

# THE CAMPAIGN FOR DRAWING

England & Wales · Charity number 1114811

## Details

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Status	Registered
Legal form	Charitable company
Company number	<a href="#">05763509</a>
Registered	2006-06-23
Register	<a href="#">View on the Charity Commission register</a>

## Contact

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**Address**                   The Big Draw HQ  
C/o Urban Space Management  
Trinity Buoy Wharf  
64 Orchard Place  
London  
E14 0JW

**Phone**                    02075384198

**Email**                    [info@thebigdraw.org](mailto:info@thebigdraw.org)

**Website**                 [www.thebigdraw.org](http://www.thebigdraw.org)

## Activities

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**Objects:** 1 TO PROMOTE DRAWING BY PEOPLE OF ALL AGES IN ALL SECTIONS OF SOCIETY IN THE UNITED KINGDOM AND OVERSEAS, WITH THE AIM OF ENGAGING THEM IN CREATIVE ACTIVITIES, AS A MEDIUM FOR LEARNING, TO FACILITATE INTELLECTUAL AND EMOTIONAL DEVELOPMENT, TO ENCOURAGE GREATER CULTURAL APPRECIATION AND TO HEIGHTEN AWARENESS, PARTICULARLY THROUGH DRAWING, IN A RANGE OF SETTINGS SUCH AS COLLEGES, SCHOOLS, MUSEUMS, GALLERIES, HERITAGE SITES, LIBRARIES, COMMUNITY CENTRES AND OTHER PUBLIC BUILDINGS, PARKS, OPEN SPACES AND THE COUNTRYSIDE; AND2 THE PROMOTION OF SUCH OTHER PURPOSES BEING EXCLUSIVELY CHARITABLE ACCORDING TO THE LAW OF ENGLAND AND WALES AS THE TRUSTEES MAY FROM TIME TO TIME DETERMINE.

**Activities:** The charity delivers programmes to encourage and develop the use of drawing both by the general public and by professionals. The annual Big Draw is a month-long season of drawing events in October across the UK. The Power Drawing: Professional Development Programme shares with educators what the charity has learnt about the purposes and uses of drawing as an aid to learning.

## Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** Education/training, Arts/culture/heritage/science
- **Who:** Children/young People, The General Public/mankind

## Geography

- **Area of benefit:** NOT DEFINED. IN PRACTICE, NATIONAL AND OVERSEAS.
- Throughout London

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£137,443	£135,611	-	-
2024-03-31	£165,071	£191,593	-	-
2023-03-31	£131,028	£124,819	-	-
2022-03-31	£93,059	£113,417	-	-
2021-03-31	£137,198	£96,978	-	-

## Trustees

Name	Role	Appointed
<b>ERIC GEORGE REYNOLDS</b>	Chair	2024-07-03
Daniel McAuliffe		2024-10-01
Graham Southern		2024-07-03
Mark Chester		2024-07-16

**THE CAMPAIGN FOR DRAWING**

England & Wales - Charity number 1114811

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# Accounts

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**REPORT OF THE DIRECTOR AND  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2025  
FOR  
THE CAMPAIGN FOR DRAWING**

**THE CAMPAIGN FOR DRAWING**

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for the Year Ended 31 March 2025**

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**THE CAMPAIGN FOR DRAWING**

**COMPANY INFORMATION**  
**for the Year Ended 31 March 2025**

**TRUSTEES:** Mr. Eric George Reynolds  
Mr. Graham Southern  
Mr. Mark Chester  
Mr. Danial McAuliffe

**REGISTERED OFFICE:** Studio 36  
Riverside Building  
Trinity Buoy Wharf  
55 Orchard Place  
London  
E14 0FN

**REGISTERED NUMBER:** 05763509

**ACCOUNTANTS:** Bramil Associates LLP  
First Floor  
677 High Road  
North Finchley  
London  
N12 0DA

**THE CAMPAIGN FOR DRAWING**  
**ANNUAL REPORT OF THE TRUSTEES**  
**for the Year Ended 31 March 2025**

The Trustees present their annual report together with the financial statements of the Campaign for Drawing for the year ended 31 March 2025. The Annual Report serves the purposes of both a Trustees' Report and a Directors' Report under Company Law. The Trustees confirm that the Annual Report and Financial Statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2015) as amended by Update Bulletin 1 (effective January 2015).

**INCORPORATION**

The Charity was incorporated as a limited liability company on 30 March 2006 and was registered as a charity by the Charity Commission on 23 June 2006. The Charity began trading on 31 August 2006. The Charity also trades under the name of The Big Draw.

**REGISTERED CHARITY NUMBER**

The Charity's registered number with the Charity Commission is 1114811.

**TRUSTEES**

The trustees during the year and appointed after the year end were as follows: -

Mr. John Armah	Resigned 3 <sup>rd</sup> July, 2024
Ms. Emma Black	Resigned 3 <sup>rd</sup> July, 2024
Ms. Rachel Gasden	Resigned 3 <sup>rd</sup> July, 2024
Ms. Isobel Macleod	Resigned 3 <sup>rd</sup> July, 2024
Mr. Thomas Curtis	Resigned 3 <sup>rd</sup> July, 2024
Ms. Shula Sinclair	Resigned 3 <sup>rd</sup> July, 2024
Me. John Stachiewicz	Resigned 3 <sup>rd</sup> July, 2024
Ms. Melissa Sterling	Resigned 3 <sup>rd</sup> July, 2024
Mr. Eric George Reynolds	Appointed 3 <sup>rd</sup> July, 2024
Mr. Graham Southern	Appointed 3 <sup>rd</sup> July, 2024
Mr. Mark Chester	Appointed 16th July, 2024
Mr. Danial McAuliffe	Appointed 4 <sup>th</sup> October, 2024

**GOVERNING DOCUMENT AND CONSTITUTION**

The Charity is governed by, and its constitution is, its Memorandum and Articles of Association.

**TRUSTEES SELECTION**

The trustees regularly review the skill set of the board of trustees to ensure a broad range of experience to help govern the charity. Any gaps in the trustee portfolio are discussed in meeting and board work together to ensure appropriate recruitment.

**MISSION**

The Big Draw is dedicated to raising the profile of drawing as a tool for wellbeing, thought, creativity, social and cultural engagement. The Charity leads a diverse programme of advocacy, empowerment and engagement and runs the Big Draw Festival.

**THE CAMPAIGN FOR DRAWING**  
**ANNUAL REPORT OF THE TRUSTEES**  
**for the Year Ended 31 March 2025**

**CHAIRMAN'S STATEMENT**

At the end of the previous financial year the charity's main sponsor Top Hatch ended their financial support. With their generous support, the Campaign for Drawing had continued to grow the annual festival and deliver the John Ruskin Prize along with key partners. However, the end of financial support brought about a significant challenge resulting in an unavoidable cessation of activities. After a hiatus, during the year to 31 March 2025, the charity gathered strength and energy following the appointment of four new trustees and the appearance of two new major sponsors.

The new sponsors are the Trinity Buoy Wharf Trust and Urban Space Holdings Ltd. The latter have allowed staff to be seconded to the charity such that the total value of the sponsorship in cash and donations in kind is expected in 2026 to be greater than that provided by the previous sponsor.

The day-to-day management of the charity has been the role of the highly talented Matilda Barratt, a member of staff of Urban Space Holdings Ltd who is seconded to the charity.

During the year, a new website was launched giving greater functionality to Big Draw Festival subscribers and participants which is a major step to increasing the relevance of the charity's work. This plus the new energy that has been injected by members of the support team and the trustees bodes very well for the future.

The charity has taken on the additional high-profile activity of delivering the annual Trinity Buoy Wharf Drawing Prize along with its existing role in the John Ruskin Prize. The John Ruskin Prize was held at Trinity Buoy Wharf in January 2025 and with over 3,000 entries was a considerable success. This provides a strong basis for the planned repeat exhibition in January 2026.

During the year the team reached out to many schools and other organisations to join as associates and to help to make the Big Draw Festival a growing annual event.

Our vision for the charity continues to be that of a change-maker and creative protagonist – we want to ensure that drawing continues to change lives.

**DIRECTORS' REPORT**

Our aims this year continued to be to:

- Continue to campaign for the value of visual literacy and the role of drawing to unlock skills and potential
- Grow the number of festival organisers, encourage on-line events when physical events are not possible.
- Increase our penetration into areas where there is a real need and raise awareness of our other programmes and areas of work separate to the festival.
- Continue to focus on sustainability and ensuring that the charity has its own income streams.

**THE CAMPAIGN FOR DRAWING**  
**ANNUAL REPORT OF THE TRUSTEES**  
**for the Year Ended 31 March 2025**

DIRECTORS' REPORT (Continued)

**Risk Management:**

The Trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

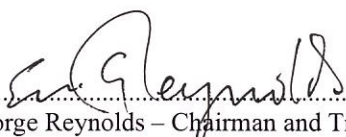
**Reserves:**

The Reserves of the Charity as at the end of the period were £3,419 of which £3,419 were unrestricted and to be retained to promote future events.

The Trustees consider that all these reserves are required to be carried forward to continue the activities of the Charity and meet any contracted commitments for year ended 31 March 2026.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006

**ON BEHALF OF THE BOARD:**

  
.....  
Eric George Reynolds – Chairman and Trustee

23 December 2025

**THE CAMPAIGN FOR DRAWING**  
**for the Year Ended 31 March 2025**  
**STATEMENT OF FINANCIAL ACTIVITIES**

	Notes	31.3.25 £	31.3.24 £
<b>INCOME (See Page 10)</b>		137,435	165,007
Cost of sales (Project Activities)		<u>(83,400)</u>	<u>(79,368)</u>
<b>GROSS PROFIT</b>		54,035	85,639
Administrative expenses	6	<u>(52,211)</u>	<u>(112,225)</u>
<b>OPERATING PROFIT/(LOSS)</b>		1,824	(26,586)
Interest receivable and similar income		<u>8</u>	<u>64</u>
<b>SURPLUS / (DEFICIT) ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		1,832	(26,522)
Tax on surplus/(deficit) on ordinary activities	2	<u>-</u>	<u>-</u>
<b>SURPLUS / (DEFICIT) FOR THE FINANCIAL YEAR AFTER TAXATION</b>		<u>1,832</u>	<u>(26,522)</u>

**THE CAMPAIGN FOR DRAWING**

**BALANCE SHEET  
31 March 2025**

	Notes	31.3.25 £	31.3.24 £
<b>CURRENT ASSETS</b>			
Cash at bank		5,904	5,840
<b>CREDITORS</b>			
Amounts falling due within one year	3	<u>2,485</u>	<u>4,253</u>
<b>NET CURRENT ASSETS</b>		<u>3,419</u>	<u>1,587</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>3,419</u>	<u>1,587</u>
<b>RESERVES</b>			
Surplus unrestricted funds	5	<u>3,419</u>	<u>1,587</u>


The Charity is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2025. The members have not required the Charity to obtain an audit of its financial statements for the year ended 31 March 2025 in accordance with Section 476 of the Companies Act 2006.

The Trustees acknowledge their responsibilities for:

- (a) ensuring that the Charity keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006;
- (b) preparing financial statements which give a true and fair view of the state of affairs of the Charity as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the Charity.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and the Republic of Ireland".

The financial statements were approved by the Board of Trustees on 23 December 2025 and were signed on its behalf by:

  
 .....  
 Eric George Reynolds – Chairman and Trustee

The notes form part of these financial statements

**THE CAMPAIGN FOR DRAWING**

**NOTES TO THE FINANCIAL STATEMENTS  
for the Year Ended 31 March 2025**

**1. ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Section 1A “Small Entities” of Financial Reporting Standard 102 “The Financial Reporting Standard applicable in the UK and the Republic of Ireland” and the Charities Act 2011 and the SORP for Charities.

**Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax and donations see Note 4.

**2. TAXATION**

**Analysis of the tax charge**

No liability to UK corporation tax arose on ordinary activities for the year ended 31 March 2024 nor for the year ended 31 March 2025.

**3. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.24	31.3.23
	£	£
Other Creditors	<u>2,485</u>	<u>4,253</u>

**4. GRANTS, DONATIONS AND SPONSORSHIP**

	2025	2024
	£	£
Urban Space Holdings Ltd	28,888	-
IM McLeod	14,138	-
Urban Space Management Ltd	7,000	-
Alan Davidson Foundation	5,000	-
ICS	4,940	-
John Stachiewicz	3,500	-
Concepts – Top Hatch Inc	-	50,000
Trinity Bridge Wharf Trust	-	24,018
Parker Harris & Co (Ruskin Prize)	-	52,121
Guild of St. George (Ruskin Prize)	-	5,000
Urban Space Management (TBW) Ltd	59,961	-
Other Donations	<u>3,388</u>	<u>4,214</u>
	<u>£ 126,815</u>	<u>£ 135,343</u>

**THE CAMPAIGN FOR DRAWING**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**for the Year Ended 31 March 2025**

**5. RESERVES**

	Surplus account
	£
At 1 April, 2024	1,587
Surplus for the Year	<u>1,832</u>
At 31 March, 2025	<u>£ 3,419</u>

**RESTRICTED FUNDS**

There are no funds with a restricted purpose in 2024 or 2025.

	2025	2024
<b>UNRESTRICTED FUNDS</b>		
TOTAL RESERVES	<u>£ 3,419</u>	<u>£ 1,587</u>

**6. ADMINISTRATION FEES**

The Administration Fees includes the costs of the Campaign Director, Operations, Marketing Coordinators and Administrative Support.

**7. SHORT TERM RENTAL LEASE**

The Charity has taken out a short-term lease which is cancellable and does not represent a long-term financial commitment. As at 31 March 2025 the charity had a lease commitment of £1,172 (2024: £1,626)

## THE CAMPAIGN FOR DRAWING

### Independent examiner's report to the trustees of The Campaign for Drawing

I report on the accounts of the company for the year ended 31 March 2025, which are set out on pages 5 to 8.

#### Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

#### Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

#### Independent examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

  
Simon Brookes Brougham ACA FCCA

Bramil Associates LLP  
First Floor  
677 High Road  
North Finchley  
London  
N12 0DA

Date: 23/12/2025

**THE CAMPAIGN FOR DRAWING**  
**DETAILED STATEMENT OF FINICIAL ACTIVITIES**  
**for the Year Ended 31 March 2025**

	31.3.25		31.3.24	
	£	£	£	£
<b>Turnover</b>				
Publication and merchandise sales	1,920		1,914	
Administration and event fees	8,700		27,740	
Subscriptions, sponsorship and donations	<u>126,815</u>		<u>135,353</u>	
		137,435		165,007
<b>Cost of sales (Project Activities)</b>				
Website development and online resources	1,762		4,971	
Big Draw launch and events	1,475		7,011	
The John Ruskin Prize	78,913		65,636	
Big Draw awards prizes and prize giving	<u>1,250</u>		<u>1,750</u>	
		<u>83,400</u>		<u>79,368</u>
<b>GROSS SURPLUS</b>		54,035		85,639
<b>Bank Interest</b>		8		64
<b>Expenditure</b>				
Rent, rates, telephone and internet	2,326		12,551	
Postage, stationery & courier	306		671	
Travel	33		6,728	
Administration fees (See Note 6)	48,218		86,749	
Sundry expenses	101		3,572	
Bank charges	140		664	
Accountancy	<u>1,087</u>		<u>1,290</u>	
		<u>52,211</u>		<u>112,225</u>
<b>NET SURPLUS/(DEFICIT)</b>		<u>1,832</u>		<u>(26,522)</u>

This page does not form part of the statutory financial statements

**THE CAMPAIGN FOR DRAWING**

England & Wales - Charity number 1114811

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# Accounts

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REPORT OF THE DIRECTORS AND  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2024  
FOR  
THE CAMPAIGN FOR DRAWING

**THE CAMPAIGN FOR DRAWING**

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for the Year Ended 31 March 2024**

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**THE CAMPAIGN FOR DRAWING**

**COMPANY INFORMATION**  
for the Year Ended 31 March 2024

**TRUSTEES:** Mr. Eric Reynolds  
Mr. Graham Southern  
Mr. Mark Chester  
Mr. Daniel McAuliffe

**REGISTERED OFFICE:** Studio 36  
Riverside Building  
Trinity Buoy Wharf  
64 Orchard Place  
London  
E14 0JW

**REGISTERED NUMBER:** 05763509

**ACCOUNTANTS:** Bramil Associates LLP  
First Floor  
677 High Road  
North Finchley  
London  
N12 0DA

**THE CAMPAIGN FOR DRAWING**  
**ANNUAL REPORT OF THE TRUSTEES**  
**for the Year Ended 31 March 2024**

The trustees of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2024. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005 as amended in 2008.

**INCORPORATION**

The charity was incorporated as a limited liability company on 30 March 2006 and was registered as a charity by the Charity Commission on 23 June 2006. The charity began trading on 31 August 2006. The charity also trades under the name of The Big Draw.

**REGISTERED CHARITY NUMBER**

The charity's registered number with the Charity Commission is 1114811.

**TRUSTEES**

The trustees during the year and appointed after the year end were as follows: -

Mr. John Armah	Resigned 3 July 2024
Ms. Emma Black	Resigned 3 July 2024
Ms. Rachel Gadsden	Resigned 3 July 2024
Ms. Isobel Macleod	Resigned 3 July 2024
Mr Thomas Curtis	Resigned 3 July 2024
Ms Shula Sinclair	Resigned 3 July 2024
Mr John Stachiewicz	Resigned 3 July 2024
Ms Melissa Sterling	Resigned 3 July 2024
Mr. Eric Reynolds	Appointed 3 July 2024
Mr. Graham Southern	Appointed 3 July 2024
Mr. Mark Chester	Appointed 16 July 2024
Mr. Danial McAuliffe	Appointed 4 October 2024

**GOVERNING DOCUMENT AND CONSTITUTION**

The charity is governed by, and its constitution is, its Memorandum and Articles of Association.

**TRUSTEES SELECTION**

All Trustees since incorporation were appointed by resolution of the existing trustees. Any new trustees will be appointed by the existing trustees.

**MISSION**

The charity is dedicated to raising the profile of drawing as a tool for wellbeing, thought, creativity, social and cultural engagement. The charity leads a diverse programme of advocacy, empowerment and engagement and runs The Big Draw Festival.

**THE CAMPAIGN FOR DRAWING**  
**ANNUAL REPORT OF THE TRUSTEES**  
**for the Year Ended 31 March 2024**

**DIRECTORS' REPORT**

The charity (also trading as The Big Draw) has delivered a number of activities during the year ended 31 March 2024 including The Big Draw Festival with the theme of, "Drawing with Senses", and the John Ruskin Prize.

However, securing ongoing funding has proved to be a challenge with the end of the period of support from TopHatch Inc and their Concepts app. This change required the charity to adapt its cost base and activities going forward which have since been made possible by our small team of part-time volunteers and donated office and storage space.

The charity's aims during this year and going forward continued to be to:

- Continue to campaign for the value of visual literacy and the role of drawing to unlock skills and potential
- Grow the number of festival organisers, encourage online events when physical events are not possible. Increase our penetration into areas where there is a real need and raise awareness of our other programmes and areas of work separate to the festival.
- Continue to focus on sustainability and ensuring that the charity has its own income streams

**Risk Management:**

The trustees have a duty to identify and review the risks to which the charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

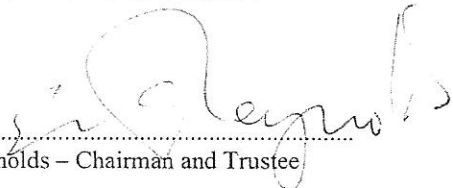
**Reserves:**

The reserves of the charity as at the end of the period were £1,587 of which £1,587 were unrestricted and to be retained to finance future events.

The trustees consider that all these reserves are required to be carried forward to continue the activities of the charity and meet any contracted commitments for year ended 31 March 2025.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006

**ON BEHALF OF THE BOARD:**

  
.....  
Eric Reynolds – Chairman and Trustee

Date: 29 January 2025

THE CAMPAIGN FOR DRAWING

PROFIT AND LOSS ACCOUNT  
for the Year Ended 31 March 2024

	Notes	31.3.24 £	31.3.23 £
<b>TURNOVER</b>		165,007	130,979
Cost of sales (Project Activities)		<u>(79,368)</u>	<u>(23,887)</u>
<b>GROSS PROFIT</b>		85,639	107,092
Administrative expenses	7	<u>(112,225)</u>	<u>(100,932)</u>
<b>OPERATING PROFIT/(LOSS)</b>	2	(26,586)	6,160
Interest receivable and similar income		<u>64</u>	<u>49</u>
<b>(DEFICIT) / SURPLUS ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		(26,522)	6,209
Tax on surplus on ordinary activities		<u>-</u>	<u>-</u>
<b>(DEFICIT) / SURPLUS FOR THE FINANCIAL YEAR AFTER TAXATION</b>		<u>(26,522)</u>	<u>6,209</u>

THE CAMPAIGN FOR DRAWING

BALANCE SHEET  
31 March 2024

	Notes	31.3.24 £	31.3.23 £
<b>CURRENT ASSETS</b>			
Cash at bank		5,840	21,205
Debtors	4	-	22,400
		<hr/>	<hr/>
		5,840	43,605
<b>CREDITORS</b>			
Amounts falling due within one year	5	<u>(4,253)</u>	<u>(15,496)</u>
<b>NET CURRENT ASSETS</b>			
		<u>1,587</u>	<u>28,109</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES &amp; NET ASSETS</b>			
		<u>1,587</u>	<u>28,109</u>
<b>RESERVES</b>			
Charity funds	6	1,587	28,109
		<hr/>	<hr/>
		<u>1,587</u>	<u>28,109</u>

The charity is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2024.

The members have not required the charity to obtain an audit of its financial statements for the year ended 31 March 2024 in accordance with Section 476 of the Companies Act 2006.

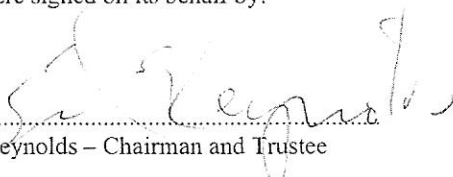
The trustees acknowledge their responsibilities for:

- (a) ensuring that the charity keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006;
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charity as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the charity.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and the Republic of Ireland".

The financial statements were approved by the Board of Trustees on 29 January 2025

and were signed on its behalf by:

  
Eric Reynolds – Chairman and Trustee

The notes form part of these financial statements

**THE CAMPAIGN FOR DRAWING**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**for the Year Ended 31 March 2024**

1. **ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and the Republic of Ireland" and the Charities Act 2011 and the SORP for Charities.

**Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax.

2. **OPERATING PROFIT/(LOSS)**

The operating deficit is stated after charging:

	31.3.24	31.3.23
	£	£
Campaign Director's fees	<u>36,000</u>	<u>13,181</u>

3. **TAXATION**

**Analysis of the tax charge**

No liability to UK corporation tax arose on ordinary activities for the year ended 31 March 2024 nor for the year ended 31 March 2023.

4. **DEBTORS**

	31.3.24	31.3.23
	£	£
Trade Debtors	<u>-</u>	<u>22,400</u>

5. **CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.24	31.3.23
	£	£
Deferred Income	-	6,734
Other Creditors	<u>4,253</u>	<u>8,762</u>
	<u>4,253</u>	<u>15,496</u>

**THE CAMPAIGN FOR DRAWING**

**NOTES TO THE FINANCIAL STATEMENTS**  
for the Year Ended 31 March 2024

**5. GRANTS, DONATIONS AND SPONSORSHIP**

	2024	2023
	£	£
Concepts – TopHatch Inc	50,000	60,000
The Trinity Buoy Wharf Trust	24,018	18,400
Derwent	-	10,000
Alan Davidson Foundation	-	4,000
Parker Harris & Co (Ruskin Prize)	52,121	-
Guild of St. George (Ruskin Prize)	5,000	-
Other donations	<u>3,711</u>	<u>12,050</u>
	<u>£ 134,850</u>	<u>£ 104,450</u>

**6. RESERVES**

	General fund
	£
Unrestricted reserves	
At 1 April 2023	28,109
Deficit for the year	(26,522)
At 31 March 2024	<u>£ 1,587</u>

**7. ADMINISTRATION EXPENSES**

The Administration expenses includes the costs of the campaign director, operations, marketing coordinators and administrative support.

**8. SHORT TERM RENTAL LEASE**

The charity has taken out a short-term lease which is cancellable and does not represent a long-term financial commitment.

## THE CAMPAIGN FOR DRAWING

### Independent Examiner's Report to the Trustees of The Campaign for Drawing

I report on the accounts of the company for the year ended 31 March 2024, which are set out on pages 4 to 7.

#### Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

#### Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

#### Independent examiner's statement

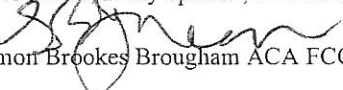
In connection with my examination, no matter has come to my attention that:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

  
Simon Brookes Brougham ACA FCCA

Bramil Associates LLP  
First Floor  
677 High Road  
North Finchley  
London  
N12 0DA

Date: 29 January 2025

**THE CAMPAIGN FOR DRAWING**

England & Wales - Charity number 1114811

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# Accounts

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**REPORT OF THE DIRECTOR AND  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2023  
FOR  
THE CAMPAIGN FOR DRAWING**

**THE CAMPAIGN FOR DRAWING**

**CONTENTS OF THE FINANCIAL STATEMENTS  
for the Year Ended 31 March 2023**

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**THE CAMPAIGN FOR DRAWING**

**COMPANY INFORMATION  
for the Year Ended 31 March 2023**

**TRUSTEES:**

Mr. John Armah  
Ms Emma Black  
Ms. Rachel Gadsden  
Ms. Isobel Macleod  
Mr Thomas Curtis  
Ms Shula Sinclair  
Mr John Stachiewicz  
Ms Melissa Sterling

**REGISTERED OFFICE:**

Studio 36  
Riverside Building  
Trinity Buoy Wharf  
55 Orchard Place  
London  
E14 0FN

**REGISTERED NUMBER:**

05763509

**ACCOUNTANTS:**

Bramil Associates LLP  
First Floor  
677 High Road  
North Finchley  
London  
N12 0DA

**THE CAMPAIGN FOR DRAWING**  
**ANNUAL REPORT OF THE TRUSTEES**  
**for the Year Ended 31 March 2023**

The Trustees of the Charity for the purposes of the Companies Act 2006, present their report with the financial statements of the Charity for the year ended 31 March 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005 as amended in 2008.

**INCORPORATION**

The Charity was incorporated as a limited liability company on 30 March 2006 and was registered as a charity by the Charity Commission on 23 June 2006. The Charity began trading on 31 August 2006. The Charity also trades under the name of The Big Draw.

**REGISTERED CHARITY NUMBER**

The Charity's registered number with the Charity Commission is 1114811.

**TRUSTEES**

The trustees during the year and appointed after the year end were as follows: -

Mr. John Armah  
Ms. Emma Black  
Ms. Rachel Gadsden  
Ms. Isobel Macleod  
Mr Thomas Curtis  
Ms Shula Sinclair  
Mr John Stachiewicz  
Ms Melissa Sterling

**CAMPAIGN DIRECTOR**

The Charity's Campaign Director is Ms Jane Barnes who was appointed in August 2022 replacing Kate Mason.

**GOVERNING DOCUMENT AND CONSTITUTION**

The Charity is governed by and its constitution is its Memorandum and Articles of Association.

**TRUSTEES SELECTION**

All Trustees since incorporation were appointed by resolution of the existing Trustees. Any new Trustees will be appointed by the existing Trustees.

**MISSION**

The Big Draw is dedicated to raising the profile of drawing as a tool for wellbeing, thought, creativity, social and cultural engagement. The Charity leads a diverse programme of advocacy, empowerment and engagement and runs the Big Draw Festival.

**THE CAMPAIGN FOR DRAWING**  
**ANNUAL REPORT OF THE TRUSTEES**  
**for the Year Ended 31 March 2023**

**CHAIRMAN'S STATEMENT**

The Big Draw charity has continued to operate throughout the year and delivered a programme of events including a week of events with Russell Walker at the Coningsby Art Gallery, a series of Instagram live interviews with artists, monthly schedule of drawing competitions supported by Concepts and the 2022 Festival with the theme 'Come back to Colour'. This has been delivered by the tiny but passionate and dedicated team who run it and the charity continues to attract new partners and audiences each year.

While the Charity continues to strive to be self-supporting by generating income from partners and the Big Draw Festival. However, the cost-of-living crisis plus the slow recovery in activities post pandemic continue to slow the recovery of income. We are particularly grateful to the support of TopHatch Inc and their 'Concepts' app for supporting the Charity.

Our vision for the charity continues to be that of a change-maker and creative protagonist – we want to ensure that drawing continues to change lives.

**DIRECTOR'S REPORT**

Summary:

Our aims this year continued to be to:

- Continue to campaign for the value of visual literacy and the role of drawing to unlock skills and potential
- Grow the number of festival organisers, encourage on-line events when physical events are not possible. Increase our penetration into areas where there is a real need and raise awareness of our other programmes and areas of work separate to the festival.
- Continue to focus on sustainability and ensuring that the charity has its own income streams

**The Big Draw Festival Theme: Come Back to Colour:**

Launched on 8<sup>th</sup> March 2022, as we all tentatively emerged from the challenging grip of the pandemic. The theme encapsulated what we all hoped to be the rediscovery of the vitality, health, care and vibrancy in everyone's lives. The world has changed over the last two years and there is no going back to 'normal'. Our theme was not about trying to recapture a time that has been lost, but about capturing, celebrating and finding joy with all the beautiful and wondrous things that remained. After all the enforced restrictions many families and communities around the world came back together, reconnecting after so long apart. We saw the world through new eyes and fresh appreciation, being more receptive to the colour, richness and diversity accessible to us. Slowing down and taking time to look.

Through the notion of rediscovery, we observed the colour around us, observing the wonderful vibrancy in the colours across the seasons and our natural world around us, celebrating our environment and protecting the 'health' of our ecosystem.

With the support of Russell Walker, the Big Draw ran a week of Big Draw events at the Coningsby Gallery in June 2022 under the festival theme and including the launch of a corporate wellbeing pack. This week of events was supported by Derwent.

**THE CAMPAIGN FOR DRAWING**  
**ANNUAL REPORT OF THE TRUSTEES**  
**for the Year Ended 31 March 2023**

DIRECTORS REPORT (Continued)

**Festival Numbers and Income:**

While there was engagement with the theme: Come Back to Colour, the number of events was lower than in previous years with 167 organisations including 20 Sponsor Partners and 25 individual artists signing up. This data illustrates that organisations are still trying to financially recover from the pandemic and the impact of the cost of living crisis, subsequently being unable to ring fence money to participate in The Big Draw Festival.

For the 3<sup>rd</sup> year we continued to waiver fees for artists/ creatives and individual freelance arts educators, wanting to take part in the festival.

The Charity is grateful to the support of the Alan Davidson Foundation who sponsored the Charity with £4k of which £1k will be carried forward for the 2023 John Ruskin Prize.

**The Big Draw Awards:**

The Big Draw awards for 2021 were judged on 7<sup>th</sup> December 2022. The judging panel consisted of: Russell Walker, Liz Atkin and the new Executive Director Jane Barnes.

**Other Big Draw events:**

In December 2022, The Big Draw worked with partners Derwent and Artgecko and the Trussell Trust to deliver the pilot The Big Christmas Draw. The Big Draw placed sketchbooks into festive food parcels and designed a program of free face to face and online activities in warm rooms with warm meals after the event. The aim was to get families drawing together, and to tackle social isolation, taking the emphasis at this festival time, away from materialism and to focus on creating experiences together. This was complemented by an online program: 'The Twelve Days of Christmas', where families and individuals could join in the draw along events.

**Preparation or Big Draw 2023:**

The brief for the theme for the following year and linked partners was developed during this period and launched in March 2023. Following the success of the collaboration in the previous two years with the festival visual identities, once again the team commissioned designer and artist Vicky Phillips (Lightship Print Shop) to collaborate with The Big Draw and produce the theme 'logo' and digital assets for that year.

**Concepts:**

The partnership continues between The Big Draw and Concepts App owned by Top Hatch Inc, a corporation based in California, USA, with clear synergy between The Big Draw with Concepts in terms of shared values and interests around visual literacy and visual thinking and in particular drawing as a true universal visual language. The support and sponsorship afforded The Big Draw by Concepts App has enabled the partners to develop a successful and lively collaborative creative programme. The "Instagram Live" interviews with artists and designers continued; webinars; regular prompt based' online tagged mark-making activity as well as competitions, workshops, specific drawing/design challenges, blogs.

This is a key creative and strategic partner which is continued through to January 2024.

**Trinity Buoy Wharf:**

The Big Draw continued to have its HQ and operational base at Trinity Buoy Wharf ("TBW") site in E14 London Docklands. TBW have made a three year grant to the Charity which provides support for the office lease, financial support for core staff costs, plus on site events expenditure. The Charity continues to run drawing events and sketch crawls at site. During the year the Charity moved to a smaller office space.

**THE CAMPAIGN FOR DRAWING**  
**ANNUAL REPORT OF THE TRUSTEES**  
**for the Year Ended 31 March 2023**

**DIRECTORS REPORT (Continued)**

**Risk Management:**

The Trustees have a duty to identify and review the risks to which the Charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

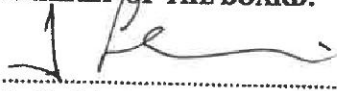
**Reserves:**


The Reserves of the Charity as at the end of the period were £28,109 of which £18,810 were unrestricted and to be retained to promote future events. Restricted funds relate to ACE, Big Draw Awards 2022 and Alan Davidson's donation for 2023 Ruskin Prize.

The Trustees consider that all these reserves are required to be carried forward to continue the activities of the Charity and meet any contracted commitments for year ended 31 March 2024.

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006

**ON BEHALF OF THE BOARD:**

  
.....  
John Stachiewicz – Chairman and Trustee

  
.....  
Isobel Macleod – Trustee

Date: 13/12 2023

## THE CAMPAIGN FOR DRAWING

for the Year Ended 31 March 2023  
PROFIT AND LOSS ACCOUNT

	Notes	31.3.23 £	31.3.22
<b>TURNOVER</b>		130,979	93,059
Cost of sales (Project Activities)		<u>23,887</u>	<u>30,610</u>
<b>GROSS PROFIT</b>		107,092	62,449
Administrative expenses	7	<u>100,932</u>	<u>82,807</u>
<b>OPERATING PROFIT/(LOSS)</b>		6,160	(20,358)
Interest receivable and similar income	2	<u>49</u>	<u>-</u>
<b>SURPLUS/DEFICIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		6,209	(20,358)
Tax on deficit on ordinary activities		<u>-</u>	<u>-</u>
<b>SURPLUS/DEFICIT FOR THE FINANCIAL YEAR AFTER TAXATION</b>		<u>6,209</u>	<u>(20,358)</u>

**THE CAMPAIGN FOR DRAWING**

**BALANCE SHEET**  
31 March 2023

	Notes	31.3.22 £	31.3.22 £
<b>CURRENT ASSETS</b>			
Cash at bank			
Debtors	4	21,205	28,119
		<u>22,400</u>	<u>6,514</u>
<b>CREDITORS</b>		43,605	34,633
Amounts falling due within one year	5	<u>15,496</u>	<u>12,733</u>
<b>NET CURRENT ASSETS</b>		<u>28,109</u>	<u>21,900</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>28,109</u>	<u>21,900</u>
<b>RESERVES</b>			
Surplus Funds	6	28,109	21,900
		<u>28,109</u>	<u>21,900</u>

The Charity is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2023.

The members have not required the Charity to obtain an audit of its financial statements for the year ended 31 March 2022 in accordance with Section 476 of the Companies Act 2006.

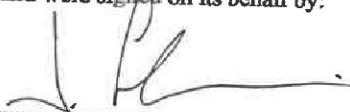
The Trustees acknowledge their responsibilities for:

- (a) ensuring that the Charity keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006;
- (b) preparing financial statements which give a true and fair view of the state of affairs of the Charity as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the Charity.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and the Republic of Ireland".

The financial statements were approved by the Board of Trustees on 13 December 2023

and were signed on its behalf by:

  
.....  
John Stachiewicz – Chairman and Trustee

The notes form part of these financial statements

**THE CAMPAIGN FOR DRAWING**

**NOTES TO THE FINANCIAL STATEMENTS  
for the Year Ended 31 March 2023**

**1. ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and the Republic of Ireland" and the Charities Act 2011 and the SORP for Charities.

**Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax.

**2. OPERATING PROFIT/(LOSS)**

The operating deficit is stated after charging:

	31.3.23	31.3.22
	£	£
Campaign Director's Consultancy Fees	<u>13,181</u>	<u>28,860</u>

**3. TAXATION**

**Analysis of the tax charge**

No liability to UK corporation tax arose on ordinary activities for the year ended 31 March 2022 nor for the year ended 31 March 2023.

**4. DEBTORS**

	31.3.23	31.3.22
	£	£
Trade Debtors	<u>22,400</u>	<u>6,514</u>

**5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.23	31.3.22
	£	£
Deferred Income	6,734	-
Other Creditors	<u>8,762</u>	<u>12,733</u>
	<u>15,496</u>	<u>12,733</u>

**THE CAMPAIGN FOR DRAWING**

**NOTES TO THE FINANCIAL STATEMENTS  
for the Year Ended 31 March 2023**

**5. GRANTS, DONATIONS AND SPONSORSHIP**

	2023	2022
	£	£
Concepts – Top Hatch Inc	60,000	30,000
Trinity Bridge Wharf	18,400	13,667
Derwent	10,000	-
Alan Davidson Foundation	4,000	3,000
ACE	-	10,002
Guild of St. George (Ruskin Prize)	-	1,500
Other Donations	246	1,148
	<u>£ 92,646</u>	<u>£ 59,317</u>

**6. RESERVES**

	Surplus account £
At 1 April, 2022	21,900
Surplus for the Year	6,209
At 31 March, 2023	<u>£ 28,109</u>

	2023	2022
	£	£
<b>RESTRICTED FUNDS</b>		
ACE	4,800	4,800
Trinity Buoy Wharf	-	7,985
Big Draw Awards	3,500	
Alan Davidson	<u>1,000</u>	<u>3,000</u>
	9,300	15,785
<b>UNRESTRICTED FUNDS</b>	<u>18,809</u>	<u>6,115</u>
<b>TOTAL RESERVES</b>	<u>£ 28,109</u>	<u>£ 21,900</u>

**7. ADMINISTRATION FEES**

The Administration Fees includes the costs of the Campaign Director, Operations, Marketing Coordinators and Administrative Support.

**8. SHORT TERM RENTAL LEASE**

The Charity has taken out a short-term lease which is cancellable and does not represent a long-term financial commitment.

## THE CAMPAIGN FOR DRAWING

### Independent examiner's report to the trustees of The Campaign for Drawing

I report on the accounts of the company for the year ended 31 March 2023, which are set out on pages 5 to 8.

#### Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

#### Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

#### Independent examiner's statement

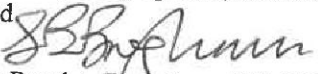
In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

  
Simon Brookes Brougham ACA FCCA

Bramil Associates LLP  
First Floor  
677 High Road  
North Finchley  
London  
N12 0DA

Date: 18<sup>th</sup> December, 2023

**THE CAMPAIGN FOR DRAWING**  
**TRADING AND PROFIT AND LOSS ACCOUNT**  
**for the Year Ended 31 March 2023**

	31.3.23		31.3.22	
	£	£	£	£
<b>Turnover</b>				
Publication and Merchandise Sales	3,809		3,367	
Administration and Event Fees	22,720		30,375	
Sponsorship	104,386		53,669	
Donations	<u>64</u>		<u>5,648</u>	
		130,979		93,059
<b>Cost of sales (Project Activities)</b>				
Website Development and Online Resources	8,116		5,655	
Big Draw Launch and Events	9,521		1,086	
ACE Programme Costs	-		23,869	
Big Draw Awards Prizes and Prize giving	<u>6,250</u>		<u>-</u>	
		<u>23,887</u>		<u>30,610</u>
<b>GROSS SURPLUS</b>		107,092		62,449
<b>Bank Interest</b>		49		-
<b>Expenditure</b>				
Rent, Rates, telephone and Internet	12,471		12,206	
Postage, Stationery & Courier	601		430	
Travel	2,205		1,574	
Administration Fees (See Note 7)	80,956		64,178	
Sundry Expenses	2,761		2,625	
Bank and PayPal Charges	738		654	
Accountancy	<u>1,200</u>		<u>1,140</u>	
		<u>100,932</u>		82,807
<b>NET SURPLUS/DEFICIT</b>		<u>6,209</u>		<u>(20,358)</u>

This page does not form part of the statutory financial statements

**THE CAMPAIGN FOR DRAWING**

England & Wales - Charity number 1114811

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# Accounts

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**REPORT OF THE DIRECTOR AND  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2022  
FOR  
THE CAMPAIGN FOR DRAWING**

**THE CAMPAIGN FOR DRAWING**

**CONTENTS OF THE FINANCIAL STATEMENTS  
for the Year Ended 31 March 2022**

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**THE CAMPAIGN FOR DRAWING**

**COMPANY INFORMATION**  
**for the Year Ended 31 March 2022**

**TRUSTEES:**

Mr. John Armah  
Ms Emma Black  
Ms. Rachel Gadsden  
Ms. Isobel Macleod  
Mr Thomas Curtis  
Ms Shula Sinclair  
Mr John Stachiewicz  
Ms Melissa Sterling

**REGISTERED OFFICE:**

Studio 36  
Riverside Building  
Trinity Buoy Wharf  
55 Orchard Place  
London  
E14 0FN

**REGISTERED NUMBER:**

05763509

**ACCOUNTANTS:**

Bramil Associates LLP  
First Floor  
677 High Road  
North Finchley  
London  
N12 0DA

**THE CAMPAIGN FOR DRAWING**  
**ANNUAL REPORT OF THE TRUSTEES**  
**for the Year Ended 31 March 2022**

The Trustees of the Charity for the purposes of the Companies Act 2006, present their report with the financial statements of the Charity for the year ended 31 March 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005 as amended in 2008.

**INCORPORATION**

The Charity was incorporated as a limited liability company on 30 March 2006 and was registered as a charity by the Charity Commission on 23 June 2006. The Charity began trading on 31 August 2006. The Charity also trades under the name of The Big Draw.

**REGISTERED CHARITY NUMBER**

The Charity's registered number with the Charity Commission is 1114811.

**TRUSTEES**

The trustees during the year and appointed after the year end were as follows: -

Mr. John Armah	
Ms. Emma Black	
Ms. Rachel Gadsden	
Mr David Graham	(resigned 30 June 2021)
Ms. Isobel Macleod	
Mr Thomas Curtis	(appointed 6 September 2021)
Ms Shula Sinclair	(appointed 6 September 2021)
Mr John Stachiewicz	(appointed 30 June 2021)
Ms Melissa Sterling	(appointed 6 September 2021)

**CAMPAIGN DIRECTOR**

The Charity's Campaign Director is Ms Kate Mason.

**GOVERNING DOCUMENT AND CONSTITUTION**

The Charity is governed by and its constitution is its Memorandum and Articles of Association.

**TRUSTEES SELECTION**

All Trustees since incorporation were appointed by resolution of the existing Trustees. Any new Trustees will be appointed by the existing Trustees.

**CHAIRMAN'S STATEMENT**

The year ending 31 March 2022 was a busy one for the charity, where it looked to maintain a secure position against a backdrop of continued external uncertainty as the Covid-19 pandemic continued to disrupt activities in the arts and cultural sector.

However, the charity continued to build on its profile and partnerships, raise significant income, and begin to develop a number of new potential revenue streams. It's clear that the world has changed over the last two years and there is no going back to a previous 'normal'. In order to survive and thrive, we have needed to adapt, move to hybrid working and place more value on the digital content we create.

## **THE CAMPAIGN FOR DRAWING**

### **ANNUAL REPORT OF THE TRUSTEES for the Year Ended 31 March 2022**

The Big Draw, prior to the pandemic, had always consistently created regular online digital content in the form of blogs, social media take-overs' etc. However, like so many organisations, by necessity to survive, it had needed to ramp-up on this approach in response to COVID and a need to connect and engage audiences in new ways.

This approach has proved enormously successful for the charity. All of The Big Draw's social media accounts grew significantly during this period, in particular Instagram, Twitter and You Tube. We continued to produce a weekly newsletter, regular Blogs, Instagram Lives and artist interviews, takeovers, videos, webinars, workshops sessions, digital competitions.

#### **Board development and governance:**

During this period, John Stachiewicz was appointed as Chairman and Trustee.

Three additional new trustees joined the Board this financial year being Melissa Sterling, Shulamit Sinclair, and Thomas Curtis.

#### **The Big Draw Festival '21 – theme: 'Make The Change':**

The 2021 Big Draw Festival theme, Make the Change was launched on 9 March 2021. It was very much set against, and in context with, the numerous extraordinary socio-economic, environmental, and cultural global events that had made up 2020.

The theme aimed to encourage and inspire people to take positive action, explore and celebrate the ways we can live in balance with the world around us, better reconnect with each-other, and demand a better world for future generations.

Interest in the 'Make The Change' theme remained as high as in previous years, although it was clear from May 2021 onwards that the impact of the pandemic continued to be enormous as regards available budgets, with organisations needing to be extremely cautious over where, and how they spend. For the second year in a row, and in support of artists, the charity waived all fees for individual artists/creatives and freelance arts-education practitioners wanting to take part in the festival.

Fee income for this year from the Big Draw Festival at £28k (2021: £24k) remains significantly lower than 'pre-pandemic' years.

Despite the reduction of festival fee income in this year, 28 event organisers in the 'Sponsor-Partner' category signed up, with organisers still coming from around the world. In previous years the presence of overseas organisers has been between 24 – 28 countries, this last year it has been 16.

Care UK's partnership and sponsorship continued during this period with extensive online-linked activity from many Care Homes.

The Big Draw Awards were judged in February 2022 by a panel including

- Curtis Holder - Winner - Sky Portrait Artists of Year 2020 & Teacher
- Oniyinye Iwu - Academic, Illustrator/Author, Teacher

At the year end the prizes had not been distributed to winners and therefore are shown as restricted funds.

#### **Trinity Buoy Wharf:**

The Big Draw continued to have its HQ and operational base at the Trinity Buoy Wharf ("TBW") site in E14, London's Docklands. From May 2021 a new package and lease was agreed which encompassed financial support for one day a week of staff time, plus on-site events expenditure of £4k and a contribution to subsidise the full (commercial) rental amount being a total £20,400 a year for three years. The charity moved to a smaller office space while remaining on the same overall Trinity Buoy Wharf complex.

This support was welcomed by the charity given the ongoing significant impact on our festival fee-paying model and time needed for the market to start to recover from the pandemic.

## THE CAMPAIGN FOR DRAWING

### ANNUAL REPORT OF THE TRUSTEES for the Year Ended 31 March 2022

#### **Arts Council Emergency Funding:**

The charity had successfully secured £65,141 with Round Two funding, which supported activity taking place from November 2020 until March 2021. However, given the ongoing disruption with COVID and recurring periods of lockdown, the period this funding could be used was extended into this year and are more fully described below.

#### **New digital residencies aimed at LGBTQ+ and under-represented groups:**

This new residency programme was launched in April 2021.

With The Arts Council Round Two emergency funding supporting this project, the charity began four new digital creative residencies for artists. We specifically pitched these to encourage submissions from under-represented and overlooked voices, and significant time was spent on the tailoring, language and appropriate promotion of this. We were delighted by the results of this new approach which really did attract new people to organisation. We had over 30 full submissions and the artists selected to develop their digital residencies were:

- Hana Ayoob
- 'Blkmoodyboi'
- Sam Metz and Sian Morrell
- Merlin Summers.

The charity convened a high-profile and representative selection panel to choose the four submissions that would be taken forward. The Judges for this panel were, Yiying Lu, Jade Montserrat, Dapo Adeola, Tanya Raabe-Webber plus Kate Mason and Eleanor Pender from the Big Draw team.

#### **Development of a package of new 'Wellbeing Workshops' targeting Corporates:**

A new fundraising programme has been developed in the form of a new scheme of creative wellbeing workshops that would specifically target corporates, staff 'enrichment', and HR budgets in mind.

Two external consultants, Katherine Mengardon and Dominic Smith, were commissioned to undertake the necessary prospecting, research work and content development to define this new package. This phase of work is now complete, and the next phase is to launch the new product following trialling a number of case studies with allies and supporters. It is hoped that, in time, this could become a viable ongoing new revenue stream for the charity.

#### **UX / UI Audit Report:**

During this period we commissioned an independent UX / UI report on our main charity website. The current site and the CMS embedded within it has been in place since 2014. The brief was also orientated to allow exploration, and examples of the ways that the charity might improve its e-commerce opportunities, in particular in relation to the Big Draw online shop.

#### **Concepts App:**

An exciting new partnership was launched between The Big Draw and Concepts App in October 2021. 'Concepts App', a digital sketching and drawing app, owned by TopHatch Inc, are a corporation based in California, USA. The Big Draw has a close alignment with Concepts in terms of shared values and interests around visual literacy and visual thinking. Both parties recognise the key role and value of shining a light on process, not just the end-product. Both The Big Draw and Concepts celebrate how drawing is incredibly powerful and unique with its ability to cut across cultural, language and geographic divides - a true universal visual language. The support and sponsorship afforded The Big Draw by Concepts App has enabled the partners to develop a successful and lively collaborative creative programme which so far has included "Instagram Live" interviews with artists and designers; webinars; social media take-overs; regular 'prompt based' online tagged mark-making activity as well as competitions, workshops, specific drawing/design challenges, blogs.

This is a key creative and strategic partner for the charity going forward and we will work to develop this partnership over the next year.

## THE CAMPAIGN FOR DRAWING

### ANNUAL REPORT OF THE TRUSTEES for the Year Ended 31 March 2022

#### **The Alan Davidson Foundation:**

Funding and partnership continued for a second year from The Alan Davidson Foundation. The Foundation has a strong focus on MND research, care and initiatives that help support those with disabling neurological conditions. It also supports architecture and architectural initiatives and runs The Davidson Prize, an annual design ideas competition recognising transformative architecture of the home. The prize exists to celebrate innovative design ideas, to encourage multi-disciplinary collaboration and to promote compelling visual communication.

#### **Preparation for Big Draw Festival '22: 'Come Back to Colour':**

The brief for the theme for the following year and linked partners was developed during this period and launched in March 2022.

Following the success of the collaboration in the previous two years with the festival visual identities, once again the team commissioned designer and artist Vicky Phillips (Lightship Print Shop) to collaborate with The Big Draw and produce the theme 'logo' and digital assets for that year.

Sign-ups for this new theme and festival year re-opened on 08.03.22 alongside an online launch campaign.

#### **Other Programming and Partners:**

'Drawing to Learn Anything with Paul Carney, Loughborough Press and The Big Draw' – webinar held in July '21.

Sky Arts new Schools Initiative was launched during this period. The Big Draw were an official partner for its '2D Module'.

#### **RISK MANAGEMENT**

The Trustees have a duty to identify and review the risks to which the Charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.

#### **RESERVES**

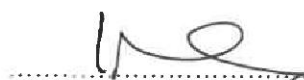
The Reserves of the Charity as at the end of the period were £21,900, of which £6,115 was unrestricted and to be retained to promote future events. Restricted funds relate to ACE and Alan Davidson. The Trustees consider that all these reserves are required to be carried forward to continue the activities of the Charity and meet any contracted commitments for year ended 31 March 2023

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

#### **ON BEHALF OF THE BOARD:**



John Stachiewicz – Chairman and Trustee



Isobel Macleod – Trustee

Date: 13/12/2022

**THE CAMPAIGN FOR DRAWING**  
**for the Year Ended 31 March 2022**  
**PROFIT AND LOSS ACCOUNT**

	Notes	31.3.22 £	31.3.21
<b>TURNOVER</b>		93,059	137,198
Cost of sales (Project Activities)		<u>30,610</u>	<u>17,139</u>
<b>GROSS PROFIT</b>		62,449	120,059
Administrative expenses	7	<u>82,807</u>	<u>79,839</u>
<b>OPERATING PROFIT/(LOSS)</b>	2	(20,358)	40,220
Interest receivable and similar income		<u>-</u>	<u>-</u>
<b>DEFICIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		(20,358)	40,220
Tax on deficit on ordinary activities		<u>-</u>	<u>-</u>
<b>DEFICIT FOR THE FINANCIAL YEAR AFTER TAXATION</b>		<u>(20,358)</u>	<u>40,220</u>

**THE CAMPAIGN FOR DRAWING**

**BALANCE SHEET**  
**31 March 2022**

	Notes	31.3.22 £	31.3.21 £
<b>CURRENT ASSETS</b>			
Cash at bank		28,119	46,459
Debtors	4	<u>6,514</u>	<u>-</u>
		34,633	46,459
<b>CREDITORS</b>			
Amounts falling due within one year	5	<u>12,733</u>	<u>4,200</u>
<b>NET CURRENT ASSETS</b>		<u>21,900</u>	<u>42,259</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>21,900</u>	<u>42,259</u>
<b>RESERVES</b>			
Surplus Funds	6	<u>21,900</u>	<u>42,259</u>
		<u>21,900</u>	<u>42,259</u>

The Charity is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2022.

The members have not required the Charity to obtain an audit of its financial statements for the year ended 31 March 2022 in accordance with Section 476 of the Companies Act 2006.

The Trustees acknowledge their responsibilities for:

- (a) ensuring that the Charity keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006;
- (b) preparing financial statements which give a true and fair view of the state of affairs of the Charity as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the Charity.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and the Republic of Ireland".

The financial statements were approved by the Board of Trustees on 13 December 2022

and were signed on its behalf by:



John Stachiewicz – Chairman and Trustee

The notes form part of these financial statements

**THE CAMPAIGN FOR DRAWING**

**NOTES TO THE FINANCIAL STATEMENTS  
for the Year Ended 31 March 2022**

**1. ACCOUNTING POLICIES**

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and the Republic of Ireland" and the Charities Act 2011 and the SORP for Charities.

**Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax.

**2. OPERATING PROFIT/(LOSS)**

The operating deficit is stated after charging:

	31.3.22	31.3.21
	£	£
Campaign Director's Consultancy Fees	<u>28,860</u>	<u>28,860</u>

**3. TAXATION**

**Analysis of the tax charge**

No liability to UK corporation tax arose on ordinary activities for the year ended 31 March 2021 nor for the year ended 31 March 2022.

**4. DEBTORS**

	31.3.22	31.3.21
	£	£
Trade Debtors	<u>6,514</u>	<u>-</u>

**5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.22	31.3.21
	£	£
Other Creditors	<u>12,733</u>	<u>4,200</u>
	<u>12,733</u>	<u>4,200</u>

**THE CAMPAIGN FOR DRAWING**

**NOTES TO THE FINANCIAL STATEMENTS  
for the Year Ended 31 March 2022**

**5. GRANTS, DONATIONS AND SPONSORSHIP**

	2022 £	2021 £
ACE	10,002	90,023
Grocers	-	1,500
Trinity Bridge Wharf	13,667	-
Concepts – Top Hatch Inc	30,000	-
Alan Davidson Foundation	3,000	-
Guild of St. George (Ruskin Prize)	1,500	1,500
Other Donations	<u>1,148</u>	<u>13,609</u>
	<u>£ 59,317</u>	<u>£ 106,632</u>

**6. RESERVES**

	Surplus account £	
At 1 April, 2021	42,258	
Surplus for the Year	<u>(20,358)</u>	
At 31 March, 2022	<u>£ 21,900</u>	
	2022	2021
	£	£
<b>RESTRICTED FUNDS</b>		
ACE	4,800	19,780
Trinity Buoy Wharf	7,985	
Alan Davidson	<u>3,000</u>	<u>3,000</u>
	15,785	22,780
<b>UNRESTRICTED FUNDS</b>	<u>6,115</u>	<u>19,479</u>
<b>TOTAL RESERVES</b>	<u>£ 21,900</u>	<u>£ 42,259</u>

**7. ADMINISTRATION FEES**

The Administration Fees includes the costs of the Campaign Director, Operations, Marketing Coordinators and Administrative Support.

**8. SHORT TERM RENTAL LEASE**

The Charity has taken out a short-term lease which is cancellable and does not represent a long-term financial commitment.

## THE CAMPAIGN FOR DRAWING

### Independent examiner's report to the trustees of The Campaign for Drawing

I report on the accounts of the company for the year ended 31 March 2022, which are set out on pages 6 to 9.

#### Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

#### Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

#### Independent examiner's statement

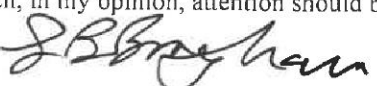
In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

  
Simon Brookes Brougham ACA FCCA

Bramil Associates LLP  
First Floor  
677 High Road  
North Finchley  
London  
N12 0DA

Date: 20/12/2022

**THE CAMPAIGN FOR DRAWING**  
**TRADING AND PROFIT AND LOSS ACCOUNT**  
**for the Year Ended 31 March 2022**

	31.3.22		31.3.21	
	£	£	£	£
<b>Turnover</b>				
Publication and Merchandise Sales	3,367		6,555	
Administration and Event Fees	30,375		24,011	
Ruskin Prize	-		1,500	
Sponsorship	53,669		91,523	
Donations	<u>5,648</u>		<u>13,609</u>	
		93,059		137,198
<b>Cost of sales (Project Activities)</b>				
Website Development and Online Resources	5,655		7,328	
Big Draw Launch and Events	1,086		349	
Big Draw Awards Prizes and Prize giving	-		2,875	
Publicity, Packs and Materials	-		5,272	
ACE Programme Costs	23,869		1,315	
	<u>          </u>	<u>30,610</u>	<u>          </u>	<u>17,139</u>
<b>GROSS SURPLUS</b>		62,449		120,059
<b>Expenditure</b>				
Rent, Rates, telephone and Internet	12,206		9,153	
Postage, Stationery & Courier	430		839	
Travel	1,574		45	
Administration Fees (See Note 7)	64,178		66,800	
Sundry Expenses	2,625		1,078	
Bank and PayPal Charges	654		934	
Accountancy	<u>1,140</u>		<u>990</u>	
		<u>82,807</u>		79,839
<b>NET SURPLUS/DEFICIT</b>		<u>(20,358)</u>		<u>40,220</u>

This page does not form part of the statutory financial statements

**THE CAMPAIGN FOR DRAWING**

England & Wales - Charity number 1114811

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# Accounts

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**REPORT OF THE DIRECTOR AND  
UNAUDITED FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2021  
FOR  
THE CAMPAIGN FOR DRAWING**

**THE CAMPAIGN FOR DRAWING**

**CONTENTS OF THE FINANCIAL STATEMENTS  
for the Year Ended 31 March 2021**

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**THE CAMPAIGN FOR DRAWING**

**COMPANY INFORMATION**  
**for the Year Ended 31 March 2021**

**TRUSTEES:**

Mr. John Armah  
Ms Emma Black  
Ms. Rachel Gadsden  
Ms. Isobel Macleod  
Mr Thomas Curtis  
Ms Shula Sinclair  
Mr John Stachiewicz  
Ms Melissa Sterling

**REGISTERED OFFICE:**

Studio 36  
Riverside Building  
Trinity Buoy Wharf  
55 Orchard Place  
London  
E14 0FN

**REGISTERED NUMBER:**

05763509

**ACCOUNTANTS:**

Bramil Associates LLP  
First Floor  
677 High Road  
North Finchley  
London  
N12 0DA

**THE CAMPAIGN FOR DRAWING**  
**ANNUAL REPORT OF THE TRUSTEES**  
**for the Year Ended 31 March 2021**

The Trustees of the Charity for the purposes of the Companies Act 2006, present their report with the financial statements of the Charity for the year ended 31 March 2021. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in March 2005 as amended in 2008.

**INCORPORATION**

The Charity was incorporated as a limited liability company on 30 March 2006 and was registered as a charity by the Charity Commission on 23 June 2006. The Charity began trading on 31 August 2006. The Charity also trades under the name of The Big Draw.

**REGISTERED CHARITY NUMBER**

The Charity's registered number with the Charity Commission is 1114811.

**TRUSTEES**

The trustees during the year and appointed after the year end were as follows: -

Mr. John Armah	
Ms. Emma Black	
Ms. Rachel Gadsden	
Mr David Graham	(resigned 30 June 2021)
Ms. Isobel Macleod	
Mr Thomas Curtis	(appointed 6 September 2021)
Ms Shula Sinclair	(appointed 6 September 2021)
Mr John Stachiewicz	(appointed 30 June 2021)
Ms Melissa Sterling	(appointed 6 September 2021)

**CAMPAIGN DIRECTOR**

The Charity's Campaign Director is Ms Kate Mason.

**GOVERNING DOCUMENT AND CONSTITUTION**

The Charity is governed by and its constitution is its Memorandum and Articles of Association.

**TRUSTEES SELECTION**

All Trustees since incorporation were appointed by resolution of the existing Trustees. Any new Trustees will be appointed by the existing Trustees.

**MISSION**

Throughout the year The Big Draw manages collaborative projects, campaigns and educational conferences on visual literacy and encourages a polymathic approach across all areas of work. Working with cultural and educational organisations, policymakers and businesses, The Big Draw demonstrates the social, economic and health benefits that drawing can bring and provides opportunities for everyone to access them.

Overarching the charity's work is an approach which invites exploration around the intersection between arts, crafts, design, science, digital technology and enterprise, and represents our support of the wider sector campaign to give arts, crafts and design subjects parity with the STEM subjects.

**THE CAMPAIGN FOR DRAWING**  
**ANNUAL REPORT OF THE TRUSTEES**  
**for the Year Ended 31 March 2021**

The charity leads a diverse programme of advocacy, empowerment and engagement, and is the founder, HQ and driving force behind our 'The Big Draw Festival' – the world's biggest celebration of drawing. The Covid-19 pandemic required a change in working from physical events to a programme of online events supported by emergency funding from Arts Council England.

**CHAIRMAN'S STATEMENT**

The Big Draw charity has continued to operate throughout the year and delivered a programme of events including as a series of Instagram live interviews with artists. This has been delivered by the tiny but passionate and dedicated team who run it and the charity continues to attract new partners and audiences each year.

While the Charity continues to strive to be self-supporting by generating income from partners and the Big Draw Festival, the reduction in global activity means the number of festival events was significantly reduced in 2020. We are particularly grateful to Arts Council England for making grants available from the Emergency Funds and Culture Recovery Fund during 2020/21 which has enabled us to continue to deliver a varied programme of online events in support of drawing in all its forms.

Our vision for the charity continues to be that of a change-maker and creative protagonist – we want to ensure that drawing continues to change lives.

Patrons and Ambassadors:

Emma Stibbon RA was announced as a Patron in April 2020. This aligned with 'Earth Day' on 22 April 2020.

Octavia Bromell, Adobe Creative Resident UK to be announced as Ambassador and Gary Andrews, previously Ambassador was announced as a Patron in recognition of his significant support and time given to the charity during this challenging year.

**DIRECTOR'S REPORT**

Summary:

Our aims this year were to:

- Continue to campaign for the value of visual literacy and the role of drawing to unlock skills and potential
- Grow the number of festival organisers, encourage on-line events when physical events are not possible.
- Increase our penetration into areas where there is a real need and raise awareness of our other programmes and areas of work separate to the festival.
- Continue to focus on sustainability and ensuring that the charity has its own income streams

• New Chair of The Board:

David Graham was the Chair of the Board of Trustees throughout the year resigning on 30 June 2020 to be replaced by John Stachiewicz who has a long history of arts and cultural engagement.

## THE CAMPAIGN FOR DRAWING

### ANNUAL REPORT OF THE TRUSTEES for the Year Ended 31 March 2021

- COVID 19 pandemic, impact and Programming

On 23 March 2020, the Prime Minister formerly addressed the nation on coronavirus and the first lockdown began. This was the backdrop for the charity for the new financial year beginning April 2020. In the weeks before this announcement it had become clear that operations across all levels of The Big Draw were likely to be impacted. On 15 March 2020 at a Board meeting, a strategy was initiated to look at the next six-month period given likely disruption to the business and fee model. By May 2020 the early indications were that festival fee income at this time was showing a 60 -70% drop compared to the same time in previous years. Given the collapse of the supply chain in the arts and cultural industries sector at this time, organisations were not in a position to plan ahead, programme and invest in paying a fee to take part in the Big Draw festival.

The major opportunity for emergency funding was however with Arts Council England. Round One opened for this on 9 April 2020 with Round Two open for application at the end of August 2020. The Big Draw submitted applications to both of these rounds and was successful in both cases providing an essential lifeline for the charity. The round one application was for activity May 2020 to October Oct 2020 for £35,000. The application with Round Two was for activity November 2020 to March 2021 (extended to June 2021) and was for £65,141.

- ACE Funded Programmes

The first ACE funding enabled us to honour existing arrangements with partners and artists for planned key events. This included our annual Festival Launch/Family Day in October which each year usually attracts thousands of attendees. Arrangements had already been underway with RIBA to partner with their Learning Team and host our 20th anniversary Family Day at RIBA London HQ in October. We still delivered on this event and programme, albeit all online, including an online Awards reel and celebratory video.

The second round of successful ACE funding continued to support core team costs and also a full programme including new digital artist residencies (aiming to showcase creative talent from under-represented and over-looked voices) and provide funds to support a range of digital activity such as live events online, discussions, interviews and panels. There was also support for the work needed to protect our intellectual property (trademarks) overseas, funds to develop a new Corporate Wellbeing Workshop package and to commission an external consultant to assess the effectiveness of our website and identify opportunities to develop our E Commerce.

Our landlord at Trinity Buoy Wharf, Urban Space Management, were extremely supportive throughout this year and offered a significant increased subsidy on rent to enable the charity to retain its office HQ on site.

- Increase of a digital offer

The majority of work and our creative offer and all engagement went online in 2020. We launched a new series of Instagram Live 'In Conversation with' interviews and increased activity across blogs, zoom seminar and workshops, online videos, audiograms and podcasts.

Our transition to a more hybrid way of working with an increased digital offer and remote working was successful. In the year from April 2020 to March 2021, our Instagram followers increased by 26% and our YouTube followers by c. 40%. We believe our content has been extremely well received and it is hoped that this in turn will help leverage new conversations and ways of collaborating with new sponsors and partners as our business model continues to adapt. It is likely that the charity will want to continue to

## THE CAMPAIGN FOR DRAWING

### ANNUAL REPORT OF THE TRUSTEES for the Year Ended 31 March 2021

develop a hybrid model and move towards directly delivering less physical events given the large amount of funding these events require to deliver to a high standard.

- Big Draw Festival 2020: THE BIG GREEN DRAW: A CLIMATE OF CHANGE:

The Big Draw Festival continues to be one of the key activities of the charity. The aim is to encourage as many people as possible across society to get involved in drawing in all its different forms. We do this through supporting event organisers around the world enabling them to plug-in to our festival platform and model furnishing them with a range of resources as well as marketing and branding opportunities. Despite the lower levels of activity this year there were still 20 Sponsor-Partners and 175 other organisations taking part and running events.

This theme focused on the relationship between people and our living environments and ecosystems; highlighting how we live today and the ways in which we do and do not harmonise with nature. It aimed to help showcase mindsets and actions that proactively support positive symbiosis between people and the Earth. 2020 also marked the 20th anniversary of The Big Draw/The Campaign for Drawing.

Care UK – the national Care Homes provider partnered with The Big Draw for the second year running successful live activity by Patron Gary Andrews streamed live direct to the large screen across 60 care homes.

Given the impact of COVID 19 in particular on individual artists and freelancers, the charity waived all fees on individuals wanting to run an event under the festival banner for that year.

A digital celebratory Awards video of the winners and Judges for festival entries for the previous year was distributed in December 2020. High profile judges confirmed for this towards the end of March 2021 were Jade Monserrat, Dapo Adeola, Yiyi Lu and Big Draw Ambassador Tanya Raabe- Webber.

- Other Programming

The charity worked in partnership from May to October 2020 with the arts/education/environmental charity, House of Imagination (who run the annual 'Forest of Imagination' Festival). This was a fruitful relationship with a full digital programme of artist-led workshops, talks and presentations and live interviews and panel discussions, including one with TEDX Bath.

The charity ran three digital teachers CPD sessions around how to engage with the Big Draw Festival and suggested resources and guidelines.

'Earth Day' programme including announcement of new Patron, Emma Stibbon RA.

The Alan Davidson Foundation again supported the Big Draw this year and they launched their own new Architecture Prize.

**THE CAMPAIGN FOR DRAWING**  
**ANNUAL REPORT OF THE TRUSTEES**  
**for the Year Ended 31 March 2021**

- Intellectual Property:

The Board and Trustees as well as the Patrons are committed to protecting the charity's Intellectual Property including registered trademarks. During the year the team continued to be in touch with organisations who were using the charity's trademarks without permission.

- Funders:

The charity continues with its aim to become self-sustaining in the longer term but as noted above for the year ended March 2021 was dependent on funding from Arts Council England.

Donations in this year were gratefully received from The Guild of St George and The Grocers Charity.

In the Big Draw online shop, we raise funds by selling items including books donated by Pavilion Publishing and new for this year prints donated by Mychael Barratt.

#### **RISK MANAGEMENT**

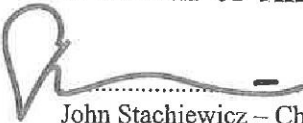
The Trustees have a duty to identify and review the risks to which the Charity is exposed and to ensure appropriate controls are in place to provide reasonable assurance against fraud and error.


#### **RESERVES**

The Reserves of the Charity as at the end of the period were £42,259, of which £19,479 was unrestricted and to be retained to promote future events. Restricted funds relate to ACE and Alan Davidson. The Trustees consider that all these reserves are required to be carried forward to continue the activities of the Charity and meet any contracted commitments for year ended 31 March 2022.

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

**ON BEHALF OF THE BOARD:**

✓   
.....  
John Stachiewicz – Chairman and Trustee

  
.....  
Isobel Macleod – Trustee

Date: 28 January 2022

## THE CAMPAIGN FOR DRAWING

for the Year Ended 31 March 2021  
PROFIT AND LOSS ACCOUNT

	Notes	31.3.21 £	31.3.20 £
<b>TURNOVER</b>		137,198	128,663
Cost of sales (Project Activities)		<u>17,139</u>	<u>37,833</u>
<b>GROSS PROFIT</b>		120,059	90,830
Administrative expenses	7	<u>79,839</u>	<u>96,889</u>
<b>OPERATING PROFIT/(LOSS)</b>	2	40,220	(6,059)
Interest receivable and similar income		<u>-</u>	<u>-</u>
<b>DEFICIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b>		40,220	(6,059)
Tax on deficit on ordinary activities		<u>-</u>	<u>-</u>
<b>DEFICIT FOR THE FINANCIAL YEAR AFTER TAXATION</b>		<u>40,220</u>	<u>(6,059)</u>

THE CAMPAIGN FOR DRAWING

BALANCE SHEET  
31 March 2021

	Notes	31.3.21 £	31.3.20 £
<b>CURRENT ASSETS</b>			
Cash at bank		46,459	15,739
Debtors	4	<u>-</u>	<u>-</u>
		46,459	15,739
<b>CREDITORS</b>			
Amounts falling due within one year	5	<u>4,200</u>	<u>13,700</u>
<b>NET CURRENT ASSETS</b>		<u>42,259</u>	<u>2,039</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>42,259</u>	<u>2,039</u>
<b>RESERVES</b>			
Surplus Funds	6	<u>42,259</u>	<u>2,039</u>
		<u>42,259</u>	<u>2,039</u>

The Charity is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2021.

The members have not required the Charity to obtain an audit of its financial statements for the year ended 31 March 2021 in accordance with Section 476 of the Companies Act 2006.

The Trustees acknowledge their responsibilities for:

- (a) ensuring that the Charity keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006;
- (b) preparing financial statements which give a true and fair view of the state of affairs of the Charity as at the end of each financial year and of its profit or loss for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 1985 relating to financial statements, so far as applicable to the Charity.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies and with Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and the Republic of Ireland".

The financial statements were approved by the Board of Trustees on 28 January 2022

and were signed on its behalf by:



John Stachiewicz – Chairman and Trustee

The notes form part of these financial statements

THE CAMPAIGN FOR DRAWING

NOTES TO THE FINANCIAL STATEMENTS  
for the Year Ended 31 March 2021

1. ACCOUNTING POLICIES

**Accounting convention**

The financial statements have been prepared under the historical cost convention and in accordance with the Section 1A "Small Entities" of Financial Reporting Standard 102 "The Financial Reporting Standard applicable in the UK and the Republic of Ireland" and the Charities Act 2011 and the SORP for Charities.

**Turnover**

Turnover represents net invoiced sales of goods, excluding value added tax.

2. OPERATING PROFIT/(LOSS)

The operating deficit is stated after charging:

	31.3.21	31.3.20
	£	£
Campaign Director's Consultancy Fees	<u>28,860</u>	<u>30,183</u>

3. TAXATION

**Analysis of the tax charge**

No liability to UK corporation tax arose on ordinary activities for the year ended 31 March 2021 nor for the year ended 31 March 2020.

4. DEBTORS

	31.3.21	31.3.20
	£	£
Trade Debtors	<u>-</u>	<u>-</u>

5. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.21	31.3.20
	£	£
Other Creditors	4,200	3,700
Loan	<u>-</u>	<u>10,000</u>
=	<u>4,200</u>	<u>13,700</u>

**THE CAMPAIGN FOR DRAWING**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**for the Year Ended 31 March 2021**

**5. GRANTS, DONATIONS AND SPONSORSHIP**

	2021 £	2020 £
ACE	90,023	-
Grocers	1,500	-
Adobe	-	20,719
Golden Bottle Trust	-	5,000
Alan Davidson Foundation	-	3,000
Guild of St. George (Ruskin Prize)	1,500	1,500
Manchester Metropolitan	-	3,500
Other Donations	13,609	-
	<u>£ 106,632</u>	<u>£ 33,719</u>

**6. RESERVES**

	Surplus account £	
At 1 April, 2020	2,039	
Surplus for the Year	<u>40,220</u>	
At 31 March, 2021	<u>£ 42,259</u>	
	2021	2020
<b>RESTRICTED FUNDS</b>	£	£
ACE	19,780	
Alan Davidson	3,000	
Big Draw Awards	-	<u>2,039</u>
	<u>22,780</u>	<u>2,039</u>
<b>UNRESTRICTED FUNDS</b>	<u>19,479</u>	-
<b>TOTAL RESERVES</b>	<u>£ 42,259</u>	<u>£ 2,039</u>

**7. ADMINISTRATION FEES**

The Administration Fees includes the costs of the Campaign Director, Operations, Marketing Coordinators and Administrative Support.

**8. SHORT TERM RENTAL LEASE**

The Charity has taken out a short-term lease which is cancellable and does not represent a long-term financial commitment.

## THE CAMPAIGN FOR DRAWING

### Independent examiner's report to the trustees of The Campaign for Drawing

I report on the accounts of the company for the year ended 31 March 2021, which are set out on pages 6 to 9.

#### Respective responsibilities of trustees and examiner

The trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

#### Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.

#### Independent examiner's statement

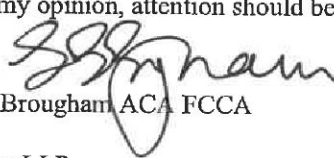
In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

  
Simon Brookes Brougham ACA FCCA

Bramil Associates LLP  
First Floor  
677 High Road  
North Finchley  
London  
N12 0DA

Date: 31/01/2022

**THE CAMPAIGN FOR DRAWING**  
**TRADING AND PROFIT AND LOSS ACCOUNT**  
**for the Year Ended 31 March 2021**

	31.3.21		31.3.20	
	£	£	£	£
<b>Turnover</b>				
Publication and Merchandise Sales	6,555		12,289	
Administration and Event Fees	24,011		65,490	
Ruskin Prize	1,500		17,165	
Sponsorship	91,523		27,219	
Donations	<u>13,609</u>		<u>6,500</u>	
		137,198		128,663
<b>Cost of sales (Project Activities)</b>				
Website Development and Online Resources	7,328		5,513	
Big Draw Launch and Events	349		17,813	
Big Draw Awards Prizes and Prize giving	2,875		-	
John Ruskin Prize	-		13,738	
Lincoln, Cass, Unity and Others	-		769	
Publicity, Packs and Materials	5,272		-	
ACE Programme Costs	<u>1,315</u>		<u>-</u>	
		<u>17,139</u>		<u>37,833</u>
<b>GROSS SURPLUS</b>		120,059		90,830
<b>Expenditure</b>				
Insurance	-		734	
Rent, Rates, telephone and Internet	9,153		10,623	
Postage, Stationery & Courier	839		1,383	
Travel	45		2,898	
Administration Fees (See Note 7)	66,800		75,376	
Sundry Expenses	1,078		2,020	
Bank and PayPal Charges	934		2,955	
Accountancy	<u>990</u>		<u>900</u>	
		<u>79,839</u>		<u>96,889</u>
<b>NET SURPLUS/DEFICIT</b>		40,220		<u>(6,059)</u>

This page does not form part of the statutory financial statements