas to BBC staff. Students had an opportunity to visit The Picture Shop and meet apprentices and senior staff from the BBC Manchester studio. Students and staff were inspired by the programme and were invited to visit the BBC to share their work. As a result, student Leona Gasper was offered a position with the BBC and a further programme of media camps was offered in the autumn of 2024. The BBC has contributed case stories of the programme's impact to the Manchester Next Gen conference.



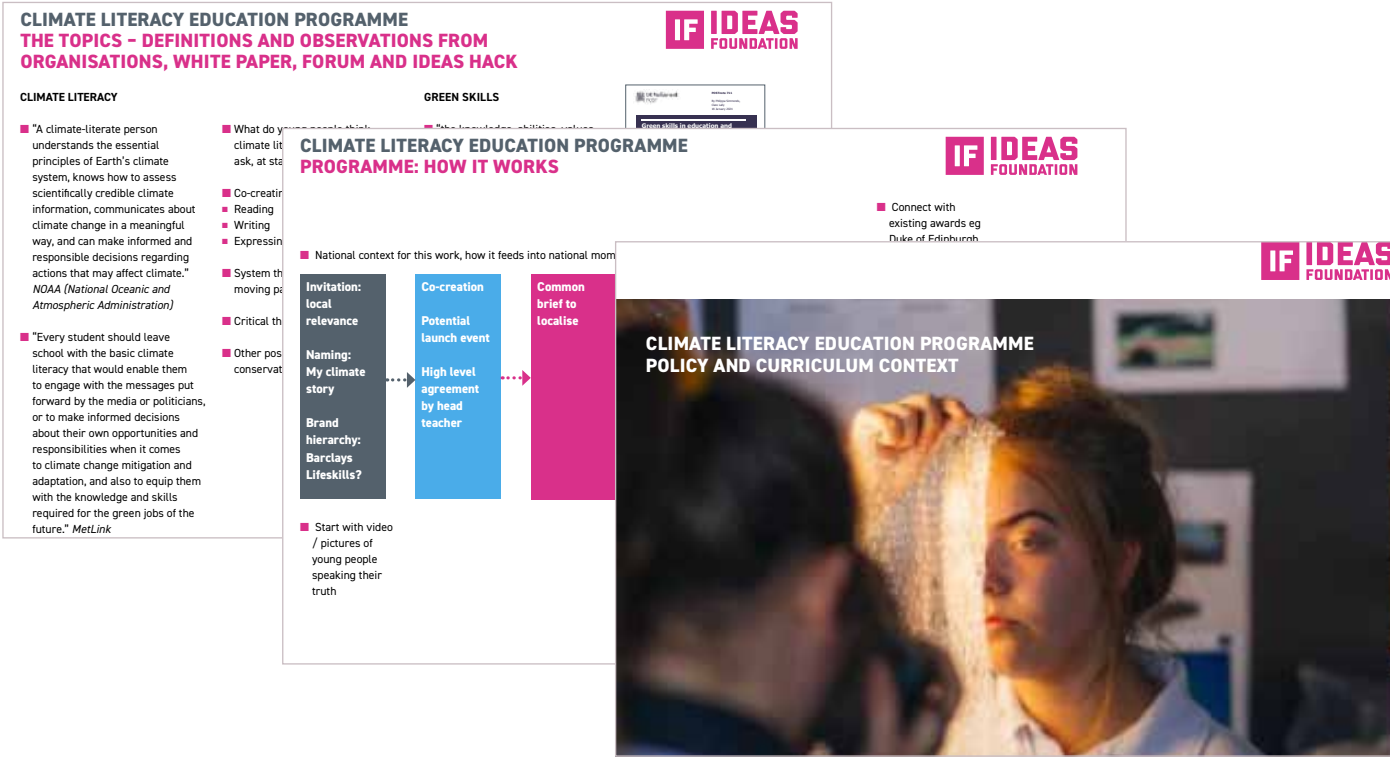
PROGRAMMES

WIDENING PARTICIPATION IN HIGHER EDUCATION

Teesside University London has established a new campus in London, at Here East. They are hoping to set up partnerships with local schools and businesses. They asked for our help with projects that would help widen participation in the University and raise awareness of opportunities at their London campus. They wanted to raise awareness of their offer and to support widening access to students from less privileged backgrounds. Working with their partnership coordinators, we arranged two full-day workshops for less advantaged schools and colleges – themed around hair. The project is successfully helping the University with their relationship building, and our evaluation is helping them with their impact reporting. We plan to deepen the relationship with Teesside next year and to arrange further partnership activities aligned with our new health inequalities and climate literacy projects.

HELPING TO DESIGN NEW CREATIVE PROGRAMMES

Canon asked us for help as they were considering a major investment in an international education programme looking at photography and coral reef restoration. Before committing a large chunk of their marketing budget, they wanted to check on the project's feasibility. Working with creative director Lydia Thornley, The Ideas Foundation created a detailed scoping document that helped Canon assess the business case for the project and the practicalities of delivering a significant piece of work in a short period of time.



QUICK HIGHLIGHTS

SHOWCASING STUDENT WORK

We curated two exhibitions of students' work. McCann London hosted the Coronation Generation exhibition in November 2023 and an exhibition of the Creating Connections work was held in a week-long showcase in Whitby at the Pannett Gallery. This work also featured in the RSA Magazine.

LISTENING TO YOUNG VOICES

The Manifesto was an experimental project that we ran, led by Paul Reid, to gain insights into young people's concerns during the run-up to the General Election. Funded by a crowdfunding campaign, we ran two workshops in Manchester and Birmingham where young people could share their concerns and priorities.

CREATIVITY THROUGH FASHION

Our sustainable fashion projects have continued in North Yorkshire schools – a programme that is now in its sixth year and proving as popular as ever, generating excitement in sustainability through the fashion creations made from junk and Burberry seconds.

PROMOTING HEALTHCARE COMMUNICATIONS

Health inequalities are a major concern across the country with poorer communities more likely to be affected by issues such as pollution.

We are working with Queen Mary University of London and the Creative Floor to design a storytelling programme where young people will design campaign materials to raise awareness of the hidden effects of pollution.

PROMOTING DIVERSITY AND SOCIAL MOBILITY

We have worked closely with the Manchester Publicity Association to promote diversity in the sector – contributing speakers to a panel discussion hosted by WPP Manchester and a podcast.

We are part of a steering group, Mind the Gap, which is looking at increasing access for young people from less advantaged backgrounds to employment in the city.

We have also contributed to webinars by the King Badouin Foundation.

SUPPORTING YOUNG PEOPLE WITH SPECIAL NEEDS

We are working with many more young people who are presenting with special needs. This can include young people who are socially anxious, who have a range of neurodiversity conditions, and also some for whom English is a second language. By ensuring our tutors and programmes are sensitive to the varying needs of young people, we often receive feedback from children who have not previously been engaged. As a result of our programmes, they have been inspired to speak, contribute or share their skills.

BRINGING CREATIVITY INTO THE CLASSROOM

Many schools need help in finding up-to-date education resources that are free, high quality and have real-life business insights. The Ideas Foundation has 56 resources that can be accessed for free on our website, the Times Education Supplement online portal, the Pearson examining board website, Procter & Gamble, and the National Association for Teaching of English website. All schools and colleges are able to access our online learning resources.



I have to say that Ideas foundation is amongst the very best. Their mission to bring creativity and creative opportunity's to young people who have limited access due to lack of economic funds, opportunity or restrictive locations is not only ambitious but also unique it both its scope and its impact.

Ben Worth
IF Tutor

FUNDRAISING ACHIEVEMENTS

Last year was a difficult year for The Ideas Foundation. As with many charities, our focus was to survive for 2025. We embarked on a new approach, seeking more funding from grants and foundations. We invested in training and development, external fundraising support, and new staff. However, in an uncertain election year, we found that many grant-giving bodies and foundations were prioritising issues such as food banks, health and care funding, and local programmes for specialist groups. Meanwhile, brands and businesses were also hesitant about making commitments with their ESG, marketing, and talent budgets during an election year. However, we are encouraged by the government missions that will prioritise youth skills, the curriculum review, and an industrial strategy due to be published in Spring 2025 that we anticipate will value the contribution of the creative industries.

We are grateful to the Garfield and Weston Foundation, who supported our leadership and capacity building. The Creative Floor grant helped us continue our work involving young people in healthcare communications – working in partnership with Queen Mary University of London. Adisa the Verbaliser and Paul Reid raised money for the Manifesto pilot project using Crowdfunder. Canon, the BBC, Procter and Gamble have also been loyal funders over a number of years. We are delighted to welcome a new corporate partner, Barclays LifeSkills, which is enabling us to pilot programmes that bring together lifeskills, creativity, and climate literacy. We are trialling this approach in West Cumbria, North Yorkshire, Birmingham and Manchester and hope the programme will become a model that can be scaled up nationally.



ILLUSTRATION: SHAFIA FIAZ, IF ALUMNI



PHOTO: WHITBY STUDENT

FINANCIAL REVIEW

The Ideas Foundation faced significant financial challenges in 2024: on the one hand, income declined as companies reviewed or froze their investments in charitable programmes and government grants either reduced or became much more competitive, whilst staffing and delivery costs (transport, materials and accommodation in particular) increased significantly with inflation. The result was a reduction in net assets and reserves. In response, the Foundation had no choice but to reduce the reliance on guaranteed staff contracts and work with a pool of freelance consultants, flexing to the needs of the business. New focus was placed on securing funding from grants and aligned foundations while investing in training, development, and external fundraising support. The organisation remains optimistic about the promised new government initiatives supporting youth skills and the creative industries.

INCOME AND EXPENDITURE

Total income for the year was **£292,767**, a substantial decline from **£658,168** in 2023. A major factor was the absence of **£263,000** in government grants from the Department of Culture, Media, and Sport. Donations and grants from corporate and foundation partners played a vital role, with significant contributions from **Procter & Gamble (£106,990)**, **BBC (£27,500)**, and **Garfield Weston (£20,000)**.

Total expenditure for 2024 reached **£473,931**, leading to a net deficit of **£181,164**. The major cost drivers included **staffing (£140,506)**, **consultancy services (£97,034)**, and **subcontractor fees (£114,408)**, reflecting significant investment in programme delivery and operational capacity.

FINANCIAL POSITION AND RESERVES POLICY

At the end of the financial year, total funds had decreased to **£115,593**, down from **£296,757** in 2023. Key figures include:

- **Net current assets:** £112,275 (2023: £290,711)
- **Restricted funds:** £41,282
- **Unrestricted funds:** £74,311

The decline in reserves signals financial strain, necessitating strategic adjustments for sustainability.

To fulfil contractual obligations, the trustees strive to maintain minimum unrestricted funds to cover three months PAYE and any potential costs relating to closures. This is currently £50,000. A more prudent level of reserves is PAYE, potential costs relating to closures and three months operating costs. This is currently approximately 70K. The reserves held in unrestricted funds at 31 August 2023 were £74,311. This is in line with the target set by the board but we would like to increase the levels of unrestricted reserves to give us more resilience in a challenging fundraising environment.

CHALLENGES AND STRATEGIC ADJUSTMENTS

In an uncertain election year, fundraising proved difficult. Many grant-making bodies prioritised funding for urgent social needs such as food banks and healthcare, while corporate partners were cautious about ESG and marketing investments. However, The Ideas Foundation continued to receive support from long-term funders, including **Canon**, **BBC**, and **Procter & Gamble**. New corporate partnerships, such as **Barclays Lifeskills**, also enabled the Foundation to pilot innovative programmes combining creativity, life skills, and climate literacy in various UK regions.

FINANCIAL REVIEW

KEY FINANCIAL CONSIDERATIONS

- 1. Revenue Diversification:** The need for alternative funding sources, including more corporate partnerships and unrestricted donations, is being pursued. A business partnership sub group has been established and we have been working with an external consultant on business development.
- 2. Cost Management:** Aligning expenditure with available income to ensure sustainability, paying freelancers to do project work as it emerges without a retainer. We have a small core of PAYE staff so we have less exposure to NI increases and redundancy commitments.
- 3. Reserves Position:** Strengthening reserves to enhance financial resilience and operational stability.
- 4. Government Engagement:** Leveraging upcoming policy changes to secure funding for youth skills and creative industry initiatives.

CONCLUSION

Despite financial difficulties, The Ideas Foundation remains committed to its mission. Moving forward, the organisation will:

- Continue diversifying funding sources to reduce reliance on a few significant grants.
- Continue to align spending with income, keeping enhanced cost control measures in place.
- Advocate for government funding opportunities linked to youth skills and creative industries.
- Generate new corporate partnerships to ensure sustainable programme growth.

The Foundation will continue impacting youth education and creative learning with these strategies.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The Charity is structured so that the board of trustees, who meet at regular intervals, deal with the policy and overall control of the Charity's activities. Day to day management is in the hands of the Chief Executive, who reports to the board of trustees. Daily operations are the responsibility of the Creative Programme Director and Creative Programme Manager reporting to the Managing Director. The Charity is assisted by an advisory group consisting of experts who advise the IF on a range of issues from education, creative policy, and systems. The IF also benefits from insights from an alumni group. Both the advisory group and alumni group share information via WhatsApp and of late Zoom meetings. The work programmes are supported by a strong network of freelance consultants and tutors who have specialist skills in finance, IT, communication strategy, programme delivery and in creative skills.

The charity was incorporated on 15 August 2001 and has a memorandum and articles of association. Ideas Foundation (the word "Limited" being omitted by licence from the Board of Trade) is registered as a company limited by guarantee and not having a capital divided by shares. In the event of the company being wound up, members are required to contribute an amount not exceeding £10. The company was registered as a charity on 6 February 2002 under registration number 1090451.

New trustees are recruited through an application process and are chosen on the basis of their knowledge of creative industries, business systems and education. We reserve one place on the board for an alumnus who has taken part in our programmes. Potential trustees are invited to attend and observe meetings and then are voted onto the board.

FUTURE PLANS FOR 2025 & BEYOND

- Giving 3,000 young people in communities that are typically less advantaged a chance to discover their creativity, improve lifeskills, and develop aspirations through high-quality workshops in partnership with leading creatives, brands and social causes.
- Piloting a major new programme in four rural and urban areas, bringing creativity and lifeskills together with climate literacy.
- Contributing to the national missions of creating opportunity for young people, contributing to a modern curriculum so young people are ready for work and life, and supporting regional economic growth.
- Working with partners in both the voluntary and private sectors to challenge the class ceiling and to increase the diversity of representation in careers that value creative thinking.
- Encouraging teachers to bring more creativity into the classroom using our free resources.
- Enabling five new brands to connect with schools and colleges in meaningful project-based creativity activities.
- Supporting 30 creative scholars from The Manchester College to access careers in the creative industries through mentoring, workplace visits and advice.
- Celebrating the achievements of our students, schools, colleges and teachers in a summer showcase event and through articles in the RSA Journal and social media.
- Building the capacity and contribution of our Board, Shadow Board, alumni groups and advisory board
- Maintaining our levels of reserves and generating sustainable funding streams.



Ideas Foundation

Reference and administrative details

For the year ended 31 August 2024

Company number	04270652																
Charity number	1090451																
Registered office	C/O Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD																
Operational address	C/O Ogilvy Group UK Sea Containers 18 Upper Ground London England SE1 9RQ																
Trustees	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: <table><tr><td>Edward Smith</td><td>Chair</td></tr><tr><td>Naomi Desalegene</td><td></td></tr><tr><td>Christopher Harris</td><td>resigned 22 December 2023</td></tr><tr><td>Charles Mawer</td><td>appointed 8 February 2024</td></tr><tr><td>Simeon Quarrie</td><td>appointed 8 February 2024</td></tr><tr><td>Jennifer Wilkins</td><td></td></tr><tr><td>Pauline Wilson</td><td>resigned 6 June 2024</td></tr><tr><td>Will Worsdell</td><td>appointed 8 February 2024</td></tr></table>	Edward Smith	Chair	Naomi Desalegene		Christopher Harris	resigned 22 December 2023	Charles Mawer	appointed 8 February 2024	Simeon Quarrie	appointed 8 February 2024	Jennifer Wilkins		Pauline Wilson	resigned 6 June 2024	Will Worsdell	appointed 8 February 2024
Edward Smith	Chair																
Naomi Desalegene																	
Christopher Harris	resigned 22 December 2023																
Charles Mawer	appointed 8 February 2024																
Simeon Quarrie	appointed 8 February 2024																
Jennifer Wilkins																	
Pauline Wilson	resigned 6 June 2024																
Will Worsdell	appointed 8 February 2024																
Company secretary	Emma Hope Angela Conway resigned 25 July 2024 appointed 25 July 2024																
Chief executive officer	Heather MacRae																
Bankers	Coutts & Co 440 Strand London WC2R 0QS																
Independent examiners	Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD																

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (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 charity and of the income and expenditure of the charity for that period. In preparing those 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 accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees 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.

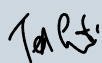
The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Members of the charity guarantee to contribute an amount not exceeding £10 to the assets of the charity in the event of winding up. The trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Independent Examiners

Godfrey Wilson Limited were appointed as independent examiners to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 20 March 2025 and signed on their behalf by



E M Smith - Chair

Independent examiner's report

To the trustees of

Ideas Foundation

I report to the trustees on my examination of the accounts of Ideas Foundation (the charitable company) for the year ended 31 August 2024, which are set out on pages 24 to 37.

Responsibilities and basis of report

As the trustees of the charitable 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 charitable 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 the charitable company'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.

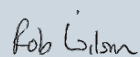
Independent examiner's statement

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

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

- (1) accounting records were not kept in respect of the charitable 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.



Date: 10 April 2025

Robert Wilson FCA

Member of the ICAEW

For and on behalf of:

Godfrey Wilson Limited

Chartered accountants and statutory auditors

5th Floor Mariner House

62 Prince Street

Bristol

BS1 4QD

Ideas Foundation

Statement of financial activities *(incorporating an income and expenditure account)*

For the year ended 31 August 2024

	Note	Restricted £	Unrestricted £	2024 Total £	2023 Total £
Income from:					
Donations	3	-	101,902	101,902	151,055
Charitable activities	5	<u>190,865</u>	<u>-</u>	190,865	507,113
Total income		<u>190,865</u>	<u>101,902</u>	292,767	658,168
Expenditure on:					
Raising funds		-	17,556	17,556	10,752
Charitable activities		<u>207,737</u>	<u>248,638</u>	456,375	628,330
Total expenditure	7	<u>207,737</u>	<u>266,194</u>	473,931	639,082
Net income / (expenditure) and movement in funds	8	<u>(16,872)</u>	<u>(164,292)</u>	(181,164)	19,086
Reconciliation of funds:					
Total funds brought forward		<u>58,154</u>	<u>238,603</u>	296,757	277,671
Total funds carried forward		<u>41,282</u>	<u>74,311</u>	115,593	296,757

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 15 to the accounts.

Ideas Foundation

Balance sheet

As at 31 August 2024

	Note	£	2024 £	2023 £
Fixed assets				
Tangible assets	11		3,318	6,046
Current assets				
Debtors	12	27,345		51,579
Cash at bank and in hand		<u>99,272</u>		<u>264,713</u>
		126,617		316,292
Liabilities				
Creditors: amounts falling due within 1 year	13	<u>(14,342)</u>		<u>(25,581)</u>
Net current assets			<u>112,275</u>	<u>290,711</u>
Net assets			<u>115,593</u>	<u>296,757</u>
Funds	15			
Restricted funds			41,282	58,154
Unrestricted funds				
General funds			<u>74,311</u>	<u>238,603</u>
Total charity funds			<u>115,593</u>	<u>296,757</u>

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 2006 (the Act) relating to the audit of the financial statements for the year by virtue of section 477, and that no member or members have requested an audit pursuant to section 476 of the Act.

The directors acknowledge their responsibilities for:

- (i) ensuring that the Company keeps proper accounting records which comply with section 386 of the Act; and
- (ii) 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 year and of its profit or loss for the financial year in accordance with the requirements of section 393, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the company.

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

Approved by the trustees on 20 March 2025 and signed on their behalf by



E M Smith - Chair

1. Accounting policies

a) General information and basis of preparation

Ideas Foundation is a charitable company limited by guarantee registered in England and Wales. The registered office address is C/O Godfrey Wilson Limited, Chartered accountants and statutory auditors, 5th Floor Mariner House, 62 Prince Street, Bristol, BS1 4QD.

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 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Ideas Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

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

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of provision of services is deferred until criteria for income recognition are met.

d) 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 the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

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. Accounting policies (continued)

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. 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.

g) Expenditure 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.

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

h) Grants payable

Grants payable are recognised as expenditure on the earlier of a) when the charity has a present obligation to transfer resources; and b) when the charity ceases to control the resource (e.g. via transferring the funds to the grant recipient).

i) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated in full to expenditure on charitable activities which is deemed to be reflective of the activities of the charity in this period.

j) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures and fittings	4 years
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Items of equipment are capitalised where the purchase price exceeds £500.

1. Accounting policies (continued)

k) 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.

l) 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.

m) Creditors

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.

n) Financial instruments

The charitable company 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 recognised at amortised cost using the effective interest method.

o) Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

p) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying 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 if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key source of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements is depreciation as described in note 1(j) above.

Notes to the financial statements

For the year ended 31 August 2024

2. Prior period comparatives: statement of financial activities

	Restricted £	Unrestricted £	2023 Total £
Income from:			
Donations	-	151,055	151,055
Charitable activities	507,113	-	507,113
Total income	507,113	151,055	658,168
Expenditure on:			
Raising funds	-	10,752	10,752
Charitable activities	490,923	137,407	628,330
Total expenditure	490,923	148,159	639,082
Net income / (expenditure)	16,190	2,896	19,086

3. Income from donations

	2024 Total £	2023 Total £
Gifts in kind (note 4)	94,300	151,000
Other < £10k	7,602	55
	101,902	151,055

All income from donations in the current and prior year was unrestricted.

4. Gifts in kind

The following gifts in kind were received during the period:

	2024 Total £	2023 Total £
Trainer materials	11,300	33,000
Consultancy	36,000	38,000
External venue hire	15,000	10,000
Advertising	2,000	45,000
Office rent	10,000	25,000
Equipment loan	20,000	-
	94,300	151,000

5. Income from charitable activities

	2024
	Total
	£
Grants:	
Procter and Gamble	106,990
BBC	27,500
Garfield Weston	20,000
Manchester College	18,000
Canon Europe	14,375
Teeside University	4,000
	<u>190,865</u>

All income from charitable activities in the current and prior year was restricted.

Prior period comparative

	2023
	Total
	£
Grants:	
BBC	50,000
The Burberry Foundation	1,000
Canon	11,625
DCMS - King's Coronation	263,000
Engineer the Story - RAENG	11,000
Manchester College	18,000
Procter and Gamble	114,000
UCB Creating Connections Health Project	38,488
	<u>507,113</u>

6. Government grants

The charitable company received government grants, defined as funding from The Department of Culture Media and Sport to fund charitable activities. The total value of such grants in the year ending 31 August 2024 was £nil (2023: 263,000). There are no unfulfilled conditions or contingencies attaching to these grants in 23/24.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2024

7. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2024 Total £
Staff costs (note 9)	15,456	57,608	67,442	140,506
Fundraising costs	2,100	-	-	2,100
Advertising	-	2,210	1,351	3,561
Trainers, materials, programme development and delivery	-	32,475	-	32,475
Travel	-	13,976	5,748	19,724
Printing, postage and stationery	-	4,361	590	4,951
Subcontractors	-	66,041	48,367	114,408
External venue hire	-	15,171	-	15,171
Consultancy	-	47,795	49,239	97,034
Office rent	-	10,000	-	10,000
Insurance	-	-	1,627	1,627
Premises costs	-	-	982	982
Other office costs	-	500	14,422	14,922
Professional fees	-	-	5,602	5,602
Subscriptions and memberships	-	-	5,140	5,140
Depreciation	-	-	2,728	2,728
Independent examination	-	-	3,000	3,000
Sub-total	17,556	250,137	206,238	473,931
Allocation of support and governance costs	-	206,238	(206,238)	-
Total expenditure	17,556	456,375	-	473,931

Total governance costs were £3,000 (2023: £7,200).

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2024

7. Total expenditure (continued)

Prior period comparative

	Raising funds £	Charitable activities £	Support and governance costs £	2023 Total £
Staff costs (note 9)	5,668	113,932	36,745	156,345
Fundraising costs	3,632	-	-	3,632
Advertising	-	50,703	833	51,536
Trainers, materials, programme development and delivery	-	63,642	-	63,642
Travel	-	31,269	4,858	36,127
Printing, postage and stationery	-	-	127	127
Subcontractors	-	147,787	11,972	159,759
External venue hire	-	18,629	-	18,629
Consultancy	1,452	89,843	4,488	95,783
Office rent	-	-	25,000	25,000
Insurance	-	-	697	697
Premises costs	-	-	794	794
Other office costs	-	25	8,925	8,950
Sundry expenses	-	-	2,537	2,537
Professional fees	-	-	3,081	3,081
Subscriptions and memberships	-	-	2,780	2,780
Depreciation	-	-	2,463	2,463
Audit	-	-	7,200	7,200
Sub-total	10,752	515,830	112,500	639,082
Allocation of support and governance costs	-	112,500	(112,500)	-
Total expenditure	10,752	628,330	-	639,082

Notes to the financial statements

For the year ended 31 August 2024

8. Net movement in funds

This is stated after charging:	2024	2023
	£	£
Depreciation	2,728	2,463
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	91	91
Auditor's / independent examiner's remuneration (excluding VAT):		
▪ Independent examination	2500	-
▪ Statutory audit	-	6,000

Trustees' reimbursed expenses comprise travel expenses for one trustee in the current and prior year.

In common with other charities of our size and nature we use our independent examiners to assist with the preparation of the financial statements.

9. Staff costs and numbers

Staff costs were as follows:

	2024	2023
	£	£
Salaries and wages	129,015	150,350
Social security costs	8,462	3,164
Pension costs	3,029	2,831
	140,506	156,345

No employees earned above £60,000 during the year (2023: one employee earned between £70,000 - £80,000).

9. Staff costs and numbers (continued)

The key management personnel of the charitable company comprise the trustees, the Chief Executive Office, and the Programme Director (2023: the trustees and the Chief Executive Officer). The total employee benefits of the key management personnel were £115,169 (2023: £90,467).

	2024	2023
	No.	No.
Average head count	<u><u>3.5</u></u>	<u><u>3.0</u></u>

10. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

11. Tangible fixed assets

	Fixtures and fittings £
Cost	
At 1 September 2023	10,914
Additions in year	<u>-</u>
At 31 August 2024	<u>10,914</u>
Depreciation	
At 1 September 2023	4,868
Charge for the year	<u>2,728</u>
At 31 August 2024	<u>7,596</u>
Net book value	
At 31 August 2024	<u><u>3,318</u></u>
At 31 August 2023	<u><u>6,046</u></u>

12. Debtors

	2024	2023
	£	£
Trade debtors	25,540	50,000
Prepayments	<u>1,805</u>	<u>1,579</u>
	<u><u>27,345</u></u>	<u><u>51,579</u></u>

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2024

13. Creditors : amounts falling due within 1 year

	2024 £	2023 £
Trade creditors	7,492	13,748
Accruals	6,850	11,833
	14,342	25,581

14. Analysis of net assets between funds

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	3,318	3,318
Net current assets	41,282	70,993	112,275
Net assets at 31 August 2024	41,282	74,311	115,593

Prior period comparative

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	6,046	6,046
Net current assets	58,154	232,557	290,711
Net assets at 31 August 2023	58,154	238,603	296,757

15. Movements in funds

	At 1 September 2023 £	Income £	Expenditure £	At 31 August 2024 £
Restricted funds				
Manchester College	-	18,000	(18,000)	-
Canon Europe	4,073	14,375	(17,059)	1,389
Procter and Gamble	15,598	94,250	(108,998)	850
P&G POH Extension Scoping	-	12,740	(12,713)	27
BBC	20,003	27,500	(26,597)	20,906
Creating Connections	11,207	-	(11,207)	-
King's Coronation	7,273	-	(7,273)	-
Teeside University for POH	-	4,000	(2,200)	1,800
Garfield Weston	-	20,000	(3,690)	16,310
Total restricted funds	58,154	190,865	(207,737)	41,282
Unrestricted funds				
General funds	238,603	101,902	(266,194)	74,311
Total unrestricted funds	238,603	101,902	(266,194)	74,311
Total funds	296,757	292,767	(473,931)	115,593

Purposes of restricted funds

Manchester College	Plan and deliver Employability Bootcamp programme.
Canon Europe	Education programme design.
Procter and Gamble	Power of Hair workshop delivery.
P&G POH Extension	Scoping for new phase of Power of Hair.
BBC	Plan and deliver Creative Media Camp.
Creating Connections	Delivery of programmes related to creativity and wellbeing in Whitby and London.
King's Coronation	Exhibition of student work and legacy follow up of impact.
Teeside University for POH	Development and delivery of 6 x Power of Hair workshops.
Garfield Weston	Contribution towards leadership and governance, capacity building, coaching, fundraising.

15. Movements in funds (continued)

Prior period comparative

	At 1 September 2022 £	Income £	Expenditure £	At 31 August 2023 £
Restricted funds				
The Burberry Foundation	2,583	1,000	(3,583)	-
Manchester College	-	18,000	(18,000)	-
Canon Europe	-	11,625	(7,552)	4,073
Engineer the Story - RAENG	9,283	11,000	(20,283)	-
Procter and Gamble	27,580	114,000	(125,982)	15,598
BBC	-	50,000	(29,997)	20,003
ITV Studios	2,518	-	(2,518)	-
Creating Connections	-	38,488	(27,281)	11,207
King's Coronation	-	263,000	(255,727)	7,273
Total restricted funds	41,964	507,113	(490,923)	58,154
Unrestricted funds				
General funds	235,707	151,055	(148,159)	238,603
Total unrestricted funds	235,707	151,055	(148,159)	238,603
Total funds	277,671	658,168	(639,082)	296,757

16. Related party transactions

There were no related party transactions in the current or prior period.



“ ”

It was incredible to see the enthusiasm, ideas and presentations the young people produced, and the facilitators were brilliant and inspiring. We look forward to working with the Ideas Foundation again in the future

Kathryn Elliott
Partnership Director Teesside University

THANK YOU TO

CORPORATE PARTNERS

Our programmes are made possible thanks to support in cash and in kind support from a range of companies across the UK.

AKQA, Barclays, BBC, Canon Europe, Canon UK, Creative Floor, Dentsu, Frog, Fuji, Ideas Factory, Hahnemuhle, The Manchester College, Manchester Publicity Association, McCann, Ogilvy, One Point Five, Procter and Gamble, Queen Mary University of London, Red Bee, Teesside University, UCB, Wardour Communications, Whitby Pannett Art Gallery

EDUCATION PARTNERS

The commitment of the teachers and the co-operation of our school and college partners is vital to our work.

The following schools and colleges who have worked with us:

Airedale Academy, West Yorkshire	Henry Green Primary School, Essex	Space Studio West , London
Beam County Primary, Essex	Heolddu High School, Wales	St Anthony's Primary, Rutherglen
Brettenham Primary, London	Highgate Hill City of London Academy	St Gregory's Primary, Bolton
Bush Hill Primary School, London	Holbeach Primary School, London	St Josephs Primary, Scotland
Caedmon College, Whitby	Houndsfield Primary, London	St Kentigerns Academy, Scotland
Capel Manor, London	Leatholme Primary, Whitby	St Michaels Primary School, Hertfordshire
Castleton Primary	Lichard Primary, Wales	St Monica's Catholic School, Prestwich
Chesterfield, Whitby	Lister Community School, London	Starksfield Primary School, London
Churchfield Primary, London	Llanharri Primary, Wales	Stebonheath Primary, Wales
Cockshut Hill School, Birmingham	Llwynypia Primary, Wales	Stockland Green School, Birmingham
Coedpenmaen Primary, Wales	Lyndon School, Birmingham	South Bank College, London
Cornelly Primary School, Wales	Macclesfield College, Cheshire	The Amos Bursary Trust, London
Cranford Community School, London	Marsh Green Primary, Dagenham	The Downley School, High Wycombe
East Manchester Academy, Manchester	Meridian Angel, London	The Grange Primary School, London
Erdington Hall Primary, Birmingham	Moorland Primary School, Wales	The Oaklands Primary School, Birmingham
Eskdale School, Whitby	Nelson and Colne College, Lancashire	The Ruth Gorse Academy, Leeds
Falinge Park, Manchester	Ninestiles School, Birmingham	The Sacred Heart Language College, London
Featherstone High School, London	Oaklands College, Hertfordshire	Unity Primary School, Manchester
Fleecefield Primary, London	Oakridge Primary, Whitby	Upper Rhymney Primary School , Wales
Fulham Cross, London	Old Farm School, Saltburn	Victoria Primary, United Kingdom
Georgetown Primary, Dumfries	Our Lady & St Paul RC Primary, Lancashire	West Cliff Primary Whitby, Whitby
Glaidsdale Primary, Whitby	Our Lady of Lourdes Primary, Glasgow	William Bellamy Primary, Essex
Graeme School, Falkirk	Pegasus Primary School, Birmingham	Williamstown Primary School, Wales
Graham School, Scarborough	Prendergast Ladywell School, London	Woolwich Polytechnic for Girls, London
Global Academy, London	Richard Taylor Primary, Harrogate	Yarnfield Primary School, Birmingham
Grafton Primary, Essex	Sea View Primary School, Wales	Ysgol Llyn Y Forwen, Wales
Hendon School, London	Southwood Primary School, Essex	

OUR STAFF

The passion and commitment of our staff has been instrumental to delivering programmes across the country. Thanks to:

Amanda Hayward ■ Angela Conwa ■ Anna Forsstrom Morris ■ Anne Laforce ■ Belinda Peach ■ Benedicta Joppa
Hannah Pater ■ Heather MacRae ■ Helen Poole ■ Joe Thomson ■ Marisol Holmes ■ Paul Reid

THANKS TO OUR TUTORS AND ASSOCIATES

Adisa the Verbaliser ■ Annie Taylor ■ Aysha Iqbal ■ Ben Worth ■ Black Girls in Design ■ Carol Lichmore ■ Charlotte Turner
David Burgess ■ Dr Leema Jabbar ■ Elicia McKenzie ■ Eliska Sky ■ Ella Otomewo ■ Ellayna Taylor ■ Emilie Lauren Jones
Emma Wride ■ Giovanni Esposito ■ Holly Ferguson ■ John Mounsey ■ Kate Lander ■ Kulvinder Johal ■ Lydia Thornley
Michael Cockerham ■ Peter Bakare ■ Rachael Lightowle ■ Rachel Rands ■ Shafia Fiaz ■ Tom Martin ■ Toni Peters

THANKS TO OUR TRUSTEES

Our trustees volunteer their time to ensure that the charity meets the governance requirements of the charity commission. We have said good bye to some long standing trustees and welcomed new trustees through an open competitive recruitment process. We have also established a shadow board to build capacity for new trustees.

The trustees who left us in the past year: Chris Harris ■ Pauline Wilson

The trustees who have continued to support us: Naomi Desalegne ■ Ted Smith ■ Jenny Wilkins

Welcome to our new trustees: Charlie Mawer ■ Simeon Quarrie ■ Will Worsdell

THANKS TO OUR SHADOW BOARD MEMBERS

Adrian Sladdin ■ Ben Conway ■ Christina Thakor-Rankin ■ Milan Desai ■ Rachel King

WE ALSO HAVE A WIDER COMMUNITY OF ADVISORY AND SUPER GROUP MEMBERS AND OUR ALUMNI GROUP.

THANK YOU TO EVERYONE WHO IS SUPPORTING US.

INSPIRING YOUNG PEOPLE TO UNLOCK THEIR CREATIVE POTENTIAL

Together, we can make a lasting impact on the lives of young people.

Visit ideasfoundation.org.uk to learn more

Contact info@ideasfoundation.org.uk

   **@ideasfoundation**

THE IDEAS FOUNDATION

England & Wales - Charity number 1090451

Accounts

Company no. 04270652
Charity no. 1090451

Ideas Foundation
Report and Audited Financial Statements
31 August 2023

Ideas Foundation

Reference and administrative details

For the year ended 31 August 2023

Company number	04270652
Charity number	1090451
Registered office	C/O Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD
Operational address	C/O Ogilvy Group UK Sea Containers 18 Upper Ground London England SE1 9RQ
Trustees	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: E M SmithChair N Desalegene C J Harris M G Lainasresigned 25 January 2023 P M Wilson J A Wilkins
Company secretary	Emma Hope
Chief executive officer	Heather MacRae
Bankers	Coutts & Co 440 Strand London WC2R 0QS
Auditors	Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

The trustees present their report along with the financial statements of the charity for the year ended 31 August 2023.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

Objectives and activities

Our charity objects are: The advancement of education, but without prejudice to the generality of the foregoing, the advancement of education of young people in the creative arts; and the promotion of industry for the public benefit.

Our main activities are:

To provide young people aged between 11-19 (focusing on young people facing disadvantage) with high-quality, inspiring creative experiences to develop their creative communication, marketing, digital design thinking, and enterprise skills.



The main activities undertaken to meet the purpose of the charity are:

To promote creativity as a way of thinking. Curiosity and ideas drive our creative industries that have contributed so much to the UK economy.

To put creativity back into the curriculum encouraging a new creative class – in a way that intersects with different subjects and brings skills and subjects to life. We focus particularly on students from schools and backgrounds that are under-represented in creative pursuits.

We create 'aha' moments that light the spark in creative young people, light up careers and subject teaching information and resources and light up engagement across the whole curriculum. We do this through education activities and project-based hands on learning that use live briefs from advertising companies and brands to build knowledge and skills. Professional mentors from the creative industry help students to create a response to a brief and pitch their ideas. Workshops take place in school and college and through holiday activities.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

The creation of resources that can be used by teachers and young people to increase their careers awareness.

The design and delivery of bespoke education programmes for brands such as Pantene, the Coronation Generation Project and UCB Creative Connections, Royal Academy of Engineering and the BBC and for organisations such as The Manchester College. Our projects demonstrate that creativity can span different sectors – not just the creative industries.

Students interested in a creative career are offered mentoring and workplace visits and a ladder of career development support.

Lobbying to increase recognition of the value of learning through creativity and innovation within the curriculum.

Demonstration projects that show how creative and vocational learning projects accelerate learning and engage pupils and teachers.

Employer engagement with creative agencies, employers, and brands to promote diversity and social mobility.

The trustees have had regard to the Charity Commission's guidance on public benefit. We provide public benefit by increasing the employability of young people giving them new routes into work, enriching the curriculum, and encouraging brands and agencies to co-create programmes offering an opportunity to invest in diverse future talent.

Achievements and performance

Young people and education

Classrooms and educators across the United Kingdom have worked with Ideas Foundation on creative projects that have explored themes of community, diversity, well-being, identity, youth and sustainability. This year our focal projects have been for the King's Coronation, for Pantene, for the UCB Community Health Fund and for Canon.

Where possible, we have scaled up and built on our successful formats that we developed for previous funders such as the Platinum Jubilee Pageant, Burberry Inspire, and Canon Commonwealth Games and Nike, adapting this year to align with the Welsh, Scottish and Northern Irish regions.

We worked with students aged 8 to 19 - in schools across the United Kingdom, focusing on schools and colleges serving less advantaged communities and students who wouldn't normally have access to the creative professionals. We have sought to work with a truly diverse group of young people – including those with severe physical disability and young people with a spectrum of hidden disabilities including autism and social anxiety.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

We have continued to deepen relationships with schools and colleges in London, Cumbria, Birmingham, Manchester and Yorkshire, offering, where possible, a range of projects year on year so that we can get to know the schools, the students, and the challenges they are facing. We are deliberately choosing to work in a range of schools and colleges – rural, urban, North and South, and coastal proving that creativity comes from anyone and anywhere and that our programme models are sufficiently resilient and flexible to adapt to different settings. We have also tried to work outside of curriculum silos – bringing English teachers to work with design and science teachers on humanities topics. We believe that creativity goes beyond geographical and subject borders. So, our resources can be used in English, Science, Art, History, Citizenship and PSE as they explore identity, sustainability and well-being.

Our formula for success involves allowing young people to experiment with their creativity on a live brief and work alongside and co-create high-quality deliverables with passionate and inspiring role models from creative industries. Our role models and tutors are chosen because of their skills and passion for working with young people. They relate their own stories of overcoming struggles with confidence or connections. Together, they develop ideas from concept to final product in a day. Seeing the work take shape, being entrusted with a live brief with an external audience, and having encouragement from a variety of mentors is motivating not just for the students but the teachers, who can often see students working differently when they get into the creative flow.

As Chief Executive, my greatest joy is seeing a group of slightly bewildered and apathetic students growing in confidence and pride as their work takes shape. And the grunts, dunno's, and shoulder shrugs turn into team explanations of their creative process and proud, if nervous, presentations of their final work to an audience of peers and professionals. Along the way, students are encouraged to take risks, try things out, work together, and seek new connections. The impact is on careers awareness, attitudes to problem solving, abilities in photography, poetry, and copywriting and for some an ambition to do this as part of a future career choice.

And increasingly the creative work is addressing social action themes that need fresh vision and youthful energy.

Project successes

Kings Coronation - Building on the success of our Platinum Jubilee Pageant project we were invited by the DCMS to create at short notice a project to celebrate the King's Coronation. The project was confirmed in March with a strict delivery date of May 6th. The project required us to work across all four nations including translating materials into Welsh. The project delivered 17 workshops in six weeks. The student work developed on themes of community, sustainability, youth and diversity was displayed nationally in partnership with Clear Channel. A detailed evaluation report is available here:

<https://coronationgeneration.org/evaluation-report/>

Creating Connections - Creating Connections is a programme of wellbeing activities that aims to create young leaders from BAME, refugee and neurodiverse backgrounds, who feel isolated and disconnected from other creatives, and are suffering from or at risk from mental health issues. The programme is taking place in London, North Yorkshire and Scotland and involves a range of creative and wellbeing activities that have been identified by young people to help with their wellbeing. Students are also given a budget to manage and support to organise some of the activities themselves.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

Power of Hair - Power of Hair is an educational campaign created by Ideas Foundation in partnership with Pantene. The programme aims to help end hair discrimination in the UK as part of The Power of Hair brand ambition. The focus is on raising awareness of hair discrimination and promoting hair confidence through a programme of creative workshops focusing on identity. The workshops equip students with creative and essential skills such as teamwork and building confidence.

In April 2023, we delivered a workshop hosted by Pantene Power of Hair brand ambassador, Clara Amfo. Clara opened the day with a speech about her own hair story to a group of students at Heston Community School. Students then split off into 2 groups to take part in poetry workshops with Adisa The Verbalizer and Toni Peters, mentored by Clara. The workshop took place successfully despite the teacher strikes on the day.

Numbers

- Schools – 64;
- Workshops – 75;
- Volunteers – 18;
- Facilitators – 14;
- Geographical areas - 13; and
- Resource downloads - 191.

BBC - We have been working with the BBC for 6 years and are soon to embark upon our 7th Creative Media Camp with them. Last Autumn term, we hosted a Creative Media Camp for students from The Manchester College. Students spent a week working on a brief based on the TV series 'The Capture'. They devised trailers for the series and built a campaign to support it, culminating in a live pitch at the BBC Headquarters in Media City. Students gained valuable skills including team building, confidence, writing a pitch and presenting.

Burberry North Yorkshire - For the past 5 years we have delivered the Burberry Challenge in 4 schools in Whitby and Scarborough, funded by the Careers and Enterprise Company. In a bid to continue this valuable work in areas that don't get these types of opportunities, we found funding to continue in 2023. 50 year 7 students in each school spent a day learning about careers in fashion through a brief based on sustainability. Each group tasked to create a mood board, fashion design and make an outfit for the runway using waste Burberry fabric and waste collected from home. The end of the day culminated in a fashion show to showcase their creations.

Manchester College - We have continued our long-term partnership with The Manchester College led by Belinda Peach. This involves creating a series of creative challenges supported by industry, a personal branding challenge and then one to one mentoring for selected students. Belinda has co-ordinated additional enrichment offers with Screen Skills leading to Jama, one of the students, gaining a placement in the prestigious high end TV industry.

Royal Academy of Engineering - We have embedded our storytelling modules into the Queen Mary University of London engineering curriculum. We offered further workshops to 500 students working with Dallas Campbell, Chris Arnold and Lydia Thornley. We developed a successful Portrait of an Engineer workshop with Michael Cockerham hosted by the British Interplanetary Society with the resultant portrait work being shared nationally and internationally.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

Burberry Inspire - We ended the four-year programme of Burberry Inspire with a detailed evaluation report that was presented to a public audience in association with the Public Policy Institute of Kings College London. Detailed report is available here: <https://www.ideasfoundation.org.uk/pdf/burberry-inspire/Burberry-Inspire-Report.pdf>

Canon Education Resources - We have developed two suites of resources for schools and teachers – an introduction to storytelling and Lens into Wellbeing, a resource identifying how photography can be used to support positive mental health.

Impact in numbers

This past year we have focused on face-to-face workshops – with smaller numbers but more intense extended experiences ranging from a half day to a week and over an entire academic year in the case of The Manchester College:

- Coronation Generation - 400;
- Power of Hair - 1970;
- BBC - 28;
- UCB Creating Connections – 124;
- The Manchester College – 300;
- Royal Academy of Engineering - 500; and
- Burberry North Yorkshire – 50.

Impact in words from our partners and funders

"For more than two decades the Ideas Foundation has been doing unparalleled work engaging young people from all over the country through creativity and problem solving. In turn this expands their horizons in ways they might never have previously imagined. An experienced team in their delivery, they always take the time to listen and understand what that group of students might learn from or enjoy the best.

IF were a delight to work with especially as the team showed real interest to lean into the process. They provided access to key stakeholders and former clients which allowed us to gain a holistic understanding of the IF strategy, and in turn identify both its successes and challenges. In her role as CEO, Heather, in particular, was a collaborative and supportive partner in the process, and her receptiveness to our findings catalysed integral organisational change. Across the board, the team showed dedication and commitment to both their work for the Foundation and creating the necessary capacity to ensure our audit's conclusions were actioned successfully.

The programme has given a new dimension to the school and one we feel very proud and privileged to be part of. The success of the programme has allowed the school to develop the arts on both the main core curriculum and extra-curricular activities. It's had a massive impact on our offer which had to be reduced due to the school's problems. The school has turned it around and the arts now play a big part in school life."

Phoebe Reith, Director, [Studioreith.com](https://www.studioreith.com)

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

"Burberry Inspire has really been a great impetus in terms of developing our Art and Cultural curriculum, in terms of both taught lesson provision and wider curriculum.

All the questions that I get asked [by students] that I don't know the answers to, I know now. I've used everything that you'd taught me... It's almost released my creativity which the kids have caught onto. It's been used loads...you've been a gift to me this year – you really have."

Teacher Yorkshire

"We partnered with the Ideas Foundation for the Platinum Jubilee Pageant. My aim was to engage more widely with communities around the Jubilee. Working with schools from the UK and Commonwealth, The Ideas Foundation went to children with a creative brief to produce posters on the themes of community, kindness and a love for nature – a Commonwealth of Kindness. The work was displayed on digital platforms and on billboards around the UK and it was fantastic to know that the models will be included in the curriculum and used by teachers with future students. The team at the Ideas Foundation were a joy to work with, as well as being professional, and really pushed to maximise the impact of their work. We reached 615 students in 19 locations and had a social media reach of over 7 million. It was incredible to see the creativity and quality of photography produced, particularly within a tight timescale. I would certainly love to partner with the Ideas Foundation again."

Rosanna Machado, CEO The Platinum Jubilee Pageant

"The Canon Young People Programme runs in over 25 countries across Europe, Middle East and Africa, and in the UK since 2018. Our key NGO partner is the Ideas Foundation. The Ideas Foundation have a single focus, to make the UK creative industry more accessible, and together we've been working with schools in deprived areas right across the country, training disadvantaged students in the critical digital and life skills they need through storytelling.

Together we run workshops that teach students teamwork, creative skills, helping them respond to a creative brief and running empowering local exhibitions of the final work once complete.

The Ideas Foundation are a great partner for Canon, their support is driven by passion and dedication, but more importantly experience and intelligence. This combination makes collaborating with them a pleasure, each and every time."

Adam Pensotti

Head of the Canon EMEA Young People Programme & Social Initiative

"We have worked with the Ideas Foundation on the Pantene Power of Hair Schools Programme for the past three years. This programme has been delivered to over 80 schools across the country, with a focus on less advantaged communities, to build confidence in hair and identity through creativity activities. The activities have all been delivered to schedule and to a high quality with appropriate safeguarding procedures in place and with talented and knowledgeable facilitators. The IF team have also developed a range of curriculum materials to support schools to deliver workshops on a self-serve basis.

Feedback from participating schools and the young people who have taken part in these creative enrichment workshops has been exceedingly positive and having attended some of the workshops myself, we have seen first-hand the impact that has been driven in terms of building confidence and inspiring the future generation.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

We have found working with the Ideas Foundation to be inspiring, collaborative and a true partnership.

We would be happy to recommend them as a service provider."

Esther Gould (She/Her)
Senior Communications Manager - P&G Beauty Northern Europe

"Not everyone is a desk learner or a linear thinker, and the Ideas Foundation's programmes acknowledge, welcome and champion a breadth of learning and problem-solving styles."

Marie-Anne Leonard, Writer
Neurodiversity Advocate and parent

"We were looking for activities that were:

- Engaging
- Creative
- Broaden Horizons
- Help students to enjoy learning and want to be in school

The workshop did all of this.

Thank you!

Their outcomes were impressive especially for a "challenging" group of students."

Peter Scott

"Having only realised my own neurodivergence in the past few years (thanks to lockdown) it's so encouraging and inspiring to see projects like this value young neurodivergent voices and give them an outlet to express their views, as well as give them opportunities to grow in the creative industries.

For neurotypicals, projects like this provide a whole new perspective into the way neurodivergent people see the world, and for neurodivergent people like me, it provides a safe and understanding place where you can see your own experiences reflected back at you. I felt instantly more relaxed in that space than I had been all morning, I even ran into a friend at the exhibition and wasn't surprised to hear they knew one of the students involved in the project.

The use of David Gilliver's macro photography was a great choice! Extenuating the smallness of our individual worlds and microscopic idiosyncrasies that can make ordinary objects so horrifying or magnificent depending on your perspective and experience. People with autism or ADHD are often plagued by things that neurotypical people don't notice, but, as this collection of work aims to show, they are also often able to notice beauty that other people overlook.

Whilst neurodiversity often makes the world a difficult place to exist in, it can also allow you to look past structures like capitalism (illustrated by one piece where people run towards giant coins whilst an onlooker stands by in confusion) and the constraints of social norms and gain a deeper appreciation for life without the burden of having to be like everyone else. This collection of work did a fantastic job capturing the dichotomy of struggle and beauty that is the spectrum of neurodivergent experience.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

It's also great to see neurodiversity represented comedically. Autistic people especially are often labelled as being incapable of understanding humour or even being intentionally funny (see pretty much every representation of an autistic person in every TV show and movie), and it's so refreshing to see neurodivergent people represented as funny. As they are! My neurodiverse friends are the funniest people I know! Rejecting the stereotype of a humourless, overly logical genius, the work in this exhibition made me laugh as much as it made me think. It's also worth mentioning that autistic people are often thought of as uncreative, with most people's assumption being that they are maths and science oriented with no interest or talent in creative fields - yet another tired stereotype these students helped put to bed.

It's so encouraging to see neurodivergent people, and especially young people, being given a space to share their experiences and view of the world, to be heard and to develop skills in creative industries. Projects like these give me so much hope for future generations of autistic and ADHD people; both in getting into creative industries and in learning to accept and love who they are. Having their perspective of the world listened to and elevated in all its wonderful, hilarious, and beautiful variety."

Megan

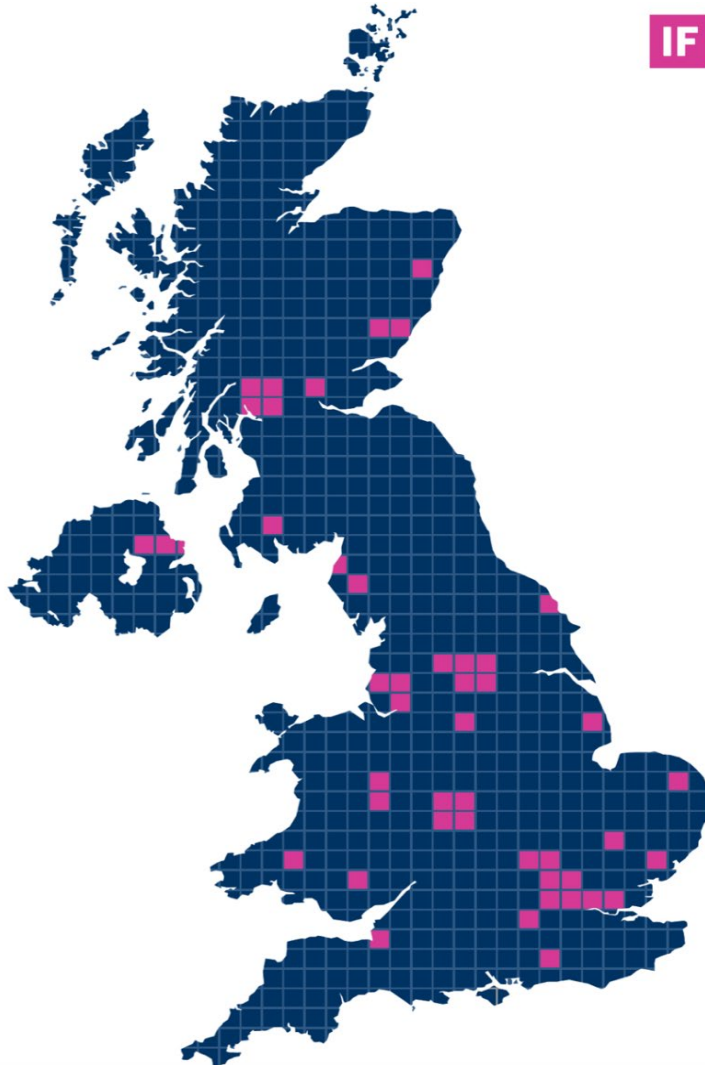
Schools and Colleges supported

WHERE WE WORK

The charity was founded in Hackney in 2001 and increasingly works with communities who have less opportunities for creative experiences – in isolated coastal regions of Cumbria, Somerset and Yorkshire, in urban centres such as Manchester, Leeds, Belfast, Glasgow and Birmingham, Cardiff, Newport as well as London.

“Working with the Ideas Foundation, we’re able to unlock doors and provide opportunities for our students to build the skills, confidence and professional network they need to enjoy successful careers.”

Katy Rushton,
Creative Media Tutor,
The Manchester College



Communication and media

We have continued to work closely with Clear Channel on specific projects. Student work from the Coronation Generation Project was displayed on digital screens across the country receiving millions of views. Our work on the Coronation featured in Campaign magazine and FE news.

We created an exhibition of student work in partnership with Belfast Exposed with audience numbers of several thousand.

We have worked with Pantene to promote the Power of Hair programme with influencer Clara Amfo.

The posters created for the Royal Academy of Engineering have been printed and distributed in partnership with the Design and Technology Association.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

Social media presence has continued to share our work and our followers on Linked In, Twitter (now X), TikTok, and Instagram continue to grow.

A further display of work from the Coronation Generation is planned for November 2023 hosted by McCann London with a bigger exhibition planned for the spring of 2024.

Partnerships

In addition to funded partnerships listed above, we continued to work in partnership with a range of organisations including:

- National Museum of Computing;
- Fuji Film;
- One Point Five;
- Vivida;
- Marketing Kind;
- Disrupt Space;
- Royal Academy of Engineering;
- National Association for Teaching of English;
- Amos Bursary Trust;
- University of Arts London;
- Queen Mary University of London;
- Abraham Moss Warriors;
- Kings' College London;
- Teesside University;
- Cambridge University;
- Creative UK;
- National Arts Fundraising School;
- The Manchester College;
- National Society for Education in Art and Design;
- Royal Society of Arts;
- APPG – Creative Diversity;
- British Interplanetary Society;
- Manchester Publicity Association;
- Edge Gain/Adobe;
- Sun Space Art Project;
- Vine Creative;
- Wavemaker;
- Ogilvy and Mather;
- The Explorers Club New York;
- Adam and Eve;
- Dentsu;
- McCann Manchester;
- McCann London;
- Hahnemuhle;
- Clear Channel;
- Black Girls in Design; and
- City University New York.

Challenges

We have found that Covid continues to have a long tail effect on students – with certain year groups particularly adversely affected. Many students are dealing with social anxiety, and more than ever before we are finding students with diagnosed and undiagnosed special needs.

This has been the first year that we have been able to offer programmes without fear of disruption from Covid. However, teacher strikes, rail strikes, and adverse weather conditions and additional bank holidays have at times added additional challenges to arranging and delivering programmes.

Many of the teachers we have worked with are feeling overwhelmed and a number of the teachers have changed jobs or left the profession entirely. Many of our schools are dealing with budget cuts – and some have had to close or merge with other schools.

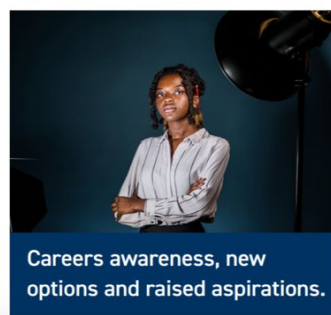
The face-to-face workshops' inspiration with motivational tutors has been especially valued. This past year we have concentrated on smaller numbers within workshops – many students are more apprehensive about working in larger groups. So, although we are working with a similar number of schools, we have chosen to work more intensively with smaller groups.

HOW OUR WORK IMPACTS STUDENTS



Our vision is to bring life-changing creative experiences to every young person.

We measure impact using a theory of change model and gather insights through surveys, interviews, storyboard reflections.



HOW OUR PROGRAMMES PROVIDE LONG TERM IMPACT



In partnership with the schools we have worked with over time, we design new follow up programmes linked with empowering educators to use photography and creativity. This allows us to keep in touch with the schools and identify longer term impacts of the programme over time.



EDUCATORS

- New perspective on young people's ability and creative potential
- Resources and tools to enrich lessons
- Evidence of the value of creative experiences
- Opportunity to work across curriculum silos



EMPLOYERS

- Volunteering and staff engagement
- Insights into future talent
- Staff development
- Positive community engagement stories
- Deliver on CSR / ESG / B-Corp objectives through local community action



SCHOOLS & COLLEGES

- Employer engagement
- Linking careers with the curriculum and Gatsby Benchmarks
- Staff skills development
- Young people's artwork to display
- Positive local publicity
- Careers mentoring recruitment

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023



SHAFIA

Shafia has gone from an Ideas Foundation Creative Media Bootcamp at Manchester College to Professional Illustrator who became the first diverse role model for Manchester Publicity Association's 'A Place for You' campaign to celebrate diverse role models. She is a Digital Producer who has worked for some incredible companies within the city such as the Manchester Museum and more recently The Ideas Foundation.



BEN

Ben is a copywriter at Advertising Agency, McCann London and Ideas Foundation alumnus. He said, IF helped prove to his parents that this is a tangible career, giving him confidence and connections to achieve a job as a creative. Ben started his journey with Ideas Foundation over 10 years ago and now shares his expertise and experience with young future ideas makers as a tutor for The Ideas Foundation.



JAMMA

Jamma kept changing course, not knowing what he wanted to do. The Ideas Foundation Creative Media Camps helped him to build up skills in photography. The introductions and support from IF gave him the boost and connections to Screen Skills enabling him to step into the industry.



NAOMI

We have known Naomi since she was in year 10 at Haggerston School. Naomi took part in multiple projects, leading to a career in UX, and is now giving back to other young people as a member of our board.



DIVINE

Divine contacted us having taken part in photography, poetry and brand experience workshops. She felt isolated and asked us to create a project that created networks of young creatives exploring art and wellbeing, resulting in the Creating Connections project.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023



LILY

Lily has been actively participating in our out-of-school learning project, Creating Connections, with a focus on developing her creativity and helping audiences understand the world of neurodiversity through her contributions to the project.

Staffing

Our staffing has continued to be stable. Heather MacRae is CEO, Helen Poole is Creative Programme Director. Financial and administrative support is provided by Angela Conway and Benedicta Joppa. Two members of staff had leaves of absence – Anna Morris Creative Programme Manager for maternity leave and Helen Poole Creative Programme Director for a travel sabbatical.

Shafia Fiaz has provided social media content creation. Emma Hope offered support as company secretary and as a paid consultant offering support to the Pantene Power of Hair and Coronation Generation project posts. Joe Thomson joined as a consultant offering support to the Coronation Generation Project. Anne La Force is providing additional administration support on the integration of HubSpot. Julianne Joppa provided additional administrative support working as an intern whilst completing her MBA.

Belinda Peach leads on work in the North West with a particular focus on The Manchester College employability bootcamp.

Robin Wight our founder was presented with his CBE in recognition of his work for the charity.

We continue to work with a large network of hugely talented creative professionals who offer pro bono support to the IF including Tolu Farinto who supports our diversity initiatives. Other exceptional professionals providing expertise include: Lydia Thornley, Melissa Fretwell, Simeon Quarrie, Dallas Campbell, Michael Cockerham, Hilary Cross, Clive Booth, Richard Mason, Sarah Gregory, Lisa Thomas, Hannah Wood, George Wood, John Mounsey, Eliska Sky, Greg Hodgson, Rob Pryce, Lisa Thompson, Rachael Quarmbay, Cheryl Robinson, Richard Robinson, Holly Brownlee, Nathan Dua, Matthew Faulkner, Dr Tina Chowdhury, Erica Wolfe-Murray, Charlotte Turner, Kath Weight, Rachael Lightowler, Tom Martin, Peter Bakare, Emma Cufflin, Professor Helen Mason, Kulvinder Johal, Adam Pensotti, Adisa The Verbaliser, Ben Wort, David Gilliver, Jag Singh and Ben Conway.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

Strategic partnerships

We have continued our strategic partnerships with the Amos Bursary Trust and the National Association for the Teaching of English. We are working closely with the Primary Science Teaching Trust to deliver the Pantene projects. We have forged a new relationship with the National Museum of Computing and our deepening our relationships with NSEAD and DATA.

We continue to work closely with One Point Five and support the work of Creative UK.

We have deepened our relationship with McCann London who are hosting regular meetings for us.

We have begun to identify more ways of working with schools as project lead – empowering teachers such as Peter Scott to take a lead on projects.

We have contributed to the City Bridge partnerships looking at how to support social mobility within the schools that are part of the City of London Academy Trust.

We have contributed to conversations with the Careers and Enterprise Company about employer standards for careers guidance.

Business processes

Staff continue to work largely from home with regular meetings hosted in London, Manchester or Birmingham.

We have opened a new bank account to contain our reserves with Virgin Media.

Our business digital transformation has continued apace. All staff are using Microsoft Teams. We have adopted Approval Max, DocuSign and Xero to ensure that financial systems are online and integrated.

We have invested in Barracuda to offer cybersecurity protection. We have also invested in a customer relationship management system, HubSpot to ensure that we have all our contacts and business relationships held centrally and to ensure compliance with GDPR.

We have invested in staff fundraising training – working in partnership with the National Arts Fundraising School.

We are in the process of transferring our website onto an updated theme that offers more functionality.

We have updated our marketing and branding assets including a sell in document – refreshing our brand guidelines – updating them to reflect the successful use of the brand colours from the Coronation Generation project.

We have revisited our safeguarding systems. We had one safeguarding issue reported that was resolved internally.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

Plans for future periods

Priorities for 2023 - 2024

Effective charity governance with clear and updated objects, documented register of interests, engaged board, network of advisers and patrons to help achieve goals.

The development of a succession plan for both Chief Executive and Chair, recruitment of new trustees and appointment of Patrons.

The strengthening of the leadership team with a view to the CEO reducing her hours. This will involve the promotion of Helen Poole, and two part-time appointments, Hannah Pater and Paul Reid.

Strengthening our marketing and comms teams – through the appointment of a junior marketing and events executive, and through the appointment of Amanda Hayward to support design production.

Create a sustainable funding model that secures sufficient unrestricted funds for planned activities and supports longer-term planning and growth. We are working with Apollo Fundraising to support our fundraising strategy.

Identifying ways to continue our relationship with Belfast Exposed and other partners that we worked with during the Coronation Generation Project.

Celebrating our work of the Coronation and Platinum Jubilee Pageant in event in the Spring 2024.

Strengthening our offer of support to teachers – enabling them to take more ownership of programmes and to replicate programme elements more local with regionally based arts organisations and creatives.

Identifying ways to offer continued support to young creatives that we have identified through our programmes.

Deliver existing programmes and deepen relationships with current partners. To continue to develop our programmes that deliver creativity alongside themes such as diversity awareness, mental health and other social action themes.

Identify ways to curate and monetise our legacy creative assets and classroom resources.

Increase awareness of the importance of creative thinking and career awareness – and promote resources that support employability of diverse groups of students. This is especially important during what is likely to be an election year.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

Financial review and reserves policy

The Statement of Financial Activities shows a net surplus of £19,086 (2022: £100,565) for the year resulting in total reserves standing at £296,757 at 31 August 2023 (2022: £277,671).

The charity's latest financial report shows net unrestricted income of £2,896 for the year and net restricted income of £16,190. At the end of the year, unrestricted funds are £238,603 (compared with £235,707 in 2022). The trustees believe these results secure the charity's future for the next 12 to 18 months, confirming it as a going concern.

To fulfil contractual obligations, the trustees strive to maintain unrestricted funds to cover three months running costs (currently £95,000), without exceeding six months. The reserves held in unrestricted funds at 31 August 2023 were £238,603 (2022: £235,707). This is in excess of the target due to planned strategic investment in succession planning, organisational and board development, and fundraising strategy development.

We are actively seeking legal guidance to differentiate between grants and contracts, ensuring that our income is optimally utilised for service provision and aligns with charity fraud prevention measures. Additionally, we are evaluating the costs and benefits associated with potential new operating models, considering the implications of charging VAT.

Structure, governance and management

The Charity is structured so that the board of trustees, who meet at regular intervals, deal with the policy and overall control of the Charity's activities. Day to day management is in the hands of the Chief Executive, who reports to the board of trustees.

Daily operations are the responsibility of the Creative Programme Director and Creative Programme Manager reporting to the Managing Director. The Charity is assisted by an advisory group consisting of experts who advise the IF on a range of issues from education, creative policy, and systems. The IF also benefits from insights from an alumni group. Both the advisory group and alumni group share information via WhatsApp and of late Zoom meetings. The work programmes are supported by a strong network of freelance consultants and tutors who have specialist skills in finance, IT, communication strategy, programme delivery and in creative skills.

The charity was incorporated on 15 August 2001 and has a memorandum and articles of association. Ideas Foundation (the word "Limited" being omitted by licence from the Board of Trade) is registered as a company limited by guarantee and not having a capital divided by shares. In the event of the company being wound up, members are required to contribute an amount not exceeding £10. The company was registered as a charity on 6 February 2002 under registration number 1090451.

New trustees are recruited through an application process and are chosen on the basis of their knowledge of creative industries, business systems and education. We reserve one place on the board for an alumnus who has taken part in our programmes. Potential trustees are invited to attend and observe meetings and then are voted onto the board.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

Our board is 60% female, 40% Black and Minority Ethnic.

Our staff and key consultants are 75% female, 57% Black and Minority Ethnic.

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (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 charity and of the income and expenditure of the charity for that period. In preparing those 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 accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees 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.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The trustees are responsible for the 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 trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2023

Auditors

Godfrey Wilson Limited were re-appointed as auditors to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 31 January 2024 and signed on their behalf by



E M Smith - Chair

Independent auditors' report

To the members of

Ideas Foundation

Opinion

We have audited the financial statements of Ideas Foundation (the 'charity') for the year ended 31 August 2023 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 August 2023 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Independent auditors' report

To the members of

Ideas Foundation

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of the trustees

As explained more fully in the trustees' responsibilities statement set out in the trustees' report, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Independent auditors' report

To the members of

Ideas Foundation

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The procedures we carried out and the extent to which they are capable of detecting irregularities, including fraud, are detailed below:

(1) We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.

(2) We reviewed the charity's policies and procedures in relation to:

- Identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
- Detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
- Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.

(3) We inspected the minutes of trustee meetings.

(4) We enquired about any non-routine communication with regulators and reviewed any reports made to them.

(5) We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.

(6) We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.

(7) We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:

- Testing the appropriateness of journal entries;
- Assessing judgements and accounting estimates for potential bias;
- Reviewing related party transactions; and
- Testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

Independent auditors' report

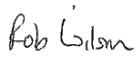
To the members of

Ideas Foundation

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.



Date: 31 January 2024

Rob Wilson FCA
(Senior Statutory Auditor)

For and on behalf of:

GODFREY WILSON LIMITED

Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

Ideas Foundation

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 August 2023

	Note	Restricted £	Unrestricted £	2023 Total £	2022 Total £
Income from:					
Donations	3	-	151,055	151,055	252,854
Charitable activities	5	<u>507,113</u>	<u>-</u>	507,113	739,108
Total income		<u>507,113</u>	<u>151,055</u>	658,168	991,962
Expenditure on:					
Raising funds		-	10,752	10,752	6,392
Charitable activities		<u>490,923</u>	<u>137,407</u>	628,330	885,005
Total expenditure	7	<u>490,923</u>	<u>148,159</u>	639,082	891,397
Net income and movement in funds	9	<u>16,190</u>	<u>2,896</u>	19,086	100,565
Reconciliation of funds:					
Total funds brought forward		<u>41,964</u>	<u>235,707</u>	277,671	177,106
Total funds carried forward		<u>58,154</u>	<u>238,603</u>	296,757	277,671

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 17 to the accounts.

Ideas Foundation

Balance sheet

As at 31 August 2023

	Note	£	2023 £	2022 £
Fixed assets				
Tangible assets	12		6,046	5,985
Current assets				
Debtors	13	51,579		60,000
Cash at bank and in hand		<u>264,713</u>		<u>235,239</u>
		316,292		295,239
Liabilities				
Creditors: amounts falling due within 1 year	14	<u>(25,581)</u>		<u>(23,553)</u>
Net current assets			<u>290,711</u>	<u>271,686</u>
Net assets			<u><u>296,757</u></u>	<u><u>277,671</u></u>
Funds	17			
Restricted funds			58,154	41,964
Unrestricted funds				
General funds			<u>238,603</u>	<u>235,707</u>
Total charity funds			<u><u>296,757</u></u>	<u><u>277,671</u></u>

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

Approved by the trustees on 31 January 2024 and signed on their behalf by



E M Smith - Chair

Ideas Foundation

Statement of cash flows

For the year ended 31 August 2023

	2023	2022
	£	£
Cash used in operating activities:		
Net movement in funds	19,086	100,565
Adjustments for:		
Depreciation charges	2,463	1,923
Decrease / (increase) in debtors	8,421	(58,378)
Increase in creditors	2,028	3,363
Net cash provided by operating activities	31,998	47,473
Cash flows from investing activities:		
Purchase of tangible fixed assets	(2,524)	(4,770)
Net cash used in investing activities	(2,524)	(4,770)
Increase in cash and cash equivalents in the year	29,474	42,703
Cash and cash equivalents at the beginning of the year	235,239	192,536
Cash and cash equivalents at the end of the year	264,713	235,239

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2023

1. Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Ideas Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

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

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of provision of services is deferred until criteria for income recognition are met.

d) 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 the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

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.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

1. Accounting policies

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. 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.

g) Expenditure 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.

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

h) Grants payable

Grants payable are recognised as expenditure on the earlier of a) when the charity has a present obligation to transfer resources; and b) when the charity ceases to control the resource (e.g. via transferring the funds to the grant recipient).

i) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated in full to expenditure on charitable activities which is deemed to be reflective of the activities of the charity in this period.

j) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures and fittings	4 years
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Items of equipment are capitalised where the purchase price exceeds £500.

k) 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.

l) 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.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2023

1. Accounting policies

m) Creditors

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.

n) Financial instruments

The charitable company 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 recognised at amortised cost using the effective interest method.

o) Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

p) Foreign currency transactions

Transactions in foreign currencies are translated at rates prevailing at the date of the transaction. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the year end.

q) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying 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 if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation and deferred income as described in notes j and m above.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2023

2. Prior period comparatives: statement of financial activities

	Restricted £	Unrestricted £	2022 Total £
Income from:			
Donations	-	252,854	252,854
Charitable activities	<u>727,725</u>	<u>11,383</u>	<u>739,108</u>
Total income	<u>727,725</u>	<u>264,237</u>	<u>991,962</u>
Expenditure on:			
Raising funds	-	6,392	6,392
Charitable activities	<u>763,792</u>	<u>121,213</u>	<u>885,005</u>
Total expenditure	<u>763,792</u>	<u>127,605</u>	<u>891,397</u>
Net income / (expenditure)	(36,067)	136,632	100,565
Transfers between funds	<u>3,442</u>	<u>(3,442)</u>	-
Net movement in funds	<u>(32,625)</u>	<u>133,190</u>	<u>100,565</u>

3. Income from donations

	2023 Total £	2022 Total £
Gifts in kind (note 4)	151,000	142,000
Platinum Jubilee Pageant	-	100,000
Other < £10k	<u>55</u>	<u>10,854</u>
	<u>151,055</u>	<u>252,854</u>

All income from donations in the current and prior year was unrestricted.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2023

4. Gifts in kind

The following gifts in kind were received during the period:

	2023	2022
	Total	Total
	£	£
Trainer materials	33,000	30,000
Consultancy	38,000	38,000
External venue hire	10,000	10,000
Advertising	45,000	43,000
Office rent	25,000	20,000
Tickets	-	1,000
	<u>151,000</u>	<u>142,000</u>

5. Income from charitable activities

	2023
	Total
	£
Grants:	
BBC	50,000
The Burberry Foundation	1,000
Canon Europe	11,625
DCMS - King's Coronation	263,000
Engineer the Story - RAENG	11,000
Manchester College	18,000
Procter and Gamble	114,000
UCB Creating Connections Health Project	38,488
	<u>507,113</u>

All income from charitable activities in the current year was restricted.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2023

5. Income from charitable activities (continued) - prior period comparative

	Restricted £	Unrestricted £	2022 Total £
Grants:			
BBC	20,000	-	20,000
The Burberry Foundation	404,000	-	404,000
The Careers & Enterprise Company - Burberry North Yorkshire	12,500	-	12,500
Canon Commonwealth	30,000	-	30,000
Canon Europe	15,743	-	15,743
Engineer the Story - RAENG	8,250	-	8,250
ITV Studios	28,616	-	28,616
Manchester College	19,200	-	19,200
Platinum Jubilee Pageant	75,000	-	75,000
Procter and Gamble	114,416	-	114,416
Programme income:			
TikTok	-	11,383	11,383
	<u>727,725</u>	<u>11,383</u>	<u>739,108</u>

6. Government grants

The charitable company received government grants, defined as funding from The Department of Culture Media and Sport to fund charitable activities. The total value of such grants in the year ending 31 August 2023 was £263,000 (2022: nil). There are no unfulfilled conditions or contingencies attaching to these grants in 22/23.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2023

7. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2023 Total £
Staff costs (note 10)	5,668	113,932	36,745	156,345
Fundraising costs	3,632	-	-	3,632
Advertising	-	50,703	833	51,536
Trainers, materials, programme development and delivery	-	63,642	-	63,642
Travel	-	31,269	4,858	36,127
Printing, postage and stationery	-	-	127	127
Subcontractors	-	147,787	11,972	159,759
External venue hire	-	18,629	-	18,629
Consultancy	1,452	89,843	4,488	95,783
Office rent	-	-	25,000	25,000
Insurance	-	-	697	697
Premises costs	-	-	794	794
Other office costs	-	25	8,925	8,950
Sundry expenses	-	-	2,537	2,537
Professional fees	-	-	3,081	3,081
Subscriptions and memberships	-	-	2,780	2,780
Depreciation	-	-	2,463	2,463
Audit	-	-	7,200	7,200
Sub-total	10,752	515,830	112,500	639,082
Allocation of support and governance costs	-	112,500	(112,500)	-
Total expenditure	10,752	628,330	-	639,082

Total governance costs were £7,200 (2022: £5,700).

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2023

7. Total expenditure

Prior period comparative

	Raising funds £	Charitable activities £	Support and governance costs £	2022 Total £
Staff costs (note 10)	4,039	126,891	32,731	163,661
Fundraising costs	216	-	-	216
Advertising	-	43,000	-	43,000
Trainers, materials, programme development and delivery	-	330,740	-	330,740
Travel	-	29,972	848	30,820
Printing, postage and stationery	-	2,665	38	2,703
Subcontractors	-	112,566	11,634	124,200
External venue hire	-	15,553	-	15,553
Consultancy	2,137	107,913	21,623	131,673
Office rent	-	-	20,000	20,000
Insurance	-	-	1,312	1,312
Premises costs	-	-	2,355	2,355
Other office costs	-	5,136	5,226	10,362
Sundry expenses	-	1,000	1,721	2,721
Professional fees	-	-	534	534
Subscriptions and memberships	-	-	3,924	3,924
Depreciation	-	-	1,923	1,923
Audit	-	-	5,700	5,700
Sub-total	6,392	775,436	109,569	891,397
Allocation of support and governance costs	-	109,569	(109,569)	-
Total expenditure	6,392	885,005	-	891,397

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2023

8. Grants payable to institutions

In the prior year, included within 'trainers, materials, programme development and delivery' in note 7 are the following partner payments, made to institutions, deemed to be grants payable in pursuit of the charity's objects. No support costs were allocated to grant-making activities in the prior period. There were no outstanding grants payable at year end in the current or prior year.

	2023 £	2022 £
Hepworth Wakefield	-	63,000
Leeds Playhouse	-	93,000
Leeds Young Film	-	63,000
Northern Ballet	-	63,000
	<u>-</u>	<u>282,000</u>

9. Net movement in funds

This is stated after charging:

	2023 £	2022 £
Depreciation	2,463	1,923
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	91	Nil
Auditors' remuneration (excluding VAT):		
▪ Statutory audit	6,000	4,750
	<u>6,000</u>	<u>4,750</u>

Trustees' reimbursed expenses comprise travel expenses for one trustee in the year.

10. Staff costs and numbers

Staff costs were as follows:

	2023 £	2022 £
Salaries and wages	150,350	148,174
Social security costs	3,164	12,484
Pension costs	2,831	3,003
	<u>156,345</u>	<u>163,661</u>

One employee earned between £70,000 - £80,000 during the year (2022: one employee, between £70,000 - £80,000).

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2023

10. Staff costs and numbers (continued)

The key management personnel of the charitable company comprise the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel were £90,467 (2022: £89,186).

	2023 No.	2022 No.
Average head count	<u>3</u>	<u>3</u>

11. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

12. Tangible fixed assets

	Fixtures and fittings £
Cost	
At 1 September 2022	8,390
Additions in year	<u>2,524</u>
At 31 August 2023	<u>10,914</u>
Depreciation	
At 1 September 2022	2,405
Charge for the year	<u>2,463</u>
At 31 August 2023	<u>4,868</u>
Net book value	
At 31 August 2023	<u><u>6,046</u></u>
At 31 August 2022	<u><u>5,985</u></u>

13. Debtors

	2023 £	2022 £
Trade debtors	50,000	56,000
Accrued income	<u>1,579</u>	<u>4,000</u>
	<u><u>51,579</u></u>	<u><u>60,000</u></u>

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2023

14. Creditors : amounts due within 1 year

	2023 £	2022 £
Trade creditors	13,748	2,828
Accruals	11,833	20,725
	<u>25,581</u>	<u>23,553</u>

15. Deferred income

	2023 £	2022 £
At 1 September 2022	-	11,383
Deferred during the year	-	-
Released during the year	-	(11,383)
	<u>-</u>	<u>-</u>
At 31 August 2023	-	-

Deferred income in the prior year relates to amounts received in advance of provision of contracted services.

16. Analysis of net assets between funds

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	6,046	6,046
Net current assets	58,154	232,557	290,711
Net assets at 31 August 2023	<u>58,154</u>	<u>238,603</u>	<u>296,757</u>

Prior period comparative

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	5,985	5,985
Net current assets	41,964	229,722	271,686
Net assets at 31 August 2022	<u>41,964</u>	<u>235,707</u>	<u>277,671</u>

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2023

17. Movements in funds

	At 1 September 2022 £	Income £	Expenditure £	At 31 August 2023 £
Restricted funds				
The Burberry Foundation	2,583	1,000	(3,583)	-
Manchester College	-	18,000	(18,000)	-
Canon Europe	-	11,625	(7,552)	4,073
Engineer the Story - RAENG	9,283	11,000	(20,283)	-
Procter and Gamble	27,580	114,000	(125,982)	15,598
BBC	-	50,000	(29,997)	20,003
ITV Studios	2,518	-	(2,518)	-
Creating Connections	-	38,488	(27,281)	11,207
King's Coronation	-	263,000	(255,727)	7,273
Total restricted funds	41,964	507,113	(490,923)	58,154
Unrestricted funds				
General funds	235,707	151,055	(148,159)	238,603
Total unrestricted funds	235,707	151,055	(148,159)	238,603
Total funds	277,671	658,168	(639,082)	296,757

Purposes of restricted funds

The Burberry Foundation	Funding towards this project aims to positively impact social mobility in young people from disadvantaged communities in Yorkshire through the use of arts and culture to improve young people's confidence, self-belief and critical thinking.
Manchester College	Employability bootcamp activities.
Canon Europe	Digital storytelling projects aligned with the United Nations Global Goals.
Engineer the Story - RAENG	Funding towards the Digital Story Telling Project, which involves engineers working with young people to promote STEM careers.
Procter and Gamble	Project with Pantene to creatively explore issues related to hair confidence, hair discrimination and microaggressions.
BBC	Creative media camp.
ITV Studios	Funding for workshops on programme content creation in Manchester, Leeds and London.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2023

17. Movements in funds (continued) - purposes of restricted funds

Creating Connections Delivery of programmes related to creativity and wellbeing in Whitby and London.

King's Coronation Exhibition of student work and legacy follow up of impact.

Prior period comparative	At 1 September 2021 £	Income £	Expenditure £	Transfers between funds £	At 31 August 2022 £
Restricted funds					
The Burberry Foundation	-	404,000	(401,417)	-	2,583
Manchester College	5,773	19,200	(24,973)	-	-
The Careers & Enterprise Company - Burberry North Yorkshire	6,108	12,500	(18,608)	-	-
Story Futures QMUL	15,726	-	(15,726)	-	-
Canon Commonwealth	-	30,000	(30,000)	-	-
Canon Europe	2,415	15,743	(18,158)	-	-
Canon Sellafeld	2,270	-	(2,270)	-	-
Engineer the Story - RAENG	7,097	8,250	(6,064)	-	9,283
Procter and Gamble	-	114,416	(86,836)	-	27,580
Nike	21,593	-	(21,593)	-	-
Venture to the Deep	(3,442)	-	-	3,442	-
BBC	17,049	20,000	(37,049)	-	-
ITV Studios	-	28,616	(26,098)	-	2,518
Platinum Jubilee Pageant	-	75,000	(75,000)	-	-
Total restricted funds	<u>74,589</u>	<u>727,725</u>	<u>(763,792)</u>	<u>3,442</u>	<u>41,964</u>
Unrestricted funds					
General funds	<u>102,517</u>	<u>264,237</u>	<u>(127,605)</u>	<u>(3,442)</u>	<u>235,707</u>
Total unrestricted funds	<u>102,517</u>	<u>264,237</u>	<u>(127,605)</u>	<u>(3,442)</u>	<u>235,707</u>
Total funds	<u><u>177,106</u></u>	<u><u>991,962</u></u>	<u><u>(891,397)</u></u>	<u><u>-</u></u>	<u><u>277,671</u></u>

18. Related party transactions

There were no related party transactions in the current or prior period.

THE IDEAS FOUNDATION

England & Wales - Charity number 1090451

Accounts

Company no. 04270652
Charity no. 1090451

Ideas Foundation
Report and Audited Financial Statements
31 August 2022

Ideas Foundation

Reference and administrative details

For the year ended 31 August 2022

Company number	04270652
Charity number	1090451
Registered office	93 Tabernacle Street London EC2A 4BA
Operational address	C/O Ogilvy Group UK Sea Containers 18 Upper Ground London England SE1 9RQ
Trustees	Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows: E M Smith Chair N Desalegene C J Harris T L Johnson resigned 10 August 2022 M G Lainas resigned 25 January 2023 P M Wilson J A Wilkins
Company secretary	Sarah Brown until 1 June 2022 Emma Hope from 1 June 2022
Chief executive officer	Heather MacRae
Bankers	Coutts & Co 440 Strand London WC2R 0QS
Auditors	Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD

Ideas Foundation

Report of the trustees

For the year ended 31 August 2022

The trustees present their report along with the financial statements of the charity for the year ended 31 August 2022.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

Objectives and activities

Our charity objects are: The advancement of education in particular, but without prejudice to the generality of the foregoing, the advancement of education of young people in the creative arts; and the promotion of industry for the public benefit.

Our main activities are:

To provide young people aged between 11-25 (focusing on young people facing disadvantage) with high-quality, inspiring creative experiences to develop their creative communication, marketing, digital design thinking, and enterprise skills.



The main activities undertaken to meet the purpose of the charity are:

To promote creativity as a way of thinking. Curiosity and ideas drive our creative industries that have contributed so much to the UK economy.

To put creativity back into the curriculum – in a way that intersects with different subjects and brings skills and subjects to life. We focus particularly on students from schools and backgrounds that are under-represented in creative pursuits.

We create 'aha' moments that light the spark in creative young people, light up careers and subject teaching information and resources and light up engagement across the whole curriculum. We do this through education activities and project-based hands on learning that use live briefs from advertising companies and brands to build knowledge and skills. Professional mentors from the creative industry help students to create a response to a brief and pitch their ideas. Workshops take place in school and college and through holiday activities.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2022

The creation of resources that can be used by teachers and young people to increase their careers awareness.

The design and delivery of bespoke education programmes for brands such as Burberry and Pantene, and the Platinum Jubilee Pageant that show creativity can span different sectors – not just the creative industries.

Students interested in a creative career are offered mentoring and workplace visits and a ladder of career development support.

Lobbying to increase recognition of the value of learning through creativity and innovation within the curriculum.

Demonstration projects that show how creative and vocational learning projects accelerate learning and engage pupils and teachers.

Employer engagement with creative agencies, employers, and brands to promote diversity and social mobility.

The trustees have had regard to the Charity Commission's guidance on public benefit. We provide public benefit by increasing the employability of young people giving them new routes into work, enriching the curriculum, and encouraging brands and agencies to co-create programmes offering an opportunity to invest in diverse future talent.

Achievements and performance

Young people

During 2022 we found that many students were back in the formal classroom for the first time since Covid-19. In early 2021 there were still some lockdowns, and planning for face to face activities was still unpredictable. Since January 2022 we have energetically pursued offering face to face activities – for many schools, we were the first external organisation they had hosted since the pandemic. Despite the pandemic we have delivered a range of successful creative programmes both face to face and online to young people including:

- Burberry Inspire;
- Burberry North Yorkshire;
- The Manchester College Employability Bootcamp;
- Canon Young People Programme X Birmingham Commonwealth Games;
- Canon Digital Storytelling Kit;
- Global Academy Careers Days;
- Pantene Power of Hair programmes;
- ITV in Leeds, Manchester and London;
- BBC;
- Royal Academy of Engineering – Engineer the Story; and
- Trained 60 industry mentors.

Impact in numbers

- **10,170** young people through Burberry Inspire with 73,000 interactions;
- **631** teachers supported with teacher training through Burberry Inspire;
- **1,041** in Power of Hair workshops;
- **615** students in 19 schools with the Platinum Jubilee Pageant brief;
- **360** Burberry North Yorkshire students;

Ideas Foundation

Report of the trustees

For the year ended 31 August 2022

- 350 young people in Canon x Commonwealth Games digital storytelling workshops;
- 360 young people taking part in ITV workshops across three regions (Manchester, Leeds, London);
- 500 students/academics from Queen Mary University students;
- 90 students in partnership with Amos Bursary Trust through Power of Hair, Engineer the Story and Platinum Jubilee Pageant;
- 17,510,000 impacts with a reach: 7,542,000 for the Platinum Jubilee Digital poster campaign in partnership with Clear Channel; and
- Over 50 schools and colleges supported.

Schools and Colleges supported

Cumbria:

- Whitehaven Academy;
- Beacon Hill Community School;
- Solway Community School;
- St James Cumbria;
- Hensingham Primary Mayport; and
- Jericho Primary.

London and South East:

- Global Academy;
- Oaklands College;
- Limitless Festival;
- Sir George Monoux;
- Fareham College;
- City of London Academy Highgate;
- Deptford Green; and
- Mill Hill.

North Yorkshire:

- Caedmon College;
- George Pindar School;
- Whitby Sixth Form; and
- Eskdale School.

Greater Manchester:

- Derby High School Bury;
- Abraham Moss Community School;
- Fallinge Park; and
- The Manchester College.

Leeds and West Yorkshire:

- Co-op Academy;
- Castleford Academy;
- University Academy Keighley;
- Leeds East;
- Ruth Gorse;
- South Craven School;
- Coborn St John Charles; and
- Leeds City College.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2022

Wales:

- Glyn Y Forwen;
- Lithcard Primary;
- Heollddu PRU;
- Glasllwch Primary;
- Idries Davies School; and
- Caradog Primary.

Birmingham and West Midlands:

- Fortis Shaw Academy Birmingham;
- Coleshill School Birmingham;
- Holly Lodge Birmingham;
- Bristnall Hall Academy Birmingham;
- Lyndon School Birmingham; and
- Inkberrow.

Communication and media

We received the Creative Floor Award for the fourth consecutive year.

Our work with the Manchester College Employability bootcamp was nominated for a number of awards and we have continued to partner with the Manchester Publicity Association as their charity partner.

Our work was featured in articles in It's Nice That.

Our content for #learnontiktok achieved over 100,000 views.

Partnerships

In addition to funded partnerships listed above, we continued to work in partnership with a range of organisations including:

- National Association for the Teaching of English;
- Amos Bursary Trust;
- University of Arts London;
- Queen Mary University of London;
- Abraham Moss Warriors;
- Kings' College London;
- Teesside University;
- Cambridge University;
- Creative Industry Federation;
- Manchester Publicity Association;
- Comino Foundation;
- Edge Gain/Adobe;
- Sun Space Art Project;
- Ripples of Hope – Robert F Kennedy Foundation;
- Octagon Studio;
- Vine Creative;
- Engine;
- Verizon/Ryot/Yahoo;
- Wavemaker;
- Ogilvy and Mather;

Ideas Foundation

Report of the trustees

For the year ended 31 August 2022

- The Explorers Club New York;
- Adam and Eve;
- Dentsu;
- McCann Manchester;
- Clear Channel;
- Leeds Playhouse;
- Leeds Young Film;
- American National Ballet;
- City University New York;
- Northern Ballet; and
- The Hepworth Wakefield.

Project successes

Platinum Jubilee Pageant - This programme invited young people to create content that celebrated the Platinum Jubilee Pageant of Her Majesty the Queen Elizabeth II. Student work was displayed across the country in partnership with Clear Channel and students were invited to take part as special guests in the Platinum Jubilee Pageant celebration in central London.

BBC hosted a one week creative media camp experience where students generated ideas in relation to content programming.

ITV supported activity in Manchester, Yorkshire and ITV with students creating programme content ideas in response to a brief and with winning students invited to ITV studios.

Commonwealth Games x Canon - We worked with five schools and one youth club to create digital stories related to the United Nations sustainable development goals – particularly in relation to healthy living.

Canon Digital Storytelling Toolkit - We created a digital storytelling kit for educators that could be used to help promote digital storytelling.

The Manchester College - We continued to offer a range of employer engagement and mentoring opportunities for students in the creative and media faculties.

Royal Academy of Engineering - We worked with students and engineers to co-create inspiring creative content to promote diversity in engineering.

Burberry Inspire - We completed the end of a four year programme working with 8 Yorkshire schools and creating a programme of cultural education with leading Yorkshire based cultural partners – Leeds Playhouse, Leeds City Film, Northern Ballet and the Hepworth Wakefield.

Burberry North Yorkshire - We continued to deliver creative programmes themed around fashion and sustainability in Scarborough and Whitby.

Pantene - We piloted and developed a creative programme celebrating the Power of Hair. This involved developing education resources for schools and delivering face to face workshops themed around hair, identity, science, and creativity.

The Creative Floor - We continued to identify ways of offering healthcare communications briefs to young people as part of our offer.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2022

Impact on younger people

Covid has meant that many young people were isolated and fell back in both their learning and in their opportunities to work with their peers on projects that developed their communication and teamwork. Many schools had very little employer engagement. Many of our facilitators had also been delivering activity remotely rather than through face to face. We realised that the energy and creativity that arises from face to face activities is irreplaceable. Some workplaces were still recovering from Covid and new workplace staffing patterns so it was only towards the end of the year that we were able to engage in external visits.

We found that for some young people their mental health, concentration skills and for some young people their reading and writing skills had been negatively impacted by the lockdowns and disruption of Covid.

Students gained a number of creative skills and developed self efficacy, self belief and communication skills through projects delivered with our brand partners such as the Commonwealth of Kindness, Burberry Inspire, the Platinum Jubilee Pageant and the projects supported by BBC and ITV.

Longer term impact

We have kept in touch with our alumni and are pleased to note their continued career success and willingness to give back to others. Examples include:

Drew Georgiou – who is progressing rapidly with his career and who is now at Pernod. Andrew says: “Ideas Foundation was key to my career”.

Ben Conway is now working at McCann.

Dr. Mala Mawkin is working in healthcare communications and is in the Forbes Top 30 under 30.

Dr Sophie Harker who is now working on eco-friendly engines for British Aerospace and is volunteering as a science communicator.

Hassan Raja is at Cambridge University and has been invited to talk about his work with IF and Canon in Dubai. He says: “Creative media camps were a huge opportunity and led me to create an exhibition about Pakistanis in Cambridge”.

Alan Chu is now running his own design consultancy business and is supporting us with our own brand development.

Lily Charles is now working at BBC Studios creating content for children’s television programmes and offering workshops to other young creatives.

Staffing

Our staffing has continued to be stable. Heather MacRae is CEO, Helen Poole is Creative Programme Director. Financial and administrative support is provided by Angela Conway and Benedicta Joppa. Anna Morris has joined us as Creative Programme Manager. Shafia Fiaz has provided social media content creation. Emma Hope has joined us as company secretary and as a paid consultant having offered pro bono support during the pandemic. Belinda Peach leads on work in the NorthWest with a particular focus on The Manchester College employability bootcamp.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2022

Robin Wight our founder was presented with his CBE in recognition of his work for the charity.

We have a large network of hugely talented creative professionals who offer pro bono support to the IF including Tolu Farinto who supports our diversity initiatives. Other exceptional professionals providing expertise include: Lydia Thornley, Melissa Fretwell, Simeon Quarrie, Dallas Campbell, Michael Cockerham, Hilary Cross, Michael Cockerham, Clive Booth, Richard Mason, Sarah Gregory, Yane Amos, Lisa Thomas, Mala Mawkin, Hannah Wood, George Wood, John Mounsey, Eliska Sky, Phil Badham, Greg Hodgson, Rob Pryce, Lisa Thompson, Rachael Quarmby, Cheryl Robinson, Richard Robinson, Holly Brownlee, Nathan Dua, Matthew Faulkner, Dr Tina Chowdhury, Erica Wolfe-Murray, Charlotte Turner, Kath Weight, Rachael Lightowler, Tom Martin, Peter Bakare, Nene Parsotam.

Strategic partnerships

We have deepened our strategic partnerships with the Amos Bursary Trust and the National Association for the Teaching of English. We are working closely with the Primary Science Teaching Trust to deliver the Pantene projects.

We continue to work closely with One Point Five and support the work of Creative UK.

Business processes

We are continuing to adopt a work from home arrangement with regular face to face and online meetings. We have returned to working from Ogilvy and Mather for meetings.

We successfully transferred accounts from Sage onto Xero and have adopted digital signing software for contracts and Approval Max for processing invoices. We have invested in Microsoft Teams and have spent time training staff to use the software and more cloud based approaches to workflow to increase the efficiency of our systems and to ensure that knowledge can be shared more effectively. We have also upgraded our cloud storage systems for images and video, creating a more curated gallery of images.

We have reviewed our safeguarding procedures and policies.

We reviewed all of our policies and procedures during 2021 – 2022 updating them to reflect hybrid working arrangements.

We trademarked the name of the Ideas Foundation.

Financial review and reserves policy

The Charity's Financial Statements show net unrestricted income after transfers of £133,190 for the year (compared with a reduction in restricted funds of £32,625) and unrestricted funds of £235,707 (compared with £102,517 in 2021). The trustees are of the view that these results have helped secure the immediate future of the Charity for the next 12 to 18 months. On this basis the Charity is a going concern.

The trustees consider it prudent to maintain an adequate balance of unrestricted funds to cover the Charity's contractual commitments and ideally would like these to be at a minimum level of three months running costs which currently runs at £95,000 and a maximum of six months. At 31 August 2022 the balance of unrestricted reserves was £235,707. This is in excess of the target due to a £100,000 unrestricted grant received just before the year end.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2022

The trustees consider that the Charity's reserves will enhance the services provided and provide financial security for the future. The reserves held in unrestricted funds, which have not been designated or invested in fixed assets, at the 31 August 2022 were £229,722 (2021 – £99,379).

The Statement of Financial Activities shows a net surplus of £100,565 (2021 – surplus of £8,981) for the year resulting in total reserves standing at £277,671 (2021 - £177,106) at 31 August 2022.

Funds received as agent or funds held as custodian trustee

Not applicable.

Plans for future periods

Priorities for 2022 – 2023

- Developing our board of trustees by recruiting new members with diverse skills and perspectives;
- Maintaining the quality delivery of programmes for clients such as Pantene, BBC, ITV and UCB;
- Succession planning for chief executive and chair and board members who have stepped down to ensure the right leaders are in place for the future;
- Investing in staff development and retention, including coverage during Anna's maternity leave and Helen's sabbatical and developing our consultants and associates who are key to programme delivery;
- Ensuring our messaging and storytelling is updated and consistent across different channels including updating our web presence, refreshing our brand identity and marketing collateral with a view to raising awareness of what we do;
- Rebuilding our community of young creatives and supporting networking events for them;
- Celebrating our 20 years of existence with events that share our story and give our community of supporters and alumni an opportunity to meet and network;
- Business transformation by implementing tools such as Approval Max, Docusign, Xero and Microsoft Teams to improve efficiency;
- Conducting a fundraising audit and diversifying fundraising strategies for a sustainable funding model – with a particular focus on customer relationship management systems, and fundraising events;
- Ensuring robust safeguarding systems (including using online applications for DBS) are in place to protect the welfare of everyone involved in our programmes; and
- Monitoring the political and social environment and contributing to thought leadership initiatives led by Creative UK, All Parliamentary Groups and RSA.

Structure, governance and management

The Charity is structured so that the board of trustees, who meet at regular intervals, deal with the policy and overall control of the Charity's activities. Day to day management is in the hands of the Chief Executive, who reports to the board of trustees.

Daily operations are the responsibility of the Creative Programme Director and Creative Programme Manager reporting to the Managing Director. The Charity is assisted by an advisory group consisting of experts who advise the IF on a range of issues from education, creative policy, and systems. The IF also benefits from insights from an alumni group. Both the advisory group and alumni group share information via WhatsApp and of late Zoom meetings. The work programmes are supported by a strong network of freelance consultants and tutors who have specialist skills in finance, IT, communication strategy, programme delivery and in creative skills.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2022

The charity was incorporated on 15 August 2001 and has a memorandum and articles of association. Ideas Foundation (the word “Limited” being omitted by licence from the Board of Trade) is registered as a company limited by guarantee and not having a capital divided by shares. In the event of the company being wound up, members are required to contribute an amount not exceeding £10. The company was registered as a charity on 6 February 2002 under registration number 1090451.

New trustees are recruited through an application process and are chosen on the basis of their knowledge of creative industries, business systems and education. We reserve one place on the board for an alumnus who has taken part in our programmes. Potential trustees are invited to attend and observe meetings and then are voted onto the board.

Our board is 28% female, 40% Black and Minority Ethnic.

Our staff and key consultants are 100% female, 20% Black and Minority Ethnic, 100% less privileged backgrounds using the Social Mobility categories.

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (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 charity and of the income and expenditure of the charity for that period. In preparing those 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 accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees 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.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2022

The trustees are responsible for the 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 trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Auditors

Godfrey Wilson Limited were re-appointed as auditors to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 16 March 2023 and signed on their behalf by



E M Smith - Chair

Independent auditors' report

To the members of

Ideas Foundation

Opinion

We have audited the financial statements of Ideas Foundation (the 'charity') for the year ended 31 August 2022 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 August 2022 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Independent auditors' report

To the members of

Ideas Foundation

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our audit.

Responsibilities of the trustees

As explained more fully in the trustees' responsibilities statement set out in the trustees' report, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Independent auditors' report

To the members of

Ideas Foundation

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The procedures we carried out and the extent to which they are capable of detecting irregularities, including fraud, are detailed below:

(1) We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.

(2) We reviewed the charity's policies and procedures in relation to:

- Identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
- Detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
- Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.

(3) We inspected the minutes of trustee meetings.

(4) We enquired about any non-routine communication with regulators and reviewed any reports made to them.

(5) We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.

(6) We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.

(7) We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:

- Testing the appropriateness of journal entries;
- Assessing judgements and accounting estimates for potential bias;
- Reviewing related party transactions; and
- Testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

Independent auditors' report

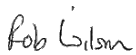
To the members of

Ideas Foundation

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.



Date: 16 March 2023

Rob Wilson FCA
(Senior Statutory Auditor)

For and on behalf of:

GODFREY WILSON LIMITED

Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

Ideas Foundation

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 August 2022

	Note	Restricted £	Unrestricted £	2022 Total £	2021 Total £
Income from:					
Donations	3	-	252,854	252,854	109,645
Charitable activities	5	<u>727,725</u>	<u>11,383</u>	739,108	567,683
Total income		<u>727,725</u>	<u>264,237</u>	991,962	677,328
Expenditure on:					
Raising funds		-	6,392	6,392	19,886
Charitable activities		<u>763,792</u>	<u>121,213</u>	885,005	648,461
Total expenditure	7	<u>763,792</u>	<u>127,605</u>	891,397	668,347
Net income / (expenditure)		(36,067)	136,632	100,565	8,981
Transfers between funds		<u>3,442</u>	<u>(3,442)</u>	-	-
Net movement in funds	9	(32,625)	133,190	100,565	8,981
Reconciliation of funds:					
Total funds brought forward		<u>74,589</u>	<u>102,517</u>	177,106	168,125
Total funds carried forward		<u>41,964</u>	<u>235,707</u>	277,671	177,106

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 17 to the accounts.

Ideas Foundation

Balance sheet

As at 31 August 2022

	Note	£	2022 £	2021 £
Fixed assets				
Tangible assets	12		5,985	3,138
Current assets				
Debtors	13	60,000		1,622
Cash at bank and in hand		<u>235,239</u>		<u>192,536</u>
			295,239	194,158
Liabilities				
Creditors: amounts falling due within 1 year	14	<u>(23,553)</u>		<u>(20,190)</u>
Net current assets			<u>271,686</u>	<u>173,968</u>
Net assets			<u>277,671</u>	<u>177,106</u>
Funds	17			
Restricted funds			41,964	74,589
Unrestricted funds				
General funds			<u>235,707</u>	<u>102,517</u>
Total charity funds			<u>277,671</u>	<u>177,106</u>

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

Approved by the trustees on 16 March 2023 and signed on their behalf by



E M Smith - Chair

Ideas Foundation

Statement of cash flows

For the year ended 31 August 2022

	2022 £	2021 £
Cash used in operating activities:		
Net movement in funds	100,565	8,981
Adjustments for:		
Depreciation charges	1,923	482
Decrease / (increase) in debtors	(58,378)	6,318
Increase in creditors	3,363	12,929
Net cash provided by operating activities	47,473	28,710
Cash flows from investing activities:		
Purchase of tangible fixed assets	(4,770)	(3,620)
Net cash used in investing activities	(4,770)	(3,620)
Increase in cash and cash equivalents in the year	42,703	25,090
Cash and cash equivalents at the beginning of the year	192,536	167,446
Cash and cash equivalents at the end of the year	235,239	192,536

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2022

1. Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Ideas Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

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

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of provision of services is deferred until criteria for income recognition are met.

d) 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 the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

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.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

1. Accounting policies

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. 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.

g) Expenditure 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.

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

h) Grants payable

Grants payable are recognised as expenditure on the earlier of a) when the charity has a present obligation to transfer resources; and b) when the charity ceases to control the resource (e.g. via transferring the funds to the grant recipient).

i) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated in full to expenditure on charitable activities which is deemed to be reflective of the activities of the charity in this period.

j) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures and fittings	4 years
-----------------------	---------

Items of equipment are capitalised where the purchase price exceeds £500.

k) 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.

l) 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.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2022

1. Accounting policies

m) Creditors

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.

n) Financial instruments

The charitable company 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 recognised at amortised cost using the effective interest method.

o) Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

p) Redundancy and termination costs

Where an employee receives a termination benefit the full cost is recognised at the date the employee is notified.

q) Foreign currency transactions

Transactions in foreign currencies are translated at rates prevailing at the date of the transaction. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the year end.

r) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying 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 if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation and deferred income as described in notes j and m above.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2022

2. Prior period comparatives: statement of financial activities

	Restricted £	Unrestricted £	2021 Total £
Income from:			
Donations	-	109,645	109,645
Charitable activities	561,726	5,957	567,683
Total income	561,726	115,602	677,328
Expenditure on:			
Raising funds	-	19,886	19,886
Charitable activities	577,247	71,214	648,461
Total expenditure	577,247	91,100	668,347
Net income / (expenditure)	(15,521)	24,502	8,981
Transfers between funds	(1,630)	1,630	-
Net movement in funds	(17,151)	26,132	8,981

3. Income from donations

	Restricted £	Unrestricted £	2022 Total £	2021 Total £
Gifts in kind (note 4)	-	142,000	142,000	109,000
Platinum Jubilee Pageant	-	100,000	100,000	-
Other < £10k	-	10,854	10,854	645
	-	252,854	252,854	109,645

All income from donations in the prior year was unrestricted.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2022

4. Gifts in kind

The following gifts in kind were received during the period:

	2022	2021
	Total	Total
	£	£
Trainer materials	30,000	35,000
Consultancy	38,000	13,000
External venue hire	10,000	13,000
Advertising	43,000	13,000
Office rent	20,000	35,000
Tickets	1,000	-
	142,000	109,000

5. Income from charitable activities

	Restricted	Unrestricted	2022
	£	£	Total
			£
Grants:			
BBC	20,000	-	20,000
The Burberry Foundation	404,000	-	404,000
The Careers & Enterprise Company - Burberry North Yorkshire	12,500	-	12,500
Canon Commonwealth	30,000	-	30,000
Canon Europe	15,743	-	15,743
Engineer the Story - RAENG	8,250	-	8,250
ITV Studios	28,616	-	28,616
Manchester College	19,200	-	19,200
Platinum Jubilee Pageant	75,000	-	75,000
Proctor and Gamble	114,416	-	114,416
Programme income:			
TikTok	-	11,383	11,383
Total income from charitable activities	727,725	11,383	739,108

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2022

5. Income from charitable activities (continued) - prior period comparative

	Restricted £	Unrestricted £	2021 Total £
Grants:			
The Burberry Foundation	400,000	-	400,000
The Careers & Enterprise Company - Burberry North Yorkshire	30,000	-	30,000
Canon Europe	12,734	-	12,734
Engineer the Story - RAENG	8,250	-	8,250
London Community Foundation	49,700	-	49,700
Manchester College	33,030	-	33,030
Proctor and Gamble	1,622	-	1,622
Story Futures QMUL	16,890	-	16,890
Other Projects	3,000	1,000	4,000
Programme income:			
Canon Sellafeld	6,500	-	6,500
TikTok	-	2,167	2,167
Coronavirus Job Retention Scheme	-	2,790	2,790
Total income from charitable activities	561,726	5,957	567,683

6. Government grants

The charitable company did not receive government grants during the year. In the prior year the charitable company received government grants, defined as funding from the Coronavirus Job Retention Scheme to fund charitable activities. The total value of such grants in the period ending 31 August 2021 was £2,790. There are no unfulfilled conditions or contingencies attaching to these grants.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2022

7. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2022 Total £
Staff costs (see note 8)	4,039	126,891	32,731	163,661
Fundraising costs	216	-	-	216
Advertising	-	43,000	-	43,000
Trainers, materials, programme development and delivery	-	330,740	-	330,740
Travel	-	29,972	848	30,820
Printing, postage and stationery	-	2,665	38	2,703
Subcontractors	-	112,566	11,634	124,200
External venue hire	-	15,553	-	15,553
Consultancy	2,137	107,913	21,623	131,673
Office rent	-	-	20,000	20,000
Insurance	-	-	1,312	1,312
Premises costs	-	-	2,355	2,355
Other office costs	-	5,136	5,226	10,362
Sundry expenses	-	1,000	1,721	2,721
Professional fees	-	-	534	534
Subscriptions and memberships	-	-	3,924	3,924
Depreciation	-	-	1,923	1,923
Audit	-	-	5,700	5,700
Sub-total	6,392	775,436	109,569	891,397
Allocation of support and governance costs	-	109,569	(109,569)	-
Total expenditure	6,392	885,005	-	891,397

Total governance costs were £5,700 (2021: £5,400).

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2022

7. Total expenditure

Prior period comparative

	Raising funds £	Charitable activities £	Support and governance costs £	2021 Total £
Staff costs (see note 8)	16,380	99,002	17,527	132,909
Fundraising costs	506	-	-	506
Advertising	-	13,000	-	13,000
Trainers, materials, programme development and delivery	-	311,607	-	311,607
Travel	-	12,027	-	12,027
Printing, postage and stationery	-	7,666	-	7,666
Subcontractors	3,000	59,003	21,344	83,347
External venue hire	-	14,004	-	14,004
Consultancy	-	28,007	-	28,007
Office rent	-	-	35,000	35,000
Insurance	-	-	1,338	1,338
Other office costs	-	-	16,523	16,523
Sundry expenses	-	-	2,896	2,896
Professional fees	-	-	535	535
Subscriptions and memberships	-	-	3,100	3,100
Depreciation	-	-	482	482
Audit	-	-	5,400	5,400
Sub-total	19,886	544,316	104,145	668,347
Allocation of support and governance costs	-	104,145	(104,145)	-
Total expenditure	19,886	648,461	-	668,347

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2022

8. Grants payable to institutions

Included within 'trainers, materials, programme development and delivery' in note 7 are the following partner payments, made to institutions, deemed to be grants payable in pursuit of the charity's objects. No support costs have been allocated to grant-making activities in the current or prior period. There were no outstanding grants payable at year end in the current or prior year.

	2022 £	2021 £
Hepworth Wakefield	63,000	60,000
Leeds Playhouse	93,000	60,000
Leeds Young Film	63,000	60,000
Northern Ballet	63,000	60,000
	<u>282,000</u>	<u>240,000</u>

9. Net movement in funds

This is stated after charging:

	2022 £	2021 £
Depreciation	1,923	482
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	Nil	94
Auditors' remuneration:		
▪ Statutory audit (including VAT)	5,700	5,400
▪ Other service (including VAT)	-	350
	<u>-</u>	<u>350</u>

Trustees' reimbursed expenses comprise travel expenses for one trustee in 2021.

10. Staff costs and numbers

Staff costs were as follows:

	2022 £	2021 £
Salaries and wages	148,174	117,447
Social security costs	12,484	11,156
Pension costs	3,003	2,547
Freelance staff	-	1,759
	<u>163,661</u>	<u>132,909</u>

One employee earned between £70,000 - £80,000 during the year (2021: no employees earned more than £60,000 during the year).

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2022

10. Staff costs and numbers (continued)

The key management personnel of the charitable company comprise the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel were £89,186 (2021: £55,431).

	2022 No.	2021 No.
Average head count	<u>3</u>	<u>3</u>

11. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

12. Tangible fixed assets

	Fixtures and fittings £
Cost	
At 1 September 2021	12,197
Additions in year	4,770
Disposals	<u>(8,577)</u>
At 31 August 2022	<u>8,390</u>
Depreciation	
At 1 September 2021	9,059
Charge for the year	1,923
Disposals	<u>(8,577)</u>
At 31 August 2022	<u>2,405</u>
Net book value	
At 31 August 2022	<u>5,985</u>
At 31 August 2021	<u>3,138</u>

13. Debtors

	2022 £	2021 £
Trade debtors	56,000	-
Accrued income	<u>4,000</u>	<u>1,622</u>
	<u>60,000</u>	<u>1,622</u>

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2022

14. Creditors : amounts due within 1 year

	2022 £	2021 £
Trade creditors	2,828	-
Accruals	20,725	8,807
Deferred income (see note 15)	-	11,383
	<u>23,553</u>	<u>20,190</u>

15. Deferred income

	2022 £	2021 £
At 1 September 2021	11,383	-
Deferred during the year	-	11,383
Released during the year	(11,383)	-
	<u>-</u>	<u>11,383</u>
At 31 August 2022	-	11,383

Deferred income relates to amounts received in advance of provision of contracted services.

16. Analysis of net assets between funds

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	5,985	5,985
Net current assets	41,964	229,722	271,686
Net assets at 31 August 2022	<u>41,964</u>	<u>235,707</u>	<u>277,671</u>

Prior period comparative

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	3,138	3,138
Net current assets	74,589	99,379	173,968
Net assets at 31 August 2021	<u>74,589</u>	<u>102,517</u>	<u>177,106</u>

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2022

17. Movements in funds

	At 1 September 2021 £	Income £	Expenditure £	Transfers between funds £	At 31 August 2022 £
Restricted funds					
The Burberry Foundation	-	404,000	(401,417)	-	2,583
Manchester College	5,773	19,200	(24,973)	-	-
The Careers & Enterprise Company - Burberry North Yorkshire	6,108	12,500	(18,608)	-	-
Story Futures QMUL	15,726	-	(15,726)	-	-
Canon Commonwealth	-	30,000	(30,000)	-	-
Canon Europe	2,415	15,743	(18,158)	-	-
Canon Sellafeld	2,270	-	(2,270)	-	-
Engineer the Story - RAENG	7,097	8,250	(6,064)	-	9,283
Proctor and Gamble	-	114,416	(86,836)	-	27,580
Nike	21,593	-	(21,593)	-	-
Venture to the Deep	(3,442)	-	-	3,442	-
BBC	17,049	20,000	(37,049)	-	-
ITV Studios	-	28,616	(26,098)	-	2,518
Platinum Jubilee Pageant	-	75,000	(75,000)	-	-
Total restricted funds	74,589	727,725	(763,792)	3,442	41,964
Unrestricted funds					
General funds	102,517	264,237	(127,605)	(3,442)	235,707
Total unrestricted funds	102,517	264,237	(127,605)	(3,442)	235,707
Total funds	177,106	991,962	(891,397)	-	277,671

Purposes of restricted funds

The Burberry Foundation	Funding towards this project aims to positively impact social mobility in young people from disadvantaged communities in Yorkshire through the use of arts and culture to improve young people's confidence, self-belief and critical thinking.
Manchester College	Employability bootcamp activities.
The Careers & Enterprise Company - Burberry North Yorkshire	Funding towards working with Burberry in North Yorkshire to nurture creativity.
Story Futures QMUL	Donation in kind in the form of advice and consultancy for Curriculum.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2022

17. Movements in funds (continued) - purposes of restricted funds

Canon Commonwealth	Funding for a digital story telling project in Birmingham aligned with Commonwealth Games.
Canon Europe	Digital storytelling projects aligned with the United Nations Global Goals.
Canon Sellafield	Digital Storytelling activities in West Cumbria.
Engineer the Story - RAENG	Funding towards the Digital Story Telling Project, which involves engineers working with young people to promote STEM careers.
Proctor and Gamble	Project with Pantene to creatively explore issues related to hair confidence, hair discrimination and microaggressions.
Nike	Funding towards a project on hair and sport.
Venture to the Deep	Creative education outreach projects inspired by Richard Garriotts' mission to the bottom of the Mariana Trench. During the year we received unrestricted funding which was used to fund the project deficit incurred last year.
BBC	Creative media camp.
ITV Studios	Funding for workshops on programme content creation in Manchester, Leeds and London.
Platinum Jubilee Pageant	Funding for workshops and communications relating to the Platinum Jubilee Pageant.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2022

17. Movements in funds (continued)

Prior period comparative	At 1 September 2020 £	Income £	Expenditure £	Transfers between funds £	At 31 August 2021 £
Restricted funds					
The Burberry Foundation	28,173	400,000	(428,173)	-	-
London Community Foundation	-	49,700	(49,700)	-	-
Manchester College	-	33,030	(27,257)	-	5,773
The Careers & Enterprise Company - Burberry North Yorkshire	13,392	30,000	(37,284)	-	6,108
Story Futures QMUL	-	16,890	(1,164)	-	15,726
Canon Europe	-	12,734	(10,319)	-	2,415
Canon Sellafield	-	6,500	(4,230)	-	2,270
Engineer the Story - RAENG	-	8,250	(1,153)	-	7,097
Proctor and Gamble	-	1,622	(1,622)	-	-
Nike	32,551	-	(10,958)	-	21,593
Venture to the Deep	-	-	(3,442)	-	(3,442)
BBC	17,624	-	(575)	-	17,049
Other Projects	-	3,000	(1,370)	(1,630)	-
Total restricted funds	<u>91,740</u>	<u>561,726</u>	<u>(577,247)</u>	<u>(1,630)</u>	<u>74,589</u>
Unrestricted funds					
General funds	<u>76,385</u>	<u>115,602</u>	<u>(91,100)</u>	<u>1,630</u>	<u>102,517</u>
Total unrestricted funds	<u>76,385</u>	<u>115,602</u>	<u>(91,100)</u>	<u>1,630</u>	<u>102,517</u>
Total funds	<u><u>168,125</u></u>	<u><u>677,328</u></u>	<u><u>(668,347)</u></u>	<u><u>-</u></u>	<u><u>177,106</u></u>

18. Related party transactions

There were no related party transactions in the current or prior period.

THE IDEAS FOUNDATION

England & Wales - Charity number 1090451

Accounts

Company no. 04270652
Charity no. 1090451

Ideas Foundation
Report and Audited Financial Statements
31 August 2021

Ideas Foundation

Reference and administrative details

For the year ended 31 August 2021

Company number 04270652

Charity number 1090451

Registered office and operational address 93 Tabernacle Street
London
EC2A 4BA

Trustees Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:

E M Smith	Chair
N Desalegene	
C J Harris	
T L Johnson	
M G Lainas	
P M Wilson	
J A Wilkins	

Company secretary Sarah Brown

Chief executive officer Heather MacRae

Bankers Coutts & Co
440 Strand
London
WC2R 0QS

Auditors Godfrey Wilson Limited
Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

Ideas Foundation

Report of the trustees

For the year ended 31 August 2021

The trustees present their report along with the financial statements of the charity for the year ended 31 August 2021.

Reference and administrative information set out on page 1 forms part of this report. The financial statements comply with current statutory requirements, the Memorandum and Articles of Association and the Statement of Recommended Practice - Accounting and Reporting by Charities (effective from January 2019).

Objectives and activities

Our charity objects are: The advancement of education in particular, but without prejudice to the generality of the foregoing, the advancement of education of young people in the creative arts; and the promotion of industry for the public benefit.

Our main activities are:

To provide young people aged between 11-25 (focusing on young people facing disadvantage) with high-quality, inspiring creative experiences to develop their creative communication, marketing, digital design thinking, and enterprise skills.



The main activities undertaken to meet the purpose of the charity are:

To promote creativity as a way of thinking. Curiosity and ideas drive our best scientists, entrepreneurs, broadcasters, chefs, innovators, food producers, retailers, institutions, legal minds as well as the creative industries that have contributed so much to the UK economy.

To put creativity back into the curriculum – in a way that intersects with different subjects and brings skills and subjects to life.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2021

We create ‘aha’ moments that light the spark in creative young people, light up careers, subject teaching information, and resources and light up engagement across the whole curriculum. We do this through education activities and project-based hands on learning that use live briefs from advertising companies and brands to build knowledge and skills.

Professional mentors from the creative industry help students to create a response to a brief and pitch their ideas. Workshops take place in school and college and through holiday activities.

The creation of resources that can be used by teachers and young people to increase their careers awareness.

The design and delivery of bespoke education programmes for brands such as Burberry and Pantene, and the Platinum Jubilee Pageant that show creativity can span different sectors – not just the creative industries.

Students interested in a creative career are offered mentoring and workplace visits and a ladder of career development support.

Lobbying to increase recognition of the value of learning through creativity and innovation within the Curriculum.

Demonstration projects that show how creative and vocational learning projects accelerate learning and engage pupils and teachers.

Employer engagement with creative agencies, employers, and brands to promote diversity and social mobility.

We provide public benefit by increasing the employability of young people giving them new routes into work, enriching the curriculum, and encouraging brands and agencies to co-create programmes offer an opportunity to invest in diverse future talent.

Achievements and performance

Young people

Despite the pandemic we have delivered a range of successful creative programmes both face to face and online to young people including:

- Burberry Inspire;
- Burberry North Yorkshire;
- Stephen Hawking Foundation Vaccine Confidence Project;
- The Manchester College Employability Bootcamp;
- Canon Young People Programme and the United Nations In London and Cumbria;
- Disrupt Space London Community Foundation – creation of virtual art gallery, training of artists in crypto art and NFT, art exhibition launch and partnership with Octagon Studio;
- Global Academy Careers Days;
- Pantene Power of Hair programmes;
- TikTok;
- Story Futures with the Arts and Humanities Research Council;
- OnePointFive;
- Royal Academy of Engineering – Engineer the Story;
- Venture to the Deep poetry and art competition;
- World Skills UK; and

Ideas Foundation

Report of the trustees

For the year ended 31 August 2021

- Trained 60 industry mentors.

Impact in Numbers

- 6,600 young people through Burberry Inspire;
- 360 Burberry North Yorkshire;
- 20 students in Canon Summer School;
- 30 students/academics from Queen Mary University of London;
- 200 students from across the country via Venture to the Deep;
- 300 young people in West Cumbria;
- 10 Students via Stephen Hawking Foundation;
- 10 Emerging Black artists via Disrupt Space;
- 300 students at Global Academy;
- 250 students at The Manchester College;
- 40 teachers who have taken part in virtual training events;
- 60 students Fareham College; and
- 30 students virtual work experience – OnePointFive.

Schools and Colleges supported

- Whitehaven Academy;
- Beacon Hill Community School;
- Solway Community School;
- Global Academy;
- Caedmon College;
- George Pindar School;
- Whitby Sixth Form;
- Derby High School Bury;
- Abraham Moss Community School;
- Co-op Academy;
- Castleford Academy;
- University Academy Keighley;
- Leeds East;
- Ruth Gorse;
- South Craven School ;
- Coborn St John Charles; and
- Fareham College.

Communication and Media

We received Awards for our work from the Times Education Supplement and the Manchester Publicity Association for the work with The Manchester College.

Venture to the Deep received extensive coverage in The Mirror, The Times, and BBC Newsround.

Our work was featured in articles in It's Nice That.

Our content for #learnontiktok achieved over 100,000 views.

Podcasts for Canon and Design and Technology Association.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2021

Partnerships

In addition to funded partnerships listed above, we continued to work in partnership with a range of organisations including:

- National Association for the Teaching of English;
- Amos Bursary Trust;
- University of Arts London;
- Queen Mary University of London;
- Abraham Moss Warriors;
- Kings' College London;
- Teesside University;
- Cambridge University;
- Creative Industry Federation;
- Manchester Publicity Association;
- Comino Foundation;
- Edge Gain/Adobe;
- Sun Space Art Project;
- Ripples of Hope – Robert F Kennedy Foundation;
- Octagon Studio;
- Vine Creative;
- Engine;
- Verizon/Ryot/Yahoo;
- Wavemaker;
- Ogilvy and Mather;
- The Explorers Club New York;
- Adam and Eve;
- Dentsu;
- McCann Manchester;
- Clear Channel;
- Leeds Playhouse;
- Leeds Young Film;
- American National Ballet;
- City University New York;
- Northern Ballet; and
- The Hepworth Wakefield.

Longer term impact

We have kept in touch with our alumni and are pleased to note their continued career success and willingness to give back to others. Examples include:

Andrew Georgiou – who was at Unilever as Global Social Media Lead and is now at Samsung in a senior leadership role aged 24. Andrew says: “Ideas Foundation was key to my career”.

Dr. Mala Mawkin – who is working in healthcare communications and is in the Forbes Top 30 under 30.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2021

Dr Sophie Harker who is now working on eco-friendly engines for British Aerospace and is volunteering as a science communicator.

Hassan Raja is at Cambridge University and has been invited to talk about his work with IF and Canon in Dubai. He says: "Creative media camps were a huge opportunity and led me to create an exhibition about Pakistanis in Cambridge".

Zainab Kabia has joined us as a peer mentor on our summer programmes and has been offering additional freelance support.

Alan Chu is now running his own design consultancy business and is supporting us with our own brand development.

Lucy is now working at BBC Studios creating content for children's television programmes and offering workshops to other young creatives.

Staffing

We successfully restructured the organisation to make us more agile.

Helen Poole has been promoted to Creative Programme Director. Charlotte Coveney joined us as a communications assistant leading on our work with TikTok and social media. Benedicta Joppa has joined us in a paid role as a part-time Strategic Finance Business Partner having volunteered during the financial challenges of 2019-2020.

Robin Wight, our founder, was given a CBE in recognition of his work for the charity.

Emma Peel (nee Hope) had previously worked with us at Canon and has continued to offer significant pro bono support to the organisation. We have a large network of hugely talented creative professionals who offer pro bono support to the IF including Tolu Farinto who supports our diversity initiatives. Other exceptional professionals providing expertise include: Lydia Thornley, Melissa Fretwell, Simeon Quarrie, Dallas Campbell, Hilary Cross, Michael Cockerham, Anna Morris, Clive Booth, Richard Mason, Sarah Gregory, Yane Amos, Lisa Thomas Mala Mawkin, Femi, John Mounsey, Eliska Sky, Phil Badham, Greg Hodgson, Rob Pryce, Lisa Thompson, Rachael Quarmby, Cheryl Robinson, Richard Robinson, Holly Brownlee, Nathan Dua, Matthew Faulkner, Dr Tina Chowdhury, Erica Wolfe-Murray, Charlotte Turner, Kath Weight, Rachael Lightowler, Tom Martin, and Peter Bakare. New for this year has been a partnership with OnePointFive who have offered extensive support to our young people programmes and via consultancy.

Business Processes

All staff adopted working from home arrangements and successfully adapted to virtual teamwork. With our usual base at Ogilvy and Mather not available due to Covid restrictions, we booked a temporary base at Plexal.

We successfully transferred accounts onto Sage. With input from Benedicta we have developed a more sophisticated project costing approach and indicative rate cards. We have started to increase the number of personal donations via our website and donations from books created by Ted Smith, our Chair. We have started to use Mentimeter to evaluate programmes – cutting down on the need for manual inputting. We upgraded staff computers in anticipation of a change to Microsoft 365. With OnePointFive. We have been experimenting with new systems for gathering information from schools using Typeform and will further look at improving workflow tools during 2021-2022.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2021

We have also become more adept at using Zoom for online activities and are now developing a hybrid approach to engaging students to provide flexible approaches to delivering activities.

Financial review

The Charity's Financial Statements show net unrestricted income of £26,132 for the year (compared with a reduction in restricted funds of £17,151) and free reserves of £102,517 (compared with £76,385 in 2020). The Trustees are of the view that these results have helped secure the immediate future of the Charity for the next 12 to 18 months. On this basis the Charity is a going concern.

The Directors consider it prudent to maintain an adequate balance of unrestricted funds to cover the Charity's contractual commitments and ideally would like these to be at a minimum level of between 3 and 6 months annual expenditure. The charity currently has close to 2 months' annual expenditure in unrestricted funds.

The Directors consider that the Charity's reserves will enhance the services provided and provide financial security for the future. The reserves held in unrestricted funds, which have not been designated or invested in fixed assets, at the 31 August 2021 were £102,517 (2020 – £76,385).

The Statement of Financial Activities shows a net surplus of £8,981 (2020 – deficit of £8,302) for the year resulting in total Reserves standing at £177,106 (2020 - £168,125) at 31 August 2021.

Funds Received as Agent or Funds Held as Custodian Trustee

Not applicable.

Plans for future periods

Priorities for 2021 – 2022

Effective charity governance with clear and updated objects, documented register of interests, engaged board, network of advisers and patrons to help achieve goals. We will also seek to trademark the name of the Ideas Foundation. We need to revisit the role of company secretary due to the long term sickness of Sarah Brown.

Create a sustainable funding model that secures sufficient unrestricted funds for planned activities and supports longer-term planning and growth.

Deliver existing programmes and adapt to hybrid, digital and face to face delivery. Seek to produce high quality legacy assets that can be used in schools and college across the country to sustain reach and promote diversity.

Increase awareness of the importance of creative thinking and careers awareness – and promote resources that support employability of diverse groups of students.

Operational procedures that support the objects and goals of charity – with a particular focus on developing digital financial systems and a digital ecosystem with shared files.

Structure, governance and management

The Charity is structured so that the Board of Trustees, who meet at regular intervals, deal with the policy and overall control of the Charity's activities. Day to day management is in the hands of the Chief Executive, who reports to the Board of Trustees.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2021

Daily operations are the responsibility of the Creative Programme Director and Creative Programme Manager reporting to the Managing Director. The Charity is assisted by an advisory group consisting of experts who advise the IF on a range of issues from education, creative policy, and systems. The IF also benefits from insights from an alumni group. Both the advisory group and alumni group share information via WhatsApp and of late Zoom meetings. The work programmes are supported by a strong network of freelance consultants and tutors who have specialist skills in finance, IT, communication strategy, programme delivery and in creative skills.

The charity is constituted as a company limited by guarantee limited company and was incorporated on 15 August 2001 and has a memorandum and articles of association. Ideas Foundation (the word "Limited" being omitted by licence from the Board of Trade) is registered as a company limited by guarantee and not having a capital divided by shares. In the event of the company being wound up, members are required to contribute an amount not exceeding £10. The company was registered as a charity on 6 February 2002 under registration number 1090451

New trustees are recruited through an application process and are chosen on the basis of their knowledge of creative industries, business systems and education. We reserve one place on the board for an alumnus who has taken part in our programmes. Potential trustees are invited to attend and observe meetings and then are voted onto the board.

Statement of responsibilities of the trustees

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (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 charity and of the income and expenditure of the charity for that period. In preparing those 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 accounting estimates that are reasonable and prudent;
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and which enable them to ensure that the financial statements comply with the Companies Act 2006. The trustees 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.

Ideas Foundation

Report of the trustees

For the year ended 31 August 2021

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The trustees are responsible for the 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 trustees are members of the charity but this entitles them only to voting rights. The trustees have no beneficial interest in the charity.

Auditors

Godfrey Wilson Limited were appointed as auditors to the charitable company during the year and have expressed their willingness to continue in that capacity.

Approved by the trustees on 31 March 2022 and signed on their behalf by

EMR Smith

E M Smith - Chair

Independent auditors' report

To the members of

Ideas Foundation

Opinion

We have audited the financial statements of Ideas Foundation (the 'charity') for the year ended 31 August 2021 which comprise the statement of financial activities, balance sheet, statement of cash flows and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 August 2021 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Independent auditors' report

To the members of

Ideas Foundation

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charity and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us;
- the financial statements are not in agreement with the accounting records and returns;
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not obtained all the information and explanations necessary for the purposes of our

Responsibilities of the trustees

As explained more fully in the trustees' responsibilities statement set out in the trustees' report, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Independent auditors' report

To the members of

Ideas Foundation

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The procedures we carried out and the extent to which they are capable of detecting irregularities, including fraud, are detailed below:

(1) We obtained an understanding of the legal and regulatory framework that the charity operates in, and assessed the risk of non-compliance with applicable laws and regulations. Throughout the audit, we remained alert to possible indications of non-compliance.

(2) We reviewed the charity's policies and procedures in relation to:

- Identifying, evaluating and complying with laws and regulations, and whether they were aware of any instances of non-compliance;
- Detecting and responding to the risk of fraud, and whether they were aware of any actual, suspected or alleged fraud; and
- Designing and implementing internal controls to mitigate the risk of non-compliance with laws and regulations, including fraud.

(3) We inspected the minutes of trustee meetings.

(4) We enquired about any non-routine communication with regulators and reviewed any reports made to them.

(5) We reviewed the financial statement disclosures and assessed their compliance with applicable laws and regulations.

(6) We performed analytical procedures to identify any unusual or unexpected transactions or balances that may indicate a risk of material fraud or error.

(7) We assessed the risk of fraud through management override of controls and carried out procedures to address this risk. Our procedures included:

- Testing the appropriateness of journal entries;
- Assessing judgements and accounting estimates for potential bias;
- Reviewing related party transactions; and
- Testing transactions that are unusual or outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. Irregularities that arise due to fraud can be even harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

Independent auditors' report

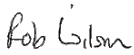
To the members of

Ideas Foundation

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charity's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.



Date: 31 March 2022

Rob Wilson FCA
(Senior Statutory Auditor)

For and on behalf of:

GODFREY WILSON LIMITED

Chartered accountants and statutory auditors
5th Floor Mariner House
62 Prince Street
Bristol
BS1 4QD

Ideas Foundation

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 August 2021

	Note	Restricted £	Unrestricted £	2021 Total £	Restated 2020 Total £
Income from:					
Donations and legacies		-	109,645	109,645	86,249
Charitable activities	3	<u>561,726</u>	<u>5,957</u>	567,683	569,488
Total income		<u>561,726</u>	<u>115,602</u>	677,328	655,737
Expenditure on:					
Raising funds		-	19,886	19,886	15,808
Charitable activities		<u>577,247</u>	<u>71,214</u>	648,461	648,231
Total expenditure	5	<u>577,247</u>	<u>91,100</u>	668,347	664,039
Net income / (expenditure)		(15,521)	24,502	8,981	(8,302)
Transfers between funds		<u>(1,630)</u>	<u>1,630</u>	-	-
Net movement in funds	7	(17,151)	26,132	8,981	(8,302)
Reconciliation of funds:					
Total funds brought forward		<u>91,740</u>	<u>76,385</u>	168,125	176,427
Total funds carried forward		<u>74,589</u>	<u>102,517</u>	177,106	168,125

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in note 15 to the accounts.

The prior period comparatives have been restated, as described in note 17 to the accounts.

Ideas Foundation

Balance sheet

As at 31 August 2021

	Note	£	2021 £	Restated 2020 £
Fixed assets				
Tangible assets	10		3,138	-
Current assets				
Debtors	11	1,622		7,940
Cash at bank and in hand		192,536		167,446
		194,158		175,386
Liabilities				
Creditors: amounts falling due within 1 year	12	(20,190)		(7,261)
Net current assets			173,968	168,125
Net assets			177,106	168,125
Funds	15			
Restricted funds			74,589	91,740
Unrestricted funds				
General funds			102,517	76,385
Total charity funds			177,106	168,125

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

Approved by the trustees on 31 March 2022 and signed on their behalf by

EMR Smith

E M Smith - Chair

Ideas Foundation

Statement of cash flows

For the year ended 31 August 2021

	2021	Restated
	£	2020 £
Cash used in operating activities:		
Net movement in funds	8,981	(8,302)
Adjustments for:		
Depreciation charges	482	1,066
Decrease / (increase) in debtors	6,318	90,693
Increase / (decrease) in creditors	12,929	(5,176)
Net cash provided by / (used in) operating activities	<u>28,710</u>	<u>78,281</u>
Cash flows from investing activities:		
Purchase of tangible fixed assets	<u>(3,620)</u>	<u>-</u>
Net cash provided by / (used in) investing activities	<u>(3,620)</u>	<u>-</u>
Increase / (decrease) in cash and cash equivalents in the year	25,090	78,281
Cash and cash equivalents at the beginning of the year	<u>167,446</u>	<u>89,165</u>
Cash and cash equivalents at the end of the year	<u><u>192,536</u></u>	<u><u>167,446</u></u>

The charity has not provided an analysis of changes in net debt as it does not have any long term financing arrangements.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2021

1. Accounting policies

a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities in preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Ideas Foundation meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Going concern basis of accounting

The accounts have been prepared on the assumption that the charity is able to continue as a going concern, which the trustees consider appropriate having regard to the current level of unrestricted reserves. There are no material uncertainties about the charity's ability to continue as a going concern.

c) Income

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

Income from the government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

Income received in advance of provision of services is deferred until criteria for income recognition are met.

d) 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 the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), general volunteer time is not recognised.

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.

e) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity: this is normally upon notification of the interest paid or payable by the bank.

1. Accounting policies

f) Funds accounting

Unrestricted funds are available to spend on activities that further any of the purposes of the charity. 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.

g) Expenditure 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.

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

h) Grants payable

Grants payable are recognised as expenditure on the earlier of a) when the charity has a present obligation to transfer resources; and b) when the charity ceases to control the resource (e.g. via transferring the funds to the grant recipient).

i) Allocation of support and governance costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Governance costs are the costs associated with the governance arrangements of the charity, including the costs of complying with constitutional and statutory requirements and any costs associated with the strategic management of the charity's activities. These costs have been allocated in full to expenditure on charitable activities which is deemed to be reflective of the activities of the charity in this period.

j) Tangible fixed assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures and fittings	4 years
-----------------------	---------

Items of equipment are capitalised where the purchase price exceeds £500.

k) 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.

l) 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.

1. Accounting policies

m) Creditors

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.

n) Financial instruments

The charitable company 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 recognised at amortised cost using the effective interest method.

o) Pension costs

The company operates a defined contribution pension scheme for its employees. There are no further liabilities other than that already recognised in the SOFA.

p) Redundancy and termination costs

Where an employee receives a termination benefit the full cost is recognised at the date the employee is notified.

q) Foreign currency transactions

Transactions in foreign currencies are translated at rates prevailing at the date of the transaction. Balances denominated in foreign currencies are translated at the rate of exchange prevailing at the year end.

r) Accounting estimates and key judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying values of assets and liabilities that are not readily apparent from other sources. The estimates and underlying 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 if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are depreciation and deferred income as described in notes l, j and m above.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2021

2. Prior period comparatives: statement of financial activities

	Restricted £	Unrestricted £	2020 Total £
Income from:			
Donations and legacies	-	86,249	86,249
Charitable activities	542,114	27,374	569,488
Total income	542,114	113,623	655,737
Expenditure on:			
Raising funds	-	15,808	15,808
Charitable activities	465,596	182,635	648,231
Total expenditure	465,596	198,443	664,039
Net income / (expenditure) and net movement in funds	76,518	(84,820)	(8,302)

3. Income from charitable activities

	Restricted £	Unrestricted £	2021 Total £
Grants:			
The Burberry Foundation	400,000	-	400,000
The Careers & Enterprise Company - Burberry North Yorkshire	30,000	-	30,000
Canon Europe	12,734	-	12,734
Engineer the Story - RAENG	8,250	-	8,250
London Community Foundation	49,700	-	49,700
Manchester College	33,030	-	33,030
Proctor and Gamble	1,622	-	1,622
Story Futures QMUL	16,890	-	16,890
Other Projects	3,000	1,000	4,000
Programme income:			
Canon Sellafeld	6,500	-	6,500
TikTok	-	2,167	2,167
Coronavirus Job Retention Scheme	-	2,790	2,790
Total income from charitable activities	561,726	5,957	567,683

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2021

3. Income from charitable activities (continued) - prior period comparative

	Restricted £	Unrestricted £	Restated 2020 Total £
Grants:			
The Burberry Foundation	404,000	-	404,000
The Careers & Enterprise Company - Burberry North Yorkshire	30,000	-	30,000
Canon (UK) Ltd	8,850	-	8,850
Comino Foundation	16,064	-	16,064
Manchester College	7,200	-	7,200
Sponsorship and prize income:			
BBH	-	10,000	10,000
Pearson	-	1,820	1,820
Programme income:			
BBC	18,000	-	18,000
Canon Sellafeld	9,000	-	9,000
Nike	49,000	-	49,000
Coronavirus Job Retention Scheme	-	15,554	15,554
Total income from charitable activities	542,114	27,374	569,488

4. Government grants

The charitable company receives government grants, defined as funding from the Coronavirus Job Retention Scheme to fund charitable activities. The total value of such grants in the period ending 31 August 2021 was £2,790 (2020: £15,554). There are no unfulfilled conditions or contingencies attaching to these grants in 2020-21.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2021

5. Total expenditure

	Raising funds £	Charitable activities £	Support and governance costs £	2021 Total £
Staff costs (see note 8)	16,380	99,002	17,527	132,909
Fundraising costs	506	-	-	506
Advertising	-	13,000	-	13,000
Trainers, materials, programme development and delivery	-	311,607	-	311,607
Travel	-	12,027	-	12,027
Printing, postage and stationary	-	7,666	-	7,666
Subcontractors	3,000	59,003	21,344	83,347
External venue hire	-	14,004	-	14,004
Consultancy	-	28,007	-	28,007
Office rent	-	-	35,000	35,000
Insurance	-	-	1,338	1,338
Other office costs	-	-	16,523	16,523
Sundry expenses	-	-	2,896	2,896
Professional fees	-	-	535	535
Subscriptions and memberships	-	-	3,100	3,100
Depreciation	-	-	482	482
Audit	-	-	5,400	5,400
Sub-total	19,886	544,316	104,145	668,347
Allocation of support and governance costs	-	104,145	(104,145)	-
Total expenditure	19,886	648,461	-	668,347

Total governance costs were £5,400 (2020: £6,600).

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2021

5. Total expenditure

Prior period comparative

	Raising funds £	Charitable activities £	Support and governance costs £	Restated 2020 Total £
Staff costs (see note 8)	15,720	155,511	41,025	212,256
Fundraising costs	88	-	-	88
Advertising	-	5,638	-	5,638
Trainers, materials, programme development and delivery	-	299,841	-	299,841
Travel	-	719	-	719
Printing, postage and stationary	-	19,510	-	19,510
Subcontractors	-	17,335	-	17,335
External venue hire	-	35,644	-	35,644
Consultancy	-	15,000	-	15,000
Office rent	-	-	35,000	35,000
Premises costs	-	-	105	105
Other office costs	-	-	4,657	4,657
Professional fees	-	-	8,712	8,712
Insurance	-	-	1,868	1,868
Depreciation	-	-	1,066	1,066
Audit	-	-	6,600	6,600
Sub-total	15,808	549,198	99,033	664,039
Allocation of support and governance costs	-	99,033	(99,033)	-
Total expenditure	15,808	648,231	-	664,039

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2021

6. Grants payable to institutions

Included within 'trainers, materials, programme development and delivery' in note 5 are the following partner payments, made to institutions, deemed to be grants payable in pursuit of the charity's objects. No support costs have been allocated to grant-making activities in the current or prior period.

	2021 £	2020 £
Hepworth Wakefield	60,000	63,048
Leeds Playhouse	60,000	63,000
Leeds Young Film	60,000	60,000
Northern Ballet	60,000	63,000
	<u>240,000</u>	<u>249,048</u>

7. Net movement in funds

This is stated after charging:

	2021 £	2020 £
Depreciation	482	1,066
Trustees' remuneration	Nil	Nil
Trustees' reimbursed expenses	94	-
Auditors' remuneration:		
▪ Statutory audit (including VAT)	5,400	6,600
▪ Other service (including VAT)	350	-
	<u>5,846</u>	<u>7,666</u>

Trustees' reimbursed expenses comprise travel expenses for 1 trustee.

8. Staff costs and numbers

Staff costs were as follows:

	2021 £	2020 £
Salaries and wages	117,447	186,480
Social security costs	11,156	17,919
Pension costs	2,547	4,309
Freelance staff	1,759	3,548
	<u>132,909</u>	<u>212,256</u>

Included in salaries and wages are redundancy costs totalling £11,567. Redundancy and termination costs have been funded from unrestricted general funds (note 15). No further amounts were owed as of 31 August 2021.

No employee earned more than £60,000 during the year.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2021

8. Staff costs and numbers (continued)

The key management personnel of the charitable company comprise the trustees and the Chief Executive Officer. The total employee benefits of the key management personnel were £55,431 (2020: £51,911).

	2021 No.	2020 No.
Average head count	<u>3.00</u>	<u>6.00</u>

9. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

10. Tangible fixed assets

	Fixtures and fittings £
Cost	
At 1 September 2020	8,577
Additions in year	<u>3,620</u>
At 31 August 2021	<u>12,197</u>
Depreciation	
At 1 September 2020	8,577
Charge for the year	<u>482</u>
At 31 August 2021	<u>9,059</u>
Net book value	
At 31 August 2021	<u><u>3,138</u></u>
At 31 August 2020	<u><u>-</u></u>

11. Debtors

	2021 £	2020 £
Accrued income	1,622	-
Trade debtors	-	7,000
Prepayments	<u>-</u>	<u>940</u>
	<u><u>1,622</u></u>	<u><u>7,940</u></u>

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2021

12. Creditors : amounts due within 1 year	2021	Restated 2020
	£	£
Accruals	8,807	6,600
Deferred income (see note 13)	11,383	-
Trade creditors	-	661
	20,190	7,261

13. Deferred income	2021	Restated 2020
	£	£
At 1 September 2020	-	-
Deferred during the year	11,383	-
Released during the year	-	-
At 31 August 2021	11,383	-

Deferred income relates to amounts received in advance of provision of contracted services.

14. Analysis of net assets between funds

	Restricted funds £	General funds £	Total funds £
Tangible fixed assets	-	3,138	3,138
Net current assets	74,589	99,379	173,968
Net assets at 31 August 2021	74,589	102,517	177,106
Prior period comparative			
	Restricted funds £	General funds £	Total funds £
Net current assets	91,740	76,385	168,125
Net assets at 31 August 2020	91,740	76,385	168,125

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2021

15. Movements in funds

	Restated at 1 September 2020 £	Income £	Expenditure £	Transfers between funds £	At 31 August 2021 £
Restricted funds					
The Burberry Foundation	28,173	400,000	(428,173)	-	-
London Community Foundation	-	49,700	(49,700)	-	-
Manchester College	-	33,030	(27,257)	-	5,773
The Careers & Enterprise Company - Burberry North Yorkshire	13,392	30,000	(37,284)	-	6,108
Story Futures QMUL	-	16,890	(1,164)	-	15,726
Canon Europe	-	12,734	(10,319)	-	2,415
Canon Sellafield	-	6,500	(4,230)	-	2,270
Engineer the Story - RAENG	-	8,250	(1,153)	-	7,097
Proctor and Gamble	-	1,622	(1,622)	-	-
Nike	32,551	-	(10,958)	-	21,593
Venture to the Deep	-	-	(3,442)	-	(3,442)
BBC	17,624	-	(575)	-	17,049
Other Projects	-	3,000	(1,370)	(1,630)	-
Total restricted funds	<u>91,740</u>	<u>561,726</u>	<u>(577,247)</u>	<u>(1,630)</u>	<u>74,589</u>
Unrestricted funds					
General funds	<u>76,385</u>	<u>115,602</u>	<u>(91,100)</u>	<u>1,630</u>	<u>102,517</u>
Total unrestricted funds	<u>76,385</u>	<u>115,602</u>	<u>(91,100)</u>	<u>1,630</u>	<u>102,517</u>
Total funds	<u>168,125</u>	<u>677,328</u>	<u>(668,347)</u>	<u>-</u>	<u>177,106</u>

Purposes of restricted funds

The Burberry Foundation	Funding towards this project aims to positively impact social mobility in young people from disadvantaged communities in Yorkshire through the use of arts and culture to improve young people's confidence, self-belief and critical thinking.
Nike	Education programme in relation to Black History month.
The Careers & Enterprise Company - Burberry North Yorkshire	Funding towards the working with Burberry in North Yorkshire to nurture creativity.
BBC	Creative media camp.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2021

15. Movements in funds (continued) - purposes of restricted funds

Canon Europe	Digital storytelling projects aligned with the United Nations Global
Canon Sellafield	Digital Storytelling activities in West Cumbria.
London Community Foundation	Creating a virtual art gallery and supporting a collective of Black artists.
Engineer the Story - RAENG	Funding towards the Digital Story Telling Project, which involves engineers working with young people to promote STEM careers.
Manchester College	Employability bootcamp activities.
Other Projects	This relates to small restricted grants received within the year. This period it consists of £3,000 received from Global Academy.
Proctor and Gamble	Project with Pantene to creatively explore issues related to hair confidence, hair discrimination and microaggressions.
Story Futures QMUL	Donation in kind in the form of advice and consultancy for Curriculum.
Venture to the Deep	Creative education outreach projects inspired by Richard Garriotts' mission to the bottom of the Mariana Trench.
Funds in deficit	Venture to the Deep is the only fund in deficit this year. This is due to expenditure being incurred in advance of funding receipts.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2021

15. Movements in funds (continued)

Prior period comparative	At 1 September 2019 £	Income £	Expenditure £	Transfers between funds £	Restated at 31 August 2020 £
Restricted funds					
The Burberry Foundation	-	404,000	(375,827)	-	28,173
Nike	-	49,000	(16,449)	-	32,551
The Careers & Enterprise Company - Burberry North Yorkshire	-	30,000	(16,608)	-	13,392
BBC	-	18,000	(376)	-	17,624
Comino Foundation	15,223	16,064	(31,287)	-	-
Canon Sellafield	-	9,000	(9,000)	-	-
Manchester College	-	7,200	(7,200)	-	-
Canon (UK) Ltd	-	8,850	(8,850)	-	-
Total restricted funds	<u>15,223</u>	<u>542,114</u>	<u>(465,596)</u>	<u>-</u>	<u>91,740</u>
Unrestricted funds					
General funds	<u>161,205</u>	<u>113,623</u>	<u>(198,443)</u>	<u>-</u>	<u>76,385</u>
Total unrestricted funds	<u>161,205</u>	<u>113,623</u>	<u>(198,443)</u>	<u>-</u>	<u>76,385</u>
Total funds	<u><u>176,428</u></u>	<u><u>655,737</u></u>	<u><u>(664,039)</u></u>	<u><u>-</u></u>	<u><u>168,125</u></u>

16. Related party transactions

There were no related party transactions in the current or prior period.

Ideas Foundation

Notes to the financial statements

For the year ended 31 August 2021

17. Prior period restatements

The prior period comparatives have been restated for the reversal of deferred grant income, which is deemed to have met income recognition criteria in the prior period. The impact is outlined below:

	Total income 2020 £	Total creditors 2020 £	Total funds carried forward 2020 £
Per signed accounts	610,497	52,501	122,885
Impact of restatement	<u>45,240</u>	<u>(45,240)</u>	<u>45,240</u>
Restated at 31 August 2020	<u><u>655,737</u></u>	<u><u>7,261</u></u>	<u><u>168,125</u></u>

£85,300 of gift in kind income and expenditure received in the prior period has been reclassified as unrestricted, from restricted. This has had no impact on restricted nor unrestricted funds brought forward.

Expenditure has also been restated for classification only. The total amounts reported on the statement of financial position have not been affected.

THE IDEAS FOUNDATION

England & Wales - Charity number 1090451

Accounts

REGISTERED COMPANY NUMBER: 04270652 (England and Wales)
REGISTERED CHARITY NUMBER: 1090451

Trustees' Report and
Financial Statements
for the Year Ended 31 August 2020
for
Ideas Foundation

Ideas Foundation

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for the Year Ended 31 August 2020

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Ideas Foundation

Trustees' Report for the Year Ended 31 August 2020

The trustees are pleased to present their annual directors' report together with the financial statements of the charity for the year ended 31st August 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

Our main activities concerning this purpose are:

To provide young people aged between 11-25 (focusing on young people facing disadvantage) with high-quality, inspiring creative experiences to develop their creative communication, marketing, digital design thinking, and enterprise skills.



IF OPERATIONALISE TO ACHIEVE THE STRATEGY



Ideas Foundation
Trustees' Report
for the Year Ended 31 August 2020

Our education activities focus on live briefs from advertising companies and brands. Professional mentors from the creative industry help students to create a response to a brief and pitch their ideas. Workshops take place in school and also out of school curriculum through summer schools. We also develop bespoke education programmes for brands such as Burberry. We are increasingly developing programmes that show creativity can span different sectors - not just the creative industries.

Students, our Future Creatives, interested in a creative career are offered mentoring and workplace visits and a ladder of career development support.

Ideas Foundation has also sought to:

- Increase recognition of the value of learning through creativity and innovation within the Curriculum.
- Demonstrate the potential of creative and vocational learning projects to accelerate learning and engage pupils and teachers.
- Engage creative agencies, employers, and brands in education and promote diversity and social mobility in the sector.
- Provide models of creative education in partnership with brands.

During 2019-2020:

- Ideas Foundation delivered high quality face-to-face learning activities and remodelled its work in the light of Covid to include more online digital delivery approaches.
- Strengthened its governance through the appointment of Ted Smith as Acting Chair and creating an advisory board.
- Remodelled its staffing structure to reflect the unpredictable nature of funding and delivery due to Covid creating a more agile and flexible staffing structure. Sadly, this involved making redundancies and reducing permanent staffing levels.
- Changed our partnership working with Comino Foundation and strengthened relationships with The Manchester College. We have continued to develop the work with the Robert F Kennedy Foundation on their Ripples of Hope initiative.
- Provided workshops in North Yorkshire as part of the Careers and Enterprise Company additional programmes.
- Updated our policies, including safeguarding, working from home, and finance.
- Adjusted our evaluation programmes to reflect digital delivery of experiences.
- Initiated creative programmes with Richard Garriott and the New York based Explorers Club themed around his adventure to the Mariana Trench.
- Delivered virtual work experience programmes with Canon and creating online toolkits linked with the UN Sustainable Development Goals in association with the University of Arts London.
- Maintained relationships with major funders such as Nike, BBC, Burberry Canon, and Careers and Enterprise Company, The Manchester - updating them on how to adapt programmes to virtual delivery. Many of our funders experienced restructuring, and we spent time building relationships with newly appointed staff.
- Used the digital experiences to provide national and international opportunities for student inspiration.
- Managed year 2 of the flagship Burberry Inspire programme in Yorkshire - and supported over 6000 young people with physical creativity kits. This year we have developed an international partnership with Burberry Inspire New York.
- Received awards for its work on inclusion and diversity, the Majors Award, and the IPA inclusion list and contributed to conversations about equality with partners in the light of the Black Lives Matter.
- Strengthened our financial systems with the appointment of Benedicta Joppa and transferred our accounting system to SAGE.
- Contributed to thought leadership pieces and campaigning activities related to creative careers, including National Careers Week.
- Continued to look at how we can work on briefs and activities that align with the global sustainable development goals.
- Increased the quality and range of resources available on our website

Ideas Foundation
Trustees' Report
for the Year Ended 31 August 2020

Impact

We worked with over 6000 young people in Leeds, Keighley, Castleford Yorkshire through the Burberry Inspire programme and a further 300 young people in North Yorkshire.
Continued our partnership working with the National Association of the Teaching of English, Edge Gain, to develop sustainable models of cross-curriculum digital storytelling.
Received on average 250 monthly downloads of resources that we have shared on the TES Online resource hub.
Worked with over 100 industry professionals.
Continued to evaluate the work with external experts Bean Research.
Developed an alumni group that is continuing to support both the Charity and each other.

Our Volunteers

Volunteers played a significant role in our ability to nurture creativity, helping us to provide insights into the creative industries. Volunteers through our advisory Board have also provided specific support on marketing and fundraising.

A considerable number of brands and agencies offered at least a half-day of their time to provide insights into the creative industries, lead workshops, and judge students work. University volunteers also helped at events providing peer role models. Our alumni also supported summer schools and other activities that we organised to share their expertise. Two of our alumni serve on Ideas Foundation Board. Volunteers such as Melissa Fretwell and others have also provided informal advice and projects.

Our volunteer board members continue to give time and expertise to our Charity.

Staffing

Our staffing during this past year has had to adapt to the situation in relation to the Covid crisis. Staff initially continued to work on projects, but as uncertainty and funding increased, we used the government furlough funding to provide some financial respite and an opportunity to rethink operational models. We consulted with staff and made redundancies that affected Zosia Mrozek-Folkierska, Leonia Goromba, and Angela Conway. Helen Poole was by the end of the financial year the only full-time member of staff. Heather MacRae continued to offer additional hours above the three days per week within her contract. We are pleased that all team members who were affected by redundancies or reduction in hours were offered positions elsewhere.

The Charity is supported by a network of highly skilled associates and freelancers who support our work. Many of these associates offer us heavily discounted rates and have been helping our work for many years.

Board Membership

Trevor Johnson was appointed as Chair. Trevor, for family and work reasons, took paternity leave from the Board, and Ted Smith took on the role of Acting Chair. Mark Lainas has moved to New York. Benedicta Joppa has joined the Board as an informal advisor.

Creative Advisory Board Membership

We have developed an active creative advisory board with representatives from education, industry, and government. Our members include Emma Pell, Richard Mason, Sarah Gregory, Tolu Farinto, Michael Cockerham, Clive Booth, Simeon Quarrie, Lydia Thornley, Vivian Muride, Justine Wright, Sherwin Beckford, Ben Conway, Yane Amos, , Stuart Knapman, Mala Mawkin, Rachael Quarmby, Lisa Thompson. Hillary Cross.

Ideas Foundation
Trustees' Report
for the Year Ended 31 August 2020

Partnerships

In addition to our partnerships with agencies, brands, and schools we have worked closely with the National Association for the Teaching of English, Adobe, and Edge Gain to deliver our digital storytelling programmes. We continue to develop our relationships with the University of Arts London, Amos Bursary Trust, The Manchester College, Global Academy, Teesside University, Durham University and Queen Mary University of London to help deliver our programmes. We have contributed to the content on the Times Education Supplement website and have also contributed thought leadership pieces for the Design and Technology Association.

Agency Involvement

Agencies that have supported us during the past year include:

- Canon
- Adam & Eve
- Engine
- Bartle Bogle Hegarty
- Karmarama
- Ogilvy and Mather
- McCann Manchester
- WaveMaker
- Nike
- BBC Creative
- VCCP
- BJL
- Analog Folk

Public benefit statement

In shaping our objectives for the year and planning our 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

The Charity's Financial Statements show net unrestricted expenditure of £84,220 for the year (compared with £86,584) and free reserves of £76,385 (compared with £160,138 in 2019). The Trustees are of the view that these results have secured the immediate future of the Charity for the next 12 to 18 months. On this basis the Charity is a going concern.

The Statement of Financial Activities shows a net deficit of £53,542 (2019- deficit £334,325) for the year resulting in Reserves standing at £122,885 (2019 - £176,427) at 31 August 2020.

The Charity was able to secure additional funding as detailed below and also controlled its costs resulting in a surplus which has improved the Charity's liquidity and reserves.

Principal Funding Sources

Principal funding sources are broken down as:

- Brand Funding - £443,610
- Agency Funding (including Awards) - £10,000
- Government Funding (including CEC) - £30,000
- Charity, Grants and donations - £17,012
- School / University - £9,020
- Government Grant (Furlough) – £15,555

Ideas Foundation
Trustees' Report
for the Year Ended 31 August 2020

Investment powers and policy

Under the Memorandum and Articles of Association, the Charity has the power to make any investment which the trustees see fit. The trustees have considered the most appropriate policy for investing funds and have found that cash deposits meet their requirements to generate income.

Reserves policy

The Directors consider it prudent to maintain an adequate balance of unrestricted funds to cover the Charity's contractual commitments and ideally would like these to be at a minimum level of between 3- and 6-months annual expenditure.

The Directors consider that the Charity's reserves will enhance the services provided and provide financial security for the future. The reserves held in unrestricted funds, which have not been designated or invested in fixed assets, at the 31 August 2020 were £76,385 (2019 - £160,138).

These reserves have been designated to help with business continuity, development, and preparation for online accounting systems.

FUTURE ACTIVITIES

Our aims for 2020 - 2021 are:

1. To continue to delivery high quality education programmes using an increasingly hybrid model of delivery
2. To identify new sources of funding that will enable us to work more broadly across the creative industries and become less reliant on agency funding.
3. To continue to develop and support our alumni through the alumni network
4. To continue to raise awareness of the value of creativity within the Curriculum.
5. To continue to review our management and governance.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

Ideas Foundation (the word "Limited" being omitted by licence from the Board of Trade) is registered as a company limited by guarantee and not having a capital divided by shares. In the event of the company being wound up, members are required to contribute an amount not exceeding £10.

The Company's operations are governed by its Memorandum and Articles of Association dated 18 July 2001. The company was registered as a charity on 6 February 2002 under registration number 1090451.

Appointment of Trustees

The directors of the company are also charity trustees for the purposes of charity law.

A full list of the Trustees/Directors who served during the year is set out on page 2. The power to appoint new Trustees rests with the existing Trustees.

Organization

The Charity is structured so that the Board of Trustees, who meet at regular intervals, deal with the policy and overall control of the Charity's activities. Day to day management is in the hands of the Managing Director, who reports to the Board of Trustees.

Daily operations are the responsibility of the Co-ordinators, reporting to the Managing Director. The Charity is assisted by 17 young people, members of the alumni group. The alumni group communicate regularly online, . meet regularly, run projects, advise the staff and Board of Directors and Trustees, and represent young people within the organisation.

Ideas Foundation
Trustees' Report
for the Year Ended 31 August 2020

STRUCTURE, GOVERNANCE AND MANAGEMENT

Risk management

The trustees have a risk management strategy which comprises:

- An annual review of the risks the Charity may face.
- The establishment of systems and procedures to mitigate those risks identified in the plan; and
- The implementation of procedures designed to minimise any potential impact on the Charity should those risks materialise.

This work has identified that financial sustainability is the major financial risk for the Charity. Attention is also focused on safeguarding, business continuity, and staff retention. A key element in the management of financial risk is via a reviewed reserves policy and the retention of sufficient working capital.

REFERENCE AND ADMINISTRATIVE DETAILS

Company Number: 04270652

Charity Number: 1090451

Directors: E M Smith - Chair
J A Wilkins
C J Harris
N Desalegene
M G Lainas
P M Prince
T L Johnson

Secretary: Sarah Brown

Senior Management: Heather MacRae - Chief Executive Officer

Registered Office: 93 Tabernacle Street, London EC2A 4BA

Auditors: SKS Audit LLP, Sheen Road, Richmond, TW91AD

Bankers: Coutts & Co., 440 Strand, London WC2R 0QS

Ideas Foundation
Trustees' Report
for the Year Ended 31 August 2020

DIRECTOR' RESPONSIBILITIES

The Trustees (who are also directors of Ideas Foundation 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 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.

DISCLOSURE OF INFORMATION TO AUDITORS

The directors who held office at the date of approval of this report confirm that, so far as they are each aware, there is no relevant audit information of which the auditors are unaware; and each director has taken all the steps that he/she ought to have taken as a director to make himself/herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

CHARITABLE AND POLITICAL DONATIONS

During the year the company made no political or charitable donations.

APPROVED BY THE TRUSTEES AND SIGNED ON ITS BEHALF BY:

E M SMITH
CHAIR

16th June 2021

Report of the Independent Auditors to the Members of Ideas Foundation

Opinion

We have audited the financial statements of Ideas Foundation (the 'charitable company') for the year ended 31 August 2020 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 August 2020 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern.

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Annual Report, other than the financial statements and our Report of the Independent Auditors thereon.

Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Report has been prepared in accordance with applicable legal requirements.

Report of the Independent Auditors to the Members of Ideas Foundation

Matters on which we are required to report by exception.

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to take advantage of the small companies' exemption from the requirement to prepare a Strategic Report or in preparing the trustees' Report.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Our responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue a Report of the Independent Auditors that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our Report of the Independent Auditors.

Use of our report.

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

James Foskett (Senior Statutory Auditor)
For on behalf of SKS Audit LLP
3 Sheen Road, Richmond
TW9 1AD

Date: 27th July 2021

Ideas Foundation

Statement of Financial Activities
for the Year Ended 31 August 2020

	Notes	Unrestricted funds £	Restricted fund £	2020 Total funds £	2019 Total funds £
INCOME					
Donations and legacies	2	949	85,300	86,249	88,300
Charitable activities	3				
Charitable Activities		27,374	496,874	524,248	301,254
Total		28,323	582,174	610,497	389,554
EXPENDITURE					
Raising funds					
Raising donations and legacies	4	15,808	-	15,808	24,198
		15,808	-	15,808	24,198
Charitable activities	5				
Creativity Programme		97,335	550,896	648,231	699,682
Total		113,143	550,896	664,039	723,880
NET INCOME/(EXPENDITURE) AND NET MOVEMENT IN FUND FOR THE YEAR		(84,820)	31,278	(53,542)	(334,326)
RECONCILIATION OF FUNDS					
Total funds brought forward		161,205	15,222	176,427	510,753
TOTAL FUNDS CARRIED FORWARD		<u>76,385</u>	<u>46,500</u>	<u>122,885</u>	<u>176,427</u>

The notes form part of these financial statements

Ideas Foundation

Balance Sheet
31 August 2020

	Notes	2020 £	2019 £
FIXED ASSETS			
Tangible assets	12	-	1,066
CURRENT ASSETS			
Debtors	13	7,940	98,633
Cash at bank and in hand		<u>167,446</u>	<u>89,165</u>
		175,386	187,798
CREDITORS			
Amounts falling due within one year	14	(52,501)	(12,437)
		<u>122,885</u>	<u>175,361</u>
NET CURRENT ASSETS			
		<u>122,885</u>	<u>176,427</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
		<u>122,885</u>	<u>176,427</u>
NET ASSETS			
		<u>122,885</u>	<u>176,427</u>
FUNDS	16		
Unrestricted funds		76,385	161,205
Restricted funds		<u>46,500</u>	<u>15,222</u>
TOTAL FUNDS		<u>122,885</u>	<u>176,427</u>

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 **16th June 2021** and were signed on its behalf by:

.....
E M Smith (Chair)

The notes form part of these financial statements

Ideas Foundation

Cash Flow Statement
for the Year Ended 31 August 2020

	Notes	2020 £	2019 £
Cash flows from operating activities			
Cash generated from operations	1	<u>78,281</u>	<u>(415,789)</u>
Net cash provided by/(used in) operating activities		<u>78,281</u>	<u>(415,789)</u>
Change in cash and cash equivalents in the reporting period		78,281	(415,789)
Cash and cash equivalents at the beginning of the reporting period		<u>89,165</u>	<u>504,954</u>
Cash and cash equivalents at the end of the reporting period		<u><u>167,446</u></u>	<u><u>89,165</u></u>

The notes form part of these financial statements

Ideas Foundation

Notes to the Cash Flow Statement
for the Year Ended 31 August 2020

1. **RECONCILIATION OF NET EXPENDITURE TO NET CASH FLOW FROM OPERATING ACTIVITIES**

	2020 £	2019 £
Net expenditure for the reporting period (as per the Statement of Financial Activities)	(53,542)	(334,326)
Adjustments for:		
Depreciation charges	1,066	2,144
Decrease/(increase) in debtors	90,693	(44,673)
Increase in creditors	<u>40,004</u>	<u>(38,935)</u>
Net cash provided by/(used in) operations	<u><u>78,281</u></u>	<u><u>(415,789)</u></u>

2. **ANALYSIS OF CHANGES IN NET FUNDS**

	At 1.9.19 £	Cash flow £	At 31.8.20 £
Net cash			
Cash at bank and in hand	<u>89,165</u>	<u>78,281</u>	<u>167,446</u>
Total	<u><u>89,165</u></u>	<u><u>78,281</u></u>	<u><u>167,446</u></u>

Ideas Foundation

Notes to the Financial Statements for the Year Ended 31 August 2020

1. ACCOUNTING POLICIES

BASIS OF PREPARING THE FINANCIAL STATEMENTS

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) Revised), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Ideas Foundation 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.

Preparation of accounts on a going concern basis

The Charity's Financial Statements show net unrestricted expenditure of £53,542 for the year and free reserves of £76,385. The Trustees are of the view that these results have secured the immediate future of the Charity for the next 12 to 18 months and on this basis the Charity is a going concern.

INCOME

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 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) 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.

(c) Grants and donations of general nature which are not conditional on delivering certain levels of service are included as part of donations 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.

(d) Income from charitable activities include income recognised as earned (as the related goods and services are provided) under contract.

Volunteers and donated services, facilities and goods

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 of the Charity is not recognised in the main body of the financial accounts, but detail is contained in the Trustees report.

On receipt, donated professional services, donated facilities and goods 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.

Ideas Foundation

Notes to the Financial Statements - continued for the Year Ended 31 August 2020

1. ACCOUNTING POLICIES - continued

EXPENDITURE

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. 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.

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 and administration 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 bases on which support costs have been allocated are set out in note 7.

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 basis:

Office equipment - 25% on cost.

TAXATION

The charity is exempt from corporation tax on its charitable 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.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

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.

Pension Costs

The Charity operates a contributory defined contribution pension scheme, the assets of which are held separately from those of the Charity. Pension costs are charged to the SOFA in the period to which they relate.

Ideas Foundation

Notes to the Financial Statements - continued
for the Year Ended 31 August 2020

1. ACCOUNTING POLICIES - continued

Judgement and key sources of estimation uncertainty

In the application of the Charity'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.

2. DONATIONS AND LEGACIES

	Unrestricted Funds	Restricted Funds	2020 £	2019 £
Just Giving	467	-	467	-
Donation	50	-	50	-
MARSHCOM	13	-	13	-
BJL Agency Manchester - donation in kind	419	4800	5,219	4,800
Canon - donation in kind	-	5,000	5,000	5,000
National Association for Teaching of English	-	5,000	5,000	5,000
Octagon Studio - donations in kind	-	10,000	10,000	10,000
Ogilvy & Mather - donation in kind	-	35,000	35,000	35,000
Queen Mary University of London	-	5,000	5,000	5,000
Salesforce - donation in kind	-	-	-	3,000
University of Arts - donation in kind	-	12,500	12,500	12,500
Advertising agencies - donation in kind	-	8,000	8,000	8,000
<u>TOTAL</u>	<u>949</u>	<u>85,300</u>	<u>86,249</u>	<u>88,300</u>

The donations income in 2019 totalling £88,300 was attributed fully to restricted funds.

Ideas Foundation

Notes to the Financial Statements - continued
for the Year Ended 31 August 2020

3. INCOME FROM CHARITABLE ACTIVITIES

	Unrestricted Funds	Restricted Funds	2020 £	2019 £
<u>Grant Income:</u>				
Burberry Inspire	-	404,000	404,000	-
The Careers & Enterprise Company - Burberry North	-	30,000	30,000	37,500
Canon (UK) Ltd	-	8,850	8,850	8,539
Comino Foundation	-	16,064	16,064	56,248
Manchester College	-	7,200	7,200	-
<u>Sponsorship & Prize Income</u>				
The Creative Floor	-	-	-	22,500
Pearson	1,820	-	1,820	-
BBH	10,000	-	10,000	-
<u>Programme Income</u>	-	-	-	176,467
Nike	-	18,760	18,760	-
BBC	-	3,000	3,000	-
Canon Sellafield	-	9,000	9,000	-
<u>Government Furlough Grant</u>	15,554	-	15,554	-
<u>TOTAL</u>	<u>27,374</u>	<u>496,874</u>	<u>524,248</u>	<u>301,254</u>

The income from charitable activities in 2019 totalling £301,254 was attributed to £102,287 restricted funds and £198,967 unrestricted funds.

4. RAISING DONATIONS AND LEGACIES

	Unrestricted funds £	Restricted funds £	2020 Total funds £	2019 Total funds £
Staff costs	15,720	-	15,720	18,648
Fundraising Costs	<u>88</u>	<u>-</u>	<u>88</u>	<u>5,550</u>
	<u>15,808</u>	<u>-</u>	<u>15,808</u>	<u>24,198</u>

Ideas Foundation

Notes to the Financial Statements - continued
for the Year Ended 31 August 2020

5. CHARITABLE ACTIVITIES COSTS

	Direct Costs (see note 6) £	Support costs (see note 7) £	Totals £
Creativity Programme	<u>584,198</u>	<u>64,033</u>	<u>648,231</u>

Direct Costs includes £33,302 unrestricted fund and restricted fund of £550,896 which relates to charitable activities

6. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2020 £	2019 £
Staff costs	155,511	123,870
Advertising	5,638	30,818
Trainers materials programme development and delivery.	299,841	448,903
Travel	719	-
Printing, postage and stationery	19,510	-
Subcontractors	17,335	-
External venue hire	35,644	-
Consultancy	15,000	-
Office Rent	<u>35,000</u>	<u>-</u>
	<u>584,198</u>	<u>603,591</u>

7. SUPPORT AND GOVERNANCE COSTS

	General Support Costs	Governance Function	2020 £	2019 £
General office & finance staff (Inc. subcontractors)	41,025	-	41,025	43,835
Premises costs	105	-	105	35,000
Other office costs	4,657	-	4,657	7,159
Professional fees	8,712	-	8,712	630
Insurance	1,867	-	1,867	1,322
Depreciation	1,066	-	1,066	2,144
Audit fees	-	6,600	6,600	6,000
<u>TOTAL</u>	<u>57,433</u>	<u>6,600</u>	<u>64,033</u>	<u>96,090</u>

8. NET INCOME/(EXPENDITURE)

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

	2020 £	2019 £
Auditors' remuneration	6,600	6,000
Depreciation - owned assets	<u>1,066</u>	<u>2,144</u>

Ideas Foundation

Notes to the Financial Statements - continued
for the Year Ended 31 August 2020

9. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 August 2020 nor for the year ended 31 August 2019.

TRUSTEES' EXPENSES

There were no trustees' expenses paid for the year ended 31 August 2020 nor for the year ended 31 August 2019.

10. STAFF COSTS

	2020	2019
	£	£
Wages and salaries	<u>212,258</u>	<u>186,353</u>
	<u>212,258</u>	<u>186,353</u>

Gross Wages - £186,482, employer's NI - £17,919, employer's pension - £4,309, temporary staff - £3,548.

Key Management Personnel of the charity comprise of the Chief executive officer. During the year the CEO was paid salary and fees of £51,911, (2019 - £62,157), for providing management program related services.

The average monthly number of employees during the year was as follows:

	2020	2019
Direct charitable work	5	5
Administrative work	<u>1</u>	<u>1</u>
	<u>6</u>	<u>6</u>

No employees received emoluments in excess of £60,000.

Ideas Foundation

Notes to the Financial Statements - continued
for the Year Ended 31 August 2020

12. TANGIBLE FIXED ASSETS

	Fixtures and fittings £
COST	
At 1 September 2019 and 31 August 2020	<u>8,577</u>
DEPRECIATION	
At 1 September 2019	7,511
Charge for year	<u>1,066</u>
At 31 August 2020	<u>8,577</u>
NET BOOK VALUE	
At 31 August 2020	<u>-</u>
At 31 August 2019	<u>1,066</u>

13. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020	2019
	£	£
Trade debtors	7,000	97,662
Prepayments	<u>940</u>	<u>971</u>
	<u>7,940</u>	<u>98,633</u>

14. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020	2019
	£	£
Trade creditors	661	5,885
Other creditors	-	552
Accruals and deferred income (see Note 16)	<u>51,840</u>	<u>6,000</u>
	<u>52,501</u>	<u>12,437</u>

15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted funds £	Restricted fund £	2020 Total funds £	2019 Total funds £
Fixed assets	-	-	-	1,066
Net Current assets	<u>76,385</u>	<u>46,500</u>	<u>122,885</u>	<u>175,361</u>
	<u>76,385</u>	<u>46,500</u>	<u>122,885</u>	<u>176,427</u>

Ideas Foundation

Notes to the Financial Statements - continued
for the Year Ended 31 August 2020

16. DEFERRED INCOME

	2020 £	2019 £
Brought Forward	-	-
Carried Forward	<u>45,240</u>	<u>-</u>
	<u>45,240</u>	<u>-</u>

Deferred Income represents programming income of £45,240 received for next financial year.

17. MOVEMENT IN FUNDS

	Balance at 01.09.2019 in £	Income	Expenditure	Balance at 31.08.2020 in £
Restricted Funds: -				
The Burberry Foundation	-	404,000	375,827	28,173
Nike	-	18,760	16,448	2,312
The Careers & Enterprise Company -				
Burberry North Yorkshire	-	30,000	16,608	13,392
BBC	-	3,000	375	2,625
Comino Foundation	15,223	16,064	31,287	-
Canon Sellafield	-	9,000	9,000	-
Manchester College	-	7,200	7,200	-
Cannon (UK) Ltd	-	8,850	8,850	-
BJL Agency Manchester - donation in kind	-	4,800	4,800	-
Canon - donation in kind	-	5,000	5,000	-
National Association for Teaching of				
English	-	5,000	5,000	-
Octagon Studio - donations in kind	-	10,000	10,000	-
Ogilvy & Mather - donation in kind	-	35,000	35,000	-
Queen Mary University of London	-	5,000	5,000	-
University of Arts - donation in kind	-	12,500	12,500	-
Advertising agencies - donation in kind	-	8,000	8,000	-
 Total Restricted Funds	 <u>15,223</u>	 <u>582,174</u>	 <u>550,896</u>	 <u>46,500</u>
Unrestricted Fund: -				
General Funds	<u>161,205</u>	<u>28,323</u>	<u>113,143</u>	<u>76,385</u>
 <u>TOTAL FUNDS</u>	 <u>176,428</u>	 <u>610,497</u>	 <u>664,039</u>	 <u>122.885</u>

Ideas Foundation

Notes to the Financial Statements - continued
for the Year Ended 31 August 2020

17. MOVEMENT IN FUNDS - continued

Movement in Funds - Previous year

	Balance at 01.09.2018 in £	Income	Expenditure	Balance at 31.08.2019 in £
Restricted Funds: -				
BJL Agency Manchester - donation in kind	-	4,800	4,800	-
Canon - donation in kind	-	5,000	5,000	-
National Association for Teaching of English	-	5,000	5,000	-
Octagon Studio - donations in kind	-	10,000	10,000	-
Ogilvy & Mather - donation in kind	-	35,000	35,000	-
Queen Mary University of London	-	5,000	5,000	-
Salesforce - donation in kind	-	3,000	3,000	-
University of Arts - donation in kind	-	12,500	12,500	-
Advertising agencies - donation in kind	-	8,000	8,000	-
The Burberry Foundation	388,082	-	388,082	-
The Careers & Enterprise Company - Burberry North Yorkshire	-	37,500	37,500	-
Canon (UK) Ltd	-	8,539	8,539	-
Comino Foundation	18,543	56,248	59,568	15,223
Royal Academy of Engineering	29,507	-	29,507	-
Total Restricted Funds	<u>436,132</u>	<u>190,587</u>	<u>611,496</u>	<u>15,223</u>
Unrestricted Fund: -				
General Funds	<u>74,621</u>	<u>198,967</u>	<u>112,383</u>	<u>161,205</u>
<u>TOTAL FUNDS</u>	<u>510,753</u>	<u>389,554</u>	<u>723,879</u>	<u>176,428</u>

Description, nature, and purpose of restricted funds:

Advertising Agencies: Donation in kind supplied to the charity, in the form of venues for Ladder events.

BJL Agency Manchester: Donation in kind supplied to the charity, in the form of venue, equipment and staffing for BJL Summer School.

BBC: Creative media camp.

Canon: Donation in kind in the form of venue and resource creation.

Canon (UK) Ltd: Funding towards Imaging for Good project.

Canon Sellafeld: Digital Storytelling activities in West Cumbria.

Comino Foundation: Project funding for work in the Northwest of England.

Manchester College: Employability bootcamp activities

Ideas Foundation

Notes to the Financial Statements - continued for the Year Ended 31 August 2020

National Association for Teaching of English: Donation in kind in the form of advice and consultancy for Curriculum.

Nike: Education programme in relation to Black History month.

Octagon Studios: Donation in kind supplied to the charity, in the form of for assistance with the Augmented Reality project.

Ogilvy & Mather: Donation in kind supplied to the charity, in the form of office space and associated facilities.

Queen Mary University of London: Donation in kind in the form of advice and consultancy for Curriculum.

Royal Academy Engineering: Funding towards the Digital Story Telling Project, which involves engineers working with young people to promote stem careers.

Salesforce: Donation in kind supplied to the charity, in the form of software licence.

The Burberry Foundation: Funding towards This Project aims to positively impact social mobility in young people from disadvantaged communities in Yorkshire through the use of arts and culture to improve young people's confidence, self-belief and critical thinking.

The Careers & Enterprise Company - Burberry North Yorkshire: - Funding towards the working with Burberry in North Yorkshire to nurture creativity.

University of Arts: Donation in kind supplied to the charity, in the form of venue, equipment and staffing for CMC Summer School.

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.

18. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 August 2020.

Details of Senior Management are shown in Note 10.

19. POST BALANCE SHEET EVENTS

During the year-end, the Coronavirus (COVID-19) has emerged globally, resulting in a significant impact on businesses worldwide. As a result, some operations have been restricted. However, the Charity continues to operate using alternative methods and remote working. The trustees are unable to evaluate the overall financial impact on the Charity at present. Hence financial statements do not include any adjustments that might result from the outcome of this uncertainty. The trustees are continuing to monitor, assess, and act to the current changing environment to position the Company to ensure its future success."

20. SHARE CAPITAL

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

Ideas Foundation

Detailed Statement of Financial Activities
for the Year Ended 31 August 2020

	2020 £	2019 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	86,249	88,300
Charitable activities		
Contract income Programmes	27,374	176,467
The Creative Floor	-	22,500
Grants	<u>496,874</u>	<u>102,287</u>
	<u>524,248</u>	<u>301,254</u>
Total incoming resources	610,497	389,554
EXPENDITURE		
Raising donations and legacies		
Wages	15,720	18,648
Fundraising Costs	<u>88</u>	<u>5,550</u>
	15,808	24,198
Charitable activities		
Wages	155,511	123,870
Advertising	5,638	30,818
Trainers materials programme development and delivery.	299,841	448,903
Travel	719	-
Printing, postage and stationery	19,510	-
Subcontractors	17,335	-
External venue hire	35,644	-
Consultancy	15,000	-
Office Rent	<u>35,000</u>	<u>-</u>
	584,198	603,591

Ideas Foundation

Detailed Statement of Financial Activities
for the Year Ended 31 August 2020

	2020 £	2019 £
Support costs		
Management		
Wages	41,027	43,835
Insurance	1,867	1,323
Telephone	1,324	-
Postage and stationery	245	-
Premises Cost	105	35,000
Other office costs	623	7,159
Refreshments	589	-
Sundry expenses	1,216	-
Legal and professional Cost	7,250	630
Subscriptions and membership	1,462	-
Computer cost	659	-
Fixtures and fittings	<u>1,066</u>	<u>2,144</u>
	57,433	90,091
 Governance costs		
Auditors' remuneration	<u>6,600</u>	<u>6,000</u>
 Total resources expended	<u>664,039</u>	<u>723,880</u>
 Net expenditure	<u>(53,542)</u>	<u>(334,326)</u>