

# MEADOW ARTS

England & Wales · Charity number 1125145

## Details

---

**Status** Registered

**Legal form** CIO

**Registered** 2008-07-23

**Register** [View on the Charity Commission register](#)

## Contact

---

**Address** 23 Broad Street  
Hay-On-Wye  
Hereford  
HR3 5DB

**Phone** 07717312286

**Email** [clare@meadowarts.org](mailto:clare@meadowarts.org)

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

## Activities

---

**Objects:** THE EDUCATION OF THE PUBLIC BY THE PROMOTION OF CONTEMPORARY AND OTHER ART AND IN PARTICULAR (BUT WITHOUT LIMITATION) ART THAT IS LINKED TO THE LANDSCAPE IN THE WEST MIDLANDS AND SURROUNDING AREAS BY EXHIBITING CONTEMPORARY AND OTHER ART TO FOSTER UNDERSTANDING, APPRECIATION AND ENJOYMENT OF ART AMONGST THE PUBLIC.

**Activities:** The charities main objectives are the education of the public, by the promotion of contemporary and other art and in particular (but without limitation) art that is linked to the landscape in the West Midlands and surrounding areas. This is to be achieved by exhibiting contemporary and other art to foster understanding, appreciation and enjoyment of art amongst the public.

## Classification

---

- **How:** Provides Services
- **What:** Education/training, Arts/culture/heritage/science
- **Who:** The General Public/mankind

## Geography

- **Area of benefit:** WEST MIDLANDS
- Derbyshire
- Herefordshire
- Powys
- Shropshire
- Telford & Wrekin
- Warwickshire
- Wolverhampton
- Worcestershire

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£340,778	£213,700	-	-
2024-03-31	£305,199	£248,830	-	-
2023-03-31	£207,074	£242,464	-	-
2022-03-31	£247,170	£244,641	-	-
2021-03-31	£227,100	£217,719	-	-

## Trustees

Name	Role	Appointed
<b>Daniel Pryde-Jarman Dr</b>	Chair	2019-12-11
Candice Pearson		2022-06-24
Deborah Robinson		2016-07-07
Dr Alice Planel-Frederiks		2024-03-20
Dr Russell John Roberts		2026-04-30
Elizabeth Toni Parbutt		2024-03-20
Gemma Moore		2022-06-24
Louisa Mayor		2020-03-11
Ryan Hughes		2021-03-18

**MEADOW ARTS**

England & Wales - Charity number 1125145

---

# Accounts

---

**Report of the Trustees and  
Unaudited Financial Statements  
for the Year Ended 31 March 2025  
for  
Meadow Arts**

Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

## Meadow Arts

### Contents of the Financial Statements for the Year Ended 31 March 2025

	<b>Page</b>
<b>Annual Report</b>	1 to 2
<b>Report of the Trustees</b>	3 to 4
<b>Independent Examiner's Report</b>	5
<b>Statement of Financial Activities</b>	6
<b>Balance Sheet</b>	7 to 8
<b>Notes to the Financial Statements</b>	9 to 15
<b>Detailed Statement of Financial Activities</b>	16 to 17



**Art, places, ideas.**

## **Annual Report 2025**

**01 April 2024 – 31 March 2025**

### **Executive Summary**

The year was summarised by completing Year 2 of our 2023-26 NPO programme and receiving confirmation that it will extend by one year for 2026-27, with the possible addition of a second extension to March 2028. We continue to deliver ambitious and high-quality work, nowadays with a greater emphasis on a programme built around artistic engagement and work with people in the communities we serve.

Work was carried out during the period to ensure that Meadow Arts' Mission and Values still represent our Vision as well as aligning with the Arts Council England Strategy *Let's Create*.

### **Meadow Arts Vision**

We are creative, inspirational, collaborative, responsive & curious.

We use excellent contemporary art to encourage new ideas and expand horizons.

We place visual art in unexpected, often rural places, to reach audiences and engage participants.

### **Programme Highlights**

#### **1. Our Place, Golden Valley**

A major 3-year place-based creative health project of which Meadow Arts are one of three lead organisations working in three core locations across Herefordshire. The Golden Valley is a deeply rural part of the county lying along its southwestern edge. Meadow Arts will receive £200,000 between Autumn 2024 and Spring 2027.

#### **2. Station Approach, Hereford**

Final year (Year 3) of a major public realm programme spanning a 3-Year partnership with Hereford College of Art, at No.1 Station Approach, Hereford. Funded by Hereford Stronger Towns Fund to value of £88,200. Year 3 artist was Laura White.

#### **3. BorderLands**

A new three-year funded programme exploring the Herefordshire border country and the meaning of defining regions, to coincide with the new English Devolution White Paper. The project is made possible via funding from a new philanthropic partnership with the De Laszlo Foundation (£20,000 p.a. x3 years). The programme will run March-February annually across 25-26, 26-27 and 27-28.

#### **4. Pershore**

Continuing our socially engaged approach to artistic programming in Worcestershire, we delivered more successful work in the Pershore community, particularly with participants of Pershore Riverside Centre, undertaking a project at NT Croome Court called Wild Imagination, funded by Elmley Foundation.

#### **5. UKSPF Cultural Development and Cultural Programming Funded Projects**

Concluded two 2-year projects in Herefordshire, funded by the UK Shared Prosperity Fund, one project in collaboration with National Trust Herefordshire venue, the Weir (cultural development programme) and the other reviving a Herefordshire Visual Artist Network (cultural programming). Both began in Autumn 2023 and closed March 2025.

#### **6. Radical Care Artist Talks Series 1 House Open Lectures Season 11**

An 11-year partnership with University of Worcester, Fine Art department ended and was replaced by a new collaboration with Hereford College of Arts, delivering the Radical Care Artist Talks series, spanning the 24-25 and 25-26 financial years with 5 live events.

#### **7. Monument to the Vanquished**

The programme in 2024-25 focused on commissioning work from artist Leah Gordon for a major exhibition at the Herbert Museum and Art Gallery, Coventry opening in October 2025.

### **Marketing**

- Audience Engagement – we use Arts Council England's Audience Data Platform, Illuminate, to track audience and participant data, alongside the Culture Counts Impact & Insight Toolkit, enabling us to gain deeper insights into our audience demographic, behaviour and preferences.
- Annual Review – we publish an annual preview of our programme for the coming year, accessible across all digital channels, it provides audiences with an overview of our plans, impact, and aspirations.
- Social media – we have 3,642 followers on Instagram, 1,860 followers on Facebook and received 1,300 views on YouTube. More use of reels and video footage provides engaging content to attract and retain a larger digital audience across all platforms.
- Website - Website analytics for 2024-25 show the website received 11,000 hits.
- E-newsletter – Monthly, 1,215 people viewed our e-newsletters.

### **Governance 2024-25**

The board comprises 9 people:

- Dr Daniel Pryde-Jarman, Chair.
- Ryan Hughes, Deputy Chair.
- Stephen Purse, Treasurer.
- Plus, Louisa Mayor, Deborah Robinson, Gemma Moore (Youth Trustee), Candice Pearson, Alice Panel-Frederiks and Elizabeth Parbutt.

In the 2024-25 year we changed our business model to a Charitable Incorporated Organisation, thereby dropping the company number and requiring that we only report to the Charity Commission.

### **Staffing**

Meadow Arts continues to employ a core team of 5 part-time staff, with an FTE of 3. The roles are Executive Director, Artistic Director, Programme Manager, Learning & Engagement Manager and Digital Communications Officer. These people are supported by a strong freelance team including bookkeeper, graphic designer, IT support, and Engagement Producer.

## **Meadow Arts**

### **Report of the Trustees for the Year Ended 31 March 2025**

The trustees of the charity, present their report with the financial statements of the charity for the year ended 31 March 2025. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

#### **OBJECTIVES AND ACTIVITIES**

##### **Objectives and aims**

The charity's main objective is the education of the public by the promotion of contemporary and other art and in particular (but without limitation) art that is linked to the landscape in the West Midlands and surrounding areas. This is to be achieved by exhibiting contemporary and other art to foster understanding, appreciation and enjoyment of art amongst the public. The trustees confirm that they have considered the Charity Commission's Guidance on public benefit.

#### **ACHIEVEMENTS AND PERFORMANCE**

##### **Charitable activities**

During the year Meadow Arts met its objectives by organising and delivering a substantial number of well-attended visual arts exhibitions, artworks and activities throughout the rural West Midlands and adjoining counties. (More detail is provided in the preceding pages)

#### **FINANCIAL REVIEW**

##### **Principal funding sources**

The principal funding source in the year under review was Arts Council England as a National Portfolio Organisation since April 2012. The excess of income over expenditure for the year amounted to £127,078 (2024: £56,369 surplus)

##### **Reserves policy**

The charity aims to hold reserves of at least £42,570 to ensure that the core activity could continue during a period of unforeseen difficulty. The position is reviewed annually. The unrestricted reserves at 31 March 2025 amounted to £171,471 substantially all of which comprised free reserves.

##### **Going concern**

The status of Meadow Arts as an Arts Council England National Portfolio Organisation was reconfirmed during the year and extends to 31st March 2027. Taking this and other relevant factors into account the Financial Statements have been prepared on the Going Concern basis.

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document**

The charity converted from a company limited by guarantee to a Charitable Incorporated Organisation on 5th December 2024.

The governing document is the constitution adopted on 5th December 2024.

##### **Recruitment and appointment of new trustees**

New trustees are appointed for an initial term of three years. When considering new trustees, regard is given to any specialist skills needed.

New trustees undergo an orientation session to brief them on their legal obligations under charity law.

**Meadow Arts**

**Report of the Trustees  
for the Year Ended 31 March 2025**

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered as a Charitable Incorporated Organisation with Charity number**  
1125145

**Registered office**

West House  
23 Broad Street  
HAY-ON-WYE  
Herefordshire  
HR3 5DB

**Trustees**

D Robinson  
Dr D Pryde-Jarman (Chair)  
L Mayor  
R Hughes  
S Purse  
G Moore  
C Pearson  
E T Parbutt  
Dr A Planel-Frederiks

**Independent Examiner**

Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

Approved by order of the trustees on [29/09/2025](#) and signed on its behalf by:



Dr D Pryde-Jarman (Chair) - Trustee

**Independent Examiner's Report to the Trustees of  
Meadow Arts**

**Independent examiner's report to the trustees of Meadow Arts ('the Charity')**

I report to the charity trustees on my examination of the accounts of the Charity for the year ended 31 March 2025.

**Responsibilities and basis of report**

As the Charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011.

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

**Independent examiner's statement**

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

1. accounting records were not kept in respect of the Charity as required by Section 130 of the Charities Act 2011; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination: or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

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



Mr K R Wilcox FCCA  
The Association of Chartered Certified Accountants

Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

Date: 14th October 2025 .....

**Meadow Arts**

**Statement of Financial Activities  
for the Year Ended 31 March 2025**

	Notes	Unrestricted funds £	Restricted funds £	31.3.25 Total funds £	31.3.24 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies		167,864	130,864	298,728	231,988
<b>Charitable activities</b>					
Public Art Trail		-	-	-	52,800
Investment income	2	1,620	-	1,620	505
Other income		<u>40,430</u>	<u>-</u>	<u>40,430</u>	<u>19,906</u>
<b>Total</b>		<u>209,914</u>	<u>130,864</u>	<u>340,778</u>	<u>305,199</u>
<b>EXPENDITURE ON</b>					
<b>Charitable activities</b>					
Support costs		127,100	21,596	148,696	138,464
Artistic costs		11,504	32,416	43,920	92,775
Education & engagement costs		411	13,361	13,772	9,276
Marketing & advertising costs		1,995	5,034	7,029	8,237
Governance costs		<u>283</u>	<u>-</u>	<u>283</u>	<u>78</u>
<b>Total</b>		<u>141,293</u>	<u>72,407</u>	<u>213,700</u>	<u>248,830</u>
<b>NET INCOME</b>		68,621	58,457	127,078	56,369
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		<u>102,849</u>	<u>10,113</u>	<u>112,962</u>	<u>56,593</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>171,470</u></u>	<u><u>68,570</u></u>	<u><u>240,040</u></u>	<u><u>112,962</u></u>

The notes form part of these financial statements

**Meadow Arts**

**Balance Sheet  
31 March 2025**

	Notes	Unrestricted funds £	Restricted funds £	31.3.25 Total funds £	31.3.24 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	7	514	778	1,292	2,545
<b>CURRENT ASSETS</b>					
Debtors	8	40,430	-	40,430	33,660
Cash at bank		<u>140,608</u>	<u>67,791</u>	<u>208,399</u>	<u>81,005</u>
		181,038	67,791	248,829	114,665
<b>CREDITORS</b>					
Amounts falling due within one year	9	(10,081)	-	(10,081)	(4,248)
		<u>170,957</u>	<u>67,791</u>	<u>238,748</u>	<u>110,417</u>
<b>NET CURRENT ASSETS</b>					
		171,471	68,569	240,040	112,962
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		<u>171,471</u>	<u>68,569</u>	<u>240,040</u>	<u>112,962</u>
<b>NET ASSETS</b>					
		<u>171,471</u>	<u>68,569</u>	<u>240,040</u>	<u>112,962</u>
<b>FUNDS</b>					
	10			171,471	102,849
Unrestricted funds				<u>68,569</u>	<u>10,113</u>
Restricted funds				<u>240,040</u>	<u>112,962</u>
<b>TOTAL FUNDS</b>					

The charitable incorporated organisation is entitled to exemption from audit for the year ended 31 March 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2025.

The trustees acknowledge their responsibilities for


- (a) ensuring that the charity keeps accounting records that comply with the Charities Act 2011 and
- (b) preparing financial statements which comply with the requirements of the Charities Act 2011 relating to financial statements, so far as applicable to the charitable incorporated organisation.

The notes form part of these financial statements

**Meadow Arts**

**Balance Sheet - continued**  
**31 March 2025**

The financial statements were approved by the trustees and authorised for issue on .....29/09/2025..... and were signed on its behalf by:



Dr D Pryde-Jarman (Chair) - Trustee



.....  
S Purse - Trustee

The notes form part of these financial statements

## Meadow Arts

### Notes to the Financial Statements for the Year Ended 31 March 2025

#### 1. ACCOUNTING POLICIES

##### Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

##### Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	- 20% on cost
Fixtures and fittings	- 20% on cost
Computer equipment	- 33% on cost

##### Taxation

The charity is exempt from corporation tax on its charitable activities.

##### Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further information on restricted funds is included in the notes to the financial statements.

#### 2. INVESTMENT INCOME

	31.3.25	31.3.24
	£	£
Deposit account interest	<u>1,620</u>	<u>505</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2025**

**3. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	31.3.25	31.3.24
	£	£
Depreciation - owned assets	<u>1,253</u>	<u>1,264</u>

**4. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31 March 2025 nor for the year ended 31 March 2024.

**Trustees' expenses**

During the year, travel and subsistence expenses totalling £24 was reimbursed to 1 trustee (2024 - £1,218 to 2 trustees).

**5. STAFF COSTS**

The average monthly number of employees during the year was as follows:

	31.3.25	31.3.24
Management	2	2
Marketing	<u>1</u>	<u>1</u>
	<u>3</u>	<u>3</u>

No employees received emoluments in excess of £60,000.

**6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	164,753	67,235	231,988
<b>Charitable activities</b>			
Public Art Trail	52,800	-	52,800
Investment income	505	-	505
Other income	<u>19,906</u>	<u>-</u>	<u>19,906</u>
<b>Total</b>	<u>237,964</u>	<u>67,235</u>	<u>305,199</u>
<b>EXPENDITURE ON</b>			
<b>Charitable activities</b>			
Support costs	121,765	16,699	138,464
Artistic costs	47,653	45,122	92,775
Education & engagement costs	1,681	7,595	9,276
Marketing & advertising costs	7,211	1,026	8,237
Governance costs	<u>78</u>	<u>-</u>	<u>78</u>
<b>Total</b>	<u>178,388</u>	<u>70,442</u>	<u>248,830</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2025**

**6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>NET INCOME/(EXPENDITURE)</b>	59,576	(3,207)	56,369
 <b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	43,273	13,320	56,593
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>102,849</u>	<u>10,113</u>	<u>112,962</u>

**7. TANGIBLE FIXED ASSETS**

	Plant and machinery £	Fixtures and fittings £	Computer equipment £	Totals £
<b>COST</b>				
At 1 April 2024 and 31 March 2025	<u>500</u>	<u>1,357</u>	<u>10,034</u>	<u>11,891</u>
 <b>DEPRECIATION</b>				
At 1 April 2024	500	1,357	7,489	9,346
Charge for year	<u>-</u>	<u>-</u>	<u>1,253</u>	<u>1,253</u>
At 31 March 2025	<u>500</u>	<u>1,357</u>	<u>8,742</u>	<u>10,599</u>
 <b>NET BOOK VALUE</b>				
At 31 March 2025	<u>-</u>	<u>-</u>	<u>1,292</u>	<u>1,292</u>
At 31 March 2024	<u>-</u>	<u>-</u>	<u>2,545</u>	<u>2,545</u>

**8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.25	31.3.24
	£	£
Trade debtors & accrued income	<u>40,430</u>	<u>33,660</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2025**

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

	31.3.25	31.3.24
	£	£
Accrued expenses	<u>10,081</u>	<u>4,248</u>

**10. MOVEMENT IN FUNDS**

	At 1.4.24	Net movement in funds	At 31.3.25
	£	£	£
<b>Unrestricted funds</b>			
General fund	102,849	68,621	171,470
<b>Restricted funds</b>			
Elmley Foundation	-	1,218	1,218
Hereford Council	8,558	(6,050)	2,508
Ledbury Poetry Festival	1,555	(777)	778
De Laszlo Foundation	-	20,000	20,000
Herefordshire Cultural Partnership	<u>-</u>	<u>44,065</u>	<u>44,065</u>
	<u>10,113</u>	<u>58,457</u>	<u>68,570</u>
<b>TOTAL FUNDS</b>	<u>112,962</u>	<u>127,078</u>	<u>240,040</u>

Net movement in funds, included in the above are as follows:

	Incoming resources	Resources expended	Movement in funds
	£	£	£
<b>Unrestricted funds</b>			
General fund	209,914	(141,293)	68,621
<b>Restricted funds</b>			
Elmley Foundation	7,500	(6,282)	1,218
Hereford Council	38,864	(44,914)	(6,050)
Max Reindhart Foundation	500	(500)	-
Ledbury Poetry Festival	-	(777)	(777)
De Laszlo Foundation	20,000	-	20,000
Herefordshire Cultural Partnership	<u>64,000</u>	<u>(19,934)</u>	<u>44,066</u>
	<u>130,864</u>	<u>(72,407)</u>	<u>58,457</u>
<b>TOTAL FUNDS</b>	<u>340,778</u>	<u>(213,700)</u>	<u>127,078</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2025**

**10. MOVEMENT IN FUNDS - continued**

**Comparatives for movement in funds**

	At 1.4.23 £	Net movement in funds £	At 31.3.24 £
<b>Unrestricted funds</b>			
General fund	43,273	59,576	102,849
<b>Restricted funds</b>			
Art Fund	13,320	(13,320)	-
Hereford Council	-	8,558	8,558
Ledbury Poetry Festival	<u>-</u>	<u>1,555</u>	<u>1,555</u>
	<u>13,320</u>	<u>(3,207)</u>	<u>10,113</u>
<b>TOTAL FUNDS</b>	<u>56,593</u>	<u>56,369</u>	<u>112,962</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	237,964	(178,388)	59,576
<b>Restricted funds</b>			
Art Fund	-	(13,320)	(13,320)
Elmley Foundation	15,001	(15,001)	-
Hereford Council	43,653	(35,095)	8,558
Max Reindhart Foundation	5,499	(5,499)	-
Worcestershire Arts Council	250	(250)	-
National Trust Herefordshire	500	(500)	-
Ledbury Poetry Festival	<u>2,332</u>	<u>(777)</u>	<u>1,555</u>
	<u>67,235</u>	<u>(70,442)</u>	<u>(3,207)</u>
<b>TOTAL FUNDS</b>	<u>305,199</u>	<u>(248,830)</u>	<u>56,369</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2025**

**10. MOVEMENT IN FUNDS - continued**

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.4.23 £	Net movement in funds £	At 31.3.25 £
<b>Unrestricted funds</b>			
General fund	43,273	128,197	171,470
<b>Restricted funds</b>			
Art Fund	13,320	(13,320)	-
Elmley Foundation	-	1,218	1,218
Hereford Council	-	2,508	2,508
Ledbury Poetry Festival	-	778	778
De Laszlo Foundation	-	20,000	20,000
Herefordshire Cultural Partnership	-	44,066	44,066
	<u>13,320</u>	<u>55,250</u>	<u>68,570</u>
<b>TOTAL FUNDS</b>	<u>56,593</u>	<u>183,447</u>	<u>240,040</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	447,878	(319,681)	128,197
<b>Restricted funds</b>			
Art Fund	-	(13,320)	(13,320)
Elmley Foundation	22,501	(21,283)	1,218
Hereford Council	82,517	(80,009)	2,508
Max Reindhart Foundation	5,999	(5,999)	-
Worcestershire Arts Council	250	(250)	-
National Trust Herefordshire	500	(500)	-
Ledbury Poetry Festival	2,332	(1,554)	778
De Laszlo Foundation	20,000	-	20,000
Herefordshire Cultural Partnership	64,000	(19,934)	44,066
	<u>198,099</u>	<u>(142,849)</u>	<u>55,250</u>
<b>TOTAL FUNDS</b>	<u>645,977</u>	<u>(462,530)</u>	<u>183,447</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2025**

**11. RELATED PARTY DISCLOSURES**

The following transactions involving trustees took place during the year.

Daniel Pryde-Jarman was paid £203 by Meadow Arts as a Creative Practitioner.

Gemma Moore was paid £4,050 by Meadow Arts as Project Manager, and £194 as a Creative Practitioner.

**Meadow Arts**

**Detailed Statement of Financial Activities  
for the Year Ended 31 March 2025**

	31.3.25 £	31.3.24 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Donations	1,410	565
Arts Council Grants	163,889	163,889
Other grants & partnership contributions	133,348	67,236
Earned income	<u>81</u>	<u>298</u>
	298,728	231,988
<b>Investment income</b>		
Deposit account interest	1,620	505
<b>Charitable activities</b>		
Public Art Trail	-	52,800
<b>Other income</b>		
MGETR Tax claim	<u>40,430</u>	<u>19,906</u>
<b>Total incoming resources</b>	<b>340,778</b>	<b>305,199</b>
<b>EXPENDITURE</b>		
<b>Charitable activities</b>		
Artistic costs	43,920	92,775
Marketing and advertising	7,029	8,237
Education and engagement	<u>13,772</u>	<u>9,276</u>
	64,721	110,288
<b>Support costs</b>		
<b>Management</b>		
Wages	116,275	112,370
Social security	2,290	2,741
Rent	4,232	3,631
Insurance	2,186	2,183
Telephone and internet costs	437	332
Printing, post and stationery	654	235
Management and consultancy	2,747	3,016
Motor and travelling expenses	6,739	6,605
Subscriptions	475	693
Sundry expenses	145	13
Accountancy	1,046	1,008
Bookkeeping and payroll	5,144	3,834
Bank charges	214	142
Training	642	398
Professional fees	4,217	-
Plant and machinery	-	10
Computer equipment	<u>1,253</u>	<u>1,253</u>
	148,696	138,464

This page does not form part of the statutory financial statements

**Meadow Arts**

**Detailed Statement of Financial Activities  
for the Year Ended 31 March 2025**

	31.3.25 £	31.3.24 £
<b>Management Governance costs</b>		
Travel and refreshments	<u>283</u>	<u>78</u>
Total resources expended	<u>213,700</u>	<u>248,830</u>
<b>Net income</b>	<u>127,078</u>	<u>56,369</u>

This page does not form part of the statutory financial statements

**MEADOW ARTS**

England & Wales - Charity number 1125145

---

# Accounts

---

**REGISTERED COMPANY NUMBER: 04888760 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1125145**

**Report of the Trustees and  
Unaudited Financial Statements  
for the Year Ended 31 March 2024  
for  
Meadow Arts**

Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

## Meadow Arts

### Contents of the Financial Statements for the Year Ended 31 March 2024

	<b>Page</b>
<b>Annual Report</b>	1 to 3
<b>Report of the Trustees</b>	4 to 5
<b>Independent Examiner's Report</b>	6
<b>Statement of Financial Activities</b>	7
<b>Balance Sheet</b>	8
<b>Notes to the Financial Statements</b>	9 to 14
<b>Detailed Statement of Financial Activities</b>	15 to 16



**Art, places, ideas.**

## **Annual Report 2024**

**01 April 2023 – 31 March 2024**

### **Executive Summary**

The year was summarised by completing Year 1 of our 2023-26 NPO programme. We continue to deliver ambitious and high-quality work, nowadays with a greater emphasis on artistic engagement and work with communities than large, flagship exhibitions.

Work was carried out during the period to ensure that Meadow Arts' Mission and Values still represent our Vision as well as aligning with the Arts Council England Strategy *Let's Create*.

### **Meadow Arts Vision**

We are creative, inspirational, collaborative, responsive & curious.

We use excellent contemporary art to encourage new ideas and expand horizons.

We place visual art in unexpected, often rural places, to reach audiences and engage participants.

### **Programme Highlights**

#### **1. Station Approach, Hereford**

Major public realm programme spanning a 3-Year partnership with Hereford College of Art, at No.1 Station Approach, Hereford. Funded by Hereford Stronger Towns Fund to value of £88,200  
Year 1 2022-23: Lothar Götz, Year 2 2023-24: Matthew Cornford, Year 3 2024-25: Laura White

Matthew Cornford's work was exhibited 1 May 2023 – 25 April 2024 and celebrated the Art Schools of the West Midlands in the year that Hereford College of Arts shared their 170<sup>th</sup> anniversary.

#### **2. Hereford Public Art Trail**

Another Meadow Arts-HCA collaboration realised a city-wide public art sculpture trail for Hereford City Centre Improvement Project, funded jointly by Hereford City Council and the Marches Local Enterprise Partnership.

### 3. Pershore

Continuing our socially engaged approach to artistic programming in Worcestershire, we delivered more successful work in the Pershore community, particularly with students from Pershore High School and participants of Pershore Riverside Centre, undertaking various projects funded by Elmley Foundation and Max Reinhart Foundation. Rekindling a partnership with Pershore Abbey (who showed *Deluge* by Hilary Jack in 2023) and later, forming a new partnership with National Trust South Worcestershire venue Croome Court & Parkland, which will see further project work running into late-2024 /25.

### 4. UKSPF Cultural Development and Cultural Programming Funded Projects

Began two 2-year projects in Herefordshire, funded by the UK Shared Prosperity Fund, one project in collaboration with National Trust Herefordshire venue, the Weir (cultural development programme) and the other reviving a Herefordshire Visual Artist Network (cultural programming). Both began in Autumn 2023 and will run until Spring 2026.

### 5. Art House Open Lectures Season 11

This important collaboration with University of Worcester, Fine Art department at the Art House continued with a programme of 8 high profile artists talks, delivered live and online and available to watch again on YouTube.

### 6. Monument to the Vanquished

The programme continued with a 'teaser' exhibition of one artwork at Ed Cross Gallery in London, before moving onto The Herbert in Coventry in 2024-25.

## Marketing

- Audience Engagement - Meadow Arts prioritised understanding its audience by surveying newsletter subscribers. This initiative provided insights into their interests and demographics, enabling us to tailor our programme and communications more effectively to our audience. Meadow Arts has transitioned to utilising Arts Council England's new Audience Data Platform, Illuminate alongside the existing Culture Counts Impact & Insight Toolkit enabling us to gain deeper insights into our audience demographic, behaviour and preferences.
- Dynamic Website Redesign - In response to our commitment to showcasing the impactful work of Meadow Arts beyond our regional delivery, we worked with our web developers to offer a more engaging experience for website visitors, featuring dynamic content including captivating films that immerse visitors in our projects and programmes.
- Annual Review - This year, Meadow Arts introduced a new annual review of our programme. This report, accessible across our digital channels, provides audiences with a detailed overview of our achievements, impact, and future aspirations.
- Social media - Over the past year, the strategic use of graphic design, carousels, moving image content, including audio and reels, has significantly boosted our social media presence. Twitter followers increased from **3K** to **3.2K**, Instagram followers increased from **2.8K** to **3K**, and Facebook followers increased from **1.5K** to **2K**. This growth highlights the effectiveness of dynamic and engaging content in attracting and retaining a larger audience across all platforms.
- Website - Website analytics for 2023-24 demonstrate a remarkable increase in user engagement and reach, primarily driven by effective Google Ad campaigns, achieving 18K users, with 17K being new users, and an average engagement time of 44 seconds. This represents a substantial growth compared to 2022-23 figures of 2.3K website hits, highlighting the success of using a targeted advertising strategy.
- E-newsletter – Email subscribers\_1287 monthly.
-

## **Governance 2023-24**

- Daniel Pryde-Jarman was re-elected as Chair.
- Ryan Hughes was elected as Deputy Chair.
- Stephen Purse was re-elected as Treasurer.
- Out-going Trustees: Sahar Beyad.
- In-coming Trustees: Alice Panel-Frederiks and Elizabeth Parbutt bringing board numbers to 9 people.

## **Staffing**

Meadow Arts is run by 5 part-time staff, with an FTE of 3. In the 2023-24 year there were various staff changes:

- **Programme & Marketing Manager** role adopted by existing Programme Manager, increasing their hours to 3-days a week.
- **Digital Communications Officer:** Role increased from 1 to 2-days per week.
- **Learning & Engagement Manager** returned from maternity leave, working the previous 3-days a week from late April 2023.

### **Freelance Team:**

- Art Technician, Digital Technician, Bookkeeper, IT Support, Graphic Designer & Exhibitions Photographer.

## **Arts Council England**

- Advised that there will be an NPO extension year, 2026-2027.
- The application period - Autumn 24 to Spring 25.

**Meadow Arts  
Report of the Trustees  
for the Year Ended 31 March 2024**

The trustees who are also directors 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 Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

## **OBJECTIVES AND ACTIVITIES**

### **Objectives and aims**

The charity's main objectives are the education of the public by the promotion of contemporary and other art and in particular (but without limitation) art that is linked to the landscape in the West Midlands and surrounding areas. This is to be achieved by exhibiting contemporary and other art to foster understanding, appreciation and employment of art amongst the public. The trustees confirm that they have considered the Charity Commission's Guidance on public benefit.

## **ACHIEVEMENT AND PERFORMANCE**

### **Charitable activities**

During the year Meadow Arts met its objectives by organising and delivering a substantial number of well-attended visual arts exhibitions, artworks and activities throughout the rural West Midlands and adjoining counties. (More detail is provided in the preceding pages)

## **FINANCIAL REVIEW**

### **Principal funding sources**

The principal funding source in the year under review was Arts Council England as a National Portfolio Organisation since April 2012. The excess of income over expenditure for the year amounted to £56,369 (2023: £35,390 deficit)

### **Reserves policy**

The organisation adopted a reserves policy at the Annual General Meeting on 4th December 2017. The organisation aims to hold reserves of at least £42,570 to ensure that Meadow Arts organisation's core activity could continue during a period of unforeseen difficulty. The position is reviewed annually. The unrestricted reserves at 31 March 2024 amounted to £102,849 substantially all of which comprised free reserves.

### **Going concern**

The status of Meadow Arts as an Arts Council England National Portfolio Organisation was reconfirmed during the year and extends to 31st March 2026. Taking this and other relevant factors into account the Financial Statements have been prepared on the Going Concern basis.

On 23 August 2024 an application to convert to a Charitable Incorporated Organisation was submitted to the Charity Commission.

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **Governing document**

The charity is a company, limited by guarantee, as defined by the Companies Act 2006.

The governing document is the Memorandum and Articles of Association, as amended by special resolution dated 3 May 2008.

### **Recruitment and appointment of new trustees**

As set out in the Articles, new trustees are appointed by the trustees and confirmed at the Annual General Meeting by the members of the charitable organisation.

All members are circulated with an invitation to nominate trustees prior to the AGM, advising of the retiring trustees and requesting nominations to be elected at the AGM. When considering new trustees, regard is given to any specialist skill needed.

New trustees undergo an orientation session to brief them on their legal obligations under charity and company law.

**Meadow Arts**

**Report of the Trustees  
for the Year Ended 31 March 2024**

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**

04888760 (England and Wales)

**Registered Charity number**

1125145

**Registered office**

West House  
23 Broad Street  
HAY-ON-WYE  
Herefordshire  
HR3 5DB

**Trustees**

R Heatly (resigned 18.12.23)  
D Robinson  
N Bury (resigned 29.6.23)  
Dr D Pryde-Jarman (Chair)  
L Mayor  
R Hughes  
S Purse  
G Moore  
C Pearson  
S Beyad (resigned 18.12.23)  
E T Parbutt (appointed 20.3.24)  
Dr A Planel-Frederiks (appointed 20.3.24)


**Company Secretary**

C Purcell

**Independent Examiner**

Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

Approved by order of the board of trustees on .....19/09/2024..... and signed on its behalf by:



Dr D Pryde-Jarman (Chair) – Trustee

**Independent Examiner's Report to the Trustees of  
Meadow Arts**

**Independent examiner's report to the trustees of Meadow Arts ('the Company')**

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

**Responsibilities and basis of report**

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

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

**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

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

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

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



Mr K R Wilcox FCCA  
The Association of Chartered Certified Accountants

Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

Date: 21st October 2024

**Meadow Arts**

**Statement of Financial Activities  
for the Year Ended 31 March 2024**

	Notes	Unrestricted funds £	Restricted funds £	31.3.24 Total funds £	31.3.23 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies		164,753	67,235	231,988	206,981
<b>Charitable activities</b>					
Public Art Trail		52,800	-	52,800	-
Investment income	2	505	-	505	93
Other income		<u>19,906</u>	<u>-</u>	<u>19,906</u>	<u>-</u>
<b>Total</b>		<u>237,964</u>	<u>67,235</u>	<u>305,199</u>	<u>207,074</u>
<b>EXPENDITURE ON</b>					
<b>Charitable activities</b>					
Support costs		121,765	16,699	138,464	139,529
Artistic costs		47,653	45,122	92,775	81,478
Education & engagement costs		1,681	7,595	9,276	10,660
Marketing & advertising costs		7,211	1,026	8,237	10,797
Governance costs		<u>78</u>	<u>-</u>	<u>78</u>	<u>-</u>
<b>Total</b>		<u>178,388</u>	<u>70,442</u>	<u>248,830</u>	<u>242,464</u>
<b>NET INCOME/(EXPENDITURE)</b>		59,576	(3,207)	56,369	(35,390)
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		<u>43,273</u>	<u>13,320</u>	<u>56,593</u>	<u>91,983</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>102,849</u></u>	<u><u>10,113</u></u>	<u><u>112,962</u></u>	<u><u>56,593</u></u>

The notes form part of these financial statements

**Meadow Arts**

**Balance Sheet  
31 March 2024**

	Notes	Unrestricted funds £	Restricted funds £	31.3.24 Total funds £	31.3.23 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	7	990	1,555	2,545	11
<b>CURRENT ASSETS</b>					
Debtors	8	33,660	-	33,660	6,030
Cash at bank		<u>72,447</u>	<u>8,558</u>	<u>81,005</u>	<u>57,444</u>
		106,107	8,558	114,665	63,474
<b>CREDITORS</b>					
Amounts falling due within one year	9	(4,248)	-	(4,248)	(6,892)
		<u>101,859</u>	<u>8,558</u>	<u>110,417</u>	<u>56,582</u>
<b>NET CURRENT ASSETS</b>					
		<u>102,849</u>	10,113	112,962	56,593
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		<u>102,849</u>	<u>10,113</u>	<u>112,962</u>	<u>56,593</u>
<b>NET ASSETS</b>					
		<u>102,849</u>	<u>10,113</u>	<u>112,962</u>	<u>56,593</u>
<b>FUNDS</b>					
	10			102,849	43,273
Unrestricted funds				<u>10,113</u>	<u>13,320</u>
Restricted funds				<u>112,962</u>	<u>56,593</u>
<b>TOTAL FUNDS</b>					

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

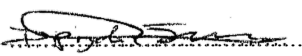
The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2024 in accordance with Section 476 of the Companies Act 2006.

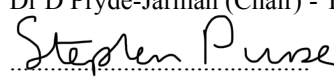
The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit 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 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 21/10/2024 and were signed on its behalf by:

  
 Dr D Pryde-Jarman (Chair) - Trustee

  
 Mr S Purse (Treasurer) - Trustee

The notes form part of these financial statements

## Meadow Arts

### Notes to the Financial Statements for the Year Ended 31 March 2024

#### 1. ACCOUNTING POLICIES

##### Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

##### Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	- 20% on cost
Fixtures and fittings	- 20% on cost
Computer equipment	- 33% on cost

##### Taxation

The charity is exempt from corporation tax on its charitable activities.

##### Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further information on restricted funds is included in the notes to the financial statements.

#### 2. INVESTMENT INCOME

	31.3.24	31.3.23
	£	£
Deposit account interest	<u>505</u>	<u>93</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2024**

**3. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	31.3.24	31.3.23
	£	£
Depreciation - owned assets	<u>1,264</u>	<u>-</u>

**4. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31 March 2024 nor for the year ended 31 March 2023.

**Trustees' expenses**

During the year two trustees were reimbursed for expenses totalling £1,218 (2023 - £0).  
The expenses comprised travel costs of £61 and costs related to artistic projects of £1,157.

**5. STAFF COSTS**

The average monthly number of employees during the year was as follows:

	31.3.24	31.3.23
Management	2	2
Marketing	<u>1</u>	<u>1</u>
	<u>3</u>	<u>3</u>

No employees received emoluments in excess of £60,000.

**6. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	169,751	37,230	206,981
Investment income	<u>93</u>	<u>-</u>	<u>93</u>
<b>Total</b>	<u>169,844</u>	<u>37,230</u>	<u>207,074</u>
<b>EXPENDITURE ON</b>			
<b>Charitable activities</b>			
Support costs	136,363	3,166	139,529
Artistic costs	57,307	24,171	81,478
Education & engagement costs	2,880	7,780	10,660
Marketing & advertising costs	<u>8,684</u>	<u>2,113</u>	<u>10,797</u>
<b>Total</b>	<u>205,234</u>	<u>37,230</u>	<u>242,464</u>
<b>NET INCOME/(EXPENDITURE)</b>	(35,390)	-	(35,390)
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	78,663	13,320	91,983

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2024**

<b>6.</b>	<b>COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued</b>	Unrestricted funds £	Restricted funds £	Total funds £
		_____	_____	_____
	<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>43,273</u>	<u>13,320</u>	<u>56,593</u>

<b>7.</b>	<b>TANGIBLE FIXED ASSETS</b>	Plant and machinery £	Fixtures and fittings £	Computer equipment £	Totals £
	<b>COST</b>				
	At 1 April 2023	500	1,357	6,236	8,093
	Additions	<u>-</u>	<u>-</u>	<u>3,798</u>	<u>3,798</u>
	At 31 March 2024	<u>500</u>	<u>1,357</u>	<u>10,034</u>	<u>11,891</u>
	<b>DEPRECIATION</b>				
	At 1 April 2023	489	1,357	6,236	8,082
	Charge for year	<u>11</u>	<u>-</u>	<u>1,253</u>	<u>1,264</u>
	At 31 March 2024	<u>500</u>	<u>1,357</u>	<u>7,489</u>	<u>9,346</u>
	<b>NET BOOK VALUE</b>				
	At 31 March 2024	<u>-</u>	<u>-</u>	<u>2,545</u>	<u>2,545</u>
	At 31 March 2023	<u>11</u>	<u>-</u>	<u>-</u>	<u>11</u>

<b>8.</b>	<b>DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>			
			31.3.24	31.3.23
			£	£
	Trade debtors & accrued income		<u>33,660</u>	<u>6,030</u>

<b>9.</b>	<b>CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>			
			31.3.24	31.3.23
			£	£
	Accrued expenses		<u>4,248</u>	<u>6,892</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2024**

**10. MOVEMENT IN FUNDS**

	At 1.4.23 £	Net movement in funds £	At 31.3.24 £
<b>Unrestricted funds</b>			
General fund	43,273	59,576	102,849
<b>Restricted funds</b>			
Art Fund	13,320	(13,320)	-
Hereford Council	-	8,558	8,558
Ledbury Poetry Festival	-	1,555	1,555
	<u>13,320</u>	<u>(3,207)</u>	<u>10,113</u>
<b>TOTAL FUNDS</b>	<u>56,593</u>	<u>56,369</u>	<u>112,962</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	237,964	(178,388)	59,576
<b>Restricted funds</b>			
Art Fund	-	(13,320)	(13,320)
Elmley Foundation	15,001	(15,001)	-
Hereford Council	43,653	(35,095)	8,558
Max Reindhart Foundation	5,499	(5,499)	-
Worcestershire Arts Council	250	(250)	-
National Trust Herefordshire	500	(500)	-
Ledbury Poetry Festival	2,332	(777)	1,555
	<u>67,235</u>	<u>(70,442)</u>	<u>(3,207)</u>
<b>TOTAL FUNDS</b>	<u>305,199</u>	<u>(248,830)</u>	<u>56,369</u>

**Comparatives for movement in funds**

	At 1.4.22 £	Net movement in funds £	At 31.3.23 £
<b>Unrestricted funds</b>			
General fund	78,663	(35,390)	43,273
<b>Restricted funds</b>			
Art Fund	13,320	-	13,320
	<u>91,983</u>	<u>(35,390)</u>	<u>56,593</u>
<b>TOTAL FUNDS</b>	<u>91,983</u>	<u>(35,390)</u>	<u>56,593</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2024**

**10. MOVEMENT IN FUNDS - continued**

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	169,844	(205,234)	(35,390)
<b>Restricted funds</b>			
Elmley Foundation	5,000	(5,000)	-
Wychavon Council	1,500	(1,500)	-
Hereford Council	20,050	(20,050)	-
Churches Conservation Trust	4,200	(4,200)	-
Leominster Cultural Consortium	5,000	(5,000)	-
Avon Meadows Project	<u>1,480</u>	<u>(1,480)</u>	<u>-</u>
	<u>37,230</u>	<u>(37,230)</u>	<u>-</u>
<b>TOTAL FUNDS</b>	<u>207,074</u>	<u>(242,464)</u>	<u>(35,390)</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.4.22 £	Net movement in funds £	At 31.3.24 £
<b>Unrestricted funds</b>			
General fund	78,663	24,186	102,849
<b>Restricted funds</b>			
Art Fund	13,320	(13,320)	-
Hereford Council	-	8,558	8,558
Ledbury Poetry Festival	<u>-</u>	<u>1,555</u>	<u>1,555</u>
	<u>13,320</u>	<u>(3,207)</u>	<u>10,113</u>
<b>TOTAL FUNDS</b>	<u>91,983</u>	<u>20,979</u>	<u>112,962</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2024**

**10. MOVEMENT IN FUNDS - continued**

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	407,808	(383,622)	24,186
<b>Restricted funds</b>			
Art Fund	-	(13,320)	(13,320)
Elmley Foundation	20,001	(20,001)	-
Wychavon Council	1,500	(1,500)	-
Hereford Council	63,703	(55,145)	8,558
Churches Conservation Trust	4,200	(4,200)	-
Leominster Cultural Consortium	5,000	(5,000)	-
Avon Meadows Project	1,480	(1,480)	-
Max Reindhart Foundation	5,499	(5,499)	-
Worcestershire Arts Council	250	(250)	-
National Trust Herefordshire	500	(500)	-
Ledbury Poetry Festival	<u>2,332</u>	<u>(777)</u>	<u>1,555</u>
	<u>104,465</u>	<u>(107,672)</u>	<u>(3,207)</u>
<b>TOTAL FUNDS</b>	<u><u>512,273</u></u>	<u><u>(491,294)</u></u>	<u><u>20,979</u></u>

**11. RELATED PARTY DISCLOSURES**

The following transactions involving trustees took place during the year.

Hereford College of Art was paid £3,300 by Meadow Arts in relation to the management of an artistic project. Daniel Pryde-Jarman is an employee of Hereford College of Art which paid him £3,300 to undertake the work.

Daniel Pryde-Jarman was paid £600 by Meadow Arts to run two artistic workshops.

Gemma Moore was paid £4,000 by Meadow Arts for her services as the coordinator of an artist network and £76 as an artist fee.

**Meadow Arts**

**Detailed Statement of Financial Activities  
for the Year Ended 31 March 2024**

	31.3.24 £	31.3.23 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Donations	565	242
Arts Council Grants	163,889	163,889
Other grants & partnership contributions	67,236	42,530
Earned income	<u>298</u>	<u>320</u>
	231,988	206,981
<b>Investment income</b>		
Deposit account interest	505	93
<b>Charitable activities</b>		
Public Art Trail	52,800	-
<b>Other income</b>		
MGETR Tax claim	<u>19,906</u>	<u>-</u>
<b>Total incoming resources</b>	305,199	207,074
<b>EXPENDITURE</b>		
<b>Charitable activities</b>		
Artists fees and expenses	92,775	81,478
Marketing and advertising	8,237	10,797
Education and engagement	<u>9,276</u>	<u>10,660</u>
	110,288	102,935
<b>Support costs</b>		
<b>Management</b>		
Wages	112,370	114,826
Social security	2,741	4,035
Rent	3,631	3,590
Insurance	2,183	2,417
Telephone and internet costs	332	406
Printing, post and stationery	235	138
Management and consultancy	3,016	2,227
Motor and travelling expenses	6,605	4,934
Subscriptions	693	2,189
Sundry expenses	13	81
Accountancy	1,008	594
Bookkeeping and payroll	3,834	2,985
Bank charges	142	136
Training	398	971
<b>Depreciation</b>		
Plant and machinery	10	-
Computer equipment	<u>1,253</u>	<u>-</u>
	138,464	139,529

This page does not form part of the statutory financial statements

**Meadow Arts**

**Detailed Statement of Financial Activities  
for the Year Ended 31 March 2024**

	31.3.24 £	31.3.23 £
<b>Management Governance costs</b>		
Travel and refreshments	<u>78</u>	<u>-</u>
Total resources expended	<u>248,830</u>	<u>242,464</u>
<b>Net income/(expenditure)</b>	<u>56,369</u>	<u>(35,390)</u>

This page does not form part of the statutory financial statements

**MEADOW ARTS**

England & Wales - Charity number 1125145

---

# Accounts

---

**REGISTERED COMPANY NUMBER: 04888760 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1125145**

**Report of the Trustees and**  
**Unaudited Financial Statements**  
**for the Year Ended 31 March 2023**  
**for**  
**Meadow Arts**

Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

## Meadow Arts

### Contents of the Financial Statements for the Year Ended 31 March 2023

	<b>Page</b>
<b>Annual Report</b>	1 to 3
<b>Report of the Trustees</b>	4 to 5
<b>Independent Examiner's Report</b>	6
<b>Statement of Financial Activities</b>	7
<b>Balance Sheet</b>	8
<b>Notes to the Financial Statements</b>	9 to 14
<b>Detailed Statement of Financial Activities</b>	15 to 16



## Annual Report 2023

01 April 2022 – 31 March 2023

### Executive Summary

The year was summarised by successfully securing our fourth Arts Council England National Portfolio Organisation (ACE NPO) status, spanning the period April 2023- March 2026. The competition for NPO funds, which followed the Covid-19 pandemic, rises in the cost of living, and extra pressures brought about by global turmoil (War in Ukraine) was higher than ever before. We were delighted and relieved to have secured the funding, and in acknowledging the financial security this brings, also acknowledge the new ACE reporting criterion, the new ACE strategy *Let's Create*, and most importantly for Meadow Arts, the fact that our funding remains frozen at the level it was in 2012. While we continue to deliver ambitious and high-quality work, we do so in circumstances that require dedication and commitment to ensuring the organisation continues to flourish.

We responded to the climate crisis through our main exhibition *Watermark*, which took the example of localised flooding in Worcester city, to reflect upon global climate change. The project was delivered in partnership with five city centre venues, three local schools, the Worcester Open and included an Art & Climate Roundtable event, chaired by the Sustainability Director from Hay Festival.

Work was carried out during the period to ensure that Meadow Arts' Mission and Values still represent our Vision as well as aligning with the Arts Council England Strategy *Let's Create*.

### Meadow Arts Vision

We are creative, inspirational, collaborative, responsive & curious.

We use excellent contemporary art to encourage new ideas and expand horizons.

We place visual art in unexpected, often rural places, to reach audiences and engage participants.

### Main Exhibition 2023

**Watermark, Worcester, with Worcester City Museum & Art Gallery, The Hive, St Swithun's, University of Worcester, City Campus, and Worcester Cathedral.**

**28 January to 3 June 2023**

The Watermark programme included new commissions, borrowed artworks, films, and talks and explored how artists engage with their environmental responsibility, to offer perspective and relevance as we enter the era of the Anthropocene. It attracted partnership income from Worcester University (£3500) and Worcester Arts Council (£500) and a grant from the Elmley Foundation (£10,000).

Main commission *Deluge*, by **Hilary Jack**, was displayed outside The Hive Library on Story Island. Other artists included **Carolyn Black** at The Hive, **Daniel Pryde-Jarman** at University of Worcester, City Campus Terraces; **Tania Kovatz**, **Naiza Khan**, **Sally Payen** and **Gabriella Hurst** at Worcester City Art Gallery & Museum; with films by **Emma Critchley**, **Simon Faithful** and **Suky Best** at St. Swithun's.

## Meadow Projects

### 1. Station Approach, Hereford

Major new 3-Year partnership with Hereford College of Art, at No.1 Station Approach, Hereford. Funded by Stronger Towns Hereford to value of £88,200

Year 1: Lothar Götz, Year 2: Matthew Cornford, Year 3: Laura White

Lothar Götz work was exhibited 15 June 2022 – 30 April 2023. The week his work went on show in Hereford, he also opened major new works for The Elizabeth Line, London and at Canary Wharf for #LondonPride. The opening event in Hereford included an artist talk and was preceded and followed with engagement projects with local schools and community groups.

### 2. Monument to the Vanquished, Shropshire

A 5-Phase project with artist Leah Gordon and researcher Annabel Edwards, and various venue partners from across the region.

Phase 1 2022: The Commoners - The Hive, Shrewsbury, 4 Oct to 11 Nov 2022 followed by two engagement projects with user groups from The Hive.

### 3. Juneau Projects at Pershore Riverside Centre, Summer 2022 to Spring 2023.

In partnership with Pershore Riverside Centre, funded by Art Fund (£14,800) and Wychavon District Council (£1500)

A high profile project at Avon Meadows floodplain, working with young people in Pershore. Outcomes were creation of a permanent sculpture trail – Small Creatures of Avon Meadows – which included 20 bronze sculptures of wildlife commonly found at this SSSI site. A further 20 bronzes were included in the Watermark exhibition at The Hive, Worcester.

### 4. Art House Open Lectures Season 10, Oct 2022 to March 2023

A significant point in the Meadow Arts-University of Worcester partnership, marking the 10<sup>th</sup> anniversary of this annual programme that brings students and the public together to listen to contemporary visual artists in conversation both live and online via a hybrid offer.

## Engagement Programme

We worked with several schools, youth and community groups and families during the year. Most activities were linked to the artistic programme, but not all.

- **Watermark:** included a textile project making protest banners about climate change with 120 primary pupils from two Worcester City schools, which were showcased at Worcester Cathedral.
- **Watermark, Worcester Open:** a partnership with Pitt Studio. The 2023 theme for the Worcester Open was Climate Change to tie-in with Watermark. The open attracted over 130 applications from artists across Worcestershire aged 15 upwards, with an exhibition of shortlisted artists running at The Art House, Uni of Worcester to coincide with our Watermark exhibition.
- **St Swithuns:** An additional Watermark engagement project with high school students, funded separately by the Elmley Foundation via the Churches Conservation Trust and.
- **Station Approach:** worked with two Herefordshire high schools – Lady Hawkins and Fairfield – and Rose Tinted Rags, an adult disability group in response to Lothar Götz artworks.
- **Monument to the Vanquished, part 1:** engaged user groups from The Hive, Shrewsbury, including the Art Club and MyCollege students.
- **Beauty & Utility Showcase Exhibition,** Pershore Library, 18 March – 16 April 2022
- **Pershore Riverside Centre Photographic Project,** April to June 2022, which engaged 18 teenage participants and resulted in a photographic exhibition.
- **Views from Our Windows: October 2022-March 2023:** In partnership with Leominster ROARS who funded the programme (£5000) working with Earl Mortimer College students, SEND pupils from Westfield School and 30+ independent members of the Leominster community, with an exhibition at Leominster Tourist Centre, spanning Feb & March 2023.
- **RHS Malvern Spring Festival, May 2022:** a partnership project with RHS Malvern, where Meadow Arts supplied art engagement activities for their visitors during this 4-day festival. Provided a good opportunity to launch our new branding to a new audience, estimated by the organisers to number 100,000+.

## Marketing

- The new Meadow Arts branding was launched in Feb 2022, and the new-look website was launched on 19 July 2022.
- Nov 2022, we began the first of 4 Google Ad campaigns via The Access Group, receiving 3460 new UK views to the website in one week.
- 1345 e-newsletter subscribers
- 2.3k website hits
- Social media followers: Twitter 3K, Facebook 1.5K, Instagram 2.8K

## Governance 2022-23

- Richard Heatly stood down as Chair having served an 8-year term.
- Daniel Pryde-Jarman took over as Chair. He is well qualified as a visual artist and Head of School, Fine Art, at Hereford College of Art.
- Stephen Purse continued as Treasurer.
- Welcomed three new Trustees – Candice Pearson (PR & Marketing, based in Worcestershire), Youth Trustee, and artist, Gemma Moore, and Sahar Beyad (Marketing & PR at Liverpool Museum of Modern Slavery)
- Extended thanks to out-going Trustees – Claire Walsh and Joanna Freeman.

## Staffing

Meadow Arts is run by 5 part-time staff, with an FTE of 3. In the 2022-23 year there were many staff changes, at times resulting in a core team of only 3 part-time post holders to cover operations across three counties.

- **Marketing Manager** Annabel Clarke started 22 November 2021 and left 12 January 2023. We failed to recruit to the position after her departure.
- **Administrator** (replacing former role of Assistant Curator) was appointed April 2022, part-time 2-days per week. In September 2022 the role was upgraded to **Programme Manager** on 2.5 days /week. In January 2023 the role increased to 3-days /week, in part to absorb some marketing duties, since we failed to appoint a Marketing Manager.
- **Digital Communications Officer** post was created, beginning 31 January 2023 as a 2-days a week position.

### Engagement:

- Engagement Manager Emma Bowen took maternity leave from 12 January 2022 to 20 March 2023. She returned initially 2-days a week, until 24 April when she continued the original contract of 3-days a week.
- The maternity cover Engagement Manager role was filled by a freelance position on 2.5-days a week from January 2022 to January 2023.

### Freelance Team:

#### Our core staff are supported by:

- Art Technician, Bookkeeper, IT Support, Graphic Designer & Exhibitions Photographer.
- In 2022 we added a Digital Technician.

## Arts Council England

- Secured a new three-year NPO contract from ACE running April 2023 to March 2026.
- In May 2023 a new Relationship Manager – Abigail Grant – took over from Alison Vermees, who had supported us superbly for 4-5 years.

## **Meadow Arts**

### **Report of the Trustees for the Year Ended 31 March 2023**

The trustees who are also directors 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 2023. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

#### **OBJECTIVES AND ACTIVITIES**

##### **Objectives and aims**

The charity's main objectives are the education of the public by the promotion of contemporary and other art and in particular (but without limitation) art that is linked to the landscape in the West Midlands and surrounding areas. This is to be achieved by exhibiting contemporary and other art to foster understanding, appreciation and employment of art amongst the public. The trustees confirm that they have considered the Charity Commission's Guidance on public benefit.

#### **ACHIEVEMENT AND PERFORMANCE**

##### **Charitable activities**

During the year Meadow Arts met its objectives by organising and delivering a substantial number of well-attended visual arts exhibitions, artworks and activities throughout the rural West Midlands and adjoining counties. (More detail is provided in the preceding pages)

#### **FINANCIAL REVIEW**

##### **Principal funding sources**

The principal funding source in the year under review was Arts Council England as a National Portfolio Organisation since April 2012. The excess of expenditure over income for the year amounted to £35,390 (2022: £2,529 surplus)

##### **Reserves policy**

The organisation adopted a reserves policy at the Annual General Meeting on 4th December 2017. The organisation aims to hold reserves of £42,570 to ensure that Meadow Arts organisation's core activity could continue during a period of unforeseen difficulty. The position is reviewed annually. The unrestricted reserves at 31 March 2023 amounted to £43,273 substantially all of which comprised free reserves.

##### **Going concern**

The status of Meadow Arts as an Arts Council England National Portfolio Organisation was reconfirmed during the year and extends to 31st March 2026. Taking this and other relevant factors into account the Financial Statements have been prepared on the Going Concern basis.

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document**

The charity is a company, limited by guarantee, as defined by the Companies Act 2006.

The governing document is the Memorandum and Articles of Association, as amended by special resolution dated 3 May 2008.

##### **Recruitment and appointment of new trustees**

As set out in the Articles, new trustees are appointed by the trustees and confirmed at the Annual General Meeting by the members of the charitable organisation.

All members are circulated with an invitation to nominate trustees prior to the AGM, advising of the retiring trustees and requesting nominations to be elected at the AGM. When considering new trustees, regard is given to any specialist skill needed.

New trustees undergo an orientation session to brief them on their legal obligations under charity and company law.

#### **REFERENCE AND ADMINISTRATIVE DETAILS**

##### **Registered Company number**

04888760 (England and Wales)

**Meadow Arts**

**Report of the Trustees  
for the Year Ended 31 March 2023**

**Registered Charity number**

1125145

**Registered office**

West House  
23 Broad Street  
HAY-ON-WYE  
Herefordshire  
HR3 5DB

**Trustees**

C Walsh (resigned 9.12.22)  
R Heatly  
D Robinson  
N Bury (resigned 29.6.23)  
J Freeman (resigned 22.3.23)  
A Neal (resigned 16.8.22)  
Dr D Pryde-Jarman (Chair)  
L Mayor  
R Hughes  
S Purse  
G Moore (appointed 24.6.22)  
C Pearson (appointed 24.6.22)  
S Beyad (appointed 9.12.22)

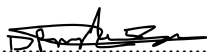
**Company Secretary**

C Purcell

**Independent Examiner**

Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

Approved by order of the board of trustees on ..... **30 November 2023** ..... and signed on its behalf by:



.....  
Dr D Pryde-Jarman (Chair) - Trustee

**Independent Examiner's Report to the Trustees of  
Meadow Arts**

**Independent examiner's report to the trustees of Meadow Arts ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2023.

**Responsibilities and basis of report**

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

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

**Independent examiner's statement**

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

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

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

Mr K R Wilcox FCCA

Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

Date: ..... **20.12.2023** .....

**Meadow Arts**

**Statement of Financial Activities  
for the Year Ended 31 March 2023**

	Notes	Unrestricted fund £	Restricted funds £	31.3.23 Total funds £	31.3.22 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies		169,751	37,230	206,981	246,665
Investment income	2	93	-	93	5
Other income		<u>-</u>	<u>-</u>	<u>-</u>	<u>500</u>
<b>Total</b>		<u>169,844</u>	<u>37,230</u>	<u>207,074</u>	<u>247,170</u>
<b>EXPENDITURE ON</b>					
<b>Charitable activities</b>					
Support costs		136,363	3,166	139,529	141,936
Artistic costs		57,307	24,171	81,478	80,767
Education & engagement costs		2,880	7,780	10,660	-
Marketing & advertising costs		8,684	2,113	10,797	21,445
Governance costs		<u>-</u>	<u>-</u>	<u>-</u>	<u>493</u>
<b>Total</b>		<u>205,234</u>	<u>37,230</u>	<u>242,464</u>	<u>244,641</u>
<b>NET INCOME/(EXPENDITURE)</b>		(35,390)	-	(35,390)	2,529
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		<u>78,663</u>	<u>13,320</u>	<u>91,983</u>	<u>89,454</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>43,273</u></u>	<u><u>13,320</u></u>	<u><u>56,593</u></u>	<u><u>91,983</u></u>

The notes form part of these financial statements

**Meadow Arts**

**Balance Sheet  
31 March 2023**

	Notes	Unrestricted fund £	Restricted funds £	31.3.23 Total funds £	31.3.22 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	6	11	-	11	11
<b>CURRENT ASSETS</b>					
Debtors	7	6,030	-	6,030	111
Cash at bank and in hand		<u>44,124</u>	<u>13,320</u>	<u>57,444</u>	<u>94,626</u>
		50,154	13,320	63,474	94,737
<b>CREDITORS</b>					
Amounts falling due within one year	8	(6,892)	-	(6,892)	(2,765)
		<u>          </u>	<u>          </u>	<u>          </u>	<u>          </u>
<b>NET CURRENT ASSETS</b>		<u>43,262</u>	<u>13,320</u>	<u>56,582</u>	<u>91,972</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		<u>43,273</u>	13,320	56,593	91,983
<b>NET ASSETS</b>		<u>43,273</u>	<u>13,320</u>	<u>56,593</u>	<u>91,983</u>
<b>FUNDS</b>					
Unrestricted funds	9			43,273	78,663
Restricted funds				<u>13,320</u>	<u>13,320</u>
<b>TOTAL FUNDS</b>				<u>56,593</u>	<u>91,983</u>

The charitable company 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 company to obtain an audit of its financial statements for the year ended 31 March 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit 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 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on .....~~30 November 2023~~..... and were signed on its behalf by:

.....  
Dr D Pryde-Jarman (Chair) – Trustee

The notes form part of these financial statements

## Meadow Arts

### Notes to the Financial Statements for the Year Ended 31 March 2023

#### 1. ACCOUNTING POLICIES

##### Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

##### Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	- 20% on cost
Fixtures and fittings	- 20% on cost
Computer equipment	- 33% on cost

##### Taxation

The charity is exempt from corporation tax on its charitable activities.

##### Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further information on restricted funds is included in the notes to the financial statements.

#### 2. INVESTMENT INCOME

	31.3.23	31.3.22
	£	£
Deposit account interest	<u>93</u>	<u>5</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2023**

**3. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31 March 2023 nor for the year ended 31 March 2022.

**Trustees' expenses**

There were no trustees' expenses paid for the year ended 31 March 2023 (2022 - £0)

**4. STAFF COSTS**

The average monthly number of employees during the year was as follows:

	31.3.23	31.3.22
Management	2	2
Marketing	<u>1</u>	<u>1</u>
	<u><u>3</u></u>	<u><u>3</u></u>

No employees received emoluments in excess of £60,000.

**5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted fund £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	172,345	74,320	246,665
Investment income	5	-	5
Other income	<u>500</u>	<u>-</u>	<u>500</u>
<b>Total</b>	<u><u>172,850</u></u>	<u><u>74,320</u></u>	<u><u>247,170</u></u>
 <b>EXPENDITURE ON</b>			
<b>Charitable activities</b>			
Support costs	90,436	51,500	141,936
Artistic costs	41,267	39,500	80,767
Marketing & advertising costs	21,445	-	21,445
Governance costs	<u>493</u>	<u>-</u>	<u>493</u>
<b>Total</b>	<u><u>153,641</u></u>	<u><u>91,000</u></u>	<u><u>244,641</u></u>
 <b>NET INCOME/(EXPENDITURE)</b>	 19,209	 (16,680)	 2,529
 <b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	<u>59,454</u>	<u>30,000</u>	<u>89,454</u>
 <b>TOTAL FUNDS CARRIED FORWARD</b>	 <u><u>78,663</u></u>	 <u><u>13,320</u></u>	 <u><u>91,983</u></u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2023**

**6. TANGIBLE FIXED ASSETS**

	Plant and machinery £	Fixtures and fittings £	Computer equipment £	Totals £
<b>COST</b>				
At 1 April 2022 and 31 March 2023	<u>500</u>	<u>1,357</u>	<u>6,236</u>	<u>8,093</u>
<b>DEPRECIATION</b>				
At 1 April 2022 and 31 March 2023	<u>489</u>	<u>1,357</u>	<u>6,236</u>	<u>8,082</u>
<b>NET BOOK VALUE</b>				
At 31 March 2023	<u>11</u>	<u>-</u>	<u>-</u>	<u>11</u>
At 31 March 2022	<u>11</u>	<u>-</u>	<u>-</u>	<u>11</u>

**7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.23 £		31.3.22 £
Trade debtors & accrued income	<u>6,030</u>		<u>111</u>

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

	31.3.23 £		31.3.22 £
Accrued expenses	<u>6,892</u>		<u>2,765</u>

**9. MOVEMENT IN FUNDS**

	At 1.4.22 £	Net movement in funds £	At 31.3.23 £
<b>Unrestricted funds</b>			
General fund	78,663	(35,390)	43,273
<b>Restricted funds</b>			
Art Fund	13,320	-	13,320
<b>TOTAL FUNDS</b>	<u>91,983</u>	<u>(35,390)</u>	<u>56,593</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2023**

**9. MOVEMENT IN FUNDS - continued**

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	169,844	(205,234)	(35,390)
<b>Restricted funds</b>			
Elmley Foundations	5,000	(5,000)	-
Wychavon Council	1,500	(1,500)	-
Hereford Council	20,050	(20,050)	-
Churches Conservation Trust	4,200	(4,200)	-
Leominster Cultural Consortium	5,000	(5,000)	-
Avon Meadows Project	<u>1,480</u>	<u>(1,480)</u>	<u>-</u>
	<u>37,230</u>	<u>(37,230)</u>	<u>-</u>
<b>TOTAL FUNDS</b>	<u>207,074</u>	<u>(242,464)</u>	<u>(35,390)</u>

**Comparatives for movement in funds**

	At 1.4.21 £	Net movement in funds £	At 31.3.22 £
<b>Unrestricted funds</b>			
General fund	59,454	19,209	78,663
<b>Restricted funds</b>			
Paul Hamlyn Foundation	30,000	(30,000)	-
Art Fund	<u>-</u>	<u>13,320</u>	<u>13,320</u>
	<u>30,000</u>	<u>(16,680)</u>	<u>13,320</u>
<b>TOTAL FUNDS</b>	<u>89,454</u>	<u>2,529</u>	<u>91,983</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2023**

**9. MOVEMENT IN FUNDS - continued**

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	172,850	(153,641)	19,209
<b>Restricted funds</b>			
Paul Hamlyn Foundation	-	(30,000)	(30,000)
Cultural Recovery Fund	31,500	(31,500)	-
Paul Hamlyn Foundation - Covid relief	20,000	(20,000)	-
Art Fund	14,320	(1,000)	13,320
Elmley Foundations	<u>8,500</u>	<u>(8,500)</u>	<u>-</u>
	<u>74,320</u>	<u>(91,000)</u>	<u>(16,680)</u>
<b>TOTAL FUNDS</b>	<u><u>247,170</u></u>	<u><u>(244,641)</u></u>	<u><u>2,529</u></u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.4.21 £	Net movement in funds £	At 31.3.23 £
<b>Unrestricted funds</b>			
General fund	59,454	(16,181)	43,273
<b>Restricted funds</b>			
Paul Hamlyn Foundation	30,000	(30,000)	-
Art Fund	<u>-</u>	<u>13,320</u>	<u>13,320</u>
	<u>30,000</u>	<u>(16,680)</u>	<u>13,320</u>
<b>TOTAL FUNDS</b>	<u><u>89,454</u></u>	<u><u>(32,861)</u></u>	<u><u>56,593</u></u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2023**

**9. MOVEMENT IN FUNDS - continued**

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	342,694	(358,875)	(16,181)
<b>Restricted funds</b>			
Paul Hamlyn Foundation	-	(30,000)	(30,000)
Cultural Recovery Fund	31,500	(31,500)	-
Paul Hamlyn Foundation - Covid relief	20,000	(20,000)	-
Art Fund	14,320	(1,000)	13,320
Elmley Foundations	13,500	(13,500)	-
Wychavon Council	1,500	(1,500)	-
Hereford Council	20,050	(20,050)	-
Churches Conservation Trust	4,200	(4,200)	-
Leominster Cultural Consortium	5,000	(5,000)	-
Avon Meadows Project	<u>1,480</u>	<u>(1,480)</u>	<u>-</u>
	<u>111,550</u>	<u>(128,230)</u>	<u>(16,680)</u>
<b>TOTAL FUNDS</b>	<u>454,244</u>	<u>(487,105)</u>	<u>(32,861)</u>

**10. RELATED PARTY DISCLOSURES**

£2,000 was paid to Dr D Pryde-Jarman, who is a trustee of Meadow Arts, for exhibiting works at an exhibition.

**Meadow Arts**

**Detailed Statement of Financial Activities  
for the Year Ended 31 March 2023**

	31.3.23 £	31.3.22 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Schools & other partners	-	7,944
Donations	242	-
Arts Council Grants	163,889	163,889
Other grants & partnership contributions	42,530	43,332
Earned income	320	-
Cultural recovery fund (R2)	<u>-</u>	<u>31,500</u>
	206,981	246,665
<b>Investment income</b>		
Deposit account interest	93	5
<b>Other income</b>		
JRS covid grant	<u>-</u>	<u>500</u>
<b>Total incoming resources</b>	207,074	247,170
<b>EXPENDITURE</b>		
<b>Charitable activities</b>		
Artists fees and expenses	81,478	55,617
Marketing and advertising	10,797	21,445
Education and engagement	<u>10,660</u>	<u>25,150</u>
	102,935	102,212
<b>Support costs</b>		
<b>Management</b>		
Wages	114,826	97,193
Social security	4,035	11,024
Rent	3,590	3,507
Insurance	2,417	2,138
Telephone and internet costs	406	1,115
Printing, post and stationery	138	551
Management and consultancy	2,227	9,268
Website and computer costs	-	3,500
Motor and travelling expenses	4,934	3,964
Subscriptions	2,189	481
Sundry expenses	81	155
Accountancy	594	570
Bookkeeping and payroll	2,985	3,105
Bank charges	136	95
Training	971	308
Professional fees	-	4,207
Repairs & renewals	<u>-</u>	<u>1,008</u>
	139,529	142,189

This page does not form part of the statutory financial statements

**Meadow Arts**

**Detailed Statement of Financial Activities  
for the Year Ended 31 March 2023**

	31.3.23 £	31.3.22 £
<b>Management Governance costs</b>		
Management and consultancy	<u>-</u>	<u>240</u>
Total resources expended	<u>242,464</u>	<u>244,641</u>
<b>Net (expenditure)/income</b>	<u>(35,390)</u>	<u>2,529</u>

This page does not form part of the statutory financial statements

**MEADOW ARTS**

England & Wales - Charity number 1125145

---

# Accounts

---

REGISTERED COMPANY NUMBER: 04888760 (England and Wales)  
REGISTERED CHARITY NUMBER: 1125145

**Report of the Trustees and  
Unaudited Financial Statements  
for the Year Ended 31 March 2022  
for  
Meadow Arts**

Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

**Contents of the Financial Statements  
for the Year Ended 31 March 2022**

	<b>Page</b>
<b>Annual Report</b>	1 to 7
<b>Report of the Trustees</b>	8 to 9
<b>Independent Examiner's Report</b>	10
<b>Statement of Financial Activities</b>	11
<b>Balance Sheet</b>	12 to 13
<b>Notes to the Financial Statements</b>	14 to 21
<b>Detailed Statement of Financial Activities</b>	22 to 23



**Annual Report 2022**  
**April 2021 – 31 March 2022**

**Contents**

Executive Summary.....	1
Main Exhibition 2021-2022.....	2
Meadow Projects 2021-2022.....	2
Meadow Arts Inspires .....	4
Digital Outputs .....	4
Inclusivity & Relevance .....	5
Marketing.....	6
Fundraising.....	7
Staff & Governance.....	7

**Executive Summary**

The unprecedented circumstances brought about by the Covid-19 pandemic continued and despite the uncertainties of operating during a global pandemic, thanks to our flexible business model and a grant from Arts Council England Cultural Recovery Fund R2, we were able to continue our activity during 2021 – 2022 delivering bold, exciting, relevant, and accessible artistic work.

We responded to the shared experience of living through a global pandemic through our main exhibition, *All Alone*, which proposed a creative re-examination of the human condition of aloneness, a topic that has known many interpretations over the centuries, and which was brought sharply to the forefront of our collective consciousness during the Covid-19 pandemic.

Work was carried out during this reporting period to ensure that Meadow Arts' Mission and Values still represent our Vision as well as aligning with the Arts Council England Strategy 2020-2030, *Let's Create*.

**Meadow Arts Vision**

We are creative, inspirational, collaborative, responsive and curious.

We use excellent contemporary art to encourage new ideas and expand horizons.

We place visual art in unexpected, often rural places, to reach audiences and engage participants.

During this period, we revealed our new organisational branding and began to update our website, ensuring we remain vibrant, forward-facing, inclusive and accessible. We also continued to work with and support regional museums and schools, and formed new partnerships in the spirit of dynamism, ambition and quality.

Overall, Meadow Arts has come out of the pandemic in a strong position.

## **Main Exhibition 2021-2022**

**All Alone with National Trust Herefordshire at Croft Castle**

**24 July to 31 October, 2021**

All Alone unfolded on two levels; an outdoor exhibition with sculpture and installations, and an online component that held the digital elements of some of the artworks in the valley, as well as artists' films.

The project aimed to start conversations around aloneness; accompanying events included workshops, tours, artists' talks and projects with local communities and groups. In total it reached 36,844 people.

## **Meadow Projects 2021-2022**

**Oliver Jones, Skin Deep, Berrington Hall, Herefordshire**

**17 May to 31 October, 2021**

Meadow Arts worked in partnership with the National Trust for a new exhibition with contemporary artist Oliver Jones that drew the past and present together to spark new conversations. *Skin Deep* explored body image, social media and the human search for aesthetic perfection.

Sometimes shocking, often melancholy or humorous, Oliver Jones' images took their place in the beautiful interior of Berrington Hall. Like a sudden invasion of hyper-reality, they jarred and stood out but they also seemed strangely at home.

Again, there were several public and community /school engagement activities linked to this exhibition. In total it was seen by 42,681 people.

**Oliver Jones, Pershore Abbey**

**20 February to 30 March, 2022**

After a highly successful showing at National Trust's Berrington Hall as part of the exhibition *Skin Deep*, two important works by Oliver Jones were shown at Pershore Abbey.

They were *#motherandchild* and *Divine*, selected for Pershore Abbey because they present similarities with religious art. The pieces addressed how different forms of communication can contain social messages about who we are and how we relate to each other. In these cases, looking at body image, the impact of social media and self-image/self-worth. Several groups engaged with the exhibition including the Mothers Union, Pershore Youth Centre and church groups. The exhibition was seen by 2,370 people.

#### **RURALities**

**November 2020 to July, 2021**

Part-funded by a grant from Art Fund, this was our first digital commission programme. Four rural artists were awarded tiered commissions to create artworks that responded to their interpretation of rural. The artists were Lucy Wright (£4,000), Craig David-Parr (£2,500), Dan Turner and Martha Kelsey (£1,000 each).

The project was very ambitious with the artworks simultaneously exhibited online and across social media channels and physically in three venues: Hartlebury Castle, Shrewsbury, and Hereford Museums and Art Galleries. Artists were supported to develop their digital work by Vivid Projects in Birmingham. A pamphlet accompanied the exhibition (distributed widely throughout the region) for those with lack of access to digital platforms.

#### **Curatorial Services 2021-2022**

##### **Beauty & Utility**

**4-16 April, 2022**

During 2020, Meadow Arts commissioned four artists to create a series of projects that engaged with the community, reflected the seasons and captured the changing environmental conditions and biodiversity of Avon Meadows Community Wetlands in Pershore. Their work was showcased at Pershore Library over Spring 2022.

The artworks were intended to be love letters to the site; responses to wider notions of beauty and utility associated with the ancient use of floodplain meadows in managing flood water, providing sustainable land management and community benefit.

##### **Art House Open Lecture Series 9, October 2021 to March 2022**

Comprising 9 artist talks (one carried forward from the previous year due to the double-hit of Worcestershire flooding and Covid) delivered as hybrid events via The Art House at the University of Worcester. Some events were live, others online and others live and recorded. This more flexible model enabled the lectures to go ahead as planned, despite Covid, and helped to grow our online audiences. Audience feedback was positive and we began to take voluntary donations paid online by participants, either live or virtual.

##### **Station Approach partnership project with Hereford College of Art**

**2021 - 2026**

A partnership project with Hereford College of Arts funded by Hereford Stronger Towns. This 4-year project will focus on creating a Cultural Gateway to the city at the newly developed No. 1 Station Approach student accommodation site. The first year will see German artist Lothar Götz's monumental and vibrant geometric artworks and dazzling flags installed in June 2022.

## Meadow Arts Inspires

**Paul Hamlyn Foundation Thinking Differently Project:** The project was heavily disrupted by Covid-19 as the schools had to close to external visitors. However, it was kept on track and finally wrapped in July 2022, 6 months late.

**Paul Hamlyn Foundation Covid Relief Fund:** Awarded us an additional £20,000 to continue work with the pupils involved in the main project and to support them during Summer Holidays 2021.

### Work with Children and Young People

A change in our Education & Engagement Manager at the end of March 2021 left the post vacant for 8 weeks until the end of May and the incoming manager only remained in post for 6 months before taking maternity leave. This did impact on our output but, none-the-less, we delivered projects in 10 regional schools and delivered specific children and young people projects in the period including deepening our relationship with young participants at the Pershore Riverside Centre; a complex, bespoke digital project with 3 teenagers from rural Herefordshire and various drop-in family and youth workshops linked to our Main Exhibition and Meadow Projects.

### We worked with 10 schools:

- Bosbury Primary
- Garway Primary (RURALities)
- Clifford Primary (All Alone)
- Pershore High (Beauty & Utility)
- St. Barnabas, Tenbury High, Blackwell First, Chadsgrove SEND (Young Voices, New Visions 20)
- Kings Health Boys, Birmingham
- Earlsdon, Coventry

### Other work with Children and Young People:

- Pershore Youth x2 - 7 young people visited All Alone at Croft Castle and 15 took part in a workshop back at their youth centre.
- Artist Kate Raggett created a Sedge Warbler and an abstract pattern as landscape art at Avon Meadows. She was helped by 2 groups from Pershore Riverside Centre over 3 sessions.
- My Bubble, 12 sessions x2 hours each, all online, with 3 aspiring artists aged 16, 17 and 18. Funded with a bursary from the Invisible Arts Network.
- All Alone Clay workshop on site with Jancis Vaughan x50 children.
- All Alone Poetry workshop on site with Jean Atkins x25 children.
- All Alone Poetry and Print workshop on site with Emily Wilkinson x34 children.

### Digital Outputs

Project	Date	Platform	Viewer Figures
---------	------	----------	----------------

Art House Open Lecture Series - Vanley Burke	19.4.21	Zoom (live streamed from University of Worcester)	70
RURALities – Kipsi performance	4.5.21	Zoom	18
RURALities – Dan Turner, Kipsi	17.5.21 – 27.6.21	YouTube	19
RURALities – Martha Kelsey, Mirrors in Stone	17.5.21 – 27.6.21	Facebook	427
		Twitter	121
		Instagram	2020
RURALities – Lucy Wright, Plough Witches	14.5.21 – 6.12.21	Facebook	430
		Twitter	357
		Instagram	776
		YouTube	18
RURALities – Craig David Parr, TPZ	14.5.21 – 6.12.21	YouTube	90
		Instagram	746
RURALities – Plough Witches IGTV talk	17.5.21	Instagram	174
All Alone Online Launch	29.7.21	Zoom	40
All Alone – Simon Roberts lunchtime chat	16.9.21	Instagram	31
Art House Open Lecture Series – Adam Chodzko	4.10.21	Zoom (live streamed from University of Worcester)	15
Art House Open Lecture Series – Edie Jo Murray & ...kruse	20.10.21	Zoom (live streamed from University of Worcester)	30
Art House Open Lecture Series – Leah Gordon	15.11.21	Zoom (live streamed from University of Worcester)	46
Art House Open Lecture Series – Isla Badenoch	13.12.21	Zoom (live streamed from University of Worcester)	22
Art House Open Lecture Series – Kate Genever	17.1.22	Zoom (live streamed from University of Worcester)	26
Art House Open Lecture Series – Gabriella Hirst	14.2.22	Zoom (live streamed from University of Worcester)	16
Art House Open Lecture Series – CJ Mahoney	7.3.22	Zoom (live streamed from University of Worcester)	7
Art House Open Lecture Series – Lucy Wright	21.3.22	Zoom (live streamed from University of Worcester)	20
<b>TOTAL</b>			<b>5,519</b>

#### Inclusivity and Relevance

- RURALities covered some LGBTQ+ issues (e.g., Plough Witches looked at non-binary representation in folklore)

- 8 artistic commissions; 3 were by neuro-divergent artists (Emma Plover, also LGBTQ; ...kruse and Edie-Jo Murray)
- Dan Turner was of Gypsy Roma Community heritage
- All live streams on Zoom are audio captioned
- Virtual Tour of All Alone film had audio-description by charity Vocal Eyes
- Vanley Burkes Art House Open Lecture talk was about his work as the leading Black British Photographer: his iconic images capture the evolving cultural landscape, social change and stimulated debate in the United Kingdom over the past four decades. His body of work represents possibly the largest photographic record of the Caribbean Diaspora in Britain
- Skin Deep explored body image, social media and the search for body perfection - several workshops, live and digital, unpicked these issues
- Thinking Differently project, funded by Paul Hamlyn Foundation, worked with 3 regional Special Educational Needs and Disability schools with pupils across school years 7, 8 and 9

## Marketing

After 11 years Rebecca Farkas, Marketing & Engagement Manager left Meadow Arts in October 2021. She was replaced by Annabel Clarke in the role of Marketing & Communications Manager.

Our new branding was launched in February 2022 designed by Joby. By the end of the financial year, we were also well on the way to getting the new website launched, designed by Blunt & Brave. The focus was to have a clean, mobile-friendly site that was visually strong.

We worked with branding agency MATH to approach potential sponsors for our work. We developed a sponsorship pack and have approached several organisations.

End of year analysis showed:

- ⇒ We had a 3% increase in newsletter subscribers over 2021-2022. 49% of subscribers were deemed by Mailchimp to be highly engaged, often opening and clicking links on our newsletters.
- ⇒ There was a 10% decrease in new users to the website over this year. With a new, mobile-friendly website in progress as well as exclusive content for the site planned, this number will increase over the next financial year.
- ⇒ 1,951 viewed content on YouTube. This is a marked reduction on the previous year but reflects both much more competition for online arts content and an audience less available (back to school, off furlough etc).
- ⇒ Over 2021-2022 there was a 6% increase in Facebook followers but a 31% decrease in reach most probably due to the pandemic but also most advertising used during 2020/2021. There was a 20% increase in Instagram followers. Twitter saw a 5% increase in followers and 92,000 impressions.
- ⇒ Press focused on Meadow Arts' book, celebrating 20 years (including coverage with BBC Hereford & Worcester; Country & Town House & Living Magazine, Hereford Times); My Bubble (BBC Hereford & Worcester, Ross Voice) and Oliver Jones at Pershore Abbey (Church Times, Pershore Times and Evesham Observer).

## Fundraising

### Successes 2021-2022

- Cultural Recovery Fund, round 2 - £31,500
- Job Retention Scheme (furlough) - £500
- Elmley Foundation - engagement activities for All Alone £8,500
- National Trust Herefordshire – partnership contribution for All Alone £4,900
- Art Fund Small Project Grant - £14,800 Juneau Projects at Pershore Riverside Centre. Project period August – December 2022
- Schools partnership contributions £2,375
- Donations and book sales £500

### Unsuccessful

- Partner-Up fund for Pershore Riverside Centre £30,000
- Platinum Jubilee Fund for Pershore Riverside Centre £50,000

## Staff and Governance

**Staff:** There were changes in staffing during this financial year.

- **Executive Director:** Clare Purcell (30 hours per week)
- **Artistic Director:** Anne de Charmant (22.5 hours per week)
- **Marketing & Communications Manager:** Annabel Clarke started on 22.11.2021 (30 hours per week) replacing Rebecca Farkas who had been in post for 11 years on 22.5 hours per week
- **Education & Engagement Manager:** Emma Bowen took up the post at 22.5 hours per week on 26.05.2021 but took maternity leave on 12.01.2022. The maternity cover post was offered as a freelance position 2.5 days per week which will continue to January 2023
- **Artistic Programme Assistant:** Leanne O'Connor left Meadow Arts on 15.12.2021. The role was not replaced
- **Administration:** An administration role was subsequently created, with the new post starting the following financial year.

### Governance

At 31.03.22 the Board comprised 10 Trustees:

- Chair, Richard Heatly
- Treasurer, Stephen Purse
- Youth Trustee, Adam Neal
- Plus, Claire Walsh; Deborah Robinson; Nicholas Bury; Joanna Freeman; Daniel Pryde-Jarman; Ryan Hughes and Louisa Mayor.

## Meadow Arts

### Report of the Trustees for the Year Ended 31 March 2022

The trustees who are also directors 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 Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

#### **OBJECTIVES AND ACTIVITIES**

##### **Objectives and aims**

The charity's main objectives are the education of the public by the promotion of contemporary and other art and in particular (but without limitation) art that is linked to the landscape in the West Midlands and surrounding areas. This is to be achieved by exhibiting contemporary and other art to foster understanding, appreciation and employment of art amongst the public. The trustees confirm that they have considered the Charity Commission's Guidance on public benefit.

#### **ACHIEVEMENT AND PERFORMANCE**

##### **Charitable activities**

During the year Meadow Arts met its objectives by organising and delivering a substantial number of well-attended visual arts exhibitions, artworks and activities throughout the rural West Midlands and adjoining counties. More detail is provided in the preceding pages.

#### **FINANCIAL REVIEW**

##### **Principal funding sources**

The principal funding source in the year under review was Arts Council England as a National Portfolio Organisation since April 2012. The net income for the year amounted to £2,529 (2021: £24,817)

##### **Reserves policy**

The organisation adopted a reserves policy at the Annual General Meeting on 4th December 2017. The organisation aims to hold reserves of £42,570 to ensure that Meadow Arts organisation's core activity could continue during a period of unforeseen difficulty. The position is reviewed annually. The reserves at 31 March 2022 amounted to £91,983 of which £78,663 were unrestricted funds, substantially all of which comprised free reserves.

##### **Going concern**

Consideration has been given to the effects of the Covid pandemic and, with continued support from the Arts Council England, the Financial Statements have been prepared on the Going Concern basis.

#### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

##### **Governing document**

The charity is a company, limited by guarantee, as defined by the Companies Act 2006.

The governing document is the Memorandum and Articles of Association, as amended by special resolution dated 3 May 2008.

##### **Recruitment and appointment of new trustees**

As set out in the Articles, new trustees are appointed by the trustees and confirmed at the Annual General Meeting by the members of the charitable organisation.

All members are circulated with an invitation to nominate trustees prior to the AGM, advising of the retiring trustees and requesting nominations to be elected at the AGM. When considering new trustees, regard is given to any specialist skill needed.

New trustees undergo an orientation session to brief them on their legal obligations under charity and company law.

Meadow Arts

Report of the Trustees  
for the Year Ended 31 March 2022

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number  
04888760 (England and Wales)

Registered Charity number  
1125145

Registered office  
West House  
23 Broad Street  
HAY-ON-WYE  
Herefordshire  
HR3 5DB

Trustees

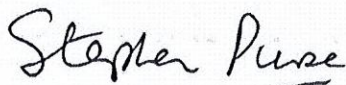
Mrs E K Bulmer, Treasurer (resigned 12.11.21)  
Mrs K M Brade (resigned 30.11.21)  
Ms C Walsh  
Mr R Heatly  
Ms D Robinson  
Mr N Bury  
Mrs J Freeman  
Mr A Neal (resigned 16.8.22)  
Dr D Pryde-Jarman  
Ms R Han (resigned 22.10.21)  
Ms L Mayor  
R Hughes  
Mr S Purse (appointed 17.3.22)  
G Moore (appointed 24.6.22)  
C Pearson (appointed 24.6.22)

Company Secretary  
Ms C Purcell

Independent Examiner

Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

Approved by order of the board of trustees on 21 December 2022 and signed on its behalf by:



.....  
Stephen Purse – Trustee

**Independent Examiner's Report to the Trustees of  
Meadow Arts**

**Independent examiner's report to the trustees of Meadow Arts ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2022.

**Responsibilities and basis of report**

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

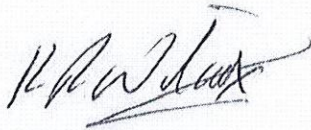
Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act').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

**Independent examiner's statement**

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

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

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



Mr K R Wilcox FCCA  
ACCA  
Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

Date: 22.12.2022

Meadow Arts

Statement of Financial Activities  
for the Year Ended 31 March 2022

	Notes	Unrestricted fund £	Restricted funds £	31.3.22 Total funds £	31.3.21 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies		172,345	74,320	246,665	192,344
Investment income	2	5	-	5	25
Other income		<u>500</u>	<u>-</u>	<u>500</u>	<u>10,469</u>
<b>Total</b>		<u>172,850</u>	<u>74,320</u>	<u>247,170</u>	<u>202,838</u>
<b>EXPENDITURE ON</b>					
<b>Charitable activities</b>					
Support costs		90,436	51,500	141,936	127,683
Artistic & engagement costs		41,267	39,500	80,767	38,260
Promotions and publicity		21,445	-	21,445	12,065
Governance costs		<u>493</u>	<u>-</u>	<u>493</u>	<u>13</u>
<b>Total</b>		<u>153,641</u>	<u>91,000</u>	<u>244,641</u>	<u>178,021</u>
<b>NET INCOME/(EXPENDITURE)</b>		19,209	(16,680)	2,529	24,817
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		<u>59,454</u>	<u>30,000</u>	<u>89,454</u>	<u>64,637</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>78,663</u>	<u>13,320</u>	<u>91,983</u>	<u>89,454</u>

The notes form part of these financial statements

Meadow Arts

Balance Sheet  
31 March 2022

	Notes	Unrestricted fund £	Restricted funds £	31.3.22 Total funds £	31.3.21 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	6	11	-	11	11
<b>CURRENT ASSETS</b>					
Debtors	7	111	-	111	-
Cash at bank and in hand		<u>81,306</u>	<u>13,320</u>	<u>94,626</u>	<u>92,123</u>
		81,417	13,320	94,737	92,123
<b>CREDITORS</b>					
Amounts falling due within one year	8	(2,765)	-	(2,765)	(2,680)
<b>NET CURRENT ASSETS</b>					
		<u>78,652</u>	<u>13,320</u>	<u>91,972</u>	<u>89,443</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		<u>78,663</u>	<u>13,320</u>	<u>91,983</u>	<u>89,454</u>
<b>NET ASSETS</b>					
		<u>78,663</u>	<u>13,320</u>	<u>91,983</u>	<u>89,454</u>
<b>FUNDS</b>					
Unrestricted funds	9			78,663	59,454
Restricted funds				<u>13,320</u>	<u>30,000</u>
<b>TOTAL FUNDS</b>					
				<u>91,983</u>	<u>89,454</u>

The charitable company 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 company 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 charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit 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 2006 relating to financial statements, so far as applicable to the charitable company.

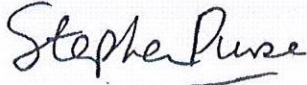
The notes form part of these financial statements

Meadow Arts

Balance Sheet - continued  
31 March 2022

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 21 December 2022 and were signed on its behalf by:



.....  
Stephen Purse - Trustee

The notes form part of these financial statements

Meadow Arts

Notes to the Financial Statements  
for the Year Ended 31 March 2022

1. ACCOUNTING POLICIES

**Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

**Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

**Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

**Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	- 20% on cost
Fixtures and fittings	- 20% on cost
Computer equipment	- 33% on cost

**Taxation**

The charity is exempt from corporation tax on its charitable activities.

**Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further information on restricted funds is included in the notes to the financial statements.

2. INVESTMENT INCOME

	31.3.22	31.3.21
	£	£
Deposit account interest	<u>5</u>	<u>25</u>

Meadow Arts

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2022

3. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2022 nor for the year ended 31 March 2021.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 March 2020 (2019 - £0)

4. STAFF COSTS

The average monthly number of employees during the year was as follows:

	31.3.22	31.3.21
Management	2	2
Marketing	<u>1</u>	<u>1</u>
	<u>3</u>	<u>3</u>

No employees received emoluments in excess of £60,000.

5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	178,344	14,000	192,344
Investment income	25	-	25
Other income	<u>10,469</u>	<u>-</u>	<u>10,469</u>
<b>Total</b>	<u>188,838</u>	<u>14,000</u>	<u>202,838</u>
<b>EXPENDITURE ON</b>			
<b>Charitable activities</b>			
Support costs	127,683	-	127,683
Artistic & engagement costs	24,260	14,000	38,260
Promotions and publicity	12,065	-	12,065
Governance costs	<u>13</u>	<u>-</u>	<u>13</u>
<b>Total</b>	<u>164,021</u>	<u>14,000</u>	<u>178,021</u>
<b>NET INCOME</b>	24,817	-	24,817
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	34,637	30,000	64,637
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>59,454</u>	<u>30,000</u>	<u>89,454</u>

Meadow Arts

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2022

6. TANGIBLE FIXED ASSETS

	Plant and machinery £	Fixtures and fittings £	Computer equipment £	Totals £
<b>COST</b>				
At 1 April 2021 and 31 March 2022	<u>500</u>	<u>1,357</u>	<u>6,236</u>	<u>8,093</u>
<b>DEPRECIATION</b>				
At 1 April 2021 and 31 March 2022	<u>489</u>	<u>1,357</u>	<u>6,236</u>	<u>8,082</u>
<b>NET BOOK VALUE</b>				
At 31 March 2022	<u>11</u>	<u>-</u>	<u>-</u>	<u>11</u>
At 31 March 2021	<u>11</u>	<u>-</u>	<u>-</u>	<u>11</u>

7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.22	31.3.21
	£	£
Trade debtors & accrued income	<u>111</u>	<u>-</u>

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	31.3.22	31.3.21
	£	£
Accrued expenses	<u>2,765</u>	<u>2,680</u>

9. MOVEMENT IN FUNDS

	At 1.4.21 £	Net movement in funds £	At 31.3.22 £
<b>Unrestricted funds</b>			
General fund	59,454	19,209	78,663
<b>Restricted funds</b>			
Paul Hamlyn Foundation	30,000	(30,000)	-
Art Fund	<u>-</u>	<u>13,320</u>	<u>13,320</u>
	<u>30,000</u>	<u>(16,680)</u>	<u>13,320</u>
<b>TOTAL FUNDS</b>	<u>89,454</u>	<u>2,529</u>	<u>91,983</u>

Meadow Arts

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2022

9. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	172,850	(153,641)	19,209
<b>Restricted funds</b>			
Paul Hamlyn Foundation	-	(30,000)	(30,000)
Cultural Recovery Fund	31,500	(31,500)	-
Paul Hamlyn Foundation - Covid relief	20,000	(20,000)	-
Art Fund	14,320	(1,000)	13,320
Elmley Foundations	<u>8,500</u>	<u>(8,500)</u>	<u>-</u>
	<u>74,320</u>	<u>(91,000)</u>	<u>(16,680)</u>
<b>TOTAL FUNDS</b>	<u>247,170</u>	<u>(244,641)</u>	<u>2,529</u>

Comparatives for movement in funds

	At 1.4.20 £	Net movement in funds £	At 31.3.21 £
<b>Unrestricted funds</b>			
General fund	34,637	24,817	59,454
<b>Restricted funds</b>			
Paul Hamlyn Foundation	30,000	-	30,000
	<u>64,637</u>	<u>24,817</u>	<u>89,454</u>
<b>TOTAL FUNDS</b>	<u>64,637</u>	<u>24,817</u>	<u>89,454</u>

Meadow Arts

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2022

9. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	188,838	(164,021)	24,817
<b>Restricted funds</b>			
Art Fund	9,000	(9,000)	-
Elmley Foundations	<u>5,000</u>	<u>(5,000)</u>	<u>-</u>
	<u>14,000</u>	<u>(14,000)</u>	<u>-</u>
<b>TOTAL FUNDS</b>	<u>202,838</u>	<u>(178,021)</u>	<u>24,817</u>

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.4.20 £	Net movement in funds £	At 31.3.22 £
<b>Unrestricted funds</b>			
General fund	34,637	44,026	78,663
<b>Restricted funds</b>			
Paul Hamlyn Foundation	30,000	(30,000)	-
Art Fund	<u>-</u>	<u>13,320</u>	<u>13,320</u>
	<u>30,000</u>	<u>(16,680)</u>	<u>13,320</u>
<b>TOTAL FUNDS</b>	<u>64,637</u>	<u>27,346</u>	<u>91,983</u>

Meadow Arts

Notes to the Financial Statements - continued  
for the Year Ended 31 March 2022

9. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	361,688	(317,662)	44,026
<b>Restricted funds</b>			
Paul Hamlyn Foundation	-	(30,000)	(30,000)
Cultural Recovery Fund	31,500	(31,500)	-
Paul Hamlyn Foundation - Covid relief	20,000	(20,000)	-
Art Fund	23,320	(10,000)	13,320
Elmley Foundations	<u>13,500</u>	<u>(13,500)</u>	<u>-</u>
	<u>88,320</u>	<u>(105,000)</u>	<u>(16,680)</u>
<b>TOTAL FUNDS</b>	<u>450,008</u>	<u>(422,662)</u>	<u>27,346</u>

10. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 March 2022.

**Restatement**

The financial statements for the year ended 31 March 2021 have been restated to reclassify certain income and expenditure from unrestricted funds to restricted funds and to reclassify deferred income as unspent funds carried forward. The effect of the restatement is summarised as follows:

	Restricted funds £	Unrestricted funds £	Total funds £
<b>Year ended 31 March 2021</b>			
Funds brought forward, as reported	-	19,637	19,637
Reclassification of deferred income	30,000	15,000	45,000
Funds brought forward, as restated	<u>30,000</u>	<u>34,637</u>	<u>64,637</u>
Net income, as reported	-	39,817	39,817
Reclassification of deferred income		(15,000)	(15,000)
Net income, as restated	<u>-</u>	<u>24,817</u>	<u>24,817</u>
Funds carried forward	<u>30,000</u>	<u>59,454</u>	<u>89,454</u>

**MEADOW ARTS**

England & Wales - Charity number 1125145

---

# Accounts

---

**REGISTERED COMPANY NUMBER: 04888760 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1125145**

**Report of the Trustees and  
Unaudited Financial Statements  
for the Year Ended 31 March 2021  
for  
Meadow Arts**

**Meadow Arts**

**Contents of the Financial Statements  
for the Year Ended 31 March 2021**

	<b>Page</b>
<b>Report of the Trustees</b>	1 to 2
<b>Annual Report 2020-2021</b>	3 to 7
<b>Independent Examiner's Report</b>	8
<b>Statement of Financial Activities</b>	9
<b>Balance Sheet</b>	10 to 11
<b>Notes to the Financial Statements</b>	12 to 16
<b>Detailed Statement of Financial Activities</b>	17 to 18

**Meadow Arts**  
**Report of the Trustees**  
**for the Year Ended 31 March 2021**

The trustees who are also directors 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 Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

## **OBJECTIVES AND ACTIVITIES**

### **Objectives and aims**

The charity's main objectives are the education of the public by the promotion of contemporary and other art and in particular (but without limitation) art that is linked to the landscape in the West Midlands and surrounding areas. This is to be achieved by exhibiting contemporary and other art to foster understanding, appreciation and employment of art amongst the public.

## **ACHIEVEMENT AND PERFORMANCE**

### **Charitable activities**

During the year Meadow Arts met its objectives by organising and delivering a substantial number of well-attended visual arts exhibitions, artworks and activities throughout the rural West Midlands and adjoining counties.

## **FINANCIAL REVIEW**

### **Principal funding sources**

The principal funding sources in the year under review have been Arts Council England as a National Portfolio Organisation since April 2012.

### **Reserves policy**

The organisation adopted a reserves policy at the Annual General Meeting on 4th December 2017. The organisation aims to hold reserves of £24,645 to ensure that Meadow Arts organisation's core activity could continue during a period of unforeseen difficulty, the position is reviewed annually.

### **Going concern**

Consideration has been given to the effects of the Covid pandemic and, with continued support from the Arts Council England, the Financial Statements have been prepared on the Going Concern basis.

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **Governing document**

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

The governing document is the Memorandum and Articles of Association as incorporated on 5 September 2003, as amended by special resolution dated 3 May 2008.

### **Recruitment and appointment of new trustees**

As set out in the Articles, new trustees are elected at the Annual General Meeting by the members of the charitable organisation.

All members are circulated with an invitation to nominate trustees prior to the AGM, advising of the retiring trustees and requesting nominations to be elected at the AGM. When considering new trustees, regard is given to any specialist skill needed.

New trustees undergo an orientation session to brief them on their legal obligations under charity and company law.

## **REFERENCE AND ADMINISTRATIVE DETAILS**

### **Registered Company number**

04888760 (England and Wales)

**Meadow Arts**

**Report of the Trustees  
for the Year Ended 31 March 2021**

**Registered Charity number**

1125145

**Registered office**

West House  
23 Broad Street  
HAY-ON-WYE  
Herefordshire  
HR3 5DB

**Trustees**

Mrs E K Bulmer, Treasurer  
Mrs K M Brade  
Ms C Walsh  
Mr R Heatly  
Ms D Robinson  
Mr N Bury  
Miss S M Allen (resigned 18.11.20)  
Mrs J Freeman  
Mr A Neal  
Dr D Pryde-Jarman  
Ms R Han (resigned 22.10.21)  
Ms L Mayor  
R Hughes (appointed 18.3.21)

**Company Secretary**

Ms C Purcell

**Independent Examiner**

Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

**COMMENCEMENT OF ACTIVITIES**

The charity was formerly run as a company limited by guarantee and achieved charitable status on 23 July 2008.

Approved by order of the board of trustees on ..... *16.12.2021* ..... and signed on its behalf by:



.....  
Mr R Heatly - Chair

## Annual Report 2021

The year 1<sup>st</sup> April 2020 – 31 March 2021 was plagued by the Covid-19 pandemic. Meadow Arts fared well and to a large extent used the pandemic advantageously by scaling back activity, furloughing staff and exploring digital output in many ways and formats. Staff learned new skills, continued to support freelance artists and specialist workers, developed new (online) audiences, and emerged with a new focus regarding staff structure and future programming. Collectively we embraced the new Arts Council England Strategy 2020-2030, Let's Create, and recognised our important role in developing the artistic and contemporary cultural offer of our region.

### Main Exhibitions

**Spring 2020: Hay Castle Trust with Nathan Coley – Art and Place**

**Summer 2021: Hay Castle Trust Group Show - Art and Text**

Both main exhibitions were cancelled due to Coronavirus and the impact this had on the Castles' restoration schedule. Before Coronavirus, Hay Castle had already received a revised completion date from the builders of 19 October 2020. In actuality, the Castle is not due to open until April 2022. Due to these factors neither exhibition was rescheduled and in 2021 we delivered a successful exhibition with National Trust Herefordshire at Croft Castle and Fishpool Valley called *All Alone*.

### Meadow Projects

#### 1. Oliver Jones, Skin Deep, Berrington Hall, Herefordshire

The exhibition was originally due to open 14 March to 10 May 2020. It was then rescheduled to run 14 September 2020 to 18 April 2021, but ultimately opened from 17 May to 31 October 2021.

#### 2. Oliver Jones at Pershore Abbey – Postponed to February – March 2022 due to Covid-19

#### 3. Publication - Meadow Arts: the first twenty years

A strong project to come out of 2020 as it could all be researched and collated digitally. The colourful, 80-page coffee table book was written and edited by author /artist Tom Jeffreys, with foreword from Jonathan Watkins, Director Ikon Gallery and artist interviews with renowned contemporary visual artists including Ged Quinn, Yinka Shonibare and Laura White. The book was printed by Gomer Press in Cardiff and stocked and distributed by Art Data. It launched on 27 May 2021 at the Hay Festival.

#### 4. RURALities, Nov 2020-July 2021

Part-funded by a grant from Art Fund, this was our first digital commission programme. Four rural artists were awarded tiered commissions to create artworks that responded to their interpretation of rural. The artists were Lucy Wright (£4000), Craig David-Parr (£2500), Dan Turner and Martha Kelsey (£1000 each).

The project was very ambitious, with the artworks simultaneously exhibited online and across social media channels and physically in three venues: Hartlebury Castle, Shrewsbury, and Hereford Museums and Art Gallery's. Artists were supported to develop their digital work by Vivid Projects in Birmingham. A pamphlet accompanied the exhibition (distributed widely throughout the region) for those with lack of access to digital platforms.

#### 5. My Bubble, mid Dec 2020-1<sup>st</sup> March 2021

Funded via an Invisible Arts Network (IAN) Extended Bursary. The project explored young peoples' vision of the perfect bubble in which to seek solitude. Using 360 film and VR techniques, all taught remotely via Zoom, by two IAN members – Nick Brown, lecturer at HCA and Ollie Lansdell, young (age 22) filmmaker from Shrewsbury. Three young artists took part, aged 16-18 and the finished piece gained much interest from local press and radio stations.

#### 6. It Gets Lighter from Here, December 2020

A West Midlands-wide programme to celebrate the Winter Solstice where multiple short films (max 60 seconds) were shared by creatives across the region, to offer hope on the Winter Solstice 2020. We commissioned two digital artists – Rebecca Farkas and Leanne O'Connor - to produce our film, called Sun Stands Still (derivation of 'solstice'). They used regional networks to reach out to rural workers who are usually up at dawn to take photos of the sunrise at their location and share with us. We received many, many beautiful submissions

#### 7. Vernal Equinox 2021

March 20 marked the anniversary of the first lockdown and Culture West Midlands created another multi-participatory project to share on the Spring Equinox. Meadow Arts creative practitioner Emily Wilkinson was commissioned to create an artwork for this project.

**Curatorial Services 2020****1. Floodplain Meadows Project with Open University and Wychavon District Council****Avon Meadows, Pershore: Beauty and Utility**

A 3-way partnership project to raise public awareness of climate change and the role of floodplain meadows in managing flood water, capturing carbon, improving local ecology, and sustainable livestock production. Heavily engagement-based with local communities and Friends of Avon Meadows volunteer group, three of our creative practitioners delivered work between January – June 2021. Andrew Howe was the artist who worked on the project between Jan-March 2021.

**2. Art House Open Lecture Series 6**

This took place over Winter 2020 - Spring 2021 an extra session (making 9 in total) this season to include Jack Evans who missed out in season 5 due to flooding and the start of Covid19. It was the first lecture series delivered online (due to the pandemic) and worked very well.

**3. Partnership with Hereford College of Art**

Partnership development hinged around the successful Hereford Stronger Towns Fund application focusing on creating a Cultural Gateway to the city at the newly developed Station Approach site.

**Meadow Arts Inspires**

**Paul Hamlyn Foundation Thinking Differently Project:** The project was heavily disrupted by Covid-19 as the schools had to close to external visitors. However, it was kept on track and will wrap finally in Spring 2022, 6-months late.

**Paul Hamlyn Foundation Covid Relief Fund:** Awarded us an additional £20,000 to continue work with the pupils involved in the main project and to support them during Summer Holidays 2021.

**4-Stranded Elmley Foundation Project:** Successfully delivered during this period, despite some disruption due to Covid-19. Work included developing the Creative Practitioner Network via CPD training sessions, adding members of the Creative Practitioner Network to our website and improving the websites accessibility rating, delivery of Arts Award Discover in a Day for Worcestershire schools and exploration of the feasibility of establishing a Young Meadow Company aimed at those aged 16-25.

**Work in Schools:** Work in schools was hard hit by Covid-19 because schools closed, but we did work with four schools in Autumn Term 2020 and Spring Term 2021, including Aconbury Pupil Referral Unit in Hereford, Haberdashers Abraham Darby in Telford, Staunton-on-Wye Primary, Bosbury Primary and those involved in the Worcester Cathedral Young Voices, New Visions programme, Spring 2021 (inc Blackwell First School & Tenbury Ormiston High).

**Online Engagement 9 May 2020-31 March 2021****Digital Output Included:**

- Megan Clark Bagnall, 9 May – YouTube, 151+ viewers
- Jamila Walker and Emily Wilkinson, 30 May - Instagram Live
- Sarah Edwards Arts Award Discover Digital, May-Sept 2020 – 100 participants Zoom & YouTube
- 3 Artist Studio Tours - The Artist's Studio 1: Oliver Jones: 15 May; The Artist's Studio 2: Alex Hartley: 19 June; The Artist's Studio 3: Laura White 17 July.
- #throwback Thursdays was a weekly Instagram post throughout 2020 engaging audiences in previous Meadow Arts Exhibitions.
- 

**Marketing**

In 2020, as a response to the pandemic, the e-newsletter became monthly with a 'chattier', less formal, feel which increased engagement.

The engagement rates\*\* for our social media posts increased by 1398% on Facebook, 326% on Twitter and 144% on Instagram in March 2020, compared to February's rates. This was achieved by putting out more posts per month and by interacting more with other users of social media, joining in with events such as #HerefordHour #WorcestershireHour @BM\_AG world cup of art etc.

\*\*Engagement rates are metrics that track how actively involved with your content your audience is. Engaged consumers interact with brands through "likes", comments and social sharing.

During the pandemic, we joined the West Midlands Culture Response Unit. The purpose of this network continues to be to ensure the visibility, viability and recovery of the Cultural Sector in the West Midlands." The unit is led by [Culture Central](#).

Table of Video Views: 2020-21

Project	Date	Platform	Viewer Figures
Chadsgrove School - Thinking Differently showcase	9 April	YouTube	141
The Artist's Studio 1: Oliver Jones	15 May	YouTube Facebook	106 192
Our first Insta Live	19 May 2020	Instagram	114
Megan Clark-Bagnall - Breaking News workshop trailer		YouTube	83
Linked Engagement Workshop 1: Megan Clark-Bagnall - Objectify Yourself	9 May	YouTube	142
The Artist's Studio 1: 2 film clips from Oliver Jones	12 & 14 May	Facebook Instagram	162 105
Linked Engagement Workshop 2: Megan C-B Online exhibition	16 May	YouTube	37
Layers of Beauty – intro to workshop	27 May	Facebook	30
Linked Engagement Workshop 2: Jamila Walker & Emily Wilkinson - Layers of Beauty	30 May	Instagram	286
The Artist's Studio 2 – Film clip from Alex Hartley	18 June	Facebook	74
The Artist's Studio 2: Alex Hartley	19 June	YouTube	172
Intro to Bio Building workshop x2	23 & 30 June		55
Linked Engagement Workshop 1: Jamila Walker - Bio Building	4 July	Instagram Facebook	195 41
Arts Award project intro - Sarah Edwards	6 July	YouTube	75
Arts Award workshop 1 - Sarah Edwards	13 July	YouTube	96
Arts Award workshop 2	13 July	YouTube	54
The Artist's Studio 3 - Intro clip for Laura White	14 July	Facebook	33
The Artist's Studio 3: Laura White	17 July	YouTube	195
The Artist's Studio 3 - Laura White teaser intro	14 July	Instagram	117
Theatre of Stuff - workshop intro	20 July	Instagram Facebook	167 190
Theatre of Stuff - materials you'll need	31 Jul	Instagram	138
Linked Engagement Workshop 1: Theatre of Stuff by Kay Mullet	1 August	Instagram	164
What is Contemporary Art? workshop – Collage intro from Jill Impey	10 August	Instagram (promoted) Facebook	27,758 76
What is Contemporary Art? Engagement Workshop with Jill Impey	15 August	Instagram	181
Oliver Jones, Skin Deep Virtual tour		YouTube	344
Chadsgrove School, thinking Differently			271
Art House Open Lecture Series – Rupi Dhillon (Roo Dhissou)			153
Ecoprinting with Andrew Howe		YouTube Instagram	299
It Gets Lighter from Here		YouTube Instagram	34 500
The Arousing	20 Mar 2021	Instagram	124
Altered Images – Scale it Up	18 Feb	Instagram	192
Altered Images – Face Flip	17 Feb	Instagram	138
Altered Images – Mask making	15 Feb	Instagram	143
Altered Images – Mark Up Selfie	16 Feb	Instagram	150
Art House Open Lecture – Hamja Ahsan	22 Mar	YouTube	34
Art House Open Lecture – Juneau Projects	22 Mar	YouTube	14
		<b>TOTAL</b>	<b>33,331</b>

### July to Sept 2021

The additional video activity that we undertook online resulted in 3,112 organic views and 27,758 paid views (making a total of 30,870 views) of 25 videos and/or livestreams for the Lockdown period up to 1 September 2020 (the table above includes updated figures to 31 March 2021). The videos and live streams were hosted on YouTube (embedded on the MA website), Instagram and Facebook. This is an increase from our previous viewing figures (previous years' figures are for YouTube only) for Meadow Arts created videos of 923 total views for the 12 months 2019-20, 724 for 2018-19 and 901 for 2017-18. The consistently higher new viewing figures are for videos/streams hosted on the Instagram and Facebook platforms.

Since adding a pop-up form to our website to encourage people to sign up, our database has grown, and we now have over 2,000 subscribers (including 1758 on the main list and the rest on invitation lists for exhibitions).

### Jan-March 2021

Arts Council England's Midlands press team thanked us for sending them information on *Beauty & Utility* at Avon Meadows and they shared this through their networks. The major partner for this project is the Floodplain Meadows Partnership hosted by the Open University School of Environment, Earth and Ecosystem Sciences and this provides access to a mighty social media audience for this project. A roundup of partner social media accounts shows that on Twitter @OpenUniversity has 164,000 followers, @floodplainmead has 2731 and @OU\_EEE has 2330. On Instagram, @theopenuniversity has 59,000 followers. On Facebook, @theopenuniversity has 384,000 followers. It's a very healthy combined total of 612,000 followers, plus we can also tag other agencies that are concerned with the environment.

We've been seeing ongoing success with the Meadow Arts e-newsletter – we updated the format during the first lockdown in 2020 and this has increased how much our audience engages with us. We celebrated a 39% open rate for the January edition and surpassed that in February with an open rate of 41.2% - that's 8.3% higher than the industry average of 32.9% (according to MailChimp).

### **Fundraising Successes**

- **Cultural Recovery Fund Round 2: Applied for £50,000. Awarded £31,500 in April 2021**
- **Paul Hamlyn Foundation Covid Relief Fund. Awarded £20,000 in April 2021**
- **Art Fund Small Project Grant - £10,000. Project Value £19,500 – RURALities Project**
- **Invisible Arts Network Bursary: Awarded £4000**

### **Unsuccessful**

- **Arts Council England, Project Grant £48,000 + £2,000 personal access costs (provided by ACE). Project value £52k.** Application submitted 7<sup>th</sup> December 2020 outcome 28<sup>th</sup> Feb 2021. Unsuccessful due to volume of applications.
- **Shropshire Council Art Fund - £5,000. Project Value £6,200:** A partnership project called *Shropshire Monumental* that explored the impact of the Windrush Generation in Shropshire. Partnership with Shrewsbury Museum & Art Gallery, Pentabus Theatre Co and various Shropshire-based practitioners. Outcome – unsuccessful due to volume of applications.

### **Staff & Governance Staff**

**Artistic Programme Assistant:** Leanne O'Connor was appointed via Zoom interview in March 2020. Her start date was delayed until August 2020 due to Covid-19. Initially she began 1-day /week for August and September and picked up the full role at 3-days /week from October.

**Director:** Anne de Charmant, took furlough from 1 June to 30 September 2020 and returned on 3-days a week, a day less per week than the original contract (22.5 hrs reduced from 30 hrs). Her role subsequently changed from Director to **Artistic Director**.

Based on the change with the Director post, the Associate Director, Clare Purcell, became **Executive Director** (30 hrs /week).

**Education & Engagement Manager:** Steve Wilson, left Meadow Arts on 25 March 2021 after three years and the replacement Manager, Emma Bowen, took up the post on 26 May 2021.

### **Governance**

At 31.03.21 the Board comprised 12 Trustees: Richard Heatly, Chair; Emma Bulmer, Treasurer; Karen Brade; Claire Walsh; Deborah Robinson; Nicholas Bury; Joanna Freeman; Adam Neal (Youth Trustee); Daniel Pryde-Jarman; Ree Han, Louisa Mayor (joined Spring 2020).

### **Administration**

**A Thousand Ghosts by Marielle Neudecker:** This large-scale artwork was commissioned by Meadow ARts in 2009. It was cited at King George V

Playing Fields in Hereford city for eleven years from 2009-2020 and was seen by hundreds of thousands of people over that period. Due to natural degradation of the materials, and damage caused to some of the foundations due to river flooding, we decommissioned the piece in 2020/21. It was safely returned to the artist and has since been repaired and recommissioned elsewhere in England by another organisation.

**Ludlow Office:** We were served notice on the Mill on the Green premises, Ludlow because the landlord, Riversimple, wanted to use the space in a new way. WE moved out in September 2020. Since then, our registered office address has been in Hay-on-Wye. We retain a Shropshire office address c/o Pentabus Theatre Company.

**Digital Strategy:** During the Covid-19 pandemic in 2020 we created our first Digital Strategy to reflect increased digital output and a drive to connect with new audiences online.

**Fundraising Culture Change Programme:** The whole organisation took part in this programme over late 2019-early 2020. Rollout of the resulting Fundraising Plan was disrupted by Covid-19; however, we did collectively update our Mission and Values:

**Mission:** Meadow Arts is an inspirational contemporary art charity delivering ambitious and accessible projects in unexpected rural places.

**Values:**

- Meadow Arts is creative, inspirational, collaborative, responsive and curious.
- We believe that excellent contemporary art has the power to encourage new ideas and expand horizons.
- We work with people in unexpected rural places, using contemporary visual art to push boundaries, inspire, challenge and create.

**Independent Examiner's Report to the Trustees of  
Meadow Arts**

**Independent examiner's report to the trustees of Meadow Arts ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2021.

**Responsibilities and basis of report**

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

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

**Independent examiner's statement**

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

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

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



Mr K R Wilcox FCCA  
Ashmole & Co  
Manchester House  
Grosvenor Hill  
Cardigan  
Ceredigion  
SA43 1HY

Date: 21st December 2021

**Meadow Arts**

**Statement of Financial Activities  
for the Year Ended 31 March 2021**

	Notes	31.3.21 Unrestricted fund £	31.3.20 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies		207,344	227,062
Investment income	2	25	38
Other income		<u>10,469</u>	<u>-</u>
<b>Total</b>		217,838	227,100
 <b>EXPENDITURE ON</b>			
Raising funds		-	3,137
<b>Charitable activities</b>			
Support costs		127,683	132,544
Exhibition costs		38,260	71,082
Promotions and publicity		12,065	9,140
Governance costs		13	1,816
		<u>          </u>	<u>          </u>
<b>Total</b>		178,021	217,719
		<u>          </u>	<u>          </u>
<b>NET INCOME</b>		39,817	9,381
 <b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>		19,637	10,256
		<u>          </u>	<u>          </u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>59,454</u>	<u>19,637</u>

The notes form part of these financial statements

**Meadow Arts**

**Balance Sheet  
31 March 2021**

	Notes	31.3.21 Unrestricted fund £	31.3.20 Total funds £
<b>FIXED ASSETS</b>			
Tangible assets	6	11	11
<b>CURRENT ASSETS</b>			
Debtors	7	-	300
Cash at bank and in hand		<u>92,123</u>	<u>71,941</u>
		92,123	72,241
<b>CREDITORS</b>			
Amounts falling due within one year	8	(32,680)	(52,615)
		<u>59,443</u>	<u>19,626</u>
<b>NET CURRENT ASSETS</b>			
		<u>59,443</u>	<u>19,626</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>59,454</u>	<u>19,637</u>
<b>NET ASSETS</b>		<u>59,454</u>	<u>19,637</u>
<b>FUNDS</b>	9		
Unrestricted funds		<u>59,454</u>	<u>19,637</u>
<b>TOTAL FUNDS</b>		<u>59,454</u>	<u>19,637</u>

The charitable company 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 company 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 charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit 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 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

**Meadow Arts**

**Balance Sheet - continued**  
**31 March 2021**

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on ..... *16.12.2021* .....  
and were signed on its behalf by:



.....  
Mr R Heatly - Chair



.....  
Dr D Pryde-Jarman - Trustee

The notes form part of these financial statements

## Meadow Arts

### Notes to the Financial Statements for the Year Ended 31 March 2021

#### 1. ACCOUNTING POLICIES

##### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

##### **Income**

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Tangible fixed assets**

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Plant and machinery	- 20% on cost
Fixtures and fittings	- 20% on cost
Computer equipment	- 33% on cost

##### **Taxation**

The charity is exempt from corporation tax on its charitable activities.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

#### 2. INVESTMENT INCOME

	31.3.21	31.3.20
	£	£
Deposit account interest	<u>25</u>	<u>38</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2021**

**3. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31 March 2021 nor for the year ended 31 March 2020.

**Trustees' expenses**

There were no trustees' expenses paid for the year ended 31 March 2020 (2019 - £0)

**4. STAFF COSTS**

The average monthly number of employees during the year was as follows:

	31.3.21	31.3.20
Management	2	2
Marketing	<u>1</u>	<u>2</u>
	<u><u>3</u></u>	<u><u>4</u></u>

No employees received emoluments in excess of £60,000.

**5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted fund £
<b>INCOME AND ENDOWMENTS FROM</b>	
Donations and legacies	227,062
Investment income	<u>38</u>
<b>Total</b>	227,100
 <b>EXPENDITURE ON</b>	
Raising funds	3,137
<b>Charitable activities</b>	
Support costs	132,544
Exhibition costs	71,082
Promotions and publicity	9,140
Governance costs	1,816
	<u>          </u>
<b>Total</b>	217,719
	<u>          </u>
<b>NET INCOME</b>	9,381
 <b>RECONCILIATION OF FUNDS</b>	
<b>Total funds brought forward</b>	10,256

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2021**

**5. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued**

Unrestricted  
fund  
£

**TOTAL FUNDS CARRIED FORWARD**

19,637

**6. TANGIBLE FIXED ASSETS**

	Plant and machinery £	Fixtures and fittings £	Computer equipment £	Totals £
<b>COST</b>				
At 1 April 2020 and 31 March 2021	<u>500</u>	<u>1,357</u>	<u>6,236</u>	<u>8,093</u>
<b>DEPRECIATION</b>				
At 1 April 2020 and 31 March 2021	<u>489</u>	<u>1,357</u>	<u>6,236</u>	<u>8,082</u>
<b>NET BOOK VALUE</b>				
At 31 March 2021	<u>11</u>	<u>-</u>	<u>-</u>	<u>11</u>
At 31 March 2020	<u>11</u>	<u>-</u>	<u>-</u>	<u>11</u>

**7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	31.3.21	31.3.20
	£	£
Trade debtors & accrued income	<u>-</u>	<u>300</u>

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

	31.3.21	31.3.20
	£	£
Accruals and deferred income	30,000	49,790
Accrued expenses	<u>2,680</u>	<u>2,825</u>
	<u>32,680</u>	<u>52,615</u>

**Meadow Arts**

**Notes to the Financial Statements – continued  
for the Year Ended 31 March 2021**

**9. MOVEMENT IN FUNDS**

	At 1.4.20 £	Net movement in funds £	At 31.3.21 £
<b>Unrestricted funds</b>			
General fund	19,637	39,817	59,454
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>19,637</u>	<u>39,817</u>	<u>59,454</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	217,838	(178,021)	39,817
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>217,838</u>	<u>(178,021)</u>	<u>39,817</u>

**Comparatives for movement in funds**

	At 1.4.19 £	Net movement in funds £	At 31.3.20 £
<b>Unrestricted funds</b>			
General fund	10,256	9,381	19,637
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>10,256</u>	<u>9,381</u>	<u>19,637</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	227,100	(217,719)	9,381
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>227,100</u>	<u>(217,719)</u>	<u>9,381</u>

**Meadow Arts**

**Notes to the Financial Statements - continued  
for the Year Ended 31 March 2021**

**9. MOVEMENT IN FUNDS - continued**

A current year 12 months and prior year 12 months combined position is as follows:

	At 1.4.19 £	Net movement in funds £	At 31.3.21 £
<b>Unrestricted funds</b>			
General fund	10,256	49,198	59,454
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>10,256</u>	<u>49,198</u>	<u>59,454</u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	444,938	(395,740)	49,198
	<hr/>	<hr/>	<hr/>
<b>TOTAL FUNDS</b>	<u>444,938</u>	<u>(395,740)</u>	<u>49,198</u>

**10. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 31 March 2021.

**Meadow Arts**

**Detailed Statement of Financial Activities  
for the Year Ended 31 March 2021**

	31.3.21 £	31.3.20 £
<b>INCOME AND ENDOWMENTS</b>		
<b>Donations and legacies</b>		
Schools & other partners	4,633	-
Arts Council England	163,889	160,928
Other grants and income	<u>38,822</u>	<u>66,134</u>
	207,344	227,062
<b>Investment income</b>		
Deposit account interest	25	38
<b>Other income</b>		
JRS covid grant	<u>10,469</u>	<u>-</u>
<b>Total incoming resources</b>	217,838	227,100
<b>EXPENDITURE</b>		
<b>Other trading activities</b>		
Purchases	-	3,137
<b>Charitable activities</b>		
Artists fees and expenses	32,568	55,269
Installation costs	5,692	15,813
Marketing and publicity	<u>12,065</u>	<u>9,140</u>
	50,325	80,222
<b>Support costs</b>		
<b>Management</b>		
Wages	105,734	106,163
Social security	7,593	4,675
Rent	1,934	3,137
Insurance	1,938	1,932
Telephone and internet costs	870	774
Printing, post and stationery	241	1,678
Management and consultancy	819	1,949
Website and computer costs	1,400	1,325
Motor and travelling expenses	611	6,500
Subscriptions	202	370
Sundry expenses	98	-
Accountancy	540	570
Bookkeeping and payroll	2,662	3,050
Carried forward	124,642	132,123

This page does not form part of the statutory financial statements

**Meadow Arts**

**Detailed Statement of Financial Activities  
for the Year Ended 31 March 2021**

	31.3.21	31.3.20
	£	£
<b>Management</b>		
Brought forward	124,642	132,123
Bank charges	68	105
Training	<u>2,986</u>	<u>2,132</u>
	<u>127,696</u>	<u>134,360</u>
Total resources expended	<u>178,021</u>	<u>217,719</u>
<b>Net income</b>	<u>39,817</u>	<u>9,381</u>

This page does not form part of the statutory financial statements