

# Report for Action for Arts Trust

For the Year Ending March 31, 2024

## 1. Introduction

Action for Arts Trust continues to empower individuals and communities through the arts. Over the past year, the Trust has expanded its impact through innovative projects and programmes, while transitioning towards a new strategic direction. This report reflects on our achievements, challenges, and future plans, highlighting our evolving focus on consultancy, creative career development, and returning to the production space.

## 2. Summary of Activities

In 2023-2024, Action for Arts Trust delivered an impactful programme of charitable activities, including:

- **Freestyle Connect Project:** Focused on promoting authentic street dance in North Wales through workshops, performances, and outreach.
- **R&D for Cross-Cultural Performance:** Began development of a multidisciplinary production inspired by Dylan Thomas's works, featuring high-profile collaborators and emerging talent.
- **Community Engagement Initiatives:** Engaged 570 participants through workshops and educational programmes designed to inspire and nurture creative skills.
- **Summer Internship Programme** for North Wales graduates
- **The Reso** - a dementia friendly co-production with music producer Steve Allen Jones Welsh actor Ian Puleston Davies and a cast of local talent, creating a new audio theatre series capturing the history and heritage of Rhyl as a 1960's holiday destination. Followed by a 20 date interactive workshop tour to community facilities across Denbighshire.

Simultaneously, we began laying the groundwork for a new strategic direction, emphasizing consultancy services and supporting the next generation of creative professionals.

## 3. Key Achievements

### Artistic Development

- Supported an emerging dancer, former contestant of *BBC Young Dancer of the Year*, in refining their craft and engaging in high-profile projects through a bespoke apprenticeship.
- Fostered a creative collaboration with celebrated vibraphonist Orphy Robinson MBE, combining street dance, Caribbean music, and Dylan Thomas's literary works.

## **Community and Youth Engagement**

- Delivered 25 creative workshops reaching a diverse audience of young people across North Wales.
- Partnered with local organisations to integrate arts/health and wellbeing education, enhancing young people's creative and physical skill sets.

## **Progress Towards Strategic Goals**

- Launched consultancy services to guide young creatives, with a focus on career pathways across the creative and digital sectors.
- Began targeting the 18-24 demographic, offering programs to enhance employability and skills competencies.
- Initiated plans for returning to the production space, with a focus on creating performance opportunities for exceptionally talented UK artists.

## **4. Case Studies**

### **Transforming Young Lives Through Mentorship**

One of our participants, a postgraduate with ADHD, thrived under a tailored mentorship and apprenticeship program. With guidance from professional mentors, they transitioned from academic uncertainty to securing their first professional street dance role, demonstrating the value of personalized support in creative career development.

### **Building a Pathway for Emerging Talent**

Through our collaboration with an Autistic creative graduate from Anglesey, Action for Arts helped an emerging talent gain valuable experience working on a multidisciplinary project. This opportunity enabled them to grow their profile and confidence, resulting in achieving employment with a national music charity.

## **5. Challenges and Lessons Learned**

- **Funding Gaps:** Securing sustainable funding for long-term initiatives remains a challenge. A diversified fundraising strategy is being implemented to address this.
- **Capacity Building:** Expanding into consultancy and production required new resources and skillsets. These challenges are being met through strategic partnerships and training.
- **Youth Outreach:** Reaching underrepresented 18-24 demographics required adaptive approaches, emphasizing the need for digital marketing and flexible program structures.

## **6. Strategic Direction**

### **Consultancy on Creative Career Development**

Action for Arts Trust is moving toward a new strategic role as a consultancy, focusing on

supporting creative career pathways, especially for the 18-24 demographic. Our consultancy will provide:

- Tailored advice and resources for emerging talent.
- Skills development programs to enhance employability in the arts.
- Networking opportunities and guidance on navigating the creative industries.

### **Returning to the Production Space**

The Trust is re-entering the production space to provide new performance opportunities for exceptionally talented UK artists. Upcoming projects include:

- **Cross-Cultural Multidisciplinary Performance:** An innovative project blending Dylan Thomas's literary works with street dance and Caribbean music.
- **Future Productions:** Plans to develop cutting-edge performances that showcase diverse voices and artistic discipline

## **7. Plans for the Future**

1. **Expand Consultancy Services:** Establish Action for Arts as a trusted advisor for creative career development, offering tailored support for emerging talent.
2. **Develop Production Capabilities:** Secure funding and partnerships for high-quality creative performances that elevate UK artists on the national and international stage.
3. **Engage the 18-24 Demographic:** Launch targeted programs to improve skills, confidence, and employability among young creatives.
4. **Strengthen Digital Presence:** Implement a comprehensive digital marketing strategy to promote activities, attract talent, and engage diverse audiences.

## **8. Acknowledgments**

Action for Arts Trust extends heartfelt thanks to our funders, partners, collaborators, and volunteers. Your contributions make our work possible and enable us to create meaningful change in the arts and beyond.

## **9. Conclusion**

The year ending March 2024 has been a transformative period for Action for Arts Trust. By successfully delivering impactful projects and redefining our strategic direction, we have laid the foundation for an exciting future. Through consultancy, creative career development, and groundbreaking productions, we remain committed to inspiring and empowering the next generation of artists and audiences.

**Impact data 2023-2024**

<b>Activity Types</b>	<b>Number of Activities</b>	<b>Number of Participants/ Attendances</b>
Training and Mentoring Sessions	42	370
Events	45	3200
Workshops	24	518
New Employment Opportunities Created	2	2
Artists Supported	8	8
Internships	1	1
Apprenticeships	1	1
Freelance Opportunities	9	9

**Action for Arts Trust Ltd Trustees**

The trustees serving during the year and since the year end were as follows:

Mr Martin Williams  
Mr Sonam Nayer  
Mr Paul Bradshaw  
Mr Anthony Minvielle  
Mr Simon Edwards

**ACTION FOR ARTS TRUST LTD  
DIRECTORS' REPORT AND  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2024**

## Action for Arts Trust Ltd Contents

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Detailed Income and Expenditure Account	7

**Action for Arts Trust Ltd**  
**Company Information**  
**For The Year Ended 31 March 2024**

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<b>Directors</b>	Mr Tony Minivielle Mr Sam Nayer Mr Paul Bradshaw Mr Simon Edwards Mr Martin Williams
<b>Company Number</b>	4390384
<b>Registered Office</b>	70 Pen y Bryn Road Colwyn Bay Conwy LL29 6AL
<b>Accountants</b>	Marstane Accountancy Services Ltd

**Action for Arts Trust Ltd**  
**Company No. 4390384**  
**Directors' Report For The Year Ended 31 March 2024**

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The directors present their report and the financial statements for the year ended 31 March 2024.

**Directors**

The directors who held office during the year were as follows:

Mr Tony Miniville  
Mr Sam Nayer  
Mr Paul Bradshaw  
Mr Simon Edwards  
Mr Martin Williams

**Statement of Directors' Responsibilities**

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing the financial statements the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the 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 company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

**Small Company Rules**

This report has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

On behalf of the board



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Mr Martin Williams

Director

12/12/2024



**Action for Arts Trust Ltd  
Accountant's Report  
For The Year Ended 31 March 2024**

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In accordance with the engagement letter dated , and in order to assist you to fulfil your duties under the Companies Act 2006, we have compiled the financial statements of the company from the accounting records and information and explanations you have given to us.

This report is made to the directors in accordance with the terms of our engagement. Our work has been undertaken to prepare for approval by the directors the financial statements that we have been engaged to compile, to report to the directors that we have done so, and to state those matters that we have agreed to state to them in this 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 Company and the Company's directors for our work or for this report.

You have acknowledged on the balance sheet as at year ended 31 March 2024 your duty to ensure that the company has kept proper accounting records and to prepare financial statements that give a true and fair view under the Companies Act 2006. You consider that the company is exempt from the statutory requirement for an audit for the year.

We have not been instructed to carry out an audit of the financial statements. For this reason, we have not verified the accuracy or completeness of the accounting records or information and explanations you have given to us and we do not, therefore, express any opinion on the financial statements.

Signed

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12/12/2024

Marstane Accountancy Services Ltd

**Action for Arts Trust Ltd**  
**Income and Expenditure Account**  
**For The Year Ended 31 March 2024**

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	Notes	2024 £	2023 £
<b>TURNOVER</b>		65,987	-
Cost of sales		(21,121)	-
		<hr/>	<hr/>
<b>GROSS SURPLUS</b>		44,866	-
Administrative expenses		(25,596)	(43,979)
Other operating income		-	39,469
		<hr/>	<hr/>
<b>OPERATING SURPLUS/(DEFICIT)</b>		19,270	(4,510)
Interest payable and similar charges		(60)	(60)
		<hr/>	<hr/>
<b>SURPLUS/(DEFICIT) FOR THE FINANCIAL YEAR</b>		<u><u>19,210</u></u>	<u><u>(4,570)</u></u>

The notes on page 6 form part of these financial statements.

**Action for Arts Trust Ltd**  
**Balance Sheet**  
**As At 31 March 2024**

		2024	2023
	Notes	£	£
<b>CURRENT ASSETS</b>			
Debtors	5	(4,787)	(5,519)
Cash at bank and in hand		35,978	19,100
		31,191	13,581
<b>NET CURRENT ASSETS (LIABILITIES)</b>		31,191	13,581
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		31,191	13,581
<b>Creditors: Amounts Falling Due After More Than One Year</b>	6	-	(1,600)
<b>NET ASSETS</b>		31,191	11,981
Income and Expenditure Account		31,191	11,981
<b>MEMBERS' FUNDS</b>		31,191	11,981

For the year ending 31 March 2024 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

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

On behalf of the board



Mr Martin Williams

Director

12/12/2024

The notes on page 6 form part of these financial statements.

# Action for Arts Trust Ltd

## Notes to the Financial Statements

### For The Year Ended 31 March 2024

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#### 1. General Information

Action for Arts Trust Ltd is a company limited by guarantee, incorporated in England & Wales, registered number 4390384. The registered office is 70 Pen y Bryn Road, Colwyn Bay, Conwy, LL29 6AL.

#### 2. Accounting Policies

##### 2.1. Basis of Preparation of Financial Statements

The financial statements have been prepared under the historical cost convention and in accordance with Financial Reporting Standard 102 section 1A Small Entities "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Companies Act 2006.

##### 2.2. Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover is reduced for estimated customer returns, rebates and other similar allowances.

##### Sale of goods

Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods has transferred to the buyer. This is usually at the point that the customer has signed for the delivery of the goods.

##### Rendering of services

Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs. Turnover is only recognised to the extent of recoverable expenses when the outcome of a contract cannot be estimated reliably.

#### 3. Average Number of Employees

Average number of employees, including directors, during the year was: 3 (2023: 2)

4.

**Please note that Grants were received from**

**Arts Council of Wales - £32,000**

**Denbighshire County Council -£7,200**

#### 5. Debtors

	2024	2023
	£	£
<b>Due within one year</b>		
Prepayments and accrued income	(4,787)	(5,519)

#### 6. Creditors: Amounts Falling Due After More Than One Year

	2024	2023
	£	£
Other creditors	-	1,600

#### 7. Share Capital

**Action for Arts Trust Ltd**  
**Detailed Income and Expenditure Account**  
**For The Year Ended 31 March 2024**

	<b>2024</b>		<b>2023</b>	
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>TURNOVER</b>				
Sales		65,987		-
<b>COST OF SALES</b>				
Purchases	21,121		-	
		(21,121)		-
<b>GROSS SURPLUS</b>		44,866		-
<b>Administrative Expenses</b>				
Wages and salaries	17,916		5,495	
Protective clothing	763		-	
Travel expenses	203		4,517	
Rent	2,107		3,087	
Hire and leasing of plant, equipment and vehicles	-		3,867	
Hire and leasing of plant and machinery	668		-	
Insurance	634		427	
Printing, postage and stationery	797		-	
Telecommunications	379		-	
Accountancy fees	1,590		924	
Legal fees	26		1,210	
Consultancy fees	216		23,842	
Subscriptions	297		-	
Sundry expenses	-		610	
		(25,596)		(43,979)
<b>Other Operating Income</b>				
Other coronavirus grant income	-		39,469	
		-		39,469
<b>OPERATING SURPLUS/(DEFICIT)</b>		19,270		(4,510)
<b>Interest payable and similar charges</b>				
Bank charges	60		60	
		(60)		(60)
<b>SURPLUS/(DEFICIT) FOR THE FINANCIAL YEAR</b>		19,210		(4,570)

**ACTION FOR ARTS TRUST LTD  
DIRECTORS' REPORT AND  
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On behalf of the board



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Mr Martin Williams

Director

12/12/2024

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On behalf of the board



Mr Martin Williams

Director

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