

Report for Action for Arts Trust

For the Year Ending March 31, 2025

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 2024-2025, 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.
- **Community Engagement Initiatives:** Engaged 620 participants through workshops and educational programmes designed to inspire and nurture creative skills.
- **Summer Internship Programme** for North Wales graduates
- **Memory in Motion** - a dementia friendly touring project funded by DVSC, providing creative movement sessions. Visiting 16 community spaces and care homes, and working with 210 people living with dementia and 450 community members.

Simultaneously, we have begun working towards a new strategic direction, emphasizing consultancy services and supporting the next generation of creative professionals.

3. Key Achievements

Community and Youth Engagement

- Delivered 20 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 Adults Lives Through Mentorship

We have been working with partners The Willow Collective in Rhyl, focusing on supporting programme development to provide transitional support for young people leaving mainstream education. Working with both neurodiverse and neurotypical individuals who are requiring alternative solutions to careers advice and moving on from welfare dependency.

Building a Pathway for Emerging Talent

Through research and consultation, we have helped develop a business proposal for supporting a creative industries focused tech and digital media centre, that will provide a substantial resource for business advice, mentoring, and test the market opportunities for start ups.

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 enable new opportunities for exceptionally talented UK creatives.

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 programmes with trusted partners to improve skills, confidence, and employability among young creatives.
4. **Strengthen Digital Presence:** Designing 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 2025 continues to be 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, we remain committed to inspiring and empowering the creative sector.

Impact data 2024-2025

| Activity Types | Number of Activities | Number of Participants/ Attendances |
|--------------------------------------|----------------------|--|
| Training and Mentoring Sessions | 65 | 620 |
| Events | 30 | 1800 |
| Workshops | 24 | 518 |
| New Employment Opportunities Created | 3 | 3 |
| Artists Supported | 8 | 8 |
| Internships | 1 | 1 |
| Freelance Opportunities | 5 | 5 |

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 2025**

Action for Arts Trust Ltd Contents

| | Page |
|---|-------------|
| Company Information | 1 |
| Directors' Report | 2 |
| Accountant's Report | 3 |
| Income and Expenditure Account | 4 |
| Balance Sheet | 5 |
| Notes to the Financial Statements | 6 |
| The following pages do not form part of the statutory accounts: | |
| Detailed Income and Expenditure Account | 7 |

**Action for Arts Trust Ltd
Company Information
For The Year Ended 31 March 2025**

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

Action for Arts Trust Ltd
Company No. 4390384
Directors' Report For The Year Ended 31 March 2025

The directors present their report and the financial statements for the year ended 31 March 2025.

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



Mr Martin Williams

Director
14/11/2025

**Action for Arts Trust Ltd
Accountant's Report
For The Year Ended 31 March 2025**

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 2025 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.

14/11/2025

Marstane Accountancy Services Ltd

Action for Arts Trust Ltd
Income and Expenditure Account
For The Year Ended 31 March 2025

| | Notes | 2025 £ | 2024 £ |
|---|-------|-------------|-------------|
| TURNOVER | | 49,350 | 65,987 |
| Cost of sales | | (24,900) | (21,121) |
| | | <hr/> | <hr/> |
| GROSS SURPLUS | | 24,450 | 44,866 |
| Administrative expenses | | (31,882) | (25,596) |
| | | <hr/> | <hr/> |
| OPERATING (DEFICIT)/SURPLUS | | (7,432) | 19,270 |
| Interest payable and similar charges | | (60) | (60) |
| | | <hr/> | <hr/> |
| (DEFICIT)/SURPLUS FOR THE FINANCIAL YEAR | | <hr/> <hr/> | <hr/> <hr/> |

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

Action for Arts Trust Ltd
Balance Sheet
As At 31 March 2025

| | | 2025 | | 2024 | |
|---|-------|---------|--------|---------|--------|
| | Notes | £ | £ | £ | £ |
| CURRENT ASSETS | | | | | |
| Debtors | 5 | - | | (4,787) | |
| Cash at bank and in hand | | 28,486 | | 35,978 | |
| | | | | | |
| | | 28,486 | | 31,191 | |
| Creditors: Amounts Falling Due Within One Year | 6 | (4,787) | | - | |
| | | | | | |
| NET CURRENT ASSETS (LIABILITIES) | | | 23,699 | | 31,191 |
| | | | | | |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | | 23,699 | | 31,191 |
| | | | | | |
| NET ASSETS | | | 23,699 | | 31,191 |
| | | | | | |
| Income and Expenditure Account | | | 23,699 | | 31,191 |
| | | | | | |
| MEMBERS' FUNDS | | | 23,699 | | 31,191 |

For the year ending 31 March 2025 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

14/11/2025

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 2025

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 (2024: 3)

4.

Please note that Grants were received from

Arts Council of Wales - £32,000

Denbighshire County Council -£7,200

5. Debtors

2025

2024

£

£

Due within one year

Prepayments and accrued income

-

(4,787)

6. Creditors: Amounts Falling Due Within One Year

2025

2024

£

£

Accruals and deferred income

4,787

-

7. Share Capital

Action for Arts Trust Ltd
Detailed Income and Expenditure Account
For The Year Ended 31 March 2025

| | 2025 | | 2024 | |
|---|-------------|----------------|-------------|---------------|
| | £ | £ | £ | £ |
| TURNOVER | | | | |
| Sales | | 49,350 | | 65,987 |
| COST OF SALES | | | | |
| Purchases | 24,900 | | 21,121 | |
| | | (24,900) | | (21,121) |
| GROSS SURPLUS | | 24,450 | | 44,866 |
| Administrative Expenses | | | | |
| Wages and salaries | 22,179 | | 17,916 | |
| Protective clothing | - | | 763 | |
| Travel expenses | 505 | | 203 | |
| Rent | 3,099 | | 2,107 | |
| Hire and leasing of plant and machinery | 535 | | 668 | |
| Repairs, renewals and maintenance | 950 | | - | |
| Insurance | 2,061 | | 634 | |
| Printing, postage and stationery | 265 | | 797 | |
| Telecommunications | 597 | | 379 | |
| Accountancy fees | 1,236 | | 1,590 | |
| Legal fees | 35 | | 26 | |
| Consultancy fees | - | | 216 | |
| Subscriptions | 420 | | 297 | |
| | | (31,882) | | (25,596) |
| OPERATING (DEFICIT)/SURPLUS | | (7,432) | | 19,270 |
| Interest payable and similar charges | | | | |
| Bank charges | 60 | | 60 | |
| | | (60) | | (60) |
| (DEFICIT)/SURPLUS FOR THE FINANCIAL YEAR | | (7,492) | | 19,210 |

**ACTION FOR ARTS TRUST LTD
DIRECTORS' REPORT AND
UNAUDITED FINANCIAL STATEMENTS
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