

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**

<b>Company number</b>	04270652
<b>Charity number</b>	1090451
<b>Registered office</b>	C/O Godfrey Wilson Limited Chartered accountants and statutory auditors 5th Floor Mariner House 62 Prince Street Bristol BS1 4QD
<b>Operational address</b>	C/O Ogilvy Group UK Sea Containers 18 Upper Ground London England SE1 9RQ
<b>Trustees</b>	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 N Desalegene C J Harris M G Lainas P M Wilson J A Wilkins
	Chair   resigned 25 January 2023
<b>Company secretary</b>	Emma Hope
<b>Chief executive officer</b>	Heather MacRae
<b>Bankers</b>	Coutts & Co 440 Strand London WC2R 0QS
<b>Auditors</b>	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

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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.

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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.

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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, dunnos, 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.

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**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.

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**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)

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"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.



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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.

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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

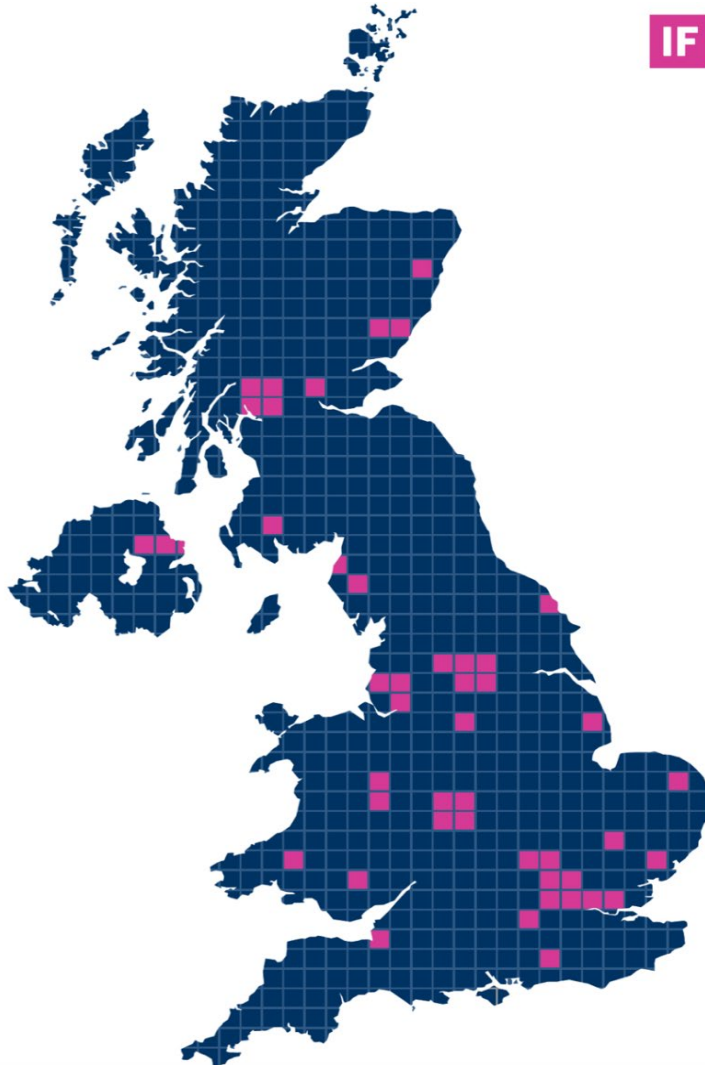
## Schools and Colleges supported

### 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



IF

## 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.

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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.

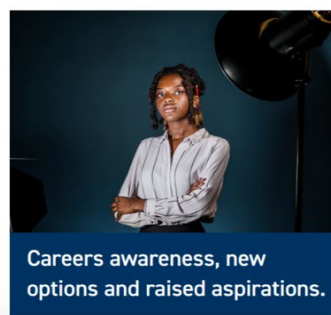
The face-to-face workshops' inspiration with motivational tutors has been especially valued. This past year we have concentrated on smaller numbers within workshops – many students are more apprehensive about working in larger groups. So, although we are working with a similar number of schools, we have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

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#### 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.

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#### 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.



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##### **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.

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##### **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**

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##### **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**

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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**

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**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**

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#### **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**

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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**

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#### **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**

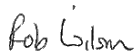
#### **Ideas Foundation**

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

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

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**

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

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##### **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**

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

**3. Income from donations**

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

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#### 4. Gifts in kind

The following gifts in kind were received during the period:

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

#### 5. Income from charitable activities

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

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

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
<b>Sub-total</b>	<b>6,392</b>	<b>775,436</b>	<b>109,569</b>	<b>891,397</b>
Allocation of support and governance costs	-	109,569	(109,569)	-
<b>Total expenditure</b>	<b>6,392</b>	<b>885,005</b>	<b>-</b>	<b>891,397</b>

## 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 £
<b>Cost</b>	
At 1 September 2022	8,390
Additions in year	<u>2,524</u>
At 31 August 2023	<u>10,914</u>
<b>Depreciation</b>	
At 1 September 2022	2,405
Charge for the year	<u>2,463</u>
At 31 August 2023	<u>4,868</u>
<b>Net book value</b>	
<b>At 31 August 2023</b>	<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
<b>Net assets at 31 August 2023</b>	<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
<b>Net assets at 31 August 2022</b>	<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 £
<b>Restricted funds</b>				
The Burberry Foundation	2,583	1,000	(3,583)	-
Manchester College	-	18,000	(18,000)	-
Canon Europe	-	11,625	(7,552)	<b>4,073</b>
Engineer the Story - RAENG	9,283	11,000	(20,283)	-
Procter and Gamble	27,580	114,000	(125,982)	<b>15,598</b>
BBC	-	50,000	(29,997)	<b>20,003</b>
ITV Studios	2,518	-	(2,518)	-
Creating Connections	-	38,488	(27,281)	<b>11,207</b>
King's Coronation	-	263,000	(255,727)	<b>7,273</b>
<b>Total restricted funds</b>	<b>41,964</b>	<b>507,113</b>	<b>(490,923)</b>	<b>58,154</b>
<b>Unrestricted funds</b>				
General funds	235,707	151,055	(148,159)	<b>238,603</b>
<b>Total unrestricted funds</b>	<b>235,707</b>	<b>151,055</b>	<b>(148,159)</b>	<b>238,603</b>
<b>Total funds</b>	<b>277,671</b>	<b>658,168</b>	<b>(639,082)</b>	<b>296,757</b>

#### 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 £
<b>Restricted funds</b>					
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)	-	-
<b>Total restricted funds</b>	<u>74,589</u>	<u>727,725</u>	<u>(763,792)</u>	<u>3,442</u>	<u>41,964</u>
<b>Unrestricted funds</b>					
General funds	<u>102,517</u>	<u>264,237</u>	<u>(127,605)</u>	<u>(3,442)</u>	<u>235,707</u>
<b>Total unrestricted funds</b>	<u>102,517</u>	<u>264,237</u>	<u>(127,605)</u>	<u>(3,442)</u>	<u>235,707</u>
<b>Total funds</b>	<u>177,106</u>	<u>991,962</u>	<u>(891,397)</u>	<u>-</u>	<u>277,671</u>

#### 18. Related party transactions

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