

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

**THE CAMPAIGN FOR DRAWING**

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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**  
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**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	-	-
		46,459	15,739
<b>CREDITORS</b>			
Amounts falling due within one year	5	4,200	13,700
<b>NET CURRENT ASSETS</b>		42,259	2,039
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		42,259	2,039
<b>RESERVES</b>			
Surplus Funds	6	42,259	2,039
		42,259	2,039

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	-	2,039
	<u>22,780</u>	<u>2,039</u>
<b>UNRESTRICTED FUNDS</b>	<u>19,479</u>	<u>-</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

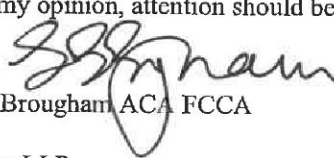
In connection with my examination, no matter has come to my attention:

(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		(6,059)

This page does not form part of the statutory financial statements