

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

## **THE CAMPAIGN FOR DRAWING**

### **CONTENTS OF THE FINANCIAL STATEMENTS for the Year Ended 31 March 2025**

	<b>Page</b>
<b>Company Information</b>	<b>1</b>
<b>Annual Report of the Trustees</b>	<b>2</b>
<b>Statement of Financial Activities</b>	<b>5</b>
<b>Balance Sheet</b>	<b>6</b>
<b>Notes to the Financial Statements</b>	<b>7</b>
<b>Report of the Accountants – Independent Examiner’s report to the Trustees of the Campaign for Drawing</b>	<b>9</b>
<b>Detailed Statement of Financial Activities</b>	<b>10</b>

**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.

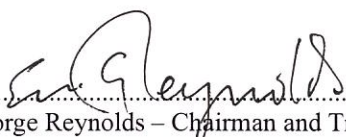
**Reserves:**

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>
GROSS PROFIT		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:

- ensuring that the Charity keeps accounting records which comply with Sections 386 and 387 of the Companies Act 2006;
- 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  
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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