

**Company Number: 4409137**

**THE INCREDIBLE DESIGN COMPANY**

**(LIMITED BY GUARANTEE)**

**DIRECTORS' AND TRUSTEES' REPORT AND ACCOUNTS**

**FOR THE YEAR ENDED 31 AUGUST 2024**

**Charity Number : 1093222**

**BEGBIES  
Chartered Accountants  
9 Bonhill Street  
London  
EC2A 4DJ**

## **THE INCREDIBLE DESIGN COMPANY**

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# **THE INCREDIBLE DESIGN COMPANY**

## **LEGAL AND ADMINISTRATIVE INFORMATION**

### **Directors and Trustees**

C S Jones  
J R Smith  
R G Rutherford  
P R Sentance  
S Francis

### **Secretary**

C S Jones

### **Registered Office**

The Incredible Design Company  
Ground Floor  
King's Court  
East Grinstead Road  
North Chailey  
Lewes  
East Sussex BN8 4DH

### **Bankers**

CAF Cash Limited  
PO Box 289  
West Malling  
Kent ME19 4TA

### **Accountants**

Begbies  
Chartered Accountants  
9 Bonhill Street  
London  
EC2A 4DJ

### **Charity Registration Number**

1093222

# **THE INCREDIBLE DESIGN COMPANY**

## **REPORT OF THE TRUSTEES**

### **FOR THE YEAR ENDED 31 AUGUST 2024**

The trustees, who are also directors of the charity for the purposes of the Companies Act, present their annual report together with the accounts of the charity for the year ended 31 August 2024.

The financial statements comply with the Charities Act 2011, the Companies Act 2006, the Memorandum and Articles of Association and the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard (FRS102) (effective 1 January 2019).

#### **Objects of the Charity, Principal Activities and Organisation of our Work**

The charity is constituted as a company limited by guarantee, and is therefore governed by a Memorandum and Articles of Association.

The purposes of the charity and its principal activities are:

- a) Providing and promoting opportunities for people with disabilities (particularly but not exclusively young people with disabilities) to develop their skills and capacities;
- b) Providing and promoting vocational training and employment opportunities for people with disabilities, particularly but not exclusively young people with disabilities.

The trustees have taken the charity commission public benefit guidance into account when making any decision to which it is relevant.

The Incredible Design Company (IDC) is managed on a day to day basis by a full time Centre Director - with overall responsibility for the centre with emphasis on the special needs aspect of the operation, assisted by a full time Deputy Centre Director able to cover the special needs aspect of the centre's running when required but with an emphasis upon the product design, production and product development aspects. Care support for disabled staff is provided by a part time Care Assistant. Additional administration support is provided by a part time Admin Assistant. Further support is provided by the trustees who, in addition to executing their trustee responsibilities support the staff of the centre on a day to day requirement as well as being involved in fund raising activities.

#### **Development, Activities and Achievements this Year**

Another successful year for the charity with yet another increase in sales turnover from the previous year. The team achieved an amazing total of £144,586 in sales for the period with demand for our products stronger than ever before. We identified new, groundbreaking equipment that would streamline our printing process and open up channels for supplying other printers on a trade basis. The new Direct-to-Film (DTF) printer funded by The Mark Benevolent Fund has had a huge impact allowing our disabled team to output their work with much less support, removing as it does the need for post printing tasks that they are unable to perform.

The addition of a trade print service to our product line has been a success with three local printers using us to supply them with their transfers in the year. One is ordering large quantities for their own use, helping to boost our top line.

# **THE INCREDIBLE DESIGN COMPANY**

## **REPORT OF THE TRUSTEES**

**FOR THE YEAR ENDED 31 AUGUST 2024  
(CONTINUED)**

### **Development, Activities and Achievements this Year (Continued)**

However, we are facing a huge challenge in the coming months as we have just been informed that our lease will not be renewed at Chailey, so we will need to seek new accommodation for the charity by February 2025. Any unit that we can find is likely to require considerable modification for the use of our clientele and must be in the locality for ease of access for both staff and customers.

### **Reserves**

The receipt of the combined legacy and major donation from 2013-14 continue to support us and provide what the trustees consider to be adequate funds from which to positively pursue our development targets. In summary, these are to break even on our revenue account, to provide a service for 6 or more full time equivalent places and release finances for both the sponsorship of places.

The trustees have chosen to earmark some of the Unrestricted Funds for particular usage. These are shown as a Designated Fund with money set aside to support sponsorship of places in the centre. The general fund of £100k represents free reserves to cover 6 months expenditure of the operation. The remaining funds are invested into savings deposit accounts with the interest gained used to support annual shortfalls.

### **Directors and Trustees**

All directors of the company are also trustees of the charity, and there are no other trustees. The trustees serving during the year were as follows:


C S Jones  
J R Smith  
R G Rutherford  
P R Sentance  
S Francis

### **Risk Management**

The trustees actively review the major risks which the charity faces on a regular basis.

This report is prepared in accordance with special provisions relating to small companies within part 15 of the Companies Act 2006.

This report was approved by the board of directors and trustees on 4 April 2025 and signed on its behalf.



C S Jones  
Trustee

**THE INCREDIBLE DESIGN COMPANY**  
**STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 31 AUGUST 2024**

Summary income and expenditure account	Notes	2024		Restricted	Total	2023
		Unrestricted	Designated			Total
		General Fund £	Funds £	£	£	£
<b>Income from:-</b>						
Attendance fees		53,644	-	-	53,644	53,129
Donations and legacies	2	14,313	5,940	9,000	29,253	74,103
Trading activities	3	144,586	-	-	144,586	129,072
Investment income	4	14,043	-	-	14,043	5,253
Other Income	5	-	-	-	-	-
<b>Total income</b>		<u>226,586</u>	<u>5,940</u>	<u>9,000</u>	<u>241,526</u>	<u>261,557</u>
<b>Expenditure on:-</b>						
Raising funds	6	67,628	-	-	67,628	65,301
Charitable activities	7	169,014	5,598	-	174,612	182,956
<b>Total expenditure</b>		<u>236,642</u>	<u>5,598</u>	<u>-</u>	<u>242,240</u>	<u>248,257</u>
<b>Net income</b>		(10,056)	342	9,000	(714)	13,300
Transfer between funds		10,056	(1,056)	(9,000)	-	-
<b>Other recognised gains and losses</b>						
(Losses) on investment assets		-	-	-	-	(2,693)
<b>Net movement in funds</b>		<u>-</u>	<u>(714)</u>	<u>-</u>	<u>(714)</u>	<u>10,607</u>
<b>Reconciliation of funds</b>						
<b>Total funds brought forward</b>		<u>100,000</u>	<u>260,812</u>	<u>-</u>	<u>360,812</u>	<u>350,205</u>
<b>Total funds carried forward</b>		<u>100,000</u>	<u>260,098</u>	<u>-</u>	<u>360,098</u>	<u>360,812</u>

## THE INCREDIBLE DESIGN COMPANY

## BALANCE SHEET AS AT 31 AUGUST 2024

		2024		2023	
	Notes	£	£	£	£
<b>Fixed assets</b>					
Tangible assets	9		15,386		33,331
Investments	10		240,000		-
<b>Total fixed assets</b>			<u>255,386</u>		<u>33,331</u>
<b>Current assets</b>					
Stock		3,075		4,645	
Debtors	11	14,614		17,749	
Cash at bank and in hand	12	97,790		316,238	
<b>Total current assets</b>		<u>115,479</u>		<u>338,632</u>	
<b>Creditors</b>					
Amounts falling due within one year	13	<u>(10,767)</u>		<u>(11,151)</u>	
<b>Net current assets</b>			104,712		327,481
<b>Net assets</b>			<u>£ 360,098</u>		<u>£ 360,812</u>
<b>The funds of the charity</b>					
Unrestricted funds -					
General fund			100,000		100,000
Designated funds			<u>260,098</u>		<u>260,812</u>
			360,098		360,812
Restricted funds	14		<u>-</u>		<u>-</u>
			<u>£ 360,098</u>		<u>£ 360,812</u>

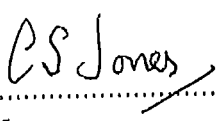
For the year ending 31 August 2024 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

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.

The accounts were approved by the board of directors on 4 April 2025 and signed on its behalf

  
..... Director and Trustee  
C S Jones

# THE INCREDIBLE DESIGN COMPANY

## NOTES TO THE ACCOUNTS

### FOR THE YEAR ENDED 31 AUGUST 2024

#### 1) Accounting Policies

##### ( a ) Basis of accounting

The accounts have been prepared under the historical cost convention as modified to include investments at valuation. The accounts have been prepared in accordance with the second edition of the Charities Statement of Recommended Practice issued in October 2019, the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) and the Charities Act 2011, and the Companies Act 2006.

The trustees consider there are no material uncertainties about the charitable company's ability to continue as a going concern.

##### ( b ) Income

Voluntary income and donations are included in incoming resources when they are receivable, except when donors' conditions have not been fulfilled, then the income is deferred. The income from fundraising ventures is shown gross, with the associated costs included in the cost of raising funds.

Income from 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 has been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

##### ( c ) Expenditure

Expenditure is classified under the following activity headings:-

- Costs of raising funds comprise the direct costs of trading.
- Costs of charitable activities includes the overhead costs of the organisation and the governance costs.

##### ( d ) Tangible fixed assets

Fixed assets are capitalised at cost.

Depreciation is provided on all tangible fixed assets at rates calculated to write off the cost on a straight line basis over their expected useful economic lives as follows:

Equipment	25% straight line basis
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##### ( e ) Stocks

Stocks are valued at the lower of cost and net realisable value after making due allowance for obsolete and slow moving items.

##### ( f ) Fund accounting

Unrestricted funds are those that are available for use at the trustees' discretion in furtherance of any of the objectives of the charity.

Designated funds are unrestricted funds set aside at the discretion of the trustees for specific purposes.

Restricted funds are those donated for a specific purpose.



**THE INCREDIBLE DESIGN COMPANY**

**NOTES TO THE ACCOUNTS**

**FOR THE YEAR ENDED 31 AUGUST 2024  
(CONTINUED)**

**1) Accounting Policies (Continued)**

**( g ) Governance Costs**

Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice. The costs include those relating to accountancy services, insurance and investment portfolio charges.

**2) Donations and Legacies**

	<b>Unrestricted</b>	<b>Restricted</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>	<b>Total</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Mr & Mrs Williams	1,460	-	1,460	-
Tek Express	7,680	-	7,680	17,680
Kalimex	3,240	-	3,240	3,240
GMIFC Ltd	1,200	-	1,200	1,700
Uckfield Framing	1,200	-	1,200	1,200
Anton Jurgen Charitable Trust	-	5,000	5,000	-
Sussex Community Foundation	-	-	-	10,000
Didymus	-	-	-	5,000
Garfield Weston Foundation	-	-	-	10,000
Edward Gostling Foundation	-	-	-	5,000
The Mark Benevolent Fund	-	-	-	16,950
The Goldberg Memorial Trust	4,000	-	4,000	-
Firle Hill Climb	-	-	-	1,521
Chalk Hill Trust	-	4,000	4,000	-
Individual Donations under £1,000	1,473	-	1,473	1,812
	<u>20,253</u>	<u>9,000</u>	<u>29,253</u>	<u>74,103</u>

**3) Income from trading activities**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Sale of printed promotional items and clothing	<u>144,586</u>	<u>129,072</u>

**4) Investment Income**

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Dividend income	318	3,326
Interest receivable on cash deposits	<u>13,725</u>	<u>1,927</u>
	<u>14,043</u>	<u>5,253</u>

**THE INCREDIBLE DESIGN COMPANY**  
**NOTES TO THE ACCOUNTS**  
**FOR THE YEAR ENDED 31 AUGUST 2024**  
**(CONTINUED)**

5)	<b>Other Income</b>	<b>2024</b>	<b>2023</b>
		<b>£</b>	<b>£</b>
	Council grants	-	-
		<u>          </u>	<u>          </u>
6)	(a) <b>Expenditure on raising funds</b>	<b>2024</b>	<b>2023</b>
		<b>£</b>	<b>£</b>
	Direct costs of sale of printed promotional items and clothing :		
	Opening stock	4,645	5,736
	Purchases	64,132	58,210
	Less: closing stock	(3,075)	(4,645)
		<u>65,702</u>	<u>59,301</u>
	Fund Raising Costs	1,926	6,000
		<u>67,628</u>	<u>65,301</u>
		<u>          </u>	<u>          </u>
6)	(b) <b>Net income from activities general funds</b>	<b>2024</b>	<b>2023</b>
		<b>£</b>	<b>£</b>
	Income from activities (Note 3)	144,586	129,072
	Cost of generating funds (Note 6a)	(67,628)	(65,301)
		<u>76,958</u>	<u>63,771</u>
		<u>          </u>	<u>          </u>
7)	<b>Charitable activities</b>	<b>2024</b>	<b>2023</b>
		<b>£</b>	<b>£</b>
	Overhead costs		
	Staff costs (Note 8)	121,457	120,341
	Rent and Service Charge	16,250	15,917
	Light and Heat	1,738	2,276
	Telephone	617	664
	Repairs and maintenance	913	3,901
	Postage and stationery	1,574	2,689
	Advertising & promotion	362	1,614
	Printing costs	1,783	2,086
	Computer expenses	3,391	4,660
	Depreciation	17,945	19,888
	Other administrative costs	3,918	4,235
		<u>169,948</u>	<u>178,271</u>
		<u>          </u>	<u>          </u>
	<b>Governance costs</b>		
	Accountancy	1,500	1,625
	Legal Fees	206	400
	Insurance	2,958	2,660
		<u>4,664</u>	<u>4,685</u>
		<u>          </u>	<u>          </u>
	<b>Total charitable activities</b>	<b>174,612</b>	<b>182,956</b>
		<u>          </u>	<u>          </u>

**THE INCREDIBLE DESIGN COMPANY**

**NOTES TO THE ACCOUNTS**

**FOR THE YEAR ENDED 31 AUGUST 2024  
(CONTINUED)**

8) Staff costs	2024 £	2023 £
Wages and salaries	115,244	111,506
Social security costs	5,925	6,029
Pension costs	288	2,806
	<u>121,457</u>	<u>120,341</u>

The average weekly number of staff employed, calculated as full time equivalents during the period was as follows:

	2024	2023
Direct charitable work	<u>4</u>	<u>4</u>

No employee received remuneration of more than £60,000 (2023: Nil).

9) Tangible fixed assets	Equipment £
<b>Cost</b>	
At 1 September 2023	167,940
Additions	-
At 31 August 2024	<u>167,940</u>
<b>Depreciation</b>	
At 1 September 2023	134,609
Charge for the Year	17,945
At 31 August 2024	<u>152,554</u>
<b>Net book value</b>	
At 31 August 2024	<u>15,386</u>
At 31 August 2023	<u>33,331</u>

**THE INCREDIBLE DESIGN COMPANY**

**NOTES TO THE ACCOUNTS**

**FOR THE YEAR ENDED 31 AUGUST 2024  
(CONTINUED)**

10) <b>Fixed asset investments</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Market value at 1 September 2023	-	94,801
Disposal Proceeds in Year	-	(92,108)
Realised (deficit) on Disposals	-	(2,693)
Cash deposits classified as fixed asset investment	240,000	-
Market value at 31 August 2024	<u>240,000</u>	<u>-</u>
Historical cost at 31 August 2024	<u>240,000</u>	<u>-</u>

Investments are held primarily to provide an investment return for the charity.

The fixed asset investment comprises a proportion of fixed term cash deposits which the trustees consider will be re-invested in the longer term when the current term matures in the next year.

11) <b>Debtors</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Trade debtors	8,164	12,386
Prepayments and accrued income	6,450	5,363
	<u>14,614</u>	<u>17,749</u>

**12) Cash at bank**

Includes fixed term bank deposits of £22,257 which represents a proportion of the total such deposits of £262,257 maturing within one year which the trustees consider may be required towards charitable expenditure. The balance of £240,000 has been treated as a fixed asset investment, see note 10.

13) <b>Creditors: Amounts falling due within one year</b>	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Trade creditors	7,366	2,494
Other taxation and social security	1,801	3,586
Accruals and deferred income	1,600	5,071
	<u>10,767</u>	<u>11,151</u>

**THE INCREDIBLE DESIGN COMPANY**

**NOTES TO THE ACCOUNTS**

**FOR THE YEAR ENDED 31 AUGUST 2024**

**(CONTINUED)**

14)	Movement in funds	At 1 Sept 2023 £	Income £	Expenditure £	Transfers Between Funds £	Gains and Losses £	At 31 Aug 2024 £
a)	<b>This year</b>						
	<b>Unrestricted funds -</b>						
	General fund	100,000	226,586	(236,642)	10,056	-	100,000
	Designated funds :						
	Sponsorship fund	1,929	5,940	(5,598)	-	-	2,271
	Capital development	258,883	-	-	(1,056)	-	257,827
		<u>360,812</u>	<u>232,526</u>	<u>(242,240)</u>	<u>9,000</u>	<u>-</u>	<u>360,098</u>
	<b>Restricted funds</b>						
	Salary Support	-	9,000	-	(9,000)	-	-
	Equipment grants	-	-	-	-	-	-
		<u>-</u>	<u>9,000</u>	<u>-</u>	<u>(9,000)</u>	<u>-</u>	<u>-</u>
b)	<b>Previous year</b>	At 1 Sept 2022 £	Income £	Expenditure £	Transfers Between Funds £	Gains and Losses £	At 31 Aug 2023 £
	<b>Unrestricted funds</b>						
	General fund	100,000	223,447	(240,759)	17,312	-	100,000
	Designated funds :						
	Sponsorship fund	(1,733)	11,160	(7,498)	-	-	1,929
	Capital development	251,938	-	-	9,638	(2,693)	258,883
		<u>350,205</u>	<u>234,607</u>	<u>(248,257)</u>	<u>26,950</u>	<u>(2,693)</u>	<u>360,812</u>
	<b>Restricted funds</b>						
	Salary Support	-	5,000	-	(5,000)	-	-
	Equipment grants	-	21,950	-	(21,950)	-	-
		<u>-</u>	<u>26,950</u>	<u>-</u>	<u>(26,950)</u>	<u>-</u>	<u>-</u>

15) **Trustees expenses and remuneration**

The trustees all give freely of their time and expertise without any form of remuneration or other benefit in cash or kind (2023: £Nil).

No expenses were paid to the trustees in the year (2023: £Nil).

During the year there were no other related party transactions (2023: £Nil)

16)	Other financial commitments	2024 £	2023 £
	Total future minimum payments under non cancellable operating leases	<u>-</u>	<u>15,000</u>

## INDEPENDENT EXAMINER'S REPORT

### TO THE TRUSTEES OF THE INCREDIBLE DESIGN COMPANY

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

#### Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

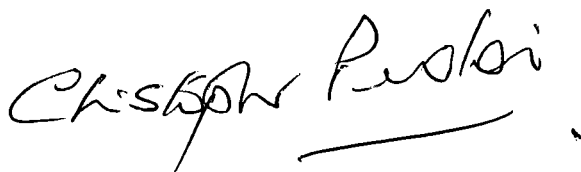
#### Independent examiner's statement

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

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:



Christopher Pexton, FCA  
Begbies, Chartered Accountants  
9 Bonhill Street, London EC2A 4DJ

Date: 8 April 2025